

**Introduction to Content Entry in the Sitecore Experience Platform**

**Course Number:** SCOR-100  
**Duration:** 2 days

**Overview**

This Introduction to Sitecore training teaches attendees Sitecore terminology and provides a basic overview of the key tools needed for successful content entry using Sitecore. Attendees learn how to manage different types of content fields, versions, workflow, and more.

**Prerequisites**

Students should already be comfortable using the operating system (Linux, Unix, Windows, Solaris, macOS, etc.), and have familiarity with using a web browser while they access the Sitecore Content Management System.

**Materials**

All Sitecore Content Entry training students will receive comprehensive courseware.

**Software Needed on Each Student PC**

* Any Windows, Linux, or macOS desktop/laptop system
* Chrome (plus any additional browsers of your choice)

**Objectives**

* Master the fundamentals of creating content in the Sitecore CMS
* Gain familiarity with key content editing tools
* Understand the marketing tools of the Sitecore Experience Platform
* Learn the differences and key concepts of the Content Editor and the Experience Editor
* Learn workflow basics
* Understand versioning of items including Language Versions
* Learn how to publish content and understand why they would
* Use the media library and manage assets in Sitecore
* Find anything they need in Sitecore
* Gain general best practices for keeping Sitecore clean

**Outline**

* Introduction
* The Sitecore Interface
  + How to Log In
  + How to Manage Your Account and Change Your Password
* Common Content Entry Tools
  + The Launch Pad
  + How to Access the Desktop
  + Accessing the Control Panel
  + The Recycling Bin
  + Running Reports
* Marketing Capabilities of the Experience Platform
  + Experience Analytics
  + Experience Profile
  + List Manager
  + Campaign Creator
  + Path Analyzer
  + Marketing Automation
  + Marketing Control Panel
* The Experience Editor
  + How to Edit a Page in the Experience Editor
  + Basic Navigation and Menu Options
  + How to Create a New Page
  + How to Add a Component
  + How to Navigate Components on the Page
  + Modifying Component Settings
  + How to Edit Common Fields
  + Custom Edit Buttons
  + How to Save Your Changes
  + Introduction to Final vs Shared Layout
* The Content Editor
  + How to Access the Content Editor
  + Overview of the Menu Options Available
  + Review of the Basic Content Tree
  + Overview of Common Fields and how to Edit
  + Sorting Content in the Content Editor
  + Managing the Presentation of a Page
  + How to Create an Alias on an Item
* Basic Workflow
  + Overview of the Reviews Tab in the Content Editor
  + How to Unlock or Lock a Piece of Content
  + Overview of the WorkBox
* Versions in Sitecore
  + Introduction to Versioning Content
  + Understanding the Typical Databases that exist when you edit content
  + Working with Language Versions
  + How to Copy Content from Language to another Language
* How to Publish Content
  + Introduction to the different Publishing options in Sitecore
  + Preview vs. Publishing
  + How to Un-Publish Content
  + How to Schedule Publishing Content (This may vary depending on how Sitecore has been configured)
* Managing Assets in the Sitecore Experience Platform
  + How to Upload an Image
  + Editing Attributes of an Image
  + How to Resize an Image
  + Overview of Common Media Library Fields
  + Uploading other types of Assets (PDF’s, etc)
  + How to Upload a Zip file of Assets
* Search and Finding Content
  + What is an Item Bucket and How do you add content to it
  + How to find anything in the Content Editor
  + How to use the Link Database to find relationships between items
* General Best Practices when Editing Content
  + Limiting Items in Subfolders
  + Global Content vs Page Content (This may vary depending on how Sitecore has been configured)
  + Importance of Organizing Content and archiving old content
* Conclusion