

# Course modules

## MODULE 1 - Overview

What is CMS? Why do we need one?

What is Sitecore? and how did it evolve from CMS to Experience Platform

Sitecore Overview (Products, Community, Portals & Developer Trail Program)

Sitecore Versions and Features

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Sitecore simple architecture

Sitecore Installation - Places it affects

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Content Items - Structure

Presentation - Layouts, Sub layouts, Renderings, and Placeholders

Sitecore API\*

Outputting Content on web pages

Exploring Experience Editor

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**Configurations and Config Patches**

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**Buckets**

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**Search and Indexing using SOLR\***

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**Look at Habitat Demo site**

**Visual Studio Solution Setup in HELIX ways\***

**Project Lifecycle (Development, Testing, & Deployment)**

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**Experience Analytics**

**Experience Profile**

**FXM**

**Campaigns**

**Sitecore Goals - What, Why & How**

**Personalization**

**xConnect\***

## **MODULE 8 - Sitecore Certification**

**Sitecore Certification - Everything you need to know**

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## MODULE 9 - Headless CMS

Understand Headless CMS

Get to know about JSS

Install JSS

Create JSS App

Understand JSS Folder Structure

Create Component\*

Deploy JSS App to Sitecore Instance

Experience Editor for JSS

Layout Services

Form\*

Personalization to JSS App

Experience Analytics details for JSS App



## MODULE 9 - SXA

Understand SXA

Install SXA

SXA RAD Features

SXA Website Structure - Setup and Configuration

Understand Tenant and Site

Create SXA Website

Page designs and partial designs

Toolbox and components

Provide custom domain to SXA site

Creating Variant

Export Creative Exchange

Asset Optimizer

# Sitecore Training Course

By Surendra Sharma

# Know your Trainer - Surendra Sharma



@alexksharma

- ▶ Sitecore Architect
- ▶ Working with Sitecore from last 7+ years and 14+ years of experience in Microsoft Technologies
- ▶ Speaker in SUG INDIA Conference and SUGNCR Group
- ▶ Sitecore Certified, Microsoft certified , MongoDB certified, Coveo certified
- ▶ Successfully implemented 11+ Sitecore projects
- ▶ Published 200+ blogs articles on Sitecore, Author of 8 eBooks on Sitecore, Developed 5 reusable Sitecore modules available on Sitecore marketplace
- ▶ Trained several developers, leads, architects, technical managers of several corporate in Sitecore
- ▶ M.C.A. - Gold Medalist, University Topper

# MODULE 1 - Overview



# What is a Content Management System and Why Do We Need One?

Having created a web site, the first question that springs to mind should be “what’s next, what should I do now?”. But usually it is forgotten. For this reason – there are plenty of websites that are created and simply left without any effort to sustain them and upgrade its content.

The effect of this is that there are thousands of websites with out of date messages, text mistakes, old product prices, etc. Moreover, there are thousands of negative thoughts in users’ minds who notice this kind of internal negligence. The general solution to rectify this problem is to contact your web agency. However, what does it mean? Additional costs? Additional time spend on task creation, verification, corrections?

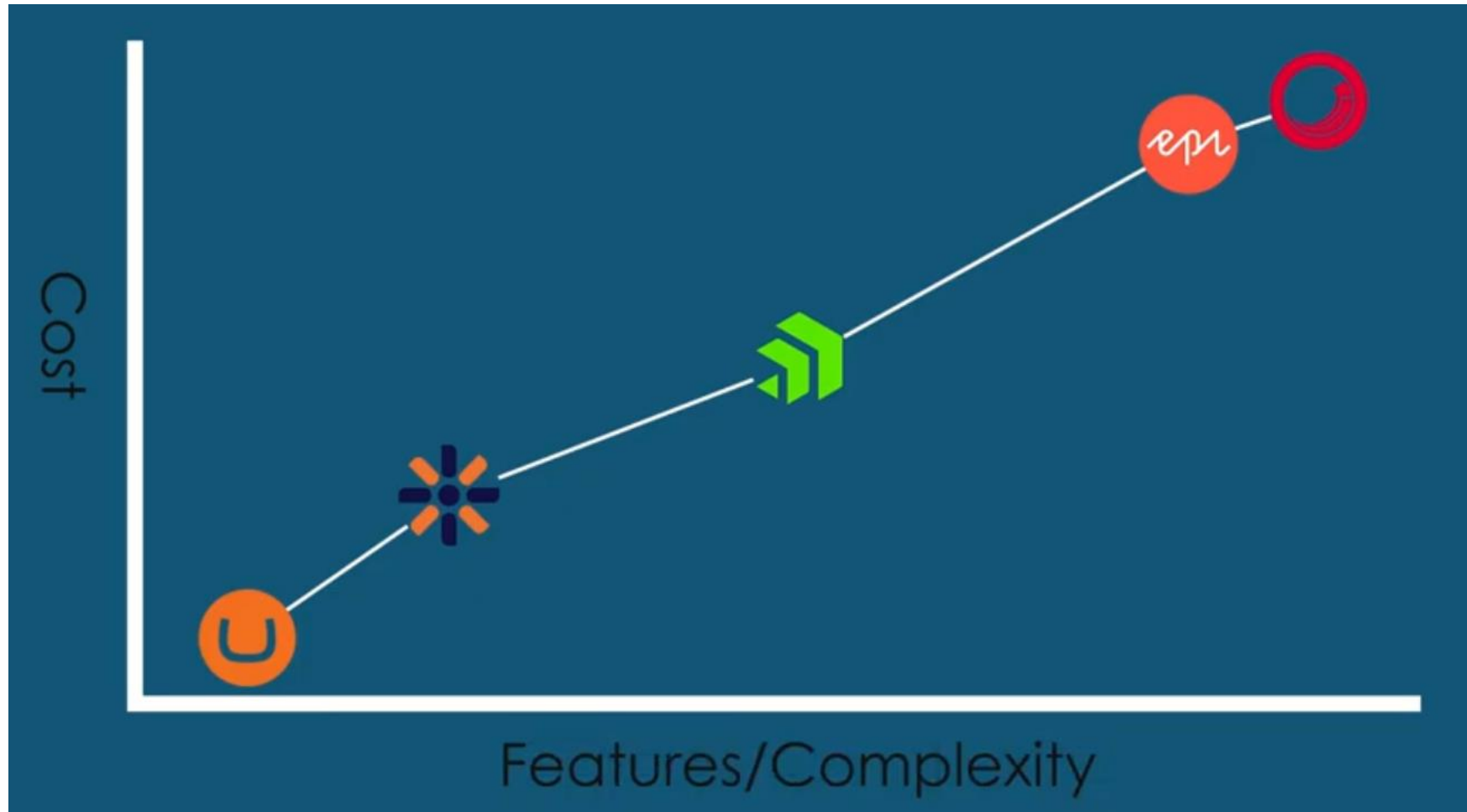
This doesn’t need to be the case...A [Content Management System](#) or CMS allows you to manage your website yourself. You get a back end login area and with this you can add and edit your website’s pages, edit your menu, add links, images, videos documents, etc.

Some CMS systems can be very difficult to use so it is important to get a user-friendly CMS with lots of functionality so managing your website is fun rather than a burden that you avoid.

## Advantages of a Content Management System

- Cost saving – you won’t need programmers or a web design agency to change the content of your website.
- No additional costs – you won’t have to buy any additional software to manage the content of your website.
- Just in time content – you can change the information of your website whenever you need. No more delays.
- Happy clients – they can find all important information in your website at any time.
- Easy to use – you can correct the content of your website with a few clicks of the mouse.

# Top 5 .NET Based CMS



- Sitecore
- EpiServer
- Sitefinity
- Kentico
- Umbraco

# What is Sitecore?

- ▶ Launched in 2001, Sitecore has used the .NET platform from the beginning of the language itself and has been growing in popularity over the last few years. Sitecore is one of the leading enterprise-level content management systems built on ASP.NET, enabling web content editors and marketers to have full control over all aspects of their website from social integration and blog posts to advanced personalisation, e-commerce and more.
- ▶ Sitecore is a robust digital marketing system and eXperience Platform that combines a content management system with contextual intelligence and omnichannel automation technologies. It offers marketing automation tools that allow you to manage your website, or multiple sites, and reach your customers when and where it matters.



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Why to learn Sitecore?



# Sitecore Versions

It took you from basic web content management to web experience management.

Sitecore 6.x

It built on the foundation that 7.x created and focuses on empowering your business and marketing users while also offering more advanced cloud deployment models for IT.

Sitecore 8.x

Sitecore headless for developers to empower JavaScript.  
Sitecore Omni™, empowering marketers to continuously aggregate, test, and optimize digital experiences in real time across devices.

Sitecore XP 9.1

It introduces next Generation editor Horizon, advances SIA, SaaS, Auto Personalization.

Sitecore XP 9.3

Sitecore 7.x

It shifted the experience from web-only to omnichannel digital experiences.

Sitecore XP 9

Sitecore xConnect™ services, facilitating data interchange between Sitecore XP and external applications like CRM.  
Sitecore Cortex™ machine learning gave XP an internal “data scientist”.

Sitecore XP 9.2

Sitecore Content Hub™  
Sitecore’s machine-learning services with Sitecore Cortex as well as no-compromise headless with Sitecore Omni.

Sitecore XP 10

Containers support, ASP.NET Core headless development, Sitecore CLI, Salesforce Marketing Cloud (SFMC) connector, Horizon editing interface for multilingual and multisite experiences

# Features of Sitecore 9+

- ▶ **New Sitecore Forms** - completely redesigned UX that strongly focuses on the business user.
- ▶ **ContentHub** for Digital Asset Management
- ▶ **Sitecore xConnect** - the ability to collect and act on any customer behavior from any channel at any time.
- ▶ **Federated Authentication** - support for external authentication providers.
- ▶ **Sitecore Install Framework** - a new developer friendly tool for installing Sitecore.
- ▶ **Update Installation Wizard** - The new Update Center application has been introduced.
- ▶ **JSS** - Sitecore JavaScript Services is a complete SDK that lets JavaScript developers build fully fledged solutions using Sitecore and modern JavaScript UI libraries and frameworks.
- ▶ A new **ASP.NET Core** headless development option allows teams to build applications faster on the latest .NET technology.
- ▶ Sitecore XP now supports **YAML** serialization, Sitecore CLI, Visual Studio Plugin for serialization
- ▶ Sitecore 9.x now includes **Device Detection** as standard in the platform.
- ▶ **Solr**
- ▶ Installation on VM, OnPrem, Cloud, **Azure** using ARM templates and Marketplace module
- ▶ Sitecore **Containers** support rapid deployment and more efficient solution and team onboarding with modern Docker and Kubernetes technology.

## 04. Sitecore Commerce

01



Sitecore  
Custom

SITECORE INSTANCE  
Brand site 1

02



Sitecore  
SXA

Quick stand-up of two sites for new campaign

SITECORE INSTANCE

- Brand site 1
- **SXA Tenant**
  - SXA site 1
  - SXA site 2

03



Sitecore  
JSS

React JSS layer

Mobile app built for event by external agency

SITECORE INSTANCE

- Brand site 1
- SXA Tenant
  - SXA site 1
  - SXA site 2
- **JSS Tenant**
  - JSS App

BUSINESS OR BRANDING CYCLE (TIME)

# Sitecore Development flexibility

# Sitecore Links

Exam Question  
for Match the  
Pair

- ▶ Sitecore Downloads - <https://dev.sitecore.net>
- ▶ Sitecore Documentation - <https://doc.sitecore.com/>
- ▶ Sitecore Knowledge Base - <https://kb.sitecore.net/>
- ▶ Download Sitecore modules - <https://marketplace.sitecore.net/>
- ▶ Sitecore Partner network - <https://partners.sitecore.com/>
- ▶ Support Portal - <https://support.sitecore.net/>
- ▶ Sitecore Youtube channel - <https://www.youtube.com/user/mastersitecore>
- ▶ Online Courses - <https://elearning.sitecore.net> , <https://www.pluralsight.com/>
- ▶ Sitecore Community - <https://community.sitecore.net/>
- ▶ Raise Sitecore questions to community - <https://sitecore.stackexchange.com>
- ▶ Others - Sitecore Slack channel, Telegram,Whats App Groups
- ▶ Others - Regional meet up groups



# MODULE 2 - Installation & Setup

- ▶ Refer installation document
- ▶ Give Full permission to “Everyone” on “inetpub” and “ResourceFiles” folder.
- ▶ Signout and quit Skype.
- ▶ Close all PowerShell window
- ▶ Run scripts from 64 bit PowerShell. Don’t use x86 PowerShell console
- ▶ For xConnect marketing issue, check
  - ▶ Remove any existing "***DO\_NOT\_TRUST\_SitecoreRootCert***" certificate from your machine
  - ▶ `Get-Childitem cert:\LocalMachine\root -Recurse | Where-Object {$_.Issuer -ne $_.Subject}`
  - ▶ `Get-Childitem cert:\LocalMachine\root -Recurse | Where-Object {$_.Issuer -ne $_.Subject} | Move-Item -Destination Cert:\LocalMachine\CA`
- ▶ Check Windows Updates
- ▶ If still setup failed, disabled your Antivirus.
- ▶ Change “Temp” folder location in “Prerequisites.json” file in “TempLocation” parameter in line 3 as “d:\\temp”

# Sitecore Installation - Places it affects

- ▶ Files - 3 folders will be created at “C:\inetpub\wwwroot”
- ▶ IIS
  - ▶ Application Pool - 3 Application pool will be created for one instance of Sitecore
  - ▶ Websites - 3 websites will be created for one instance of Sitecore
    - ▶ After successful installation, take backup by Copy-paste “App\_Config”, “bin”, “views”, “Global.asax”, “web.config” files and folders in website root folder.
- ▶ Host File - 3 Entry in “hosts” file “C:\Windows\System32\drivers\etc\”
- ▶ Services - 3 services -Delete services by DOS command in admin mode `sc delete “ServiceName”`
- ▶ SQL - 16 Database
- ▶ SOLR - 14 index

# Experience Platform Foundation

xConnect

XP Services

Collection

Search

Search  
Indexer

Collection  
Databases

Processing

Automation

Reporting

Reference  
Data

Sitecore Micro-Service Based  
Architecture

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# Demo

## Walkthrough of Sitecore Dashboard