



Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities

Phillip Wicklund

[Download now](#)

[Click here](#) if your download doesn't start automatically

Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities

Phillip Wicklund

Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities Phillip Wicklund

Sitecore was recently recognized as one of the most reputable/reliable web content management solutions (WCMS) in the marketplace. Thousands of companies use Sitecore to help manage their web and mobile digital properties. Sitecore is a very large, complex platform that performs many robust functions and capabilities.

As such, marketers and end users often have a hard time coming up to speed on the technology. *Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities* provides that opportunity. The flow of the book will take newbies step-by-step on how to configure Sitecore content, personalization, and marketing automation capabilities. Sprinkled in through the book will be callouts that highlight strategies and best practices?taking the book beyond just the “how to” step-by-step procedures that can be found elsewhere. *Practical Sitecore 8 Configuration and Strategy:*

- Brings you up to speed on Sitecore without requiring a training class.
- Provides the information in a clear, logical outline that takes users from simple, foundational concepts to more advanced concepts at the end.
- Rounds out existing sources of documentation with strategies and best practices from real-world experience.

What You'll Learn

- How to manage content in Sitecore
- How to create web forms and landing pages
- How to optimize the site through personalization and A/B/N testing
- How to use Sitecore for your marketing campaigns
- How to leverage analytics for custom measurement/engagement strategies
- How to create a robust governance plan for your Sitecore properties

Who This Book Is For

The key target audience for this book are content administrators (content authoring, forms development, etc.) and digital marketers (campaigns, analytics, marketing automation, experience optimization, etc.) using the Sitecore platform.

 **[Download](#)** [Practical Sitecore 8 Configuration and Strategy: A ...pdf](#)

 **[Read Online](#)** [Practical Sitecore 8 Configuration and Strategy: ...pdf](#)

Download and Read Free Online Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities Phillip Wicklund

From reader reviews:

Dennis Simpson:

In this 21st one hundred year, people become competitive in each way. By being competitive currently, people have to do something to make all of them survive, being in the middle of the actual crowded place and notice through surrounding. One thing that often many people have underestimated that for a while is reading. Sure, by reading a reserve your ability to survive raise then having chance to stand up than other is high. For yourself who want to start reading the book, we give you this particular Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities book as nice and daily reading guide. Why, because this book is greater than just a book.

Michael Stanford:

The particular book Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities will bring you to the new experience of reading the book. The author style to elucidate the idea is very unique. If you try to find new book to learn, this book very suitable to you. The book Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities is much recommended to you to read. You can also get the e-book from your official web site, so you can more easily to read the book.

Valentin Gonzalez:

This Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities is brand new way for you who has fascination to look for some information as it relief your hunger of information. Getting deeper you into it getting knowledge more you know or you who still having little digest in reading this Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities can be the light food for you because the information inside this kind of book is easy to get by means of anyone. These books produce itself in the form which can be reachable by anyone, that's why I mean in the e-book web form. People who think that in book form make them feel drowsy even dizzy this e-book is the answer. So there is no in reading a guide especially this one. You can find actually looking for. It should be here for you. So , don't miss the idea! Just read this e-book style for your better life along with knowledge.

Gloria Quinones:

As a pupil exactly feel bored to reading. If their teacher requested them to go to the library or even make summary for some guide, they are complained. Just small students that has reading's spirit or real their interest. They just do what the educator want, like asked to go to the library. They go to right now there but nothing reading significantly. Any students feel that examining is not important, boring as well as can't see colorful photos on there. Yeah, it is to be complicated. Book is very important to suit your needs. As we know that on this period of time, many ways to get whatever you want. Likewise word says, ways to reach

Chinese's country. Therefore , this Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities can make you feel more interested to read.

Download and Read Online Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities Phillip Wicklund #DKJU9O86T3M

Read Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities by Phillip Wicklund for online ebook

Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities by Phillip Wicklund Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities by Phillip Wicklund books to read online.

Online Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities by Phillip Wicklund ebook PDF download

Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities by Phillip Wicklund Doc

Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities by Phillip Wicklund Mobipocket

Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities by Phillip Wicklund EPub