Content Creator Course Overview

Create content to engage your users.

Liferay

Target Audience

- Content Creators
- Marketing Leads
- Site Administrators

Prerequisites

We recommend you take Liferay Fundamentals before taking this course.

Modules

This course takes two days and covers the following topics:

Creating Digital Experiences with Sites	• What are Sites? • Creating Reusable Page Structures with Page Templates • Getting Sites out to Market Quickly with Site Templates • Manage Site Configuration
Digital Asset Management	• What are Assets? • Organizing Assets with Metadata • Organizing Assets into a Folder Structure • Controlling Access to Assets • Connecting with Existing Repositories
Automate and Optimize Content Publication	• Streamlining Content Publication with Structures and Templates • Simplifying Content Updates and Page Creation with Page Fragments • Create Self-Publishing Pages • User Segments and Content Page Personalization • Content Sets and Personalization

Gain Insight on the User Journey	• Gathering User Feedback with Forms • Evaluating User Feedback with Forms • Using Analytics Cloud with Forms to Optimize Evaluation
Manage Your Business Workflow	• Business Review Processes • Kaleo Workflow Definitions • Preparing Pages and Content for Production • Business Process Considerations

Customization

Interested in customization for this course? Email training@liferay.com to discuss your options. Customization is only available for private trainings.

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Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.