

# Oracle Commerce: Creating Dynamic Pages with Exp Mngr Rel 11.2 Ed 1

Oracle Commerce

DURATION

**2 Days**

MODULES

**13 Lectures**

COURSE CODE

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## Course Overview

Oracle Commerce: Creating Dynamic Pages with Exp Mngr Rel 11.2 Ed 1

## What You Will Learn

### Course Introduction

- Agenda
- Student Introductions
- Course Audience
- Course Goal
- Course Objectives
- Course Methodology
- Course Agenda

### Introduction to Experience Manager Applications

- Objectives
- Road Map
- The Changing Customer Experience
- Contextually Relevant Experiences at Scale
- Guided Search
- Experience Manager
- Omni-channel Solution
- Dynamic Experiences
- Oracle Commerce Channels
- Road Map
- Guided Search and Navigation
- Guided Navigation

- Endeca Dimensions
- Guided Navigation Refinements
- Enhanced Navigation with Precedence Rules
- Enhanced Navigation with Range Refinements
- Displaying Relevant Results
- Search
- Search Results
- Enhanced Search: Spelling and Did-You-Mean
- Enhanced Search: Stemming and Thesaurus
- Rich Content
- Road Map
- Experience Manager
- Merchandising Using Experience Manager
- Experience Manager: Content Promotion
- Experience Manager: Branding/Banner
- Experience Manager: Featured Products
- Experience Manager: Up-Sell
- Experience Manager: Cross-Sell
- Experience Manager: Profile-Based Promotions
- Experience Manager: Redirects
- Demonstration: Experience Manager Application Examples
- Quiz
- Summary
- Practice 2-1 Overview: Exploring a Guided Search and Experience Manager Website

## Introduction to Experience Manager

- Objectives
- Road Map
- The Initial Problem
- Customizing Guided Navigation
- Rules Engine
- How Long Is Your Tail?
- How Do Customers Navigate Your Site?
- Merchandising in the Long Tail
- Merchandising Across Your Site
- Across Channels
- The Assembler: At the “Core” of Experience Manager
- Main Benefits
- Road Map
- Components of an Experience Manager Site: Templates
- Components of an Experience Manager Site: Cartridges
- Page and Cartridge Templates
- Templates and Cartridges Working Together
- Templates, Sections, and Cartridges
- Templates, Sections, and Cartridges in the Discover Reference Application

- Components of an Experience Manager Site: Slots, Rules, and Triggers
- Road Map
- Accessing Experience Manager
- Creating and Editing Content: Navigation Tree
- Tree View
- Edit Pane
- Creating and Editing Content: Preview
- Preview
- Manifest
- Interactive Edit with Preview
- Changing Views
- Devices
- Content Authoring
- Preview URL
- Demonstration
- Road Map
- Experience Manager Projects
- Working in a Project
- Project
- Project Conflicts
- Content Promotion
- Demonstration
- Quiz
- Summary
- Practice 3-1 Overview: Working in Experience Manager
- Practice 3-2 Overview: Working in the Authoring and Live Environments

## Creating Dynamic Landing Pages

- Objectives
- Road Map
- Experience Manager Pages
- Scenario
- Creating a Page
- Adding Cartridges
- Configuring a Cartridge
- Demonstration: Creating a Page
- Road Map
- Scenario
- Folders
- Folders and Slots
- Creating a Folder
- Adding Rules
- Triggers
- Location Search Term Trigger
- Location Refinement Trigger

- Exact Location: Scenario 1
- Exact Location: Scenario 2
- Multiple States for a Trigger (AND)
- Multiple Triggers (OR)
- User Segment Trigger
- Time (Schedule) Trigger
- Activation
- Priorities
- Audit
- Audit Panel
- Auditing Statuses
- Rules Search
- Best Practices: Using Slots
- Demonstration: Creating Content
- Road Map
- Browse Page Versus Other Pages
- How the Browse Page Works
- Browse Page
- Browse Page Configuration
- Browse Page Triggers
- Home Page
- Landing Pages
- Default Browse Page
- Road Map
- Multiple Sites: Overview
- Sites
- Site Pages
- Content and Rules
- Previewing Site Pages
- Site Groups in BCC Site Administration
- Demonstration: Multiple Sites
- Quiz
- Summary
- Practice 4-1 Overview: Creating a Page in Experience Manager
- Practice 4-2 Overview: Using Folders
- Practice 4-3 Overview: Adding Multiple Locations

## Defining Guided Navigation

- Objectives
- Road Map
- Scenario
- Guided Navigation Slot
- Adding Guided Navigation
- Configuring Guided Navigation
- Guided Navigation Wizard

- Setting Dimension Order
- Preview: Bags Search
- Road Map
- Refinement Menu: Section Settings
- Sorting Options
- Boost and Bury
- Other Options
- Road Map
- Breadcrumbs Cartridge
- Quiz
- Summary
- Demonstration: Exploring Guided Navigation
- Practice 5-1 Overview: Using Guided Navigation
- Practice 5-2 Overview: Guided Navigation Slots

## Understanding Search Behavior

- Objectives
- Road Map
- Information Retrieval: In Practice
- Search: A Two-Part Process
- Finding Matches: Search Interfaces
- Cross-Field Matching: Example
- Finding Matches: Match Modes
- Match Modes: MatchAll
- Match Modes: MatchPartial
- Match Modes: MatchAny
- Valid Match Modes
- Finding Matches: Language Analysis
- Supported Languages
- Finding Matches: Stemming
- Stemming: Compound Matching
- Finding Matches: Stop Words
- Finding Matches: Spell Correction and Wildcard Search
- Spelling Correction: Examples
- Wildcard Search: Example
- Finding Matches: Placing Nonindexed Characters Between Search Terms
- Road Map
- Ranking Matches
- Relevance Ranking Modules
- Default Strategies
- Understanding Relevance Ranking Strategies
- Understanding Relevance Ranking Strategies: Example Scenario
- Quiz
- Summary
- Practice 6-1 Overview: Exploring Search Behavior

## Creating Search-Driven Experiences

- Objectives
- Road Map
- Scenario
- SearchBox
- Search Box Settings
- Displaying the Auto-Suggest Panel
- Auto-Suggest Panel
- Dimension Search Auto-Suggest Cartridge
- Dimension Search Display Settings
- Dimension Search Configuration
- Dimension Search Results Cartridge
- Dimension Search Results Settings and Configuration
- SearchAdjustments Cartridge
- Search Adjustments: Examples
- Previewing Search Adjustments
- Road Map
- ResultsList Cartridge
- Adding a ResultsList Cartridge
- Configuring the ResultsList Cartridge
- Boost and Bury
- Configuring Boost and Bury: Specific Records
- Selected Records
- Configuring Boost and Bury: Query
- Relevance Ranking and Sorting
- Road Map
- ProductDetail Cartridge
- Demonstration: Exploring Results List
- Quiz
- Summary
- Practice 7-1 Overview: Using the ResultsList Cartridge

## Optimizing the Search Experience

- Objectives
- Road Map
- Thesaurus
- Thesaurus Versus Stemming
- Thesaurus: Defining a One-Way Thesaurus Entry
- Thesaurus: One-Way Example
- Thesaurus: Defining a Multi-Way Thesaurus Entry
- Thesaurus: Multi-Way Example
- Thesaurus Search Result Explanation
- Thesaurus Console
- Thesaurus: Best Practices

- Thesaurus: Unnecessary Entries
- Demonstration: Thesaurus Entries
- Road Map
- Search Tools: Automatic Phrasing
- Automatic Phrases
- Creating an Automatic Phrase
- Demonstration: Creating Automatic Phrases
- Road Map
- Relevance Ranking Search Tuning
- Creating a New Search Strategy with the Relevance Ranking Evaluator
- Relevance Ranking Strategies
- Ordering Modules
- Additional Configuration Options
- Search Results Comparison: Summary
- Base Information
- Search Results Comparison: Record Information
- Search Results Comparison: Explanations
- Demonstration: Using the Relevance Ranking Evaluator
- Endeca Search: Process Flow
- Quiz
- Summary
- Practice 8-1 Overview: Creating Thesaurus Entries
- Practice 8-2 Overview: Creating Automatic Phrases

## Creating Record Spotlights

- Objectives
- Road Map
- Record Spotlights
- Scenario: Trigger Spotlights
- Vertical Spotlight
- Horizontal Spotlight
- Spotlight Configuration
- Selecting Records: Specific Products
- Selecting Records: Ordering Selected Records
- Selecting Records: Query
- Restricting to Active Refinements
- See All Link
- Clicking Show Me More
- Demonstration: Exploring Record Spotlights
- Road Map
- Scenario: Managing Multiple Spotlights
- Creating a Spotlights Folder
- Updating the Rule Limit for the Slot on the Page
- Creating Spotlights
- Fujifilm Page

- Bags & Cases Category Page
- Rule Limits Versus Rule Firing
- Demonstration: Exploring Record Spotlights Using Slots
- Quiz
- Summary
- Practice 9-1 Overview: Using Record Spotlights
- Practice 9-2 Overview: Using Multiple Spotlights Within a Folder

## Displaying Static Content

- Objectives
- Road Map
- Scenario
- Media Banner
- Configuring Media Banner
- Media MDEX Browser
- Additional Configuration
- Road Map
- Scenario
- Rich Text
- Configuring the RichText Cartridge
- RichTextSecondary
- Road Map
- Link
- Configuring the Link Cartridge
- Demonstration: Exploring Static Content
- Quiz
- Summary
- Practice 10-1 Overview: Using Static Content Cartridges

## Using Keyword Redirects

- Objectives
- Scenario
- Keyword Redirects: Overview
- Creating a Keyword Redirect
- Match Phrase
- Match All
- Match Exact
- Keyword Groups
- Demonstration: Exploring Keyword Redirects
- Quiz
- Summary
- Practice 11-1 Overview: Using Keyword Redirects

## Specifying User Access Control

- Objectives
- Administrative Tools
- User Management
- Permissions
- Additive Inheritance
- Creating Users
- User Passwords
- Creating Groups
- Assigning Permissions
- Permissions Enabled
- LDAP Integration
- Oracle Commerce Single Sign-On (SSO)
- Quiz
- Summary
- Demonstration: Exploring User Access Controls
- Practice 12-1 Overview: Working with User Access Control in Workbench

## Best Practices

- Objectives
- Long Tail
- Dynamic Content
- Priorities
- Folder Organization
- Projects
- User Management
- Preview/Authoring Environment
- Live Environment
- Obsolete Content
- Default Content
- Summary
- Practice 13-1 Overview: Class Project