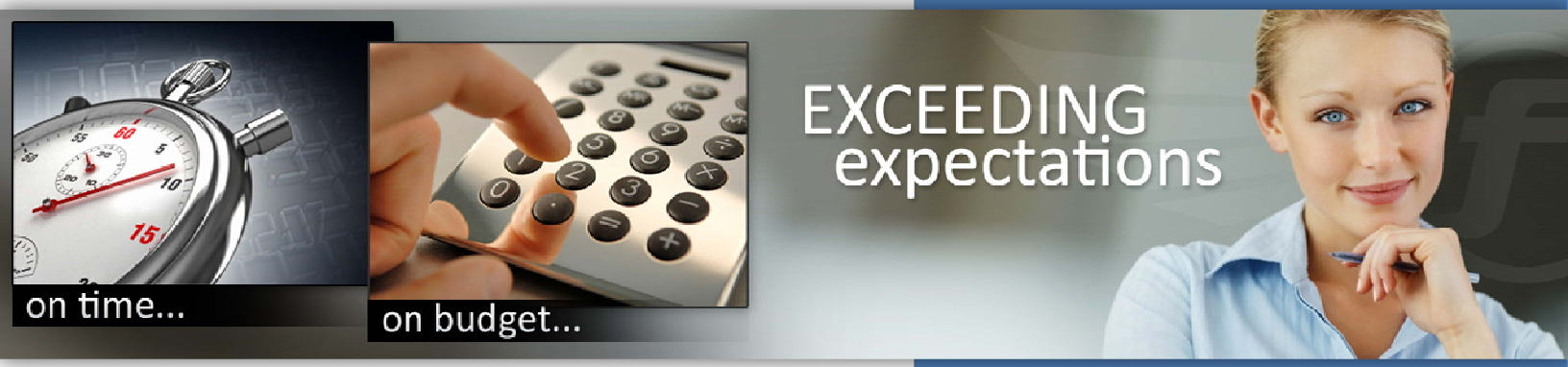
sitefinity

Administrator & End-User
1 or 2 Day Training Course



INTEGRATING STRATEGY
with DESIGN & TECHNOLOGY

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Falcon-Software

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When it comes to ensuring user adoption of any new CMS software system, training is paramount. Falcon-Software's .NET CMS Training Services are focused on the clients individual needs with real case scenarios geared towards the users and content editors that are responsible for the day-to-day administration of content, updates and site changes.

Our CMS software training courses are perfect for those that do not have time to teach themselves by trial and error or sifting through thousands of development posts on a blog forum. Our training courses focus on ensuring CMS users learn how to perform their typical day-to-day tasks involved in creating and managing content and site administrators will be trained to manage security, workflow and advanced editorial tasks.

A Sitefinity CMS trainer will conduct a 1 or 2 day course at the client's location or online. Each session is up to 6 hours in length with a 30-minute break and a maximum of 25 participants per session. All contracts include a minimum of one 1-hour post training online refresher session.

1. SITEFINITY INTRODUCTION AND OVERVIEW

1.1 WHAT CAN SITEFINITY DO OUT OF THE BOX?

Sitefinity CMS offers an integrated approach for your entire web presence, from web content management, lead generation and campaign management to collaboration platforms, and corporate intranets for your team.

You are in complete control of your web presence and the experiences you deliver to your website visitors. The system's flexibility and extensibility ensure that it can be constantly adapted to meet your evolving business needs. You can quickly launch comprehensive corporate websites, effective marketing campaigns, optimized landing pages, event or product-focused micro-sites. The integrated analytics module allows you to measure the effectiveness of results and adapt and improve your online strategy.

- Simple User Interface
- Quick Adoption
- Adaptability
- Social Media
- Content Mashup
- Lead Generation
- Integration with other Systems
- Performance
- Accessibility
- Measuring Results
- Personalization
- Scalable Workflow
- Enterprise Features
- Resources & Community

1.2 DIFFERENTIATING BETWEEN DESIGN, DEVELOPMENT & EDITOR TASKS

- Learn the primary responsibilities of each specialty, technical training individuals may possess, individual areas of focus within Sitefinity, areas of overlap, and how they all come together

1.3 ACCESSING THE INTERFACE AND NAVIGATING SITEFINITY

- How to login, what to expect, and becoming familiar with top level navigation

1.4 SITE ADMINISTRATION AND ANALYTICS

- Types of Administration, Advanced vs. Basic Administration, Locating various interfaces, Google Analytics.

2. MANAGING CONTENT

2.1 TYPES OF CONTENT

- Creating Content - News, Blogs, and Events
- Uploading Content - Images, Videos, Documents and Files
- Special Types – Forms, Lists, Email Campaigns, Content Blocks
- Archiving Content

2.2 CLASSIFICATION OF CONTENT

- Taxonomy
- Tags vs. Categories
- Filtering Content

2.3 EMAIL CAMPAIGNS MODULE

- Adding subscribers and maintaining mailing lists
- Creating message templates
- A/B Campaigns

2.4 E-COMMERCE MODULE

- Set-up: Front and back-end requirements
- Products Management
- Customer & Order Management

3. ADDING NEW PAGES USING EXISTING THEMES & WIDGETS

3.1 USING TEMPLATES

- Creating and Modifying Templates
- Applying Skins and Themes

3.2 BUILDING PAGES

- Creating a new page
- Modifying the Layout
- Modifying the Content
- Using Content widgets
- Languages

3.3 SPECIALTY/COMBINATION WIDGETS

- Data, Scripts and Styles, Login, Search, Users, Classifications, eCommerce, eMail Campaigns.

4. ADMINISTRATION

4.1 USER MANAGEMENT

- Users, Roles, and Permissions – Creating them and how to maximize their usage.

4.2 SETTINGS AND CONFIGURATIONS

- Settings – Basic vs. Advanced
- Workflows – Standard, 1 Approval level, 2 Approval levels, Custom Workflows
- Searches and Indexes

4.3 ANALYTICS

- Set-up of taxonomy
- Associating your Google Analytics Account with Sitefinity
- Navigating the Analytics Dashboard

4.4 REVISION HISTORY

- Writing Notes
- Version Management

4.5 TRAINING RESOURCES

Sitefinity.com Resources – Community and Support

- http://www.sitefinity.com/documentation/sitefinity-documentation.aspx
- http://www.sitefinity.com/devnet/video-tutorials/all.aspx
- http://www.sitefinity.com/devnet/webinars.aspx

5. QUESTION PERIOD

- Up to one hour each full day to review the day's activities.

6. SITEFINITY TRAINING COSTS

Falcon-Software's certified CMS trainer will conduct customized training sessions at your location or online (GoToMeeting). Price is per session; each session has a maximum of 25 participants.

All training sessions are tailored to your unique needs and are available in **Basic** (6hr) or **Advanced** (12hr) training options. Each option follows the above general agenda; however the depth of information presented differs depending on requested areas of focus and time constraints. For maximum retention and scheduling flexibility, Falcon-Software's programs can be delivered in 3 hour blocks over the course of up to 10 business days. All training contracts also include post-training online refresher sessions.

CMS Editor & Administrator Training	*Price
Basic 1 Day Course: 6-hours, includes a 1-hour online refresher session.	$999
Advanced 2 Day Course: 12-hours, includes 2 x 1-hour online refresher sessions.	$1,999

*Price does not include travel or accommodation expenses

AFTER SUCCESSFULLY COMPLETING THIS TRAINING COURSE:

1. Content editors should be able to perform basic and advanced content authoring tasks.
2. Site Administrators should be able to manage user and content permissions, setup workflows and perform basic administrative tasks.

We also understand that as your business grows and changes, so do staff responsibilities. That is why we also provide hourly refresher courses and one-on-one online training courses for new staff, ensuring the same level of professional training for your entire organization is maintained.

Contact us at sitefinity@falcon-software.com or 1-800-707-1311 for more information.