Faysal Aziz

Sitecore

2-day intensive course

FA-0408 · 2-day

Automation, RPA & Power Platform

Introduction

Welcome to the 2-day intermediate-level course on Sitecore, a leading digital experience platform used by top organizations worldwide. Sitecore allows businesses to create personalized, seamless digital experiences across all customer touchpoints.

In today's competitive market, delivering a compelling digital experience is crucial for customer engagement and retention. This course is designed to deepen your understanding of Sitecore, enhance your skills, and enable you to leverage its advanced features effectively.

Learning outcomes

By the end of this course, participants will be able to:

- Understand the core concepts and architecture of Sitecore.
- Navigate and utilize the Sitecore Experience Platform.
- Develop and manage content using Sitecore’s advanced tools.
- Implement personalization strategies to enhance user experience.
- Integrate external systems and services with Sitecore.
- Troubleshoot common issues and optimize Sitecore performance.
- Apply best practices for Sitecore development and content management.

Prerequisites

To get the most out of this course, participants should have:

- Basic knowledge of web development (HTML, CSS, JavaScript).
- Familiarity with .NET framework and C# programming.

- Understanding of basic content management system (CMS) concepts.
- Access to a laptop with Sitecore installed or access to a Sitecore environment.
- Willingness to engage in hands-on exercises and group discussions.

Training outline

1. Introduction to Sitecore

Overview of Sitecore Experience Platform

- History and evolution of Sitecore
- Key features and benefits

Understanding Sitecore architecture

- Core components and services
- Content delivery and management
- Sitecore Experience Database (xDB)

2. Navigating the Sitecore Interface

Introduction to Sitecore Launchpad

- Overview of main modules and tools
- Customizing the launchpad

Using the Content Editor

- Creating and managing content items
- Understanding the content tree structure
- Working with templates, layouts, and renderings

Exploring the Experience Editor

- In-line content editing
- Page editing and previewing
- Enhancing user experience with personalization

3. Content Management and Workflow

Creating and managing templates

- Standard values and inheritance
- Building and using data templates

Setting up and configuring workflows

- Defining workflow states and commands
- Automating content approval processes

Using media library and asset management

- Uploading and organizing media assets
- Best practices for media management

4. Advanced Sitecore Development

Introduction to Sitecore API

- Understanding Sitecore.Services.Client API
- Retrieving and manipulating content programmatically

Customizing Sitecore with Sitecore Rocks

- Setting up Sitecore Rocks in Visual Studio
- Creating custom items and fields

Working with Sitecore MVC

- Basics of Sitecore MVC framework
- Implementing custom controllers and views

5. Personalization and Marketing Automation

Implementing personalization in Sitecore

- Setting up user profiles and personas
- Creating and applying personalization rules

Using Sitecore Experience Profile

- Tracking and analyzing user interactions
- Leveraging xDB for personalized experiences

Introduction to Sitecore Marketing Automation

- Creating and managing automation campaigns
- Integrating marketing automation with content delivery

6. Integrating Sitecore with External Systems

Overview of Sitecore connectors and integrations

- Integrating CRM systems (e.g., Salesforce)
- Connecting Sitecore with third-party APIs

Using Sitecore Federated Experience Manager

- Managing external content within Sitecore

- Tracking and analyzing external site interactions

7. Performance Optimization and Troubleshooting

Best practices for optimizing Sitecore performance

- Caching strategies and configuration
- Analyzing and improving response times

Common issues and troubleshooting techniques

- Identifying and resolving common errors
- Using Sitecore logs for debugging

8. Best Practices and Case Studies

Sitecore development best practices

- Code organization and version control
- Deployment strategies and automation

Real-world case studies

- Successful Sitecore implementations
- Lessons learned and tips from the field

© 2026 Faysal Aziz · Kuala Lumpur