**Experience Cloud**

Branded, digital experience

Org can host multiple sites including Customer Service portals, Member Portal (access to their own data)

5 tiers

External – B2C , minimal interaction with Salesforce records

Customer community – B2C, thousands or millions of users, minimal functionality

Customer community plus – B2B & B2C, don’t involve sales, sharing, reports & dashboards

Partner community - highest tier, distribution channel, leads, campaigns, broker sites, etc…

Channel accounts – similar to partner, packaged differently

Every site user must be associated with an Account

Account Types

Person Account – only work with customer community or CCplus

Business Account

To add a user, Create an Account, add Contacts, each Contact on the Account can be a user

Purchase Customer Users or Partner Users

Setup > Digital Experiences

If you enable Digital Experiences, you can’t go back

To create a new site

All Sites > New

Choose template

Search options are in the Builder tile of Experience Builder. Search for Search

Add Custom objects or files

Enable Autocomplete