Liferay ®

Digital Experience Management

Author, organize, and deliver rich, engaging, and personalized digital experiences across multiple channels and devices

Liferay DXP provides a comprehensive publishing environment that allows your business teams and developers to deliver personalized digital experiences across multiple channels and devices. You can design a site's appearance, manage site publishing workflows, integrate data and segments, and streamline site creation, making it faster for teams to launch relevant experiences that truly connect with the audiences they serve.

Benefits

Save time and eliminate confusion by creating, organizing, and managing all your sites from one central location.

Quickly design site appearance and ensure consistency with themes, templates, and widgets.

Create customer-focused, multichannel experiences faster with functionality that allows marketers and developers to collaborate efficiently.

Ensure site pages reach the intended audience with built-in support for Search.

Engine Optimization (SEO). Optimize content with the Page Audit tool and related performance reports.

Engage your audience in their local language with built-in support for multilingual sites.

Streamline the publishing and approval process with customized publishing workflows.

Simplify the creation, organization, and management of multiple online storefronts with product catalogs, templates, and dynamic display pages.

Core Features

Multi-site management

Sites are a fundamental component of Liferay DXP and can be defined as a collection of pages that contains content applications that provide additional functionality. Liferay DXP provides the tools you need to build and manage sites and create pages, whether it is from predefined templates or from the ground up.

You can configure Pages and Site Navigation in an intuitive and flexible way, assign permissions to users or members of the site to control the visibility of its contents, and make changes without disrupting the user experience.

Additionally, you have the ability to test your changes before publishing them so you can develop, track, and update your site in a safe environment before it goes live.

Utilize different theme templates to modify the look and feel of your site. Tools are available to help you optimize your Site's SEO ranking and hone your messaging campaigns with A/B testing, empowering you to make better data-driven decisions that improve the way you serve your users and customers.

Liferay DXP's Content Management System (CMS) offers a variety of tools to create, manage, and display content of many types, such as blogs, documents, and web content articles. You have the ability to publish a mix of contents, manage the way assets can be displayed, and get control over the experience of your users.

You can also build tailored site experiences based on the Personalization and Segmentation framework. Define specific criteria, such as demographics, roles, and organizations, to display personalized pages. Liferay's analytics capabilities help you understand how users are interacting with your site and their behavior, so you can better personalize their experience.

Design Website Appearance

Customize and design your site appearance with the tools provided by Liferay DXP, where you can define different elements for your pages to modify the way they look, with fragments and widgets.

You have the ability to create independent layouts on every page while still maintaining a consistent experience throughout your entire site using StyleBooks.
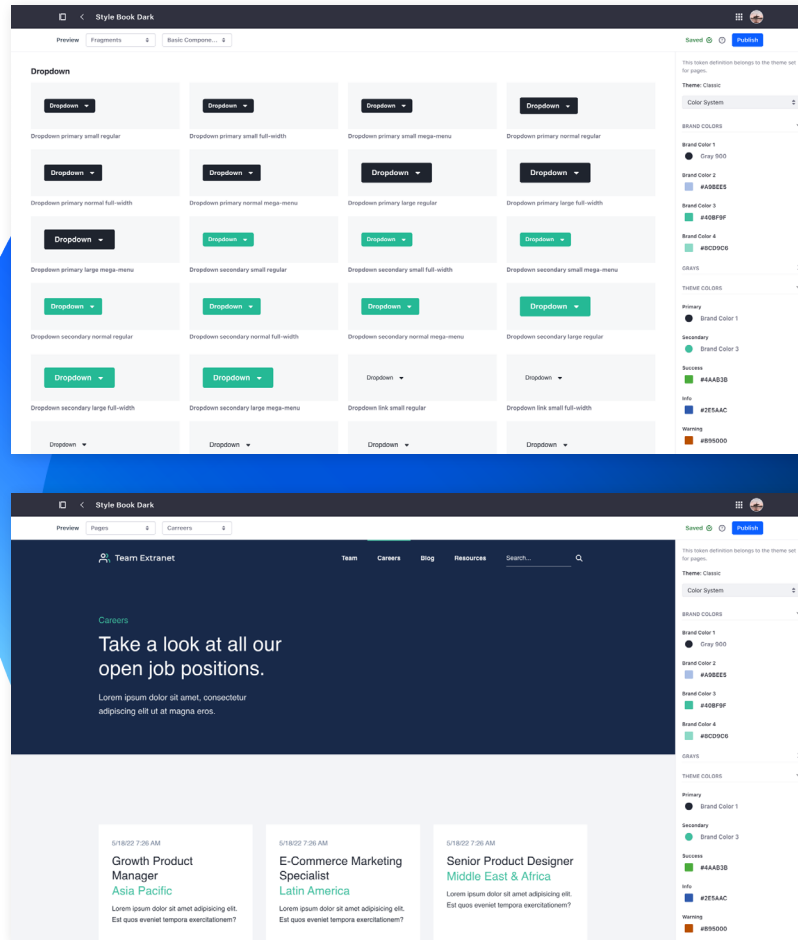
Publishing Workflows

Gain better control of the changes you make to your site before publishing. Improve efficiency with publishing workflows that ensure approved changes are validated before going live. Liferay DXP provides a working environment to make changes to the site contents before publishing to your live environment. Modify your content and Pages first on the working environment before publishing on your live site, whether individually or altogether.

Search Engine Optimization

Liferay provides tools to help you understand site issues and take action, from having top-tier SEO, to understanding and acting on your site's content, to building a site that is accessible to all types of users. Search Engine Optimization (SEO) refers to the strategies used to improve your Page's ranking on a search engine results page. Set friendly URLs for your site to not only make it easy for customers to recall, but also optimized for search engines and other tools crawling your site. Use Display Page Templates to quickly display

individual content items at dedicated URL. These layouts are built using both Fragments and Widgets and can be created for Web Content Articles, Documents, Blog Entries, and more. Each template has its own SEO and Open Graph settings that can be filled out both manually and dynamically.

Content SEO and Accessibility Compliance

Use the Page Audit tool to examine your Page's SEO and accessibility. This tool uses the Google PageSpeed Insights service, providing specific recommendations for Liferay DXP. Content authors can verify that Pages are optimized for search engine indexing and visibility, so they rank better in search results and reach the right audience. On the latest version of Liferay, you can also check the page's compliance with accessibility practices, getting recommendations on how to improve usability and overall experience.

Content Localization

Liferay DXP supports localization by language, time zone, and more. The English (US) language translation and GMT time zone are the defaults, but DXP has over 40 translations and can be set to any time zone. Localization is scoped for virtual instances, widgets in each instance, and individual users.

Multichannel Experiences

With Liferay DXP, you don't have to build digital experiences from scratch. Using an extensive collection of integrations, connectors, and APIs, you can quickly connect to a wide range of systems and data sources to provide your customers, partners, employees, or other users with a unified experience that makes it easy for them to accomplish their goals.

Liferay provides a suite of APIs that allow you to connect securely, work with any client and keep data size manageable, so you can use it as a Headless Platform. There are three different approaches available for clients to connect to Liferay DXP using web APIs:

- Headless REST APIs

- Plain JSON Services

- GraphQL API