

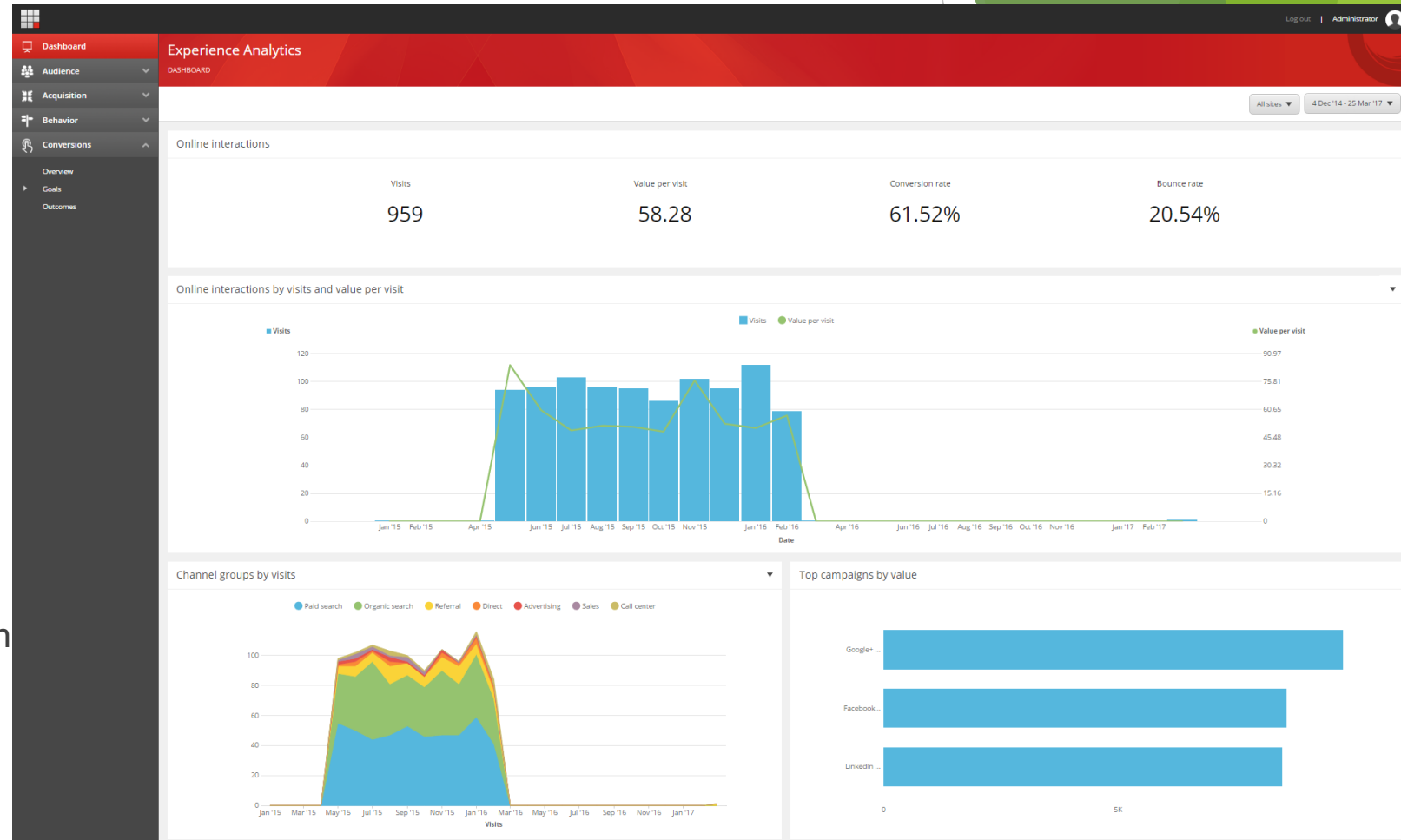
Sitecore 10 Training - Day 5

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.





- 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.



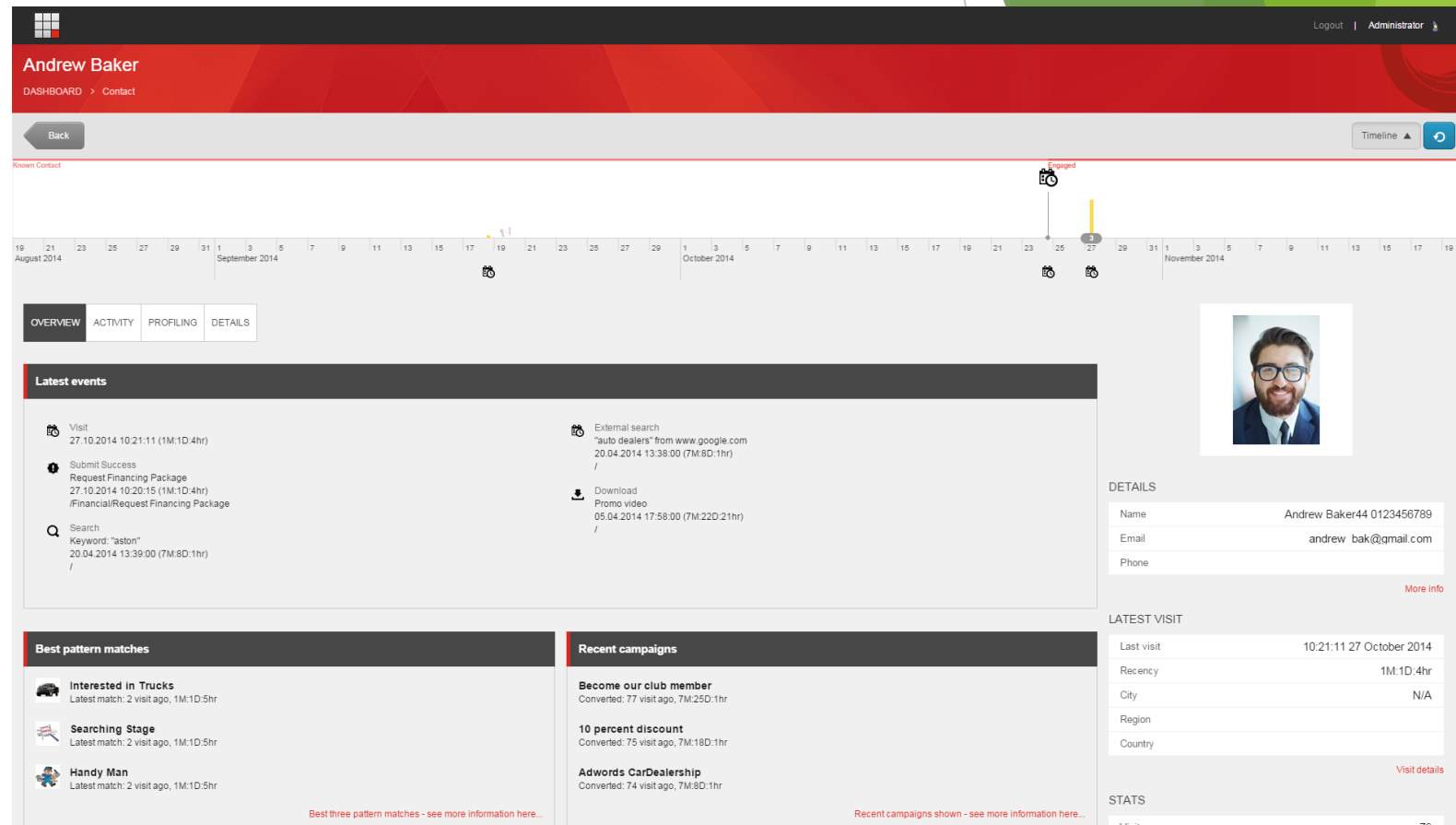
- Every interaction is stored on a personal level over time.
- Personalize the experience based on the Sitecore data.
- Personalize on a individual level with website and marketing automation.
- Qualitative metrics based on loyalty, engagement value, customer lifetime value.

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.

Experience Profile

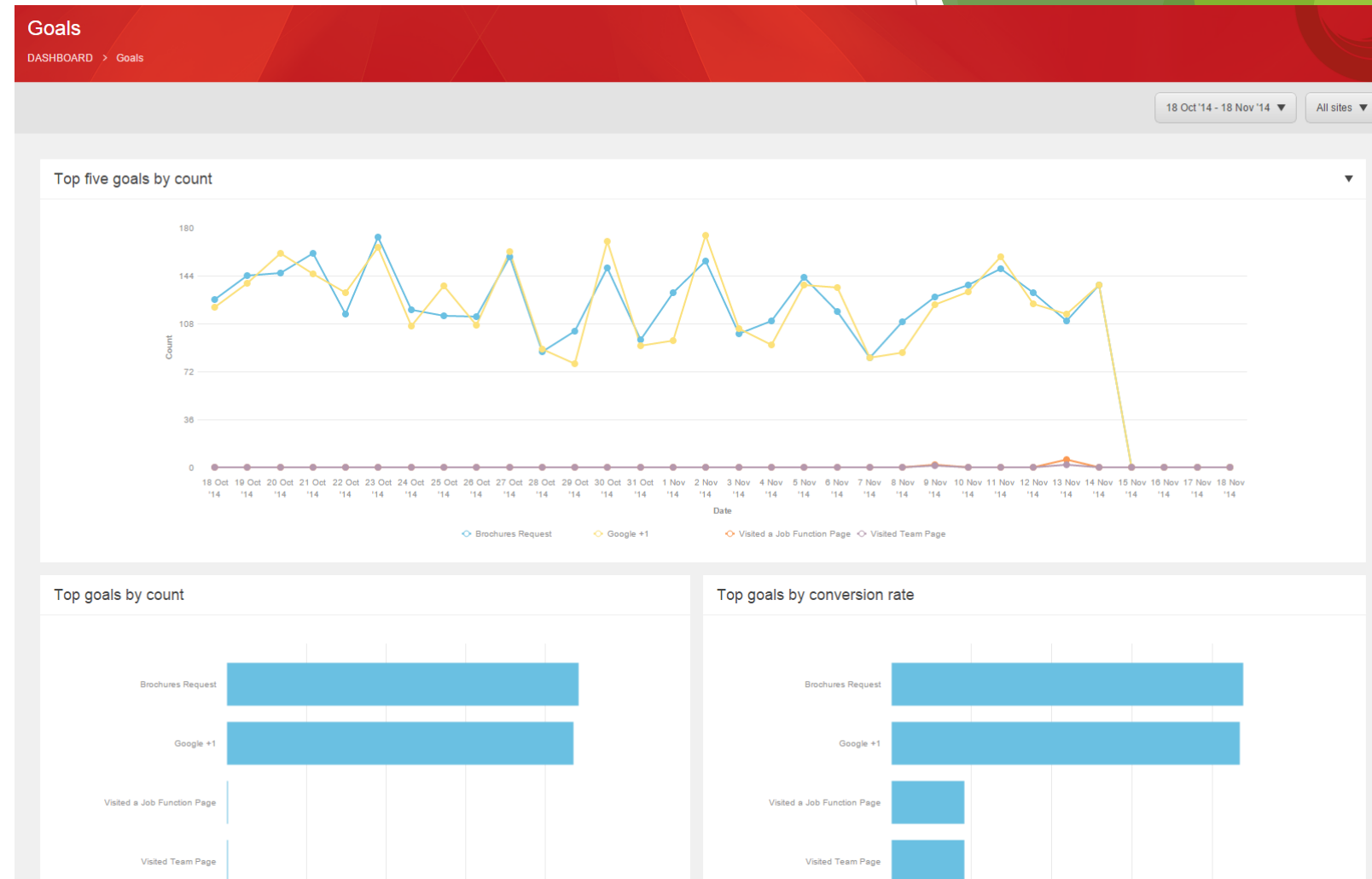
- ▶ The Experience Profile lets you monitor the behavior of contacts that have interacted with your company or with your website.
- ▶ The Experience Profile enables you and your sales teams to monitor the key areas of customer experience and interaction, such as visits, campaigns, goals, profiles, automations, 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

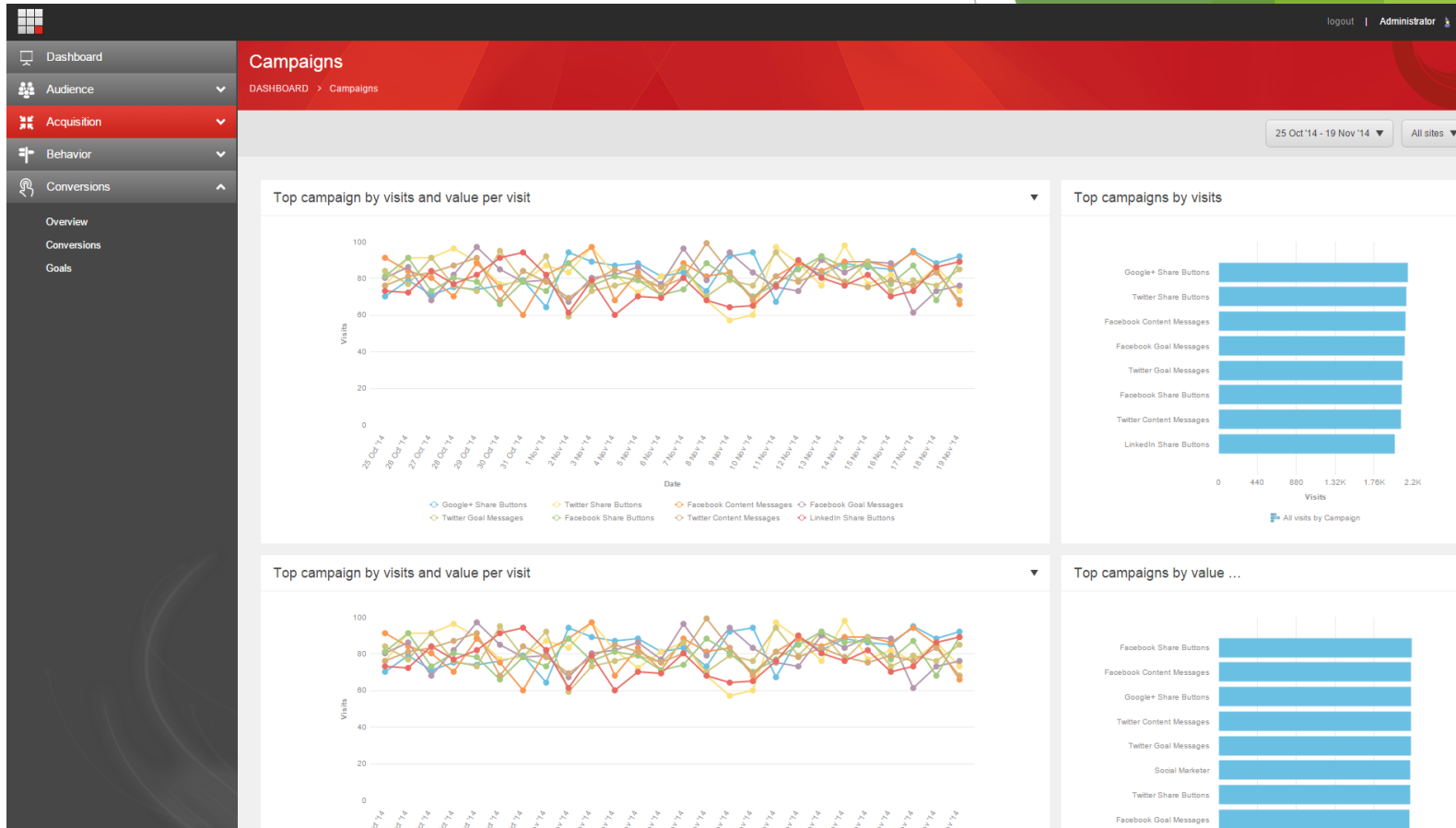
- ▶ Goals are activities that visitors can perform on your website. You create goals to track and measure how visitors engage with the website and campaigns - both online and offline.
- ▶ Some examples of goals:
 - ▶ Download a brochure
 - ▶ Register for an email newsletter
 - ▶ Visit a particular page
 - ▶ 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.



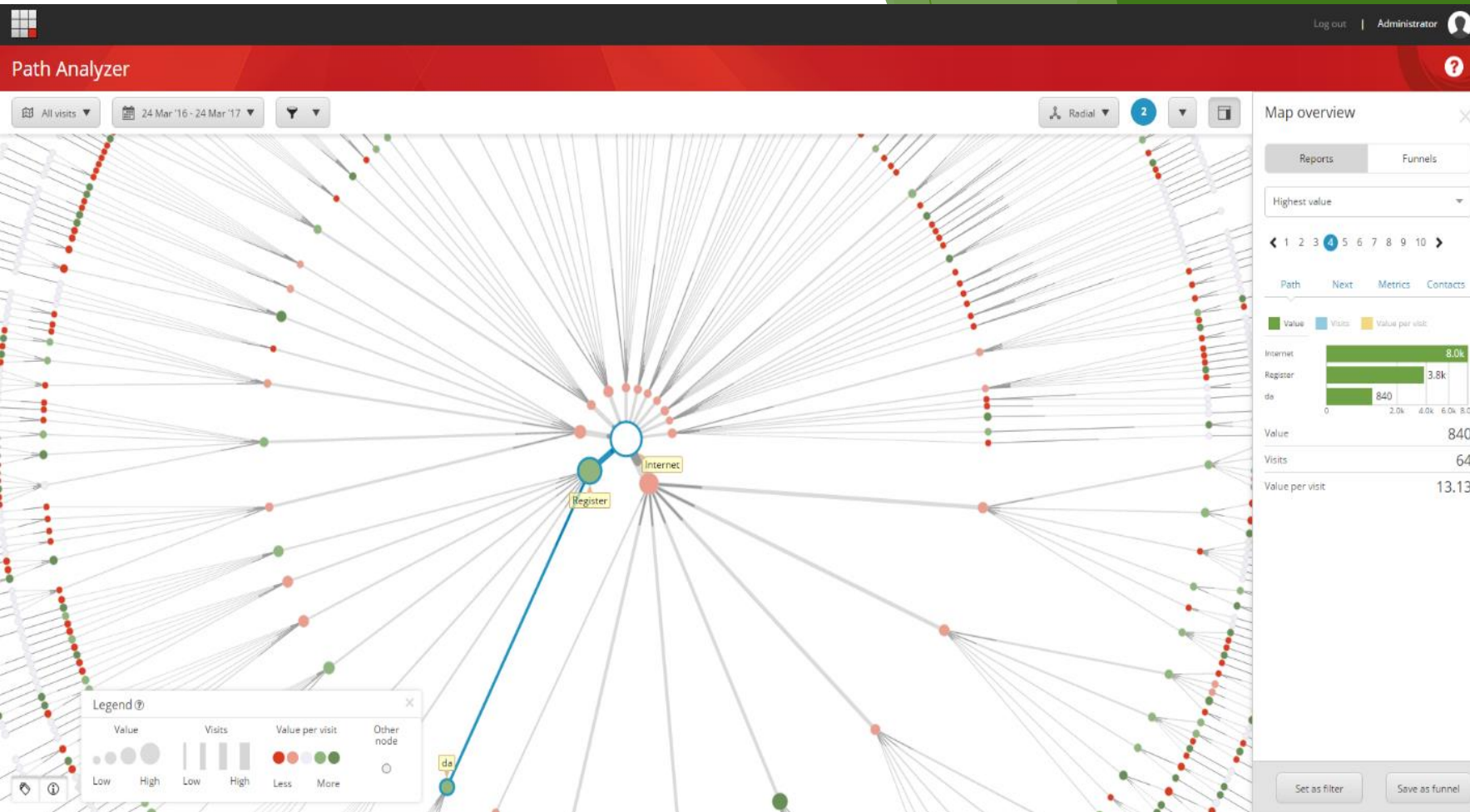
Campaigns

► 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



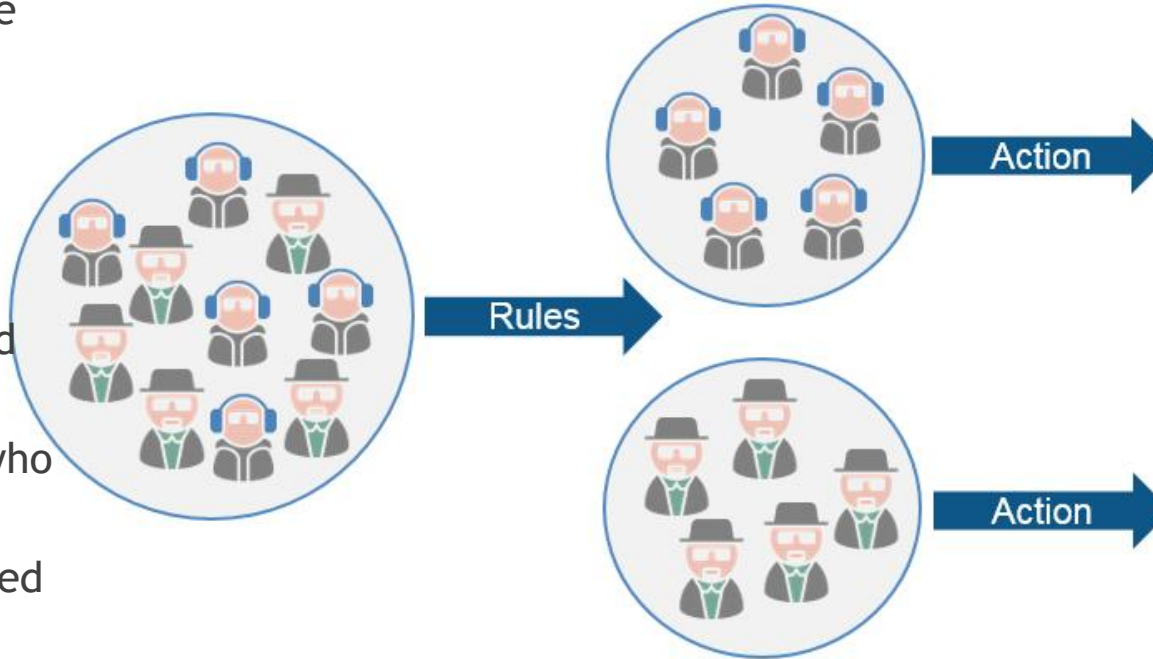
- ▶ Accessed from the Launchpad
- ▶ The Path Analyzer enables you to create a map that shows the sequential paths contacts take when they navigate through your website.
- ▶ The Path Analyzer shows you which paths have the most traffic, which paths provide the highest engagement value, and which provide 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.

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

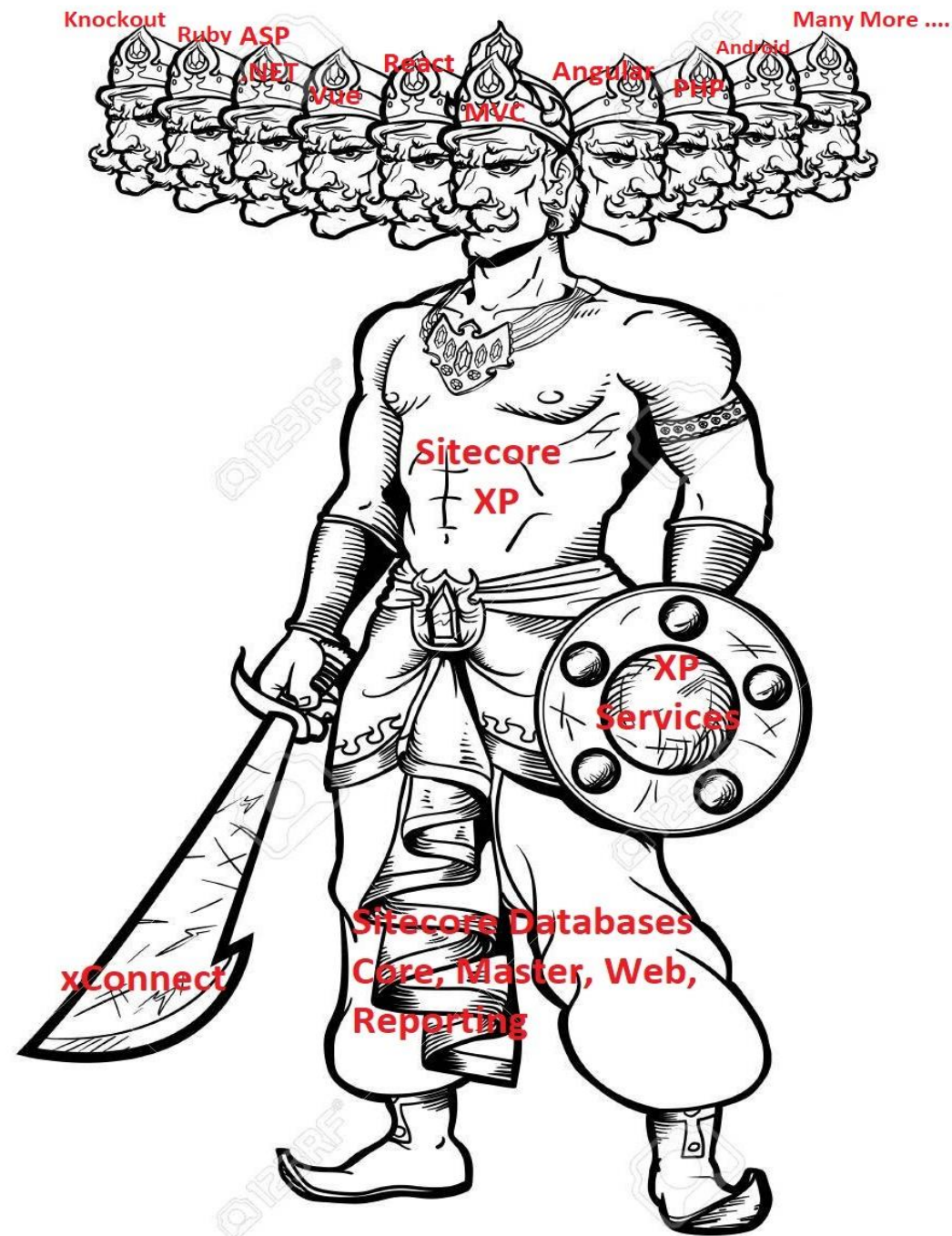
Sitecore personalization - where to start

- ▶ 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!

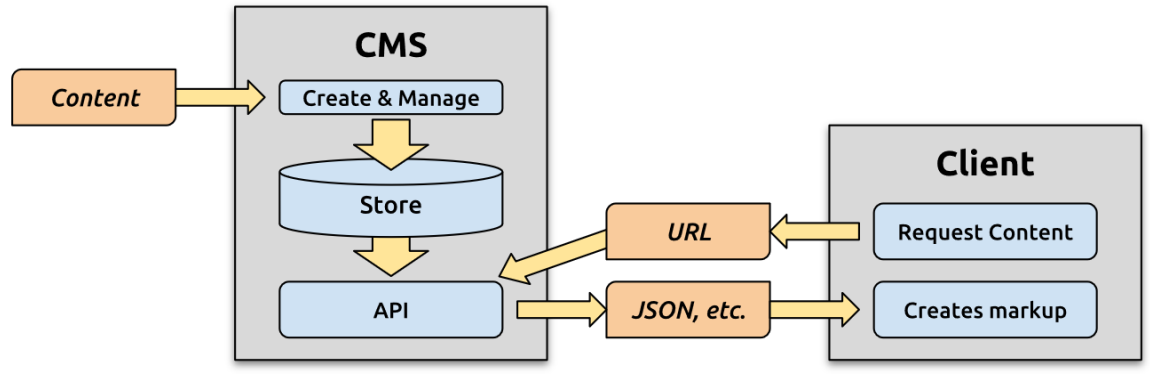
MODULE 8 - Headless CMS

What is a headless CMS?

- ▶ Headless CMS architecture separates back-end content functions (like creation, management, and storage) from front-end functions (like presentation and delivery).
- ▶ Headless CMSs are undoubtedly the future of content management, for two important reasons.
 - ▶ First, digital content is getting more sophisticated, and users' expectations are rising. To stand out, you need to build beautiful, responsive, and interactive content—and you need to be able to do it quickly.
 - ▶ Second, new channels and user devices are emerging all the time. It's not enough to build beautiful stuff—you also need to make sure you can deliver it everywhere, as efficiently as possible. Headless CMSs mean marketers and developers can build amazing content today, and—importantly—future-proof their content operation to deliver consistently great content everywhere.



Sitecore JSS



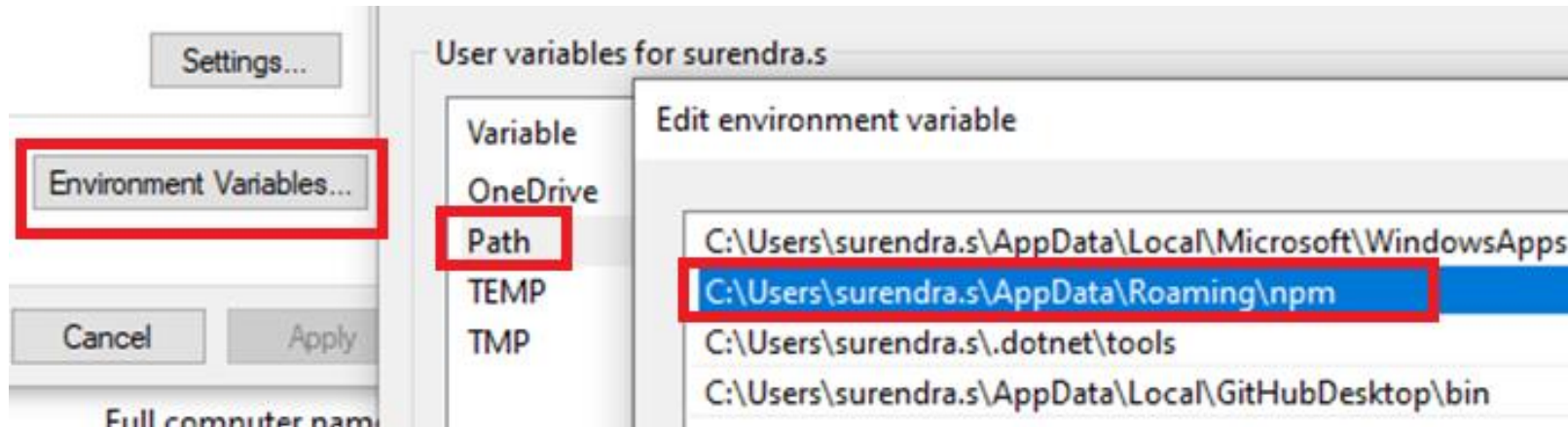
- ▶ Sitecore JavaScript Services
- ▶ The ideal CMS architecture would combine the flexibility and extensibility of a headless CMS, with the personalization and content analytics capabilities offered by traditional coupled CMS. That's exactly what Sitecore JSS does.
- ▶ It works by supporting front-end developers who use JavaScript libraries and frameworks such as Vue.js, React.js, and Angular.js to build apps that render content on any device or browser.
- ▶ But it also comes with an API that connects to Sitecore's contextual content delivery server. This uses information from Sitecore's Experience Database™ to support devices and browsers to interpret both content and personalization rules in real time. So users see different content based on profile information, past interactions, and more.

JSS Quick Start

- ▶ `npm install -g @sitecore-jss/sitecore-jss-cli`
- ▶ `jss create my-first-jss-app react`
- ▶ `cd my-first-jss-app`
- ▶ `jss start`

Recruiter: do you have a link to some projects that you've built?
Me: sure - localhost:3000, localhost:3001, localhost:3030,
localhost:8983

To fix the "'jss' is not recognized as an internal or external command, operable program or batch file." error add the npm location "C:\Users\{user}\AppData\Roaming\npm" to your path environment variable or shortly %AppData%\npm or if you are using NVM, then give everyone permission to "C:\Users\{user}\AppData\Roaming\nvm"



JSS folder structure

- ▶ `src\components` => Renderings in Sitecore at `"/sitecore/layout/Renderings/Project/your-app-name "`
- ▶ `src\Layout.js` => Layout in Sitecore at `"/sitecore/layout/Layouts/Project/your-app-name/your-app-name Layout"`
- ▶ `data\routes` => Page Content Items in Sitecore
- ▶ `data\Content` => Common or referenced Content Items in Sitecore
- ▶ `data\dictionary` => Dictionary content items in Sitecore at `"/sitecore/content/your-app-name/your-app-name Dictionary"`
- ▶ `data\media` => Images in Sitecore at `"/sitecore/media library/your-app-name/data/media"`

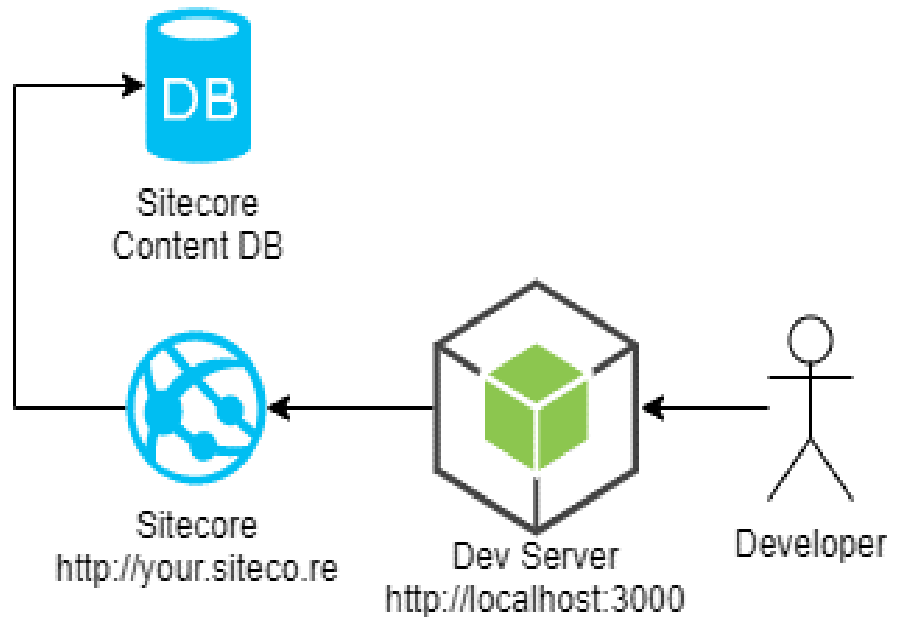
Building your first JSS component

- ▶ Step 1: Start the app
 - ▶ `jss start`
- ▶ Step 2: Scaffold the component
 - ▶ `jss scaffold MyFirstComponent`
- ▶ Step 3: Add the component to a route
 - placeholders:
 - jss-main:
 - `componentName: MyFirstComponent`
 - fields:
 - heading: Hello, world!
 - `componentName: ContentBlock`
 - fields:
 - heading: Welcome to Sitecore JSS

Install JSS

- ▶ Download and install below modules
 - ▶ Sitecore.PowerShell.Extensions-6.1.1.zip
 - ▶ Sitecore JavaScript Services Server for Sitecore 10.0.0 XP 14.0.0 rev. 200714.zip
 - ▶ Sitecore Experience Accelerator 10.0.0.3138.zip

JSS Server Setup



- ▶ Check license must be JSS enabled
- ▶ Install the JSS Server Components zip package using the Installation Wizard.
- ▶ Either make "JssImport" user to Admin or provide access permission "Read, Write, Rename, Create, Delete, Administer" to particular JSS site in sitecore.
- ▶ Add key at `/sitecore/system/Settings/Services/API Keys`
- ▶ Make entry as CORS - *, Controller - *, Impersanate - extranet\anonymous
- ▶ Copy API key item ID
- ▶ Setup connection information
 - ▶ Run "jss setup"
 - ▶ Enter 'Website' folder - `c:\inetpub\wwwroot\MySitecore`
 - ▶ Sitecore host name - `http://myapp.siteco.re`
 - ▶ deployUrl: `"http://myapp.siteco.re/sitecore/api/jss/import"`
 - ▶ API key ID created above

Recruiter: "where can you be reached?"

Me: "I'm currently working from 127.0.0.1"

JSS Server Setup continue...

- ▶ Open sitecore\config\<appname>.config
 - ▶ Set “rootPath” and “sitecorePath” to Sitecore Path “/sitecore/content/<appname>”(No need to create this path “/sitecore/content/<appname>” in sitecore. JSS will automatically create it.)
 - ▶ Update “queries” section as

```
<queries hint="raw:AddQuery">  
  <!-- enable querying on items via this API -->  
  <query name="item" type="Sitecore.Services.GraphQL.Content.Queries.ItemQuery, Sitecore.Services.GraphQL.Content" />  
  <query name="sites" type="Sitecore.Services.GraphQL.Content.Queries.SiteQuery, Sitecore.Services.GraphQL.Content" />  
  <query name="templates" type="Sitecore.Services.GraphQL.Content.Queries.TemplatesQuery, Sitecore.Services.GraphQL.Content" />  
  <query name="search" type="Sitecore.Services.GraphQL.Content.Queries.SearchQuery, Sitecore.Services.GraphQL.Content" />  
</queries>
```

- ▶ Create binding in IIS for Sitecore website with name “<appname>.dev.local”
- ▶ Make entry in “C:\Windows\System32\drivers\etc\hosts” file with entry as
 - ▶ 127.0.0.1 <appname>.dev.local
- ▶ Config deployment
 - ▶ jss deploy config
- ▶ App Deployment
 - ▶ jss deploy app --includeContent --includeDictionary

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Demo

Experience Editor for JSS

Layout Service

- ▶ Layout Service is fundamental thing in JSS which outputs Sitecore item's presentation details in JSON format with applied personalization rules.
 - ▶ Getting styleguide item details using layout service->
 - ▶ http://my-first-angular-app.dev.local/sitecore/api/layout/render/jss?item=/styleguide&sc_lang=en&sc_apikey={5220EDAD-834E-47D1-9795-5D3289A19221}
 - ▶ Home Item JSON details using layout service->
 - ▶ http://my-first-angular-app.dev.local/sitecore/api/layout/render/jss?item=/&sc_lang=en&sc_apikey={5220EDAD-834E-47D1-9795-5D3289A19221}



Forms

► Implementing Form in React

- Install the forms package: `npm i @sitecore-jss/sitecore-jss-react-forms`
- `jss deploy component Form --allowedPlaceholders jss-main`
- `jss scaffold Form`
- At path `"\src\components\Form\index.js"`, add below lines

```
import { Form } from '@sitecore-jss/sitecore-jss-react-forms';
import React from 'react';
import { withRouter } from 'react-router-dom';
import { sitecoreApiHost, sitecoreApiKey } from '../../temp/config';

const JssForm = ({ fields, history }) => (
  <Form form={fields} sitecoreApiHost={sitecoreApiHost} sitecoreApiKey={sitecoreApiKey}
    onRedirect={(url) => history.push(url)} />);

export default withRouter(JssForm);
```

- `jss deploy app -c -d` Or `jss deploy files`
- In item `"/sitecore/layout/Renderings/Project/<JSS App Name>/Form"`
 - Set "Datasource Location" to `"/sitecore/forms"`
 - Set the "Datasource template" field to `"/sitecore/templates/System/Forms/Form"`
 - Set "Rendering Contents Resolver" field to `"Rendering Content Resolver/Sitecore Forms Resolver"`.
 - If you are unable to find "Sitecore Forms Resolver" item in dropdown, then install "4 Sitecore Form Resolver.zip" package.

01



SITECORE INSTANCE
Brand site 1

02



Quick stand-up of two sites for new campaign

SITECORE INSTANCE

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

03



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

MODULE 8 - Sitecore 9.x Certification for Developer Track

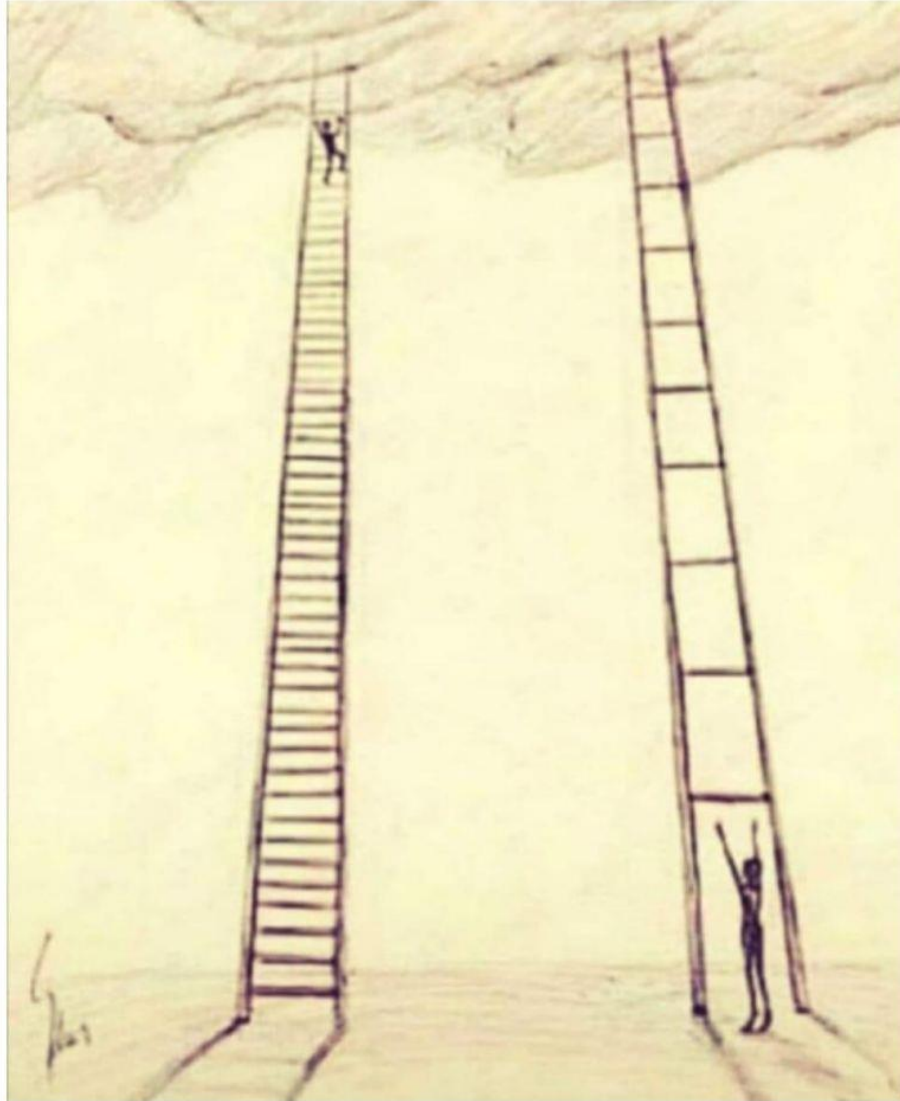
- ▶ Questions asked - 50
- ▶ Time - 100 min
- ▶ Minimum Passing Marks - 80%
- ▶ Instructions -
 - ▶ Keep 2 Government ID with you
 - ▶ Reach exam center 30 min before
 - ▶ All questions are single option except one may be match the pair
 - ▶ Result will be shown on screen just after Submit the exam
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

The importance of smaller steps



Intermediate Sitecore Training

Sr No.	Topics
1	Custom Indexing
2	Add custom Core
3	Computed Indexing
4	SOLR Authentication
5	Stopwords in Solr
6	Multiwords in SOLR
7	Boosting in Solr
8	SOLR Config Settings
9	SolrCloud and Zookeeper
10	Caching
11	Tools for Caching
12	Configure Prefetch Cache
13	Configure HTML Cache
14	Configure Data Cache
15	Configure Item Cache
16	Local Vs Global Cache
17	Custom Cache
18	Redis Cache
19	404
20	500
21	301
22	IIS
23	Web.config
24	Redirect Module
25	SEO Technics

26	ORM
27	Unicorn
28	TDS
29	Glass Mapper
30	Static Binding
31	Dynamic Binding
32	Dynamic Placeholder
33	Rendering Parameters
34	Data Source Access
35	Customize Sitecore
36	Ribbon
37	Context Menu
38	Main Menu
39	How to change Sitecore standard UI messages
40	Deployment Strategies
41	Robocop
42	Multiple bucketing structure
43	Protect your Sitecore dev, demo, QA, test website by login page
44	Password Policies in Sitecore
45	Heartbeat Sitecore
46	EXM
47	List Manager
48	Marketing Automation

Advance Sitecore Training


Module 1 - Environment Setup on Azure PaaS and Docker		
1	Installing Sitecore 10 on PaaS using Azure Marketplace Module	0.5
2	Installing Sitecore 10 on Azure For Production	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	Handy Production Scripts	0.5
29	Best Practices	1.5

JSS Training Plan

Sr. No.	Topics
MODULE 1 – Installation & Setup	
1	Sitecore 10 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

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