

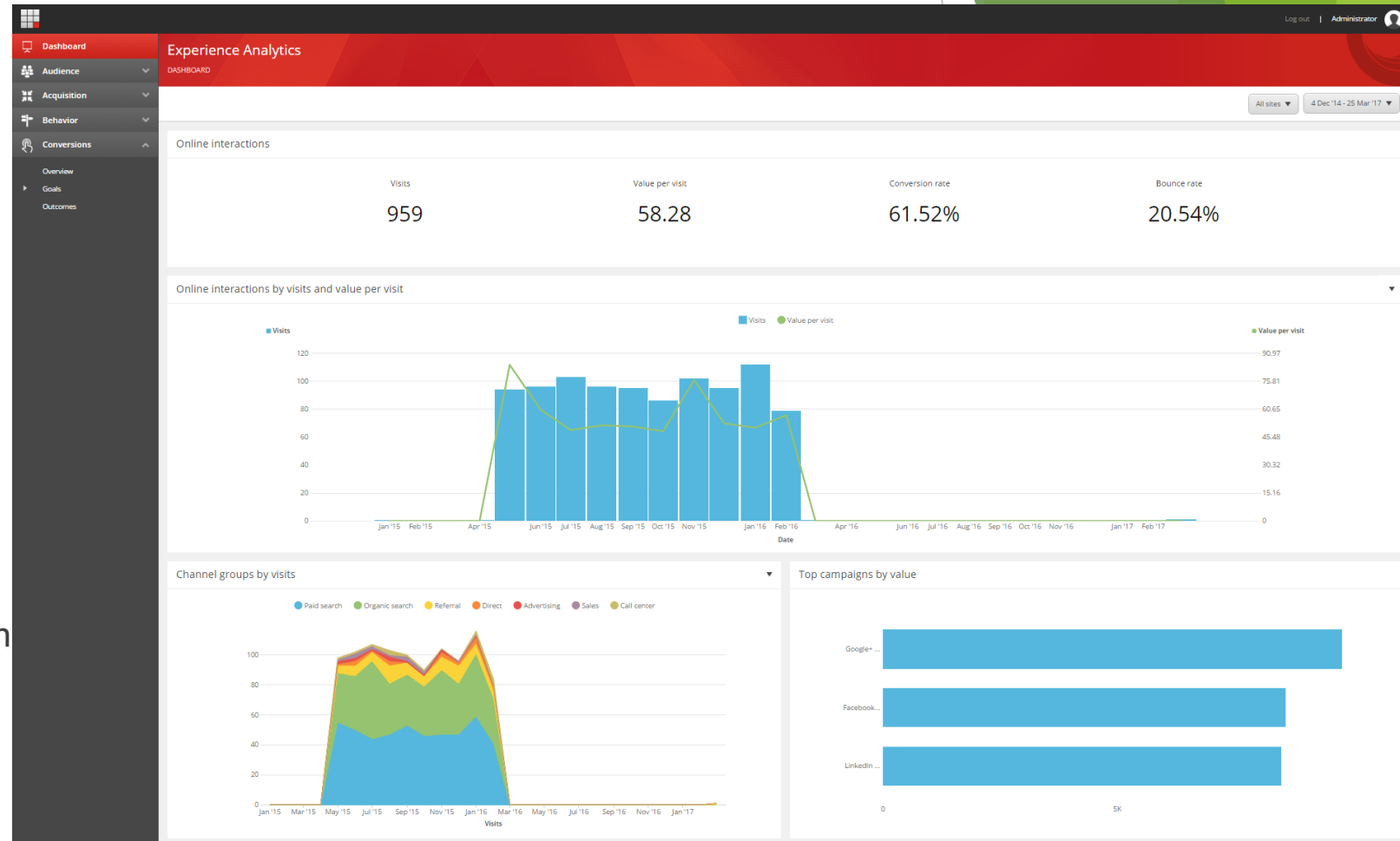
Sitecore 10 Advance

By Surendra Sharma

MODULE 7 - Experience Marketing

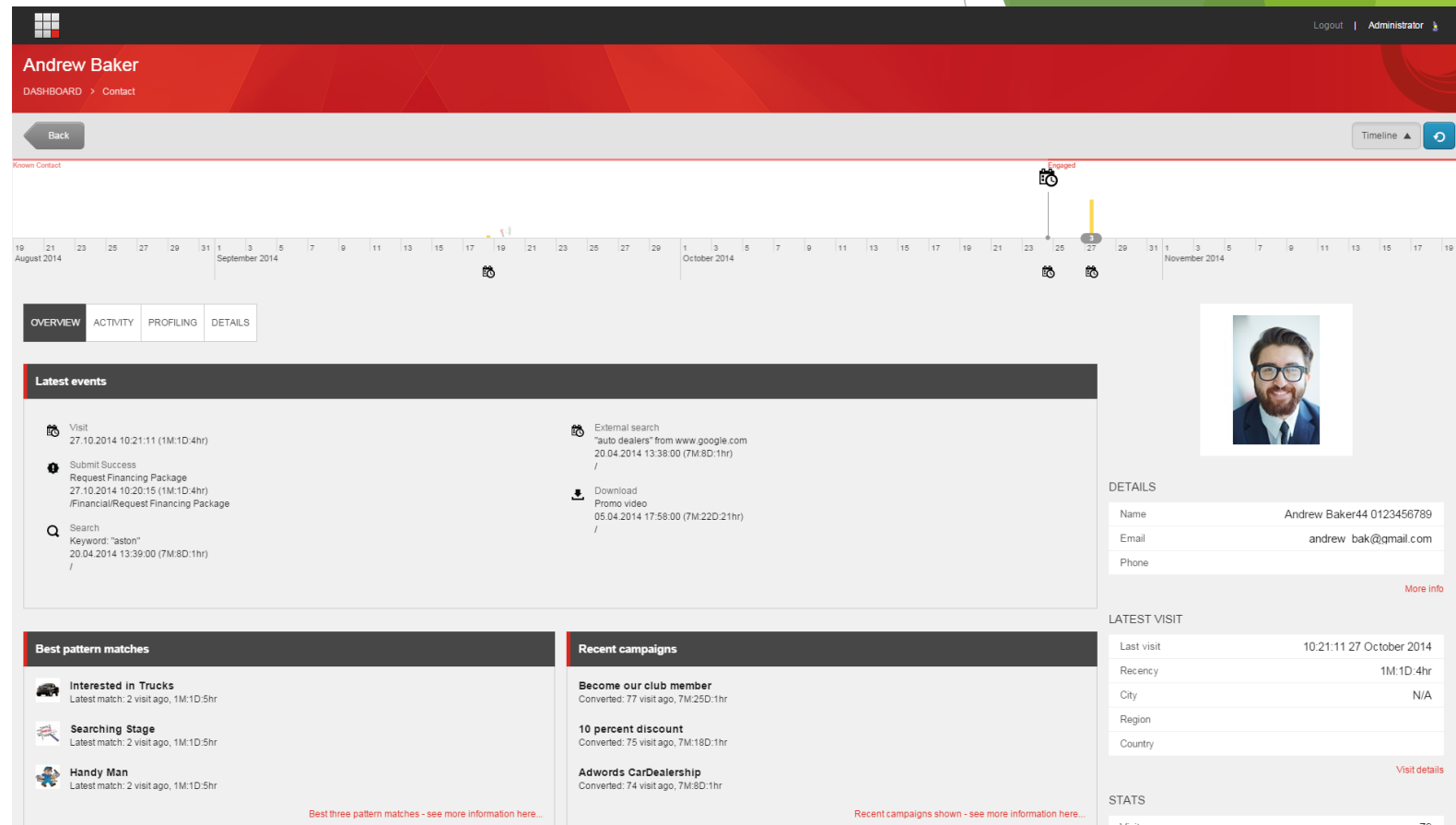
Experience Analytics

- ▶ Sitecore Experience Analytics provides overview reports and detailed reports for marketers and marketing analysts to identify patterns and trends in experience data collected from their websites and potentially other external data sources.
- ▶ Experience Analytics contains the following categories of reports:
 - ▶ **Dashboard** - provides an overview of key analytics by displaying a selection of charts and performance indicators.
 - ▶ **Audience** - helps you gain an understanding of who your visitors are.
 - ▶ **Acquisition** - shows you what is driving traffic to your website. For example, from campaigns and other marketing channels.
 - ▶ **Behavior** - helps you to analyze the behavior of your visitors to understand how they interact with your content.
 - ▶ **Conversions** - the percentage of visitors that achieve a particular goal. This helps you understand how well your marketing efforts are working.



Experience Profile

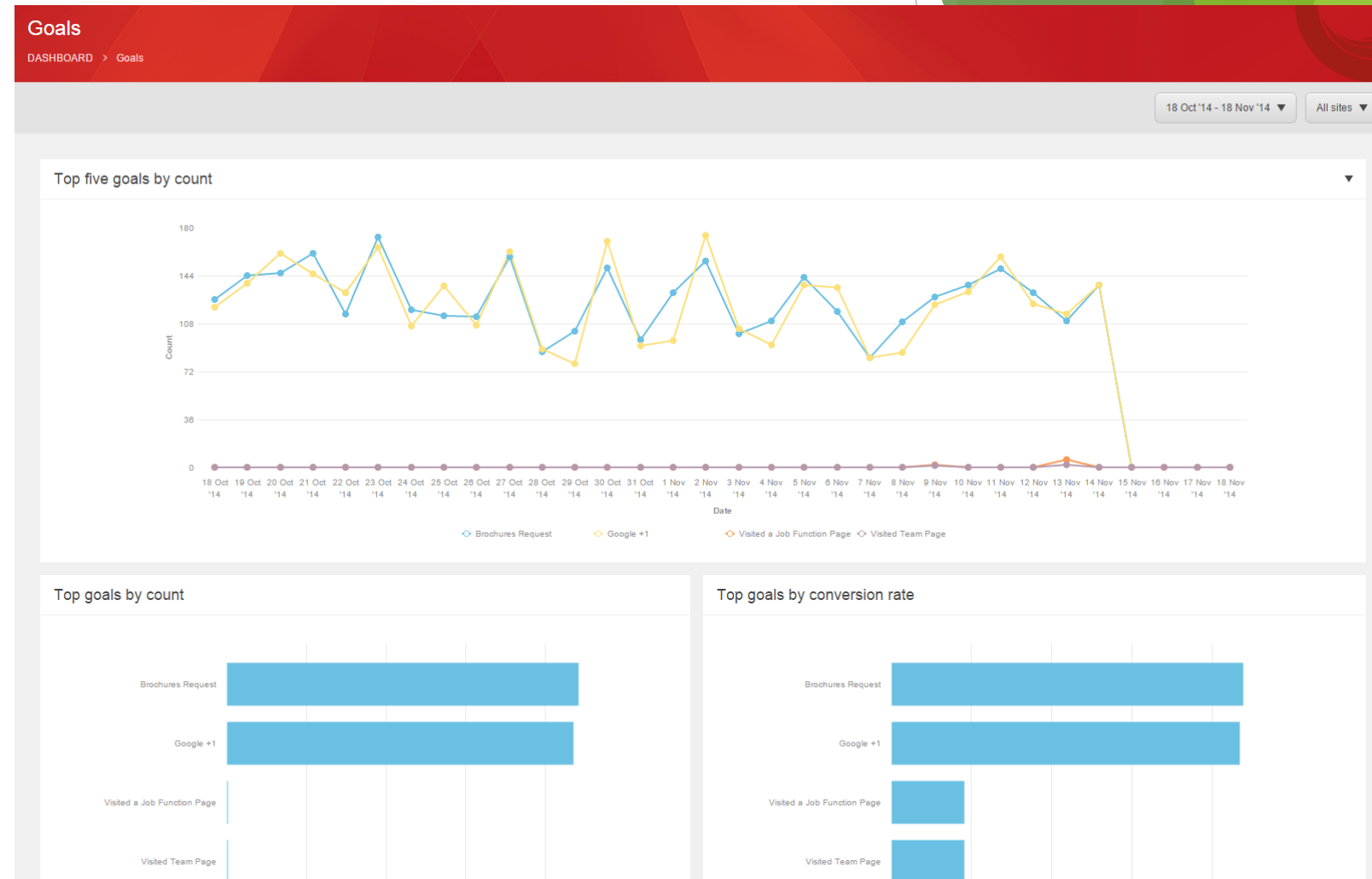
- ▶ The Experience Profile lets you monitor the behavior of contacts that have interacted with your company or with your website.
- ▶ The Experience Profile enables you and your sales teams to monitor the key areas of customer experience and interaction, such as visits, campaigns, goals, profiles, automations, outcomes, and keywords. For example, for each contact, you can see at a glance which events and goals they have triggered as well as how many engagement value points they have accumulated on your website.
- ▶ The Home page of the Experience Profile is a dashboard that lets you find specific contacts. When your website has been running for some time, you may have to search through many contacts.



- ▶ The Federated Experience Manager (FXM) is a dedicated SPEAK application that lets you track and personalize the experience of a website visitor across multiple (federated) websites, including non-Sitecore websites.
- ▶ FXM lets you
 - ▶ Track every visit to an external website and personalize the content on the external website by deploying a single JavaScript tag.
 - ▶ The information from the external website is available in the Experience Analytics dashboard.
 - ▶ Easily create the FXM JavaScript tag that you deploy on the external website.
 - ▶ Enrich and personalize every visit with Sitecore marketing attributes, such as goals, events, profiles, outcomes, and campaigns.
 - ▶ Capture all the visitor information from the external website and store it in the Sitecore Experience Database (xDB).
 - ▶ Integrate the external website with the marketing capabilities that are available in Sitecore, such as goals, events, profiles, campaigns, engagement automation, and so on.
 - ▶ Use the Sitecore Experience Editor to edit the pages and their specific elements on the external website that you want to apply Sitecore marketing attributes to.
 - ▶ Use and extend a dedicated API to meet your specific tracking and personalization requirements.

Goals

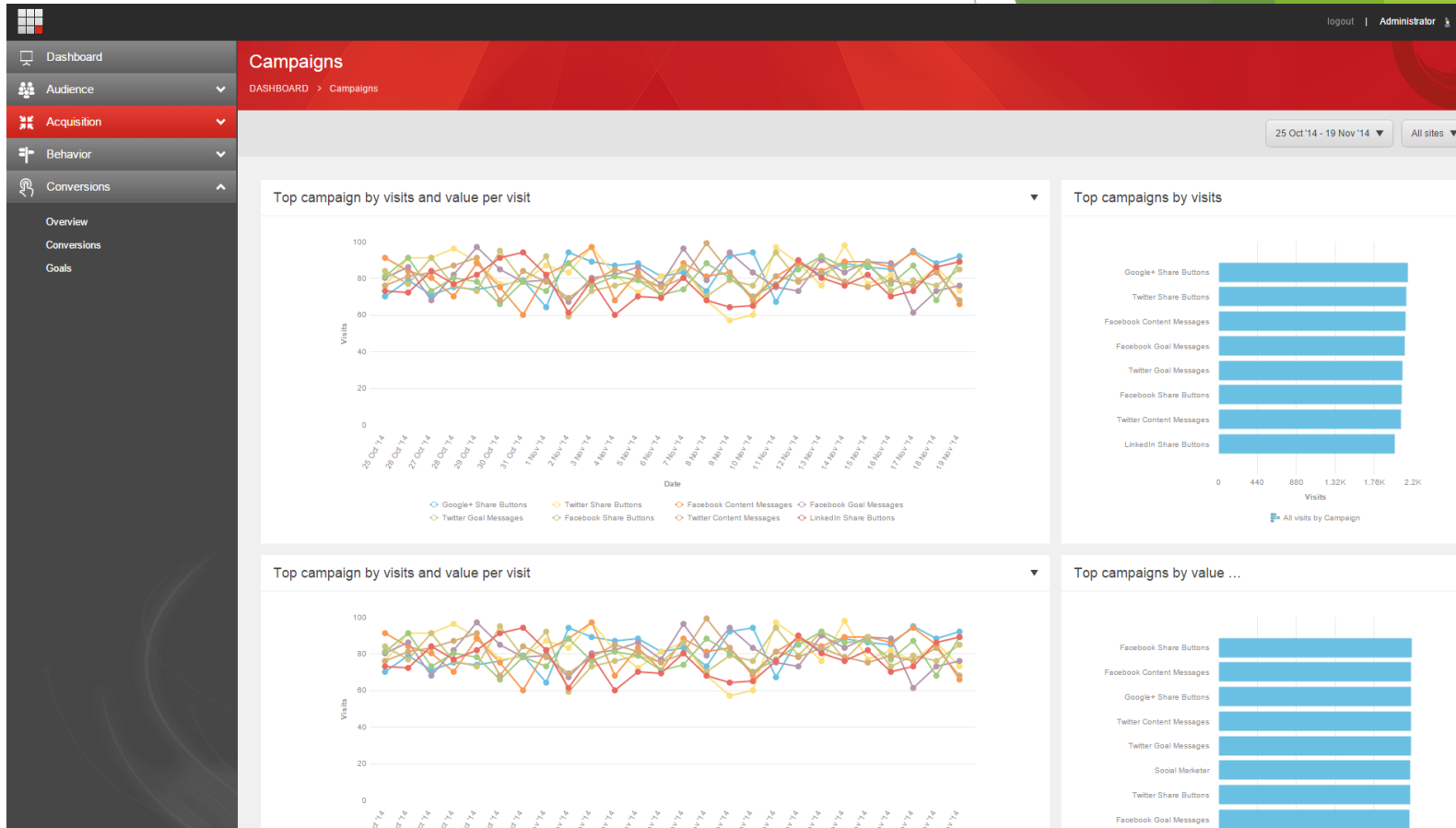
- ▶ Goals are activities that visitors can perform on your website. You create goals to track and measure how visitors engage with the website and campaigns - both online and offline.
- ▶ Some examples of goals:
 - ▶ Download a brochure
 - ▶ Register for an email newsletter
 - ▶ Visit a particular page
 - ▶ Sign up for an online demo
- ▶ Once you have created some goals, you can measure the conversion rate for each goal - the percentage of visitors that achieve a particular goal. You can find charts and dashboards that show goals and conversion rates in Experience Analytics.



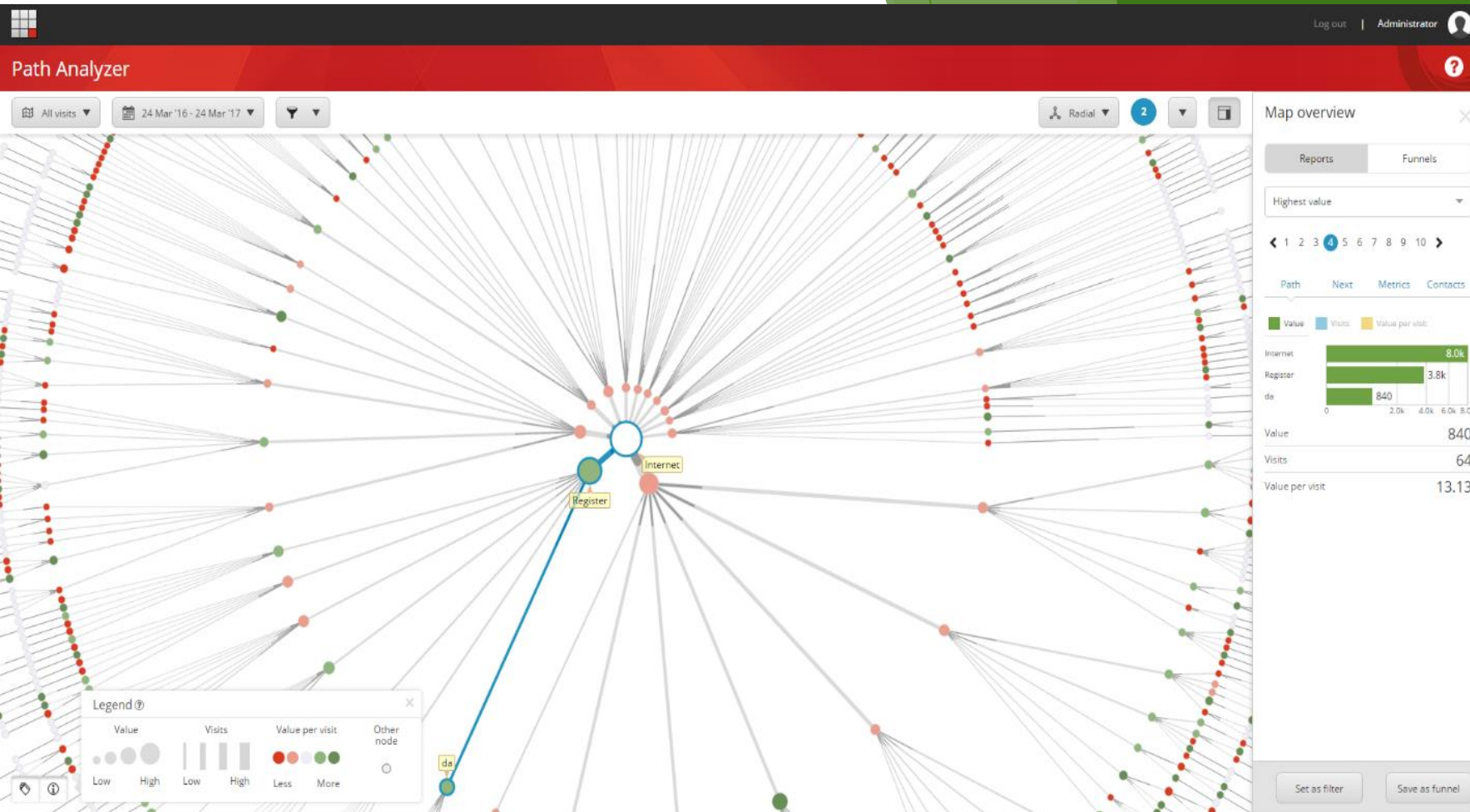
Campaigns

► A campaign is a promotion or advertising initiative designed to encourage people to visit your website. Campaigns run for a defined period. You can use campaigns to raise brand awareness or to get contacts to perform certain actions on your website.

► You can use Experience Analytics to track information about your campaigns. Experience Analytics tracks real-time information about where contacts visiting your website come from, which channels they use to access your content, and which pattern cards they match. You can also view reports about which campaigns are accessed most frequently, and which ones lead to the highest goal conversion rates.



Path Analyzer



- ▶ Accessed from the Launchpad
- ▶ The Path Analyzer enables you to create a map that shows the sequential paths contacts take when they navigate through your website.
- ▶ The Path Analyzer shows you which paths have the most traffic, which paths provide the highest engagement value, and which provide the highest engagement value per visit or efficiency.
- ▶ This enables you to gain insight into what content works well and what content is less efficient and can be optimized.



- Deep integration with other Google Products.
- Multi-channel funnels with the integration of Search Console.
- Easy to use and useful for headline (large groups) metrics.
- Quantitative metrics as acquisition, sessions, bounce rates, visits.



- Every interaction is stored on a personal level over time.
- Personalize the experience based on the Sitecore data.
- Personalize on a individual level with website and marketing automation.
- Qualitative metrics based on loyalty, engagement value, customer lifetime value.

Google Analytics versus Sitecore Analytics

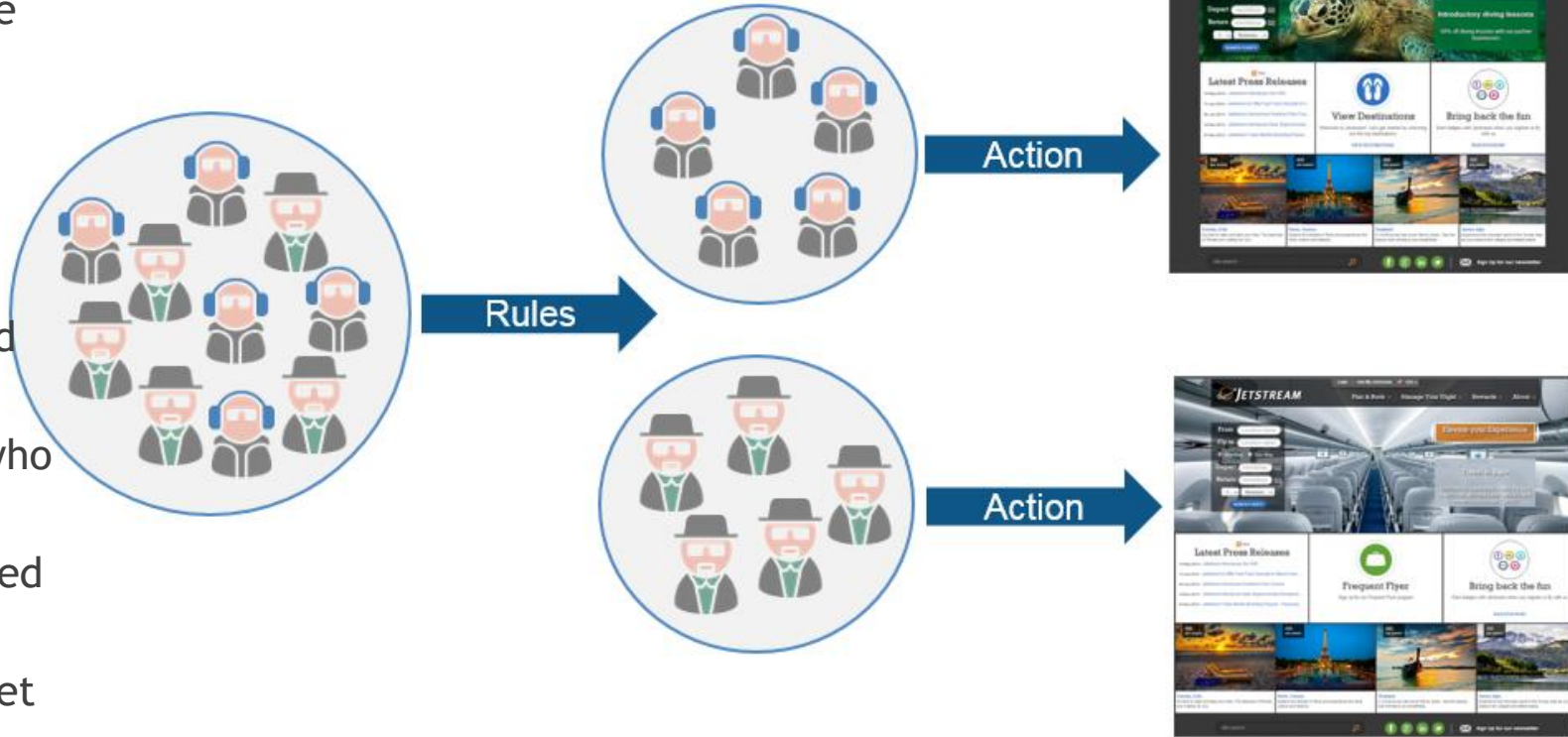
- ▶ Google Analytics is better for measuring things outside your Sitecore Platform.
- ▶ Sitecore is great for measurement visitor behavior on your Sitecore Platform.
- ▶ So they both work great together and gives you a better understanding of anything that's going on.

Sitecore Analytics - where to start

- ▶ Just enable Sitecore Analytics and let it do its magic.
- ▶ If you are up for it, configure some minor and simple goals and campaigns to start collecting more valuable data.
- ▶ Examples :-
 - ▶ Configuring a couple of simple goals to measure things like
 - ▶ a specific page visit,
 - ▶ a download
 - ▶ filling in a form
 - ▶ Creating a campaign that can be used by your marketing team to measure the effect of traffic coming from external channels like social or advertising platforms.
- ▶ Add some simple personalization rules on a homepage.

Personalization

- ▶ Personalization is the method for displaying targeted, relevant content to your contacts based on their characteristics and behavior, such as location, gender, or previous visits. With personalization, you can ensure that the right content reaches the right contacts, for example, by showing, hiding, or adjusting content.
- ▶ Among other things, you can use personalization to:
 - ▶ Show different content to contacts based on their geographic location.
 - ▶ Hide a registration form from contacts who have previously filled out the form.
 - ▶ Change the text in a website banner based on a contact's referring site.
- ▶ To set up personalization, you use the Rule Set Editor to add rules and actions to a specific component in Sitecore. The Rule Set Editor uses these logic-based rules to determine whether a contact or a segment meets a condition and changes the content accordingly.



What personalization means today

- ▶ Customers today are gravitating toward brands that feel like they listen to them, understand them, and pay attention to their specific wants and needs. That's where personalization comes in. It's a way for brands to contextualize the messages, offers, and experiences they deliver, according to each visitor's unique profile.

Demo

Sitecore personalization - where to start

- ▶ Half the battle with website personalization is simply getting it off the ground.
- ▶ Start small and don't be afraid
- ▶ You can start very small with just one simple personalization rule. Create something simple on a homepage. For example, switching and image based on a specific campaign or goal trigger. You can't really do that much wrong. And if you see that a personalization rule decreases a click through rate, at least you know that something else is required. Valuable insights right away!

MODULE 8 - Sitecore SXA

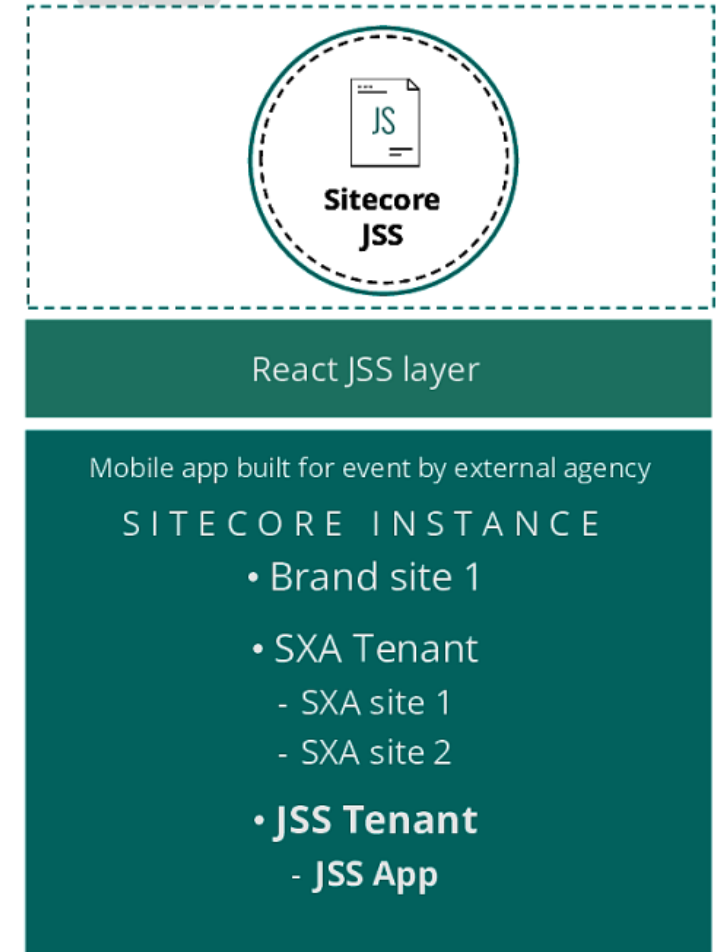
01



02



03



BUSINESS OR BRANDING CYCLE (TIME)

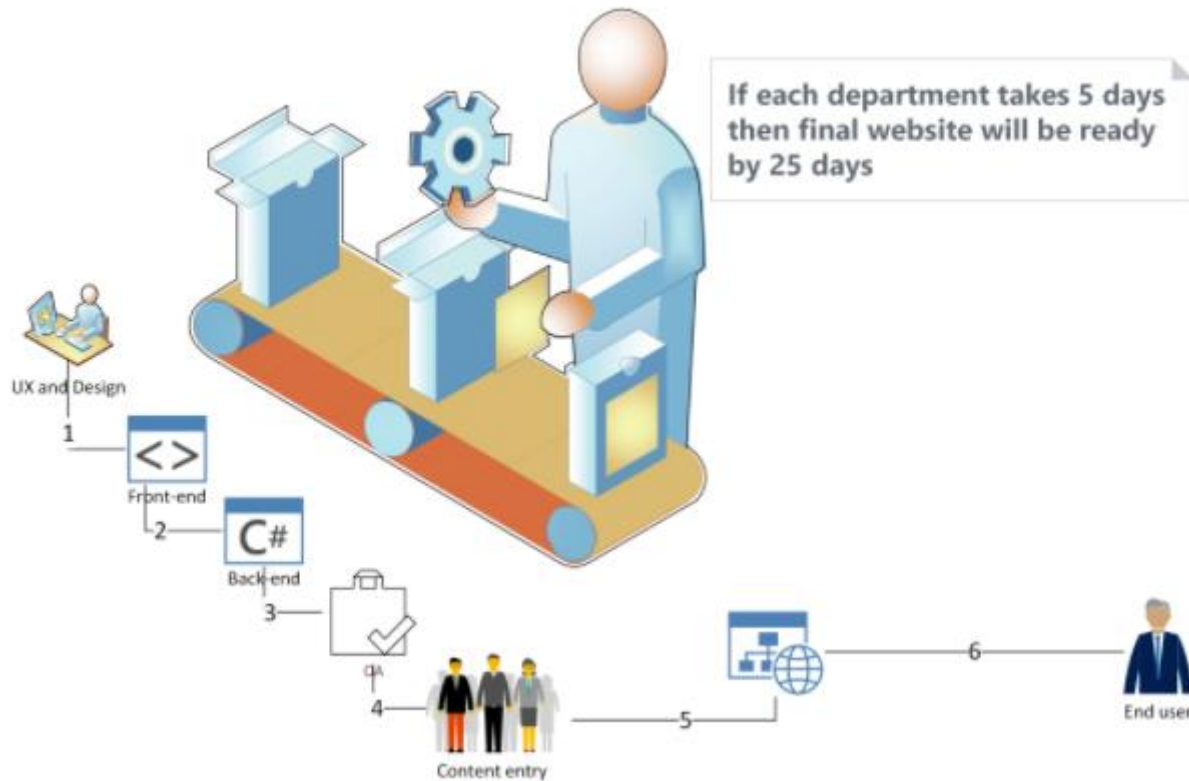
Sitecore Development flexibility

Why Sitecore Experience Accelerator (SXA)?

- ▶ If you have been doing Sitecore Development since long time, then you must have seen Sitecore framework involved from XSLT to Web Forms and MVC.
- ▶ We've taken a big leap in development from XSLT to MVC for sure. But as a human we always want to do better than yesterday.
- ▶ Sitecore industry folks also wanted to make product better for the full eco system.
- ▶ Developers across different companies/projects/agencies have been spending more time on building those similar components - Header, Footer, Menu etc. rather than focusing on core business challenges and this was impacting "Time to market" for business.
- ▶ Everyone was looking for something better and there were few accelerators built by few companies for either their in-house use or as a product.
- ▶ The result is - SXA

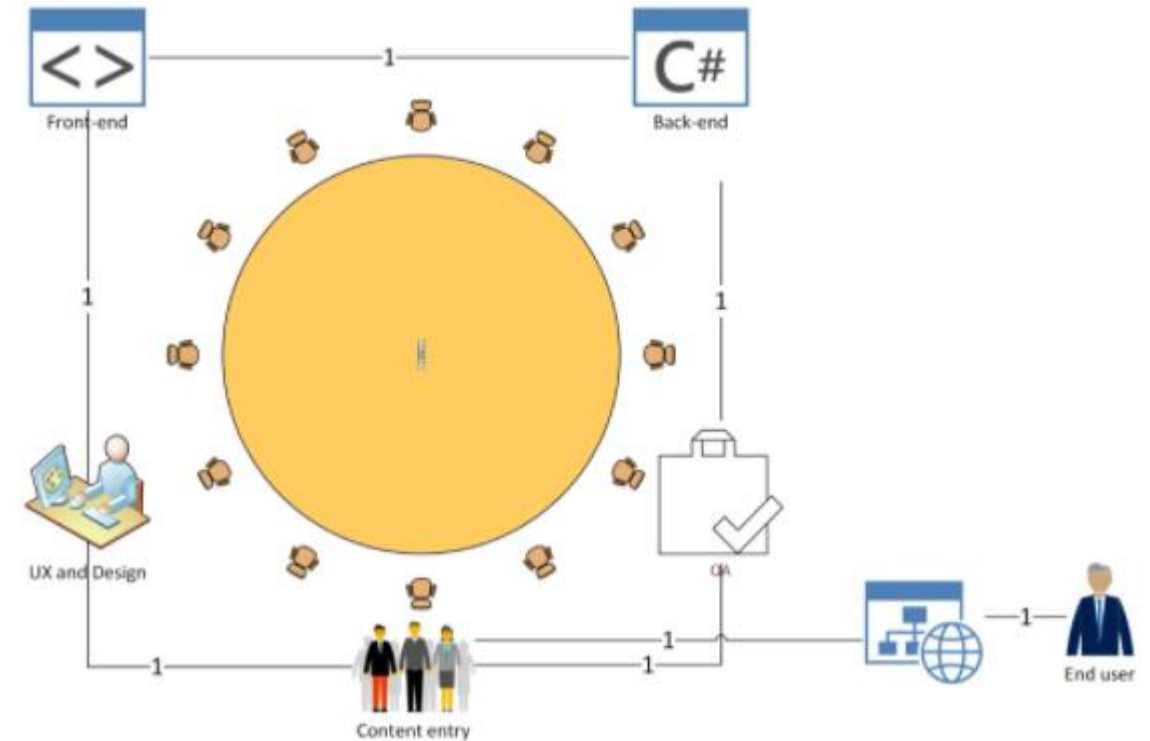
Sitecore Custom vs Sitecore SXA

Sitecore Custom



Sitecore custom approach - Looks more like old manufacturing assembly approach. Where each department can work on module, once last department completes their work.

Sitecore SXA



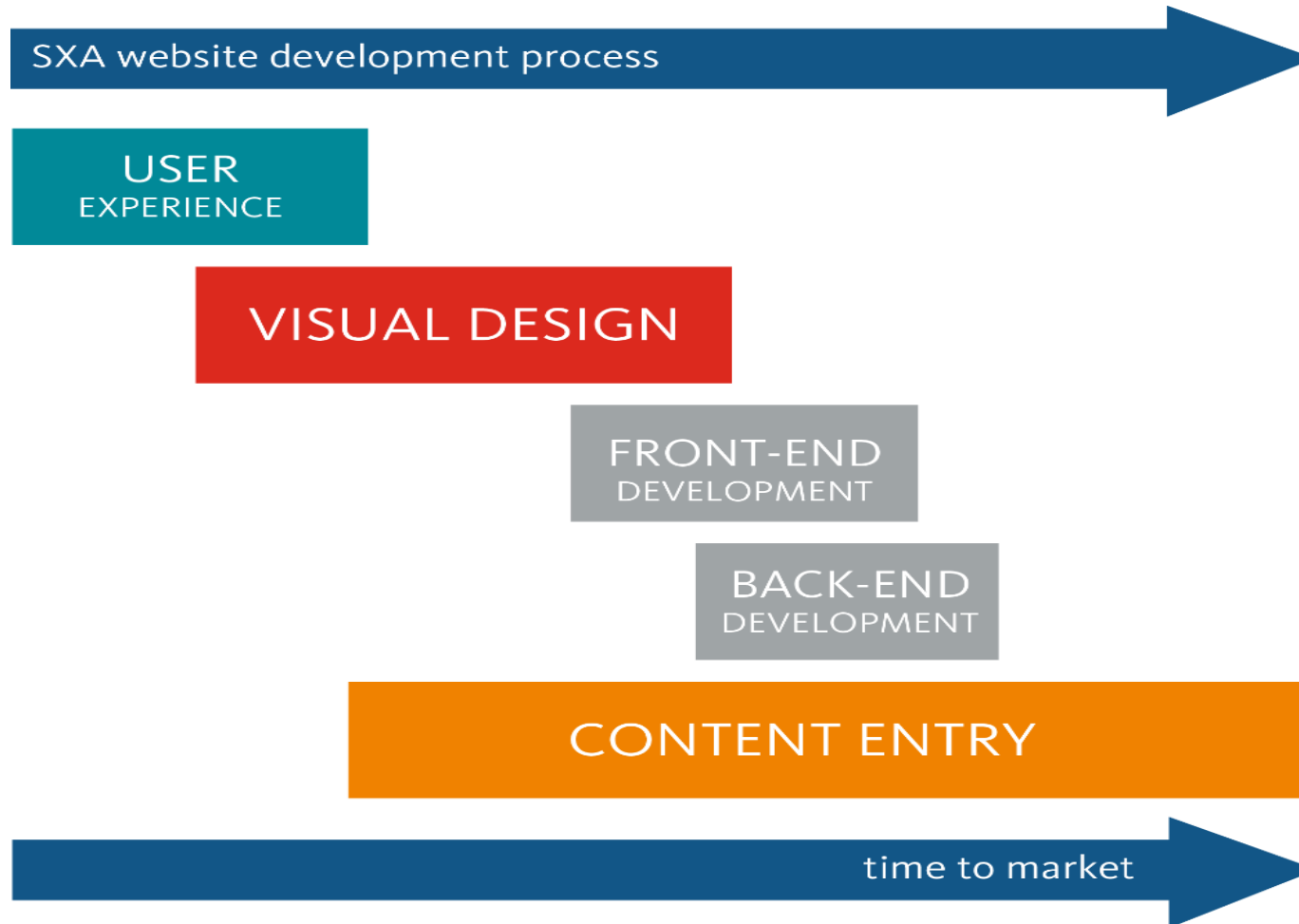
SXA approach - Looks more like round-table approach. Where everyone can work collaborate together!

Sitecore Experience Accelerator (SXA)

SXA is a sitecore module which is introduced to speed up the production of websites and to reuse components, layouts, and templates across a variety of sites.

SXA separates structure from design, so front-end designers, creative designers, content authors, and developers can work in parallel and you can deploy and maintain multiple sites quickly and cost effectively.

SXA DEVELOPMENT

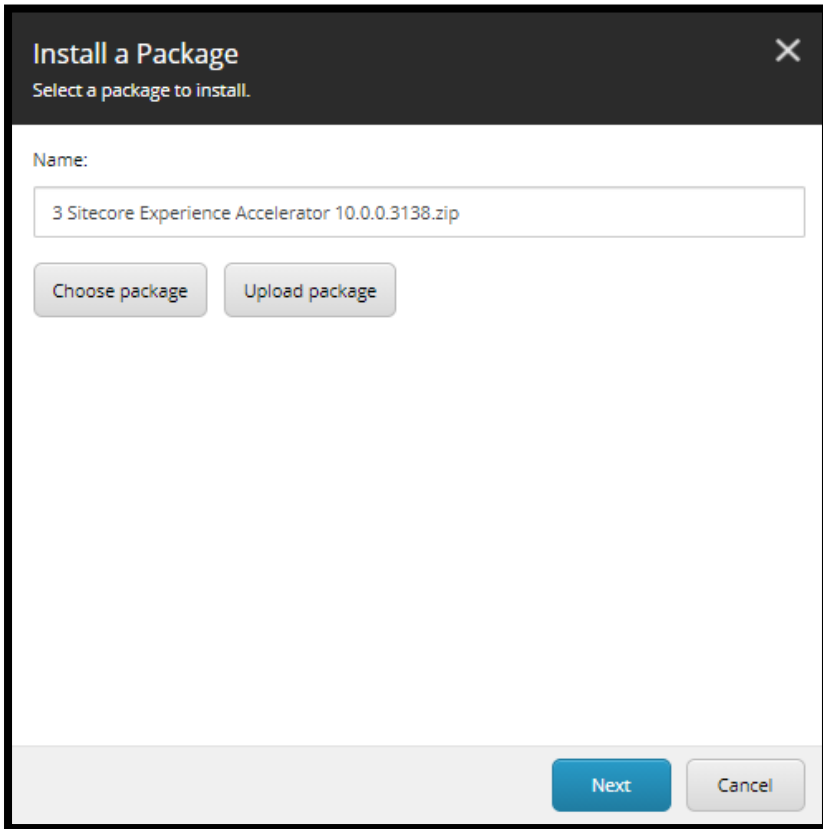


SXA RAD Features



Lot of Sitecore pieces are old e.g. MVC, WFFM, Presentation etc. where as Sitecore Powershell module in architecture diagram is the heart of SXA.

SXA Website Structure - Setup and Configuration



Install a Package
Select a package to install.

Name:

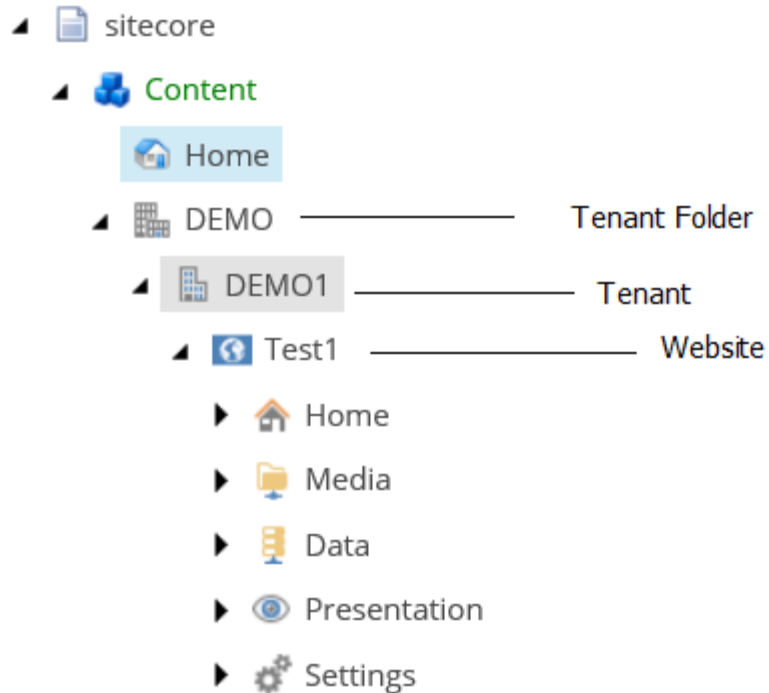
3 Sitecore Experience Accelerator 10.0.0.3138.zip

Choose package Upload package

Next Cancel

► SXA comes as a Sitecore Package(.zip) and need to install using the Package Install functionality available in control panel.

SXA Website Structure – Tenant & Website



Website Configuration

The screenshot shows the 'Configuration' interface for a website. It has a dark header with the title 'Configuration'. Below the header, there are three main sections:

- Site Media Library [shared]:** A text input field containing the path 'sitecore/media library/Project/DEMO/DEMO1/Test1'.
- Themes Folder [shared]:** A text input field containing the path 'sitecore/media library/Themes/DEMO/DEMO1/Test1'.
- Modules [shared]:** A section with two columns: 'All' and 'Selected'.
 - All:** A list of modules with expandable arrows. The 'Settings' module is selected and highlighted in blue. Its sub-items are: 'Insert Rules', 'Analytics', 'Buckets', 'Content Testing', and 'Email'.
 - Selected:** A list of modules that have been moved to the 'Selected' column. These include: 'Content Tokens Site Setup', 'Creative Exchange Site Setup', 'Local Datasources Site Setup', 'Overlays Site Setup', 'Redirects Site Setup', 'Editing Site Setup', 'Grid Site Setup', 'Multisite Site Setup', and 'Shared Site Setup'.

SXA Website Structure – Web Pages

- ▲ sitecore
- ▲ Content
 - Home
 - DEMO
 - DEMO1
 - Test1
 - Home
 - Page1
 - Media
 - Data
 - Accordions
 - Carousels
 - Content Tokens
 - Events

Content

Title:

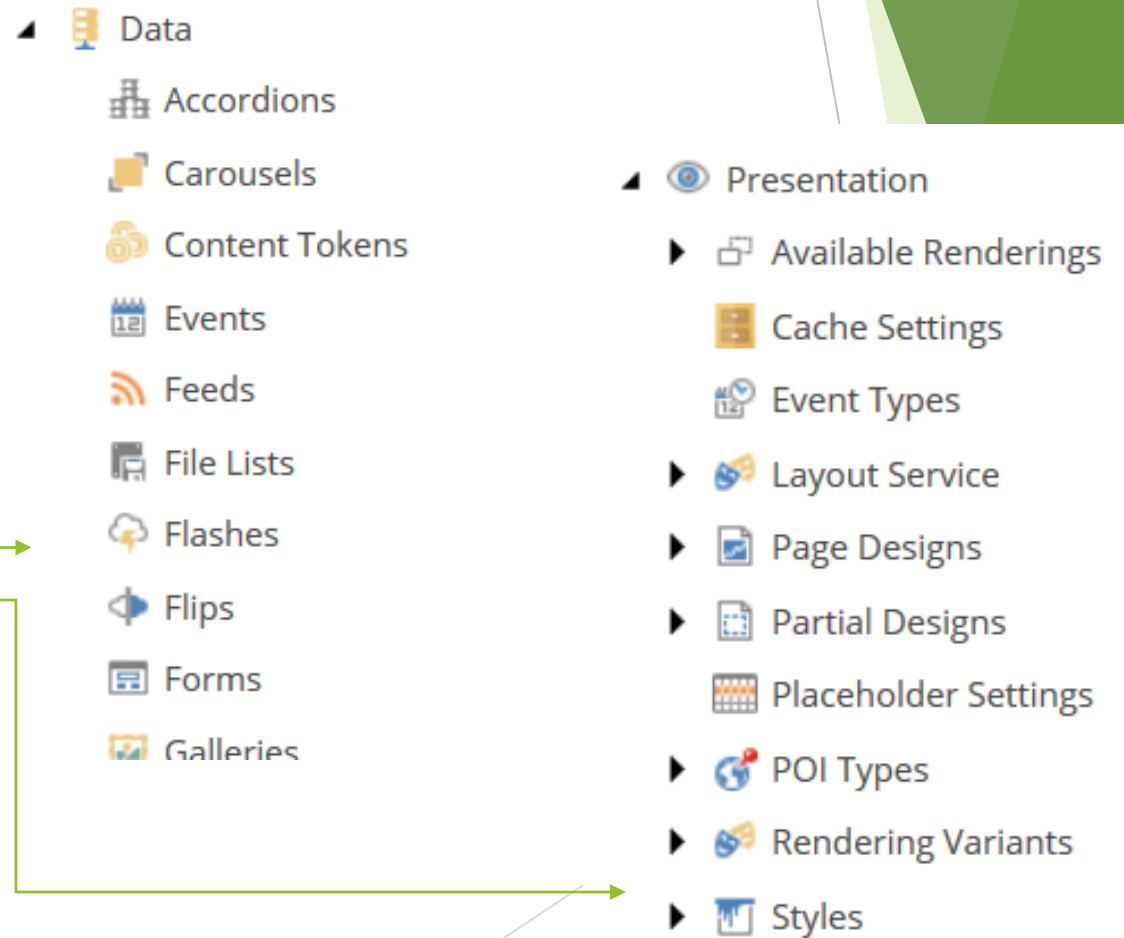
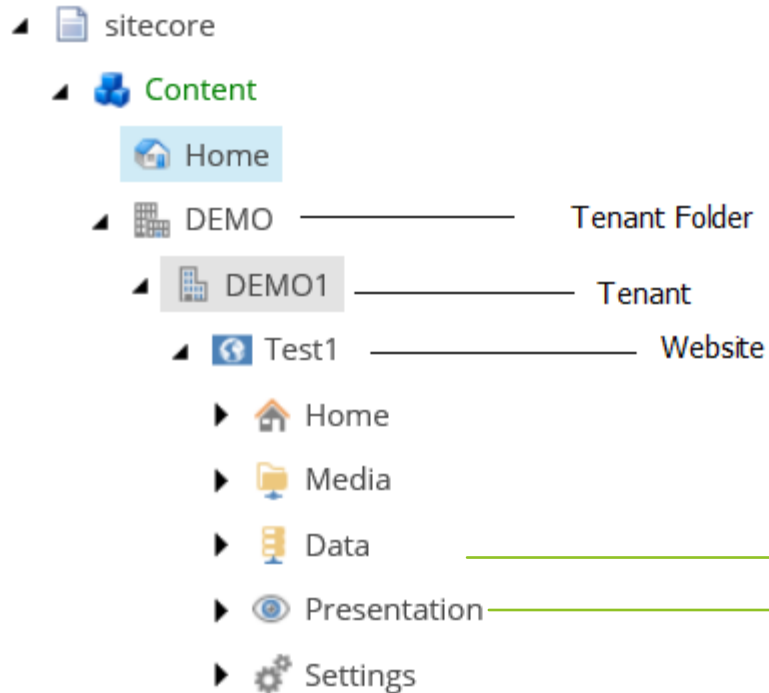
Page1

Content:

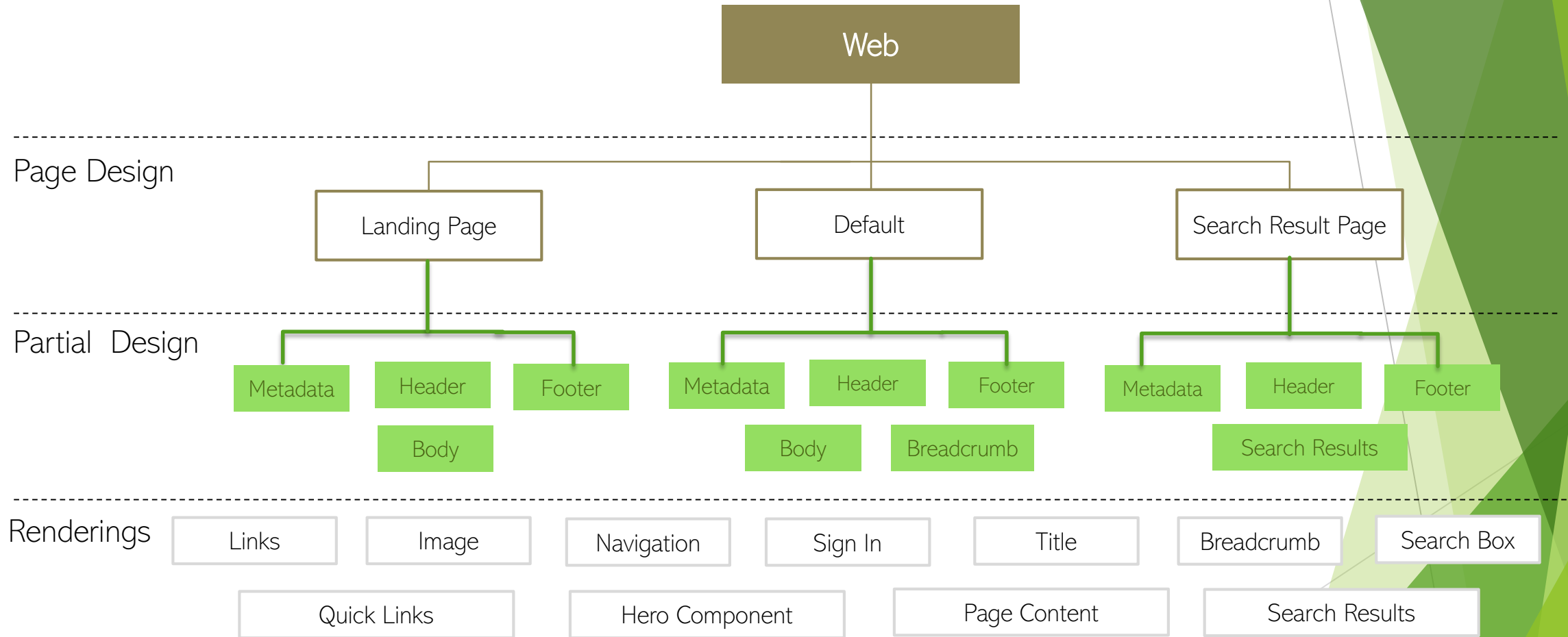
Show editor | Suggest fix | Edit HTML

SXA Website Structure – Data Source & Presentation

Website Configuration

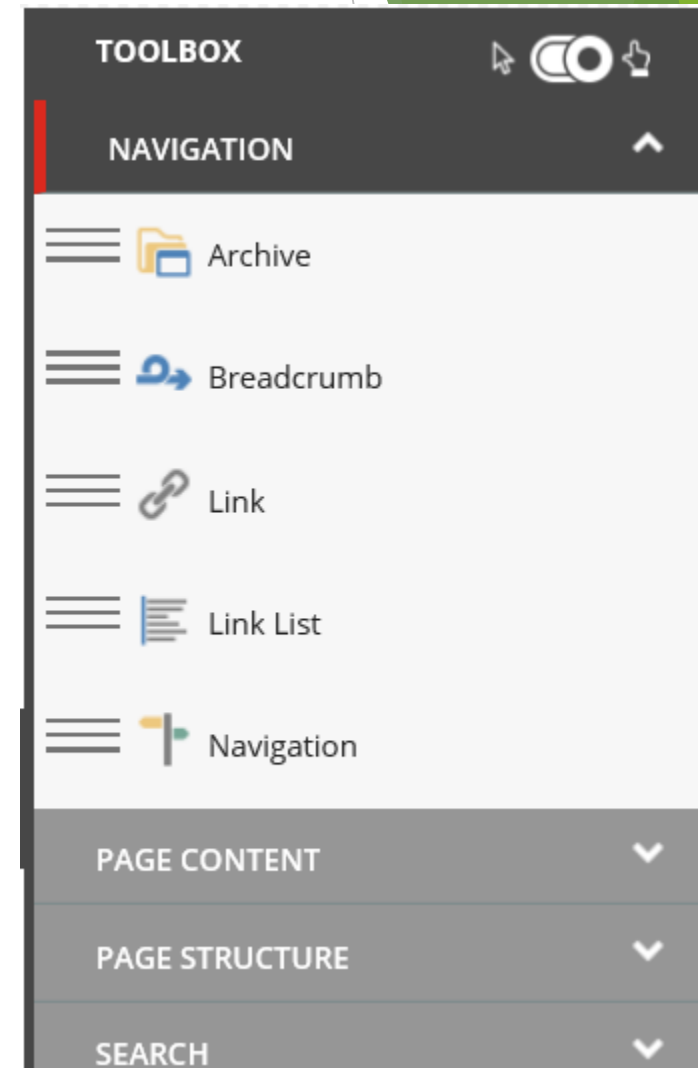


Sample SXA Website Structure



SXA Components

- Sitecore SXA is providing many in-built components for the rapid development.
- Components comes with default rendering and variants available to extend the renderings
- SXA provide the way to clone the existing component and create the new component as per requirement
- SXA provide the ways to develop new customized component



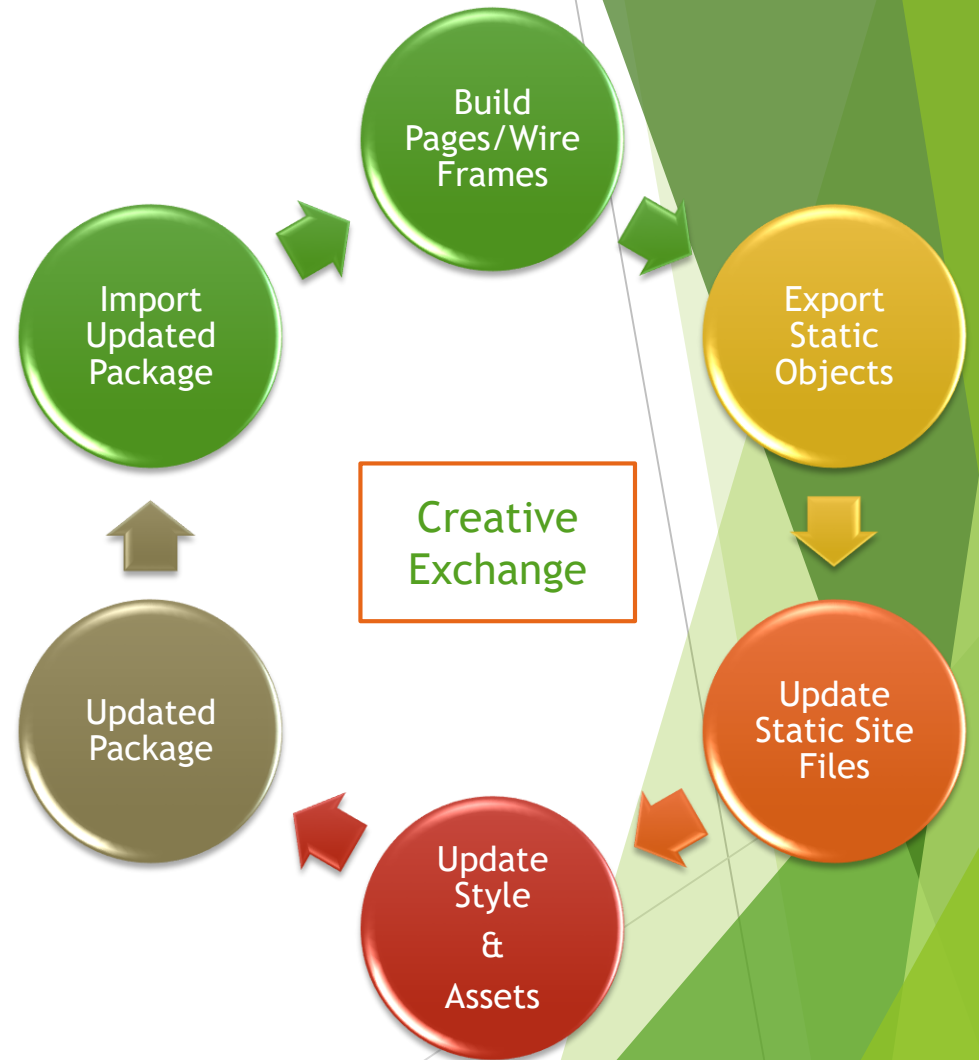
Creative Exchange

The Creative Exchange process is designed to facilitate several different teams working on a website.

For example, the team that is working on the theme of the site can work in parallel with other teams.

With Creative Exchange

- you can export your site and produce a ZIP file with all the wireframes and all content.
- Front end developers can work with the static HTML offline.
- When the designs are ready, this ZIP file to be imported again, and the process can continue.



Enable and configure the Asset Optimizer

To change the optimization settings for a specific site:

- In the Content Editor, navigate to `sitecore/content/<Tenant>/<Site>/Presentation/Page Designs`.
- In the Asset Optimization section, in the Styles Optimizing Enabled and Scripts Optimizing Enabled fields, to override styles and scripts optimization settings, select:
 - Default - to inherit global settings
 - Yes - to always enable optimization for this site.
 - No - to always disable optimization for this site.

MODULE 9 - Sitecore 9.x Certification for Developer Track

- ▶ Questions asked - 50
- ▶ Time - 100 min
- ▶ Minimum Passing Marks - 80%
- ▶ Instructions -
 - ▶ Keep 2 Government ID with you
 - ▶ Reach exam center 30 min before
 - ▶ All questions are single option except one may be match the pair
 - ▶ Result will be shown on screen just after Submit the exam
 - ▶ You will get your certificate on your email id within 5 min of exam completion

The background features abstract, overlapping green geometric shapes in various shades, creating a modern, layered effect on the right side of the slide.

What NEXT?

Sitecore new versions
Sitecore eLearning Website
.NET Core
JSS
Blazor
Docker

Advance Sitecore Training


Module 1 - Environment Setup on Azure PaaS and Docker		
1	Installing Sitecore 9.3 on PaaS using Azure Marketplace Module	0.5
2	Installing Sitecore 9.3 on Azure PaaS using ARM Template	1.5
3	Docker and Containers	2
4	Federated Authentications	1
Module 2 - Customization tips and tricks		
5	Validations in Sitecore	0.5
6	Media Management	0.5
7	Personalization and Custom Rules	1
Module 3 - Advance Modules		
8	Sitecore Publishing Services	1
9	Next Generation Editor- Horizon	1
10	SXA / JSS Basics	2
11	Sitecore PowerShell	1
Module 4 - Old version to New Sitecore		
12	Upgradation and Migration	1
13	Sitecore Packages, Express Migration Tools, Odata Services	1.5
14	Serialization, Sitecore Upgrade packages, Others	1.5
15	Sitecore Assembly List NuGet Packages	0.5
16	Scaffolding Generators	0.5
Module 5 - Architect Tectics for Sitecore		
17	Role of Architect	0.5
18	Technology/product selection pointers	0.5
19	How to create Proposal	0.5
20	How to collect requirement - Zachman Framework	0.5
21	Log Analysis Technics	0.5
22	Sitecore Instance Healthcheck	0.5
23	Tools for Content Editors	0.5
24	Reviewing and Auditing Sitecore Projects	1
25	Sitecore solution troubleshooting and analysis	0.5
26	Generating Experience analytics data	0.5
27	Access your local Sitecore instance on your Mobile	0.5
28	Handly Production Scripts	0.5
29	Best Practices	1.5

JSS Training Plan

Sr. No.	Topics
MODULE 1 – Installation & Setup	
1	Sitecore 9.2 Installation on local machine
2	What is Headless Architecture?
3	What is Sitecore JSS?
4	Installing JSS
5	JSS Setup
6	JSS Basics
7	Understanding of Folder structure in JSS Sample App
8	Deploy to Sitecore
9	Disconnected Vs Connected Vs Integrated Approach
10	Auto Cleanup of JSS App
MODULE 2 – JSS App Development	
11	Placeholders
12	Layouts
13	Components
14	Routing
15	Different type of templates in JSS
16	Experience Editor for JSS
17	JSS Tenants and websites
18	Forms
MODULE 3 – Advance features implementation in JSS App	
19	Personalization
20	Multi language Support of JSS App
21	WorkFlow
22	Dictionary
23	Serialization
24	Sitecore Context in JSS
25	Customizing Layout API
26	Implementing 404 in JSS

MODULE 4 – GraphQL	
27	What is GraphQL
28	GraphQL Syntaxes
29	Implementing Search using GraphQL
30	Firing queries in batches
31	Accessing items via item GraphQL
32	Accessing Reference Data using GraphQL
33	GraphQL via Connected approach
34	GraphQL via Integrated approach
MODULE 5 – Deployment	
35	Deployment on Azure PaaS
36	Setup Headless SSR on Azure for JSS app
MODULE 6 – Analytics	
37	Sitecore Analytics
38	Tracking in JSS
39	Sitecore Goals - What, Why & How
40	Sitecore Campaign - What, Why & How
41	Path Analyzer
MODULE 7 – Sitecore Certification	
42	Sitecore Certification – Everything you need to know.
43	Exam Dumps
44	What NEXT?

Thank You

- ▶ Contact details for Sitecore / JSS Training
 - ▶ Surendra Sharma - Sitecore Architect | Sitecore Trainer
 - ▶ +91-9910045174
 - ▶ surendrasha@hotmail.com
 - ▶ <http://www.sitecorelessons.com/>
 - ▶  @alexksharma