

# INFOSOFT IT SOLUTIONS

Training | Projects | Placements

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## *Brightspot*

### **Introduction to Brightspot CMS**

- Overview of Brightspot: History, features, and advantages
- Understanding the CMS Landscape: Comparisons with other CMS platforms
- Setting Up Brightspot: Installation, configuration, and system requirements

### **Content Management Basics**

- Content Organization: Creating and managing content structures
- User Roles and Permissions: Setting up user roles, permissions, and workflows
- Content Workflow Management: Drafts, reviews, approvals, and publishing

### **Managing Digital Assets**

- Uploading and Organizing Assets: Images, videos, documents
- Asset Metadata: Tagging, categorization, and asset libraries

- Asset Versioning and Management: Revisions, approvals, and reuse

## **Customizing Brightspot**

- Themes and Templates: Customizing site appearance and layout
- Extending Functionality with Widgets and Plugins
- Integrating Third-Party Tools and Services

## **Search and SEO Optimization**

- Implementing SEO Best Practices: Meta tags, keywords, and SEO-friendly URLs
- Site Search Configuration: Setting up search functionality within Brightspot
- Analytics Integration: Tracking and analyzing site performance

## **Multi-channel Publishing**

- Responsive Design Implementation: Optimizing content for mobile and other devices
- Social Media Integration: Sharing and managing content across social platforms
- Email Campaign Integration: Sending and tracking email campaigns from Brightspot

## **Advanced Features and Custom Development**

- Advanced Content Modeling: Custom fields, relationships, and content types
- Workflow Automation: Creating custom workflows and automating tasks
- API Integration: Using APIs to connect Brightspot with other systems

## **Performance Optimization and Maintenance**

- **Monitoring and Performance Tuning:** Optimizing site speed and resource usage
- **Backup and Disaster Recovery:** Implementing backup strategies and recovery procedures
- **Security Best Practices:** Securing content and user data

## **User Training and Support**

- **End-user Training:** Training content editors, authors, and administrators
- **Technical Support and Troubleshooting:** Resolving common issues and challenges
- **Community and Resources:** Accessing forums, documentation, and support channels