
Course Title **SDL Tridion Sites Fundamentals**

Learning Objectives: This course is designed to take users through the main concepts and best practices needed to manage an SDL Tridion Sites Implementation.

The course takes advantage of the Digital eXperience Accelerator (DXA), a fully functional website implementation for SDL Tridion Sites that provides a quick-start foundation for web projects.

This course provides an introduction to SDL Tridion Sites Content Management and will show how SDL Tridion Sites is structured and which items are used to manage and organize content and websites. The features and the benefits of SDL Tridion Sites Interfaces and their functionalities will be described and the trainer will guide the user through practical scenarios and exercises needed to update, create and manage a website.

During the course, a user will learn how to create an entire new website section using most SDL Tridion sites features and functionalities whilst taking advantage of the combined SDL Tridion Sites Interfaces.

Target Audience: Users who have never used SDL Tridion Sites before and want to get started with the application to be productive from day one as well as understand the main features of SDL Tridion Sites

- Editors
- Business Analysts
- Project Managers
- Developers
- Architects

Prerequisites: Basic understanding of Website management

Course Delivery Mode: This course is available in the following delivery mode:

- Onsite, delivered over 2 days

Topics covered during the course:

- **Day one**
 - **SDL Tridion Sites Experience Management**
 - Brand management with technology for multi-channel engagement, web content management and audience targeting:
 - Web Content Management
 - Experience Optimization
 - Digital Media Management
 - Localization
 - **SDL Tridion Sites Interfaces**
 - Two user interfaces to manage and edit your content:
 - Content Explorer
 - A traditional CMS interface
 - Experience Manager
 - WYSWYG view, for clear and easy editing
 - **SDL Tridion Sites Content Explorer (CE)**
 - A traditional CMS interface
 - **BluePrinting® Overview**
 - Designing and implementing a hierarchical relationship among elements used to create websites
 - **Component Management**
 - Understanding Building Block Relationship and Usage:
 - Schemas
 - Components
 - Component Templates
 - Pages
 - Page Templates
 - Content Types

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- **Page Management**
 - Understanding the management of Pages:
 - Structure Groups
 - Page Types
 - Page Templates
 - Pages
 - Publishing
 - **Navigation Management**
 - Understanding navigation can be maintained and managed within SDL Tridion Sites or outside the system
 - **Taxonomy: Classification & Metadata**
 - Understanding Taxonomy, Classification and Metadata in SDL Web
 - **SDL Tridion Sites Experience Manager (XPM)**
 - Understanding the SDL Tridion Sites Experience Manager interface and capabilities
 - **Bundle Workflow**
 - Understanding Bundles and Workflow within SDL Tridion Sites
 - **Day two**
 - **Localization**
 - Understanding localization and the main purposes for localization within SDL Tridion Sites
 - **XPM Settings**
 - Understanding XPM and BluePrint Structure (settings for XPM) within SDL Tridion Sites
 - Content Types
 - Page Types
 - **Editors Practice**
 - Understanding the following within SDL Tridion Sites:
 - Creating an entire new website section
 - Simulate a complete editorial process
 - Use most of the SDL Tridion Sites Functionalities
 - Use Experience Manager interface in combination with the Content manager Explorer

- **Personalize your DXA**
 - Understanding how to personalize DXA for your implementation within SDL Tridion Sites

- **Experience Optimization**
 - Understanding what SDL Experience Optimization is and how to use it as an important marketing tool
 - Promotions
 - Triggers
 - Regions
 - Experiments

- **Media Manager**
 - Understanding how SDL Media Manager allows you to control and manage distribution of your multimedia assets to multiple channels, and view analytics data on visitor interaction with the media

Further Development:

At the end of this course attendees will have covered all of the topics necessary to significantly increase SDL Tridion Sites knowledge and productivity.

Attendees should also consider attending the following courses:

- SDL Tridion Sites BluePrinting and Authorization – Which will teach you more about BluePrinting and how to organize your Authorization model.

- SDL Tridion Sites Functional Design and Content Modelling – Which will take you through an explanation of the purpose and best practices of a Functional Design, as well as help Users define the right Content Model for their implementation, focusing on flexibility, consistency and user-friendliness.

Further Information: For further information on any of our courses please contact us at learn@sdl.com