Liferay ®

Content Management System

Enable users to quickly create, publish, and manage content, pages, and multimedia across different channels.

Businesses around the world use Liferay Digital Experience Platform (DXP) to create engaging digital experiences.

With Liferay DXP, these businesses leverage a native CMS alongside a full suite of experience-building tools like commerce capabilities, personalization, low-code, and more. These out-of-the-box capabilities, paired with Liferay's extensible architecture, allow them to meet the most unique business requirements today, while having all the flexibility they need to adapt to future demands. They can leverage a single platform to create and evolve all kinds of digital solutions— including websites, portals, and intranets.

In this document, we'll showcase Liferay DXP's robust CMS and how you can leverage it to create, organize, and manage your content more efficiently.

Benefits

Easily create web content, ensure it contains the right information, and displays correctly across different devices and channels.

Save time and effort creating assets with reusable components, such as documents, images, videos, and other elements, that can be stored in one location and shared across multiple sites.

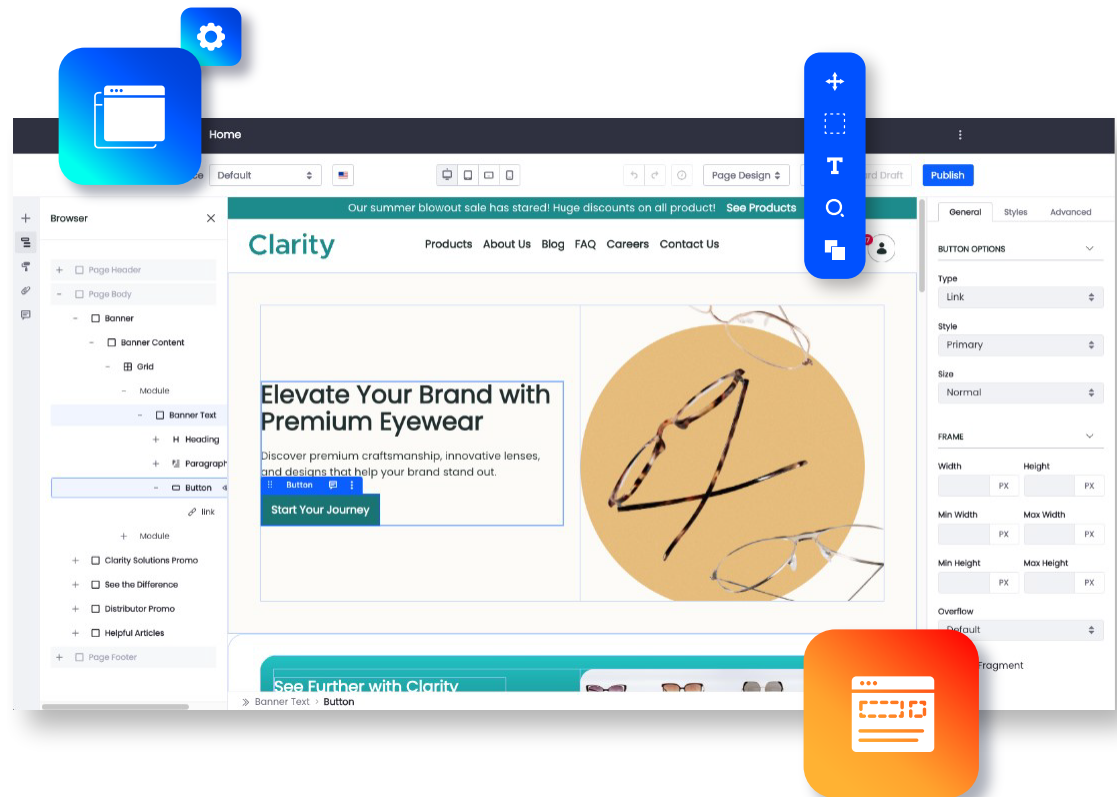Empower non-technical users to create content autonomously, without needing to rely on IT.

Accelerate content creation and translation processes with AI/ML capabilities.

Track and monitor the results of your content efforts to drive higher engagement and conversion rates.

# Leverage Liferay's CMS to:

Build Custom Pages

Liferay provides a WYSIWYG (What-You-See-Is-What-You-Get) editor that allows authors to build web pages. Customize these pages to fit your business needs by dragging and dropping content blocks including headings, banners, and other elements.

Out of the box, Liferay provides templates for blog entries, documents, and web content articles. Use the platform to create templates that can be populated across sites. For example, if a marketing team wants case study pages to showcase successful customer stories, they can build a template with fields to input the customer name, logo, and use case.

Standardize Publishing Processes

Build custom workflows to create, approve, and publish content more efficiently. Instead of content authors needing to individually ask for approvals, content can be automatically pushed to the relevant parties for approval and feedback.
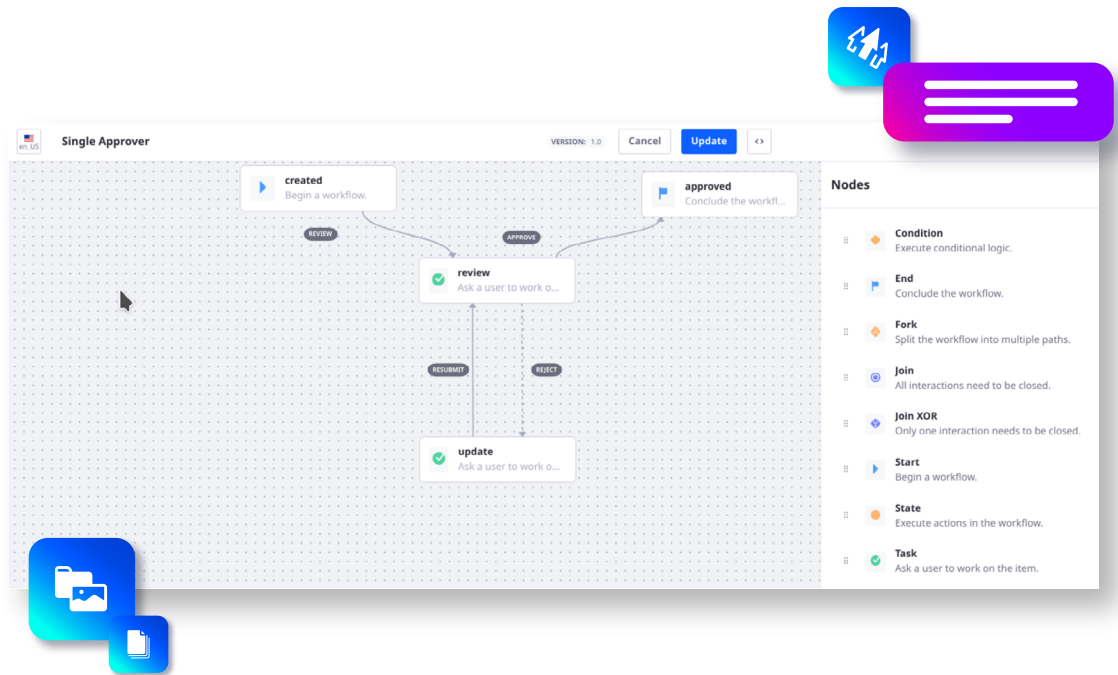
With Liferay DXP's Workflow Designer, content authors can build workflows using a visual editor to define different processes, including content approval. For example, once a blog post is finished, the author can automatically push to have a reviewer approve or suggest edits. Once approved, the blog can be automatically posted.

Ensure that only authorized users have access to create, edit, and approve content using Liferay's granular permissioning and identity management features. While Liferay provides a default list of roles, custom roles, and permissions can also be created to align with your unique organizational needs.

Additionally, you can develop, track, and publish changes across your DXP instance with Publications.

With Publications, you can group changes into blocks and publish those changes when they are ready.

When making your changes, you can switch between edit and production modes. This frees you up to work on minor or major changes to your content in an editing environment before it goes live. You can then review and publish your changes immediately, or schedule them to be published at a later time.

You and your team can create as many publications as needed to organize and roll out your changes. You can also work concurrently with team members on the same or different publications, freeing you up to work on your own timelines.

Support Multilingual and Localized Sites

Easily create engaging, localized experiences for global users with Liferay's integrated tools.

Liferay allows you to manage and set different URLs for your desired languages. Liferay also gives you the ability to manually input translations, import translation files, or leverage AI to generate translations for multiple languages with a single click.

Additionally, with Liferay's workflow capabilities, you can enable a custom workflow for translation processes to guide the review and publishing process. Once a workflow is enabled, each published translation appears as an individual task that must be approved before the Content Page or Web Content is officially updated. Translation reviewers see a read-only, side-by-side preview of the original and translated texts. Learn more about Liferay's workflow builder here.

Display Content to Any Channel

Once content is created, content authors can easily display it to any channel, device, or browser by leveraging headless APIs. Liferay provides a set of headless APIs, but also provides the tools for users to build custom APIs for more specific needs.
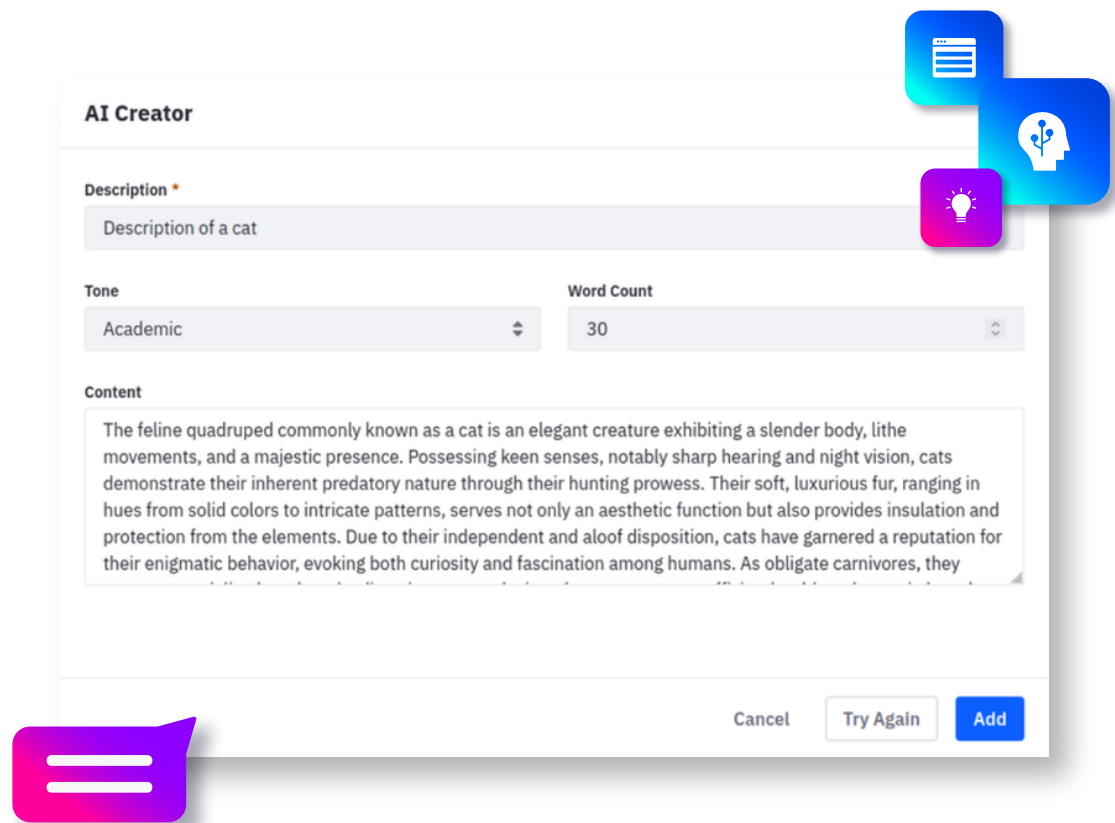
Content authors can also group content through Collections that can be automatically displayed to relevant channels as they are published. This ensures that end users see all relevant content together.

Collections allow you to manage information and assets in multiple channels through a single source, either manually or dynamically. For example, if you create a collection including all blog posts with the tag "B2B", the dynamic collection will automatically include all new blog posts with this tag.

Liferay provides a robust tagging system that allows you to define custom tags and categories or use AI/ML capabilities to auto-tag assets. Learn more about Liferay's DAM capabilities here.

Accelerate Content Creation and Management with AI/ML

Now with AI and ML capabilities, content authors can publish content even faster. Liferay's integration with OpenAI's ChatGPT engine empowers users to generate content in just a few clicks. By defining desired content, tone, and word count, the AI Creator tool will populate content accordingly.

AI Creator

Description *

Description of a cat

Tone

Academic

Word Count

30

Content

The feline quadruped commonly known as a cat is an elegant creature exhibiting a slender body, lithe movements, and a majestic presence. Possessing keen senses, notably sharp hearing and night vision, cats demonstrate their inherent predatory nature through their hunting prowess. Their soft, luxurious fur, ranging in hues from solid colors to intricate patterns, serves not only an aesthetic function but also provides insulation and protection from the elements. Due to their independent and aloof disposition, cats have garnered a reputation for their enigmatic behavior, evoking both curiosity and fascination among humans. As obligate carnivores, they

Cancel   Try Again   Add

Content authors can also leverage AI/ML to automate translation processes. Seamlessly translate content into multiple languages, enabling global accessibility. Liferay can integrate with the following service APIs to generate automatic translations of Content Pages and Web Content: Google Cloud Translation, Amazon Translate, and Microsoft Translator.

AI/ML can also be leveraged to auto-tag assets. Learn more in our DAM capability page here.

Monitor and Improve Content Performance

The latest version of Liferay DXP includes native analytics features to give you insight into your site, users, and assets.

With Liferay's analytics capabilities, you will be able to see metrics around downloads, views, and audience for individual assets including blogs, documents and media, forms, web content, and other custom assets.

Liferay DXP also provides a Content Dashboard to manage content in a single application. From the Content Dashboard, content editors and marketers can access and audit all content generated across Sites and Asset Libraries.

The Content Dashboard is made up of three main components:
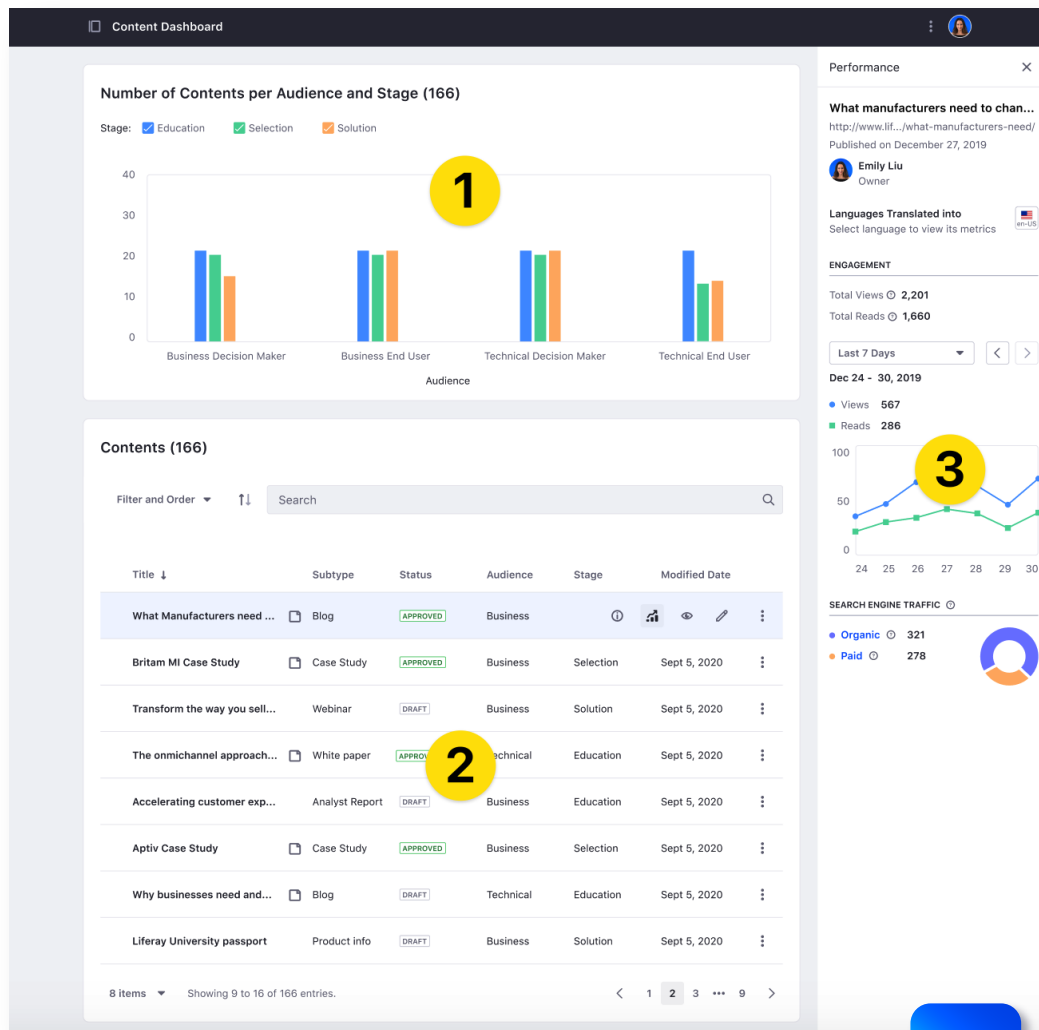
1. **Content Audit Tool** shows metrics for the Vocabularies and Categories you define in Liferay. Run content audits across all your sites to determine content effectiveness, identify gaps, and find outdated material.

2. **Contents List** displays content across all Sites and Asset Libraries. Find content by author, topic, type, or file extension, using a robust set of filters.

3. **Content Info Sidebar and Content Performance Tool.** The information sidebar shows metadata for each asset and the Performance Tool gathers metrics, such as the number of views or traffic acquisition channel.

Additionally, you can examine a page's SEO and accessibility with the Page Audit tool. The tool uses Google PageSpeed Insights to provide specific recommendations to improve rank and overall usability. See what keywords and topics users are interested in to produce more relevant content.

Improve Knowledge Sharing and Collaboration

Liferay DXP's collaboration and knowledge-sharing tools empower your customers, partners, and employees to find the information they need independently.

Knowledge Base

Use the Knowledge Base application to create and display articles, professional product documentation, and training materials (including complete books or guides). The Knowledge Base is workflow-enabled, so your team can manage the review cycle of any content before it goes live. Additionally, you can create article templates that help users follow a common outline.

Other Knowledge Base features include:

- A display widget that allows you to publish knowledge-based articles on a widget or content page. It includes built-in navigation, which you can customize to help users quickly navigate to articles and related content. It also provides options for allowing readers to rate and comment on articles, and subscribe to your knowledge base.

- Suggestions tab that allows your team to give, accept, or reject feedback from other team members.

- Easy-to-use folder structures to help store and organize articles.

- Ability to import Markdown source files to create and update articles.

- Metadata fields for user-friendly URLs, source URLs, categorization, and related assets.
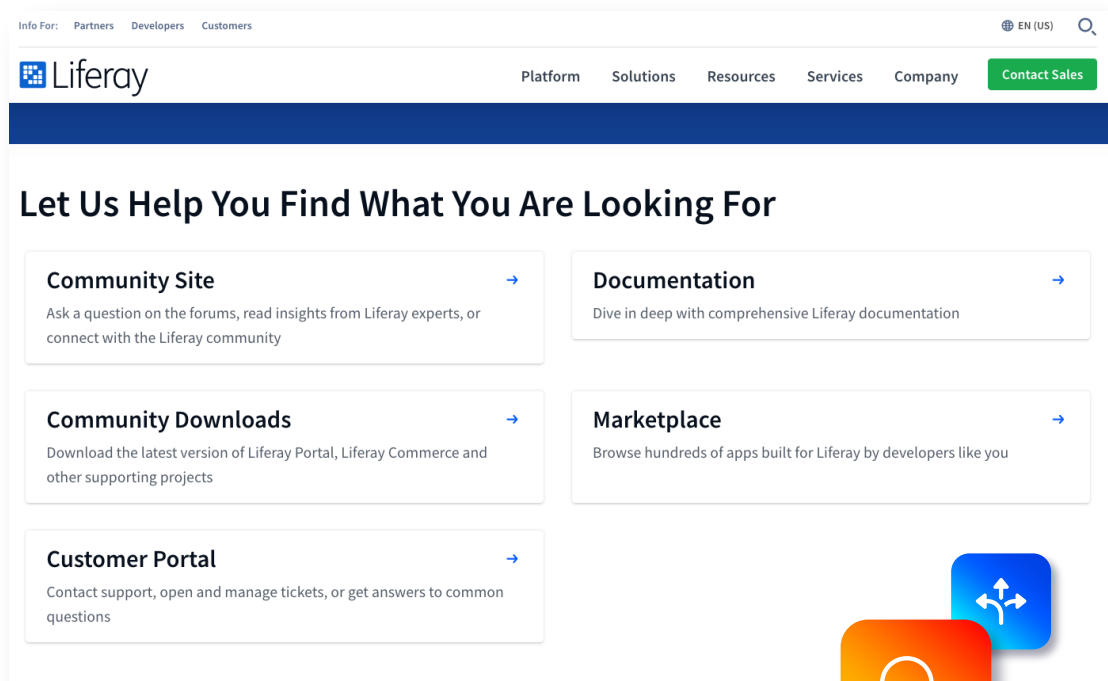
Wikis and Message Boards (Online Forums)

Liferay DXP enables you to build robust communities and foster collaboration between your users through out-of-the-box features such as Wikis and Message Boards.

Liferay DXP also includes a full-featured Wiki application that provides a rich writing environment, article versioning, and support for multiple Wiki nodes. Wikis in Liferay DXP are completely integrated with the portal's user management, tagging, and security features.
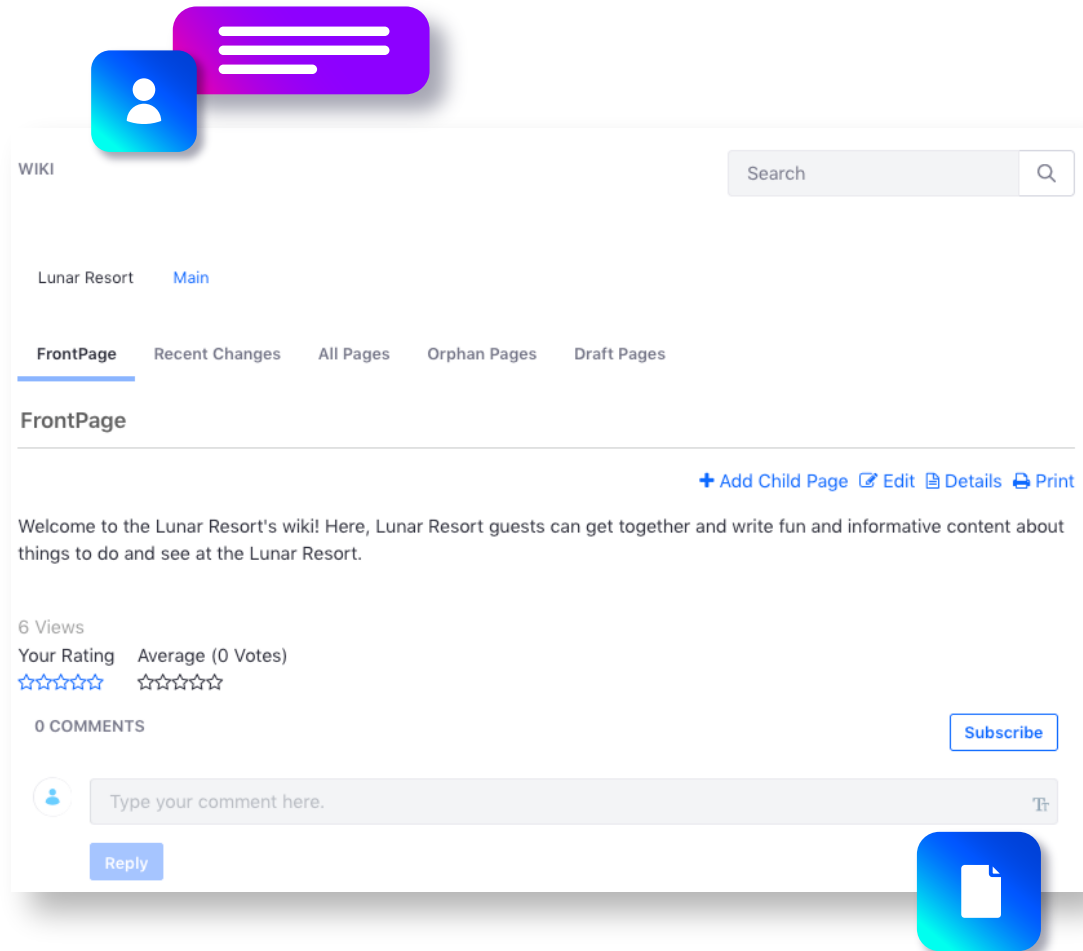

The platform also gives you all the tools you need to create, manage, and moderate online user forums on a particular topic, including functionality for:

- Creating an online user forum with categories and subcategories for different topics.

- Threading discussions so users can have conversations on a specific topic and find all the conversations related to a subject in one place.

- Subscribing users to a user forum category via email or RSS feed.

- Moderating user forums, including assigning user permissions, locking or moving a thread, banning or reinstating users, and reviewing flagged threads.

- Permissioning what participants can do in a forum, such as view messages, respond to messages, and upload attachments.

- Configuring and managing email lists for different message board categories.
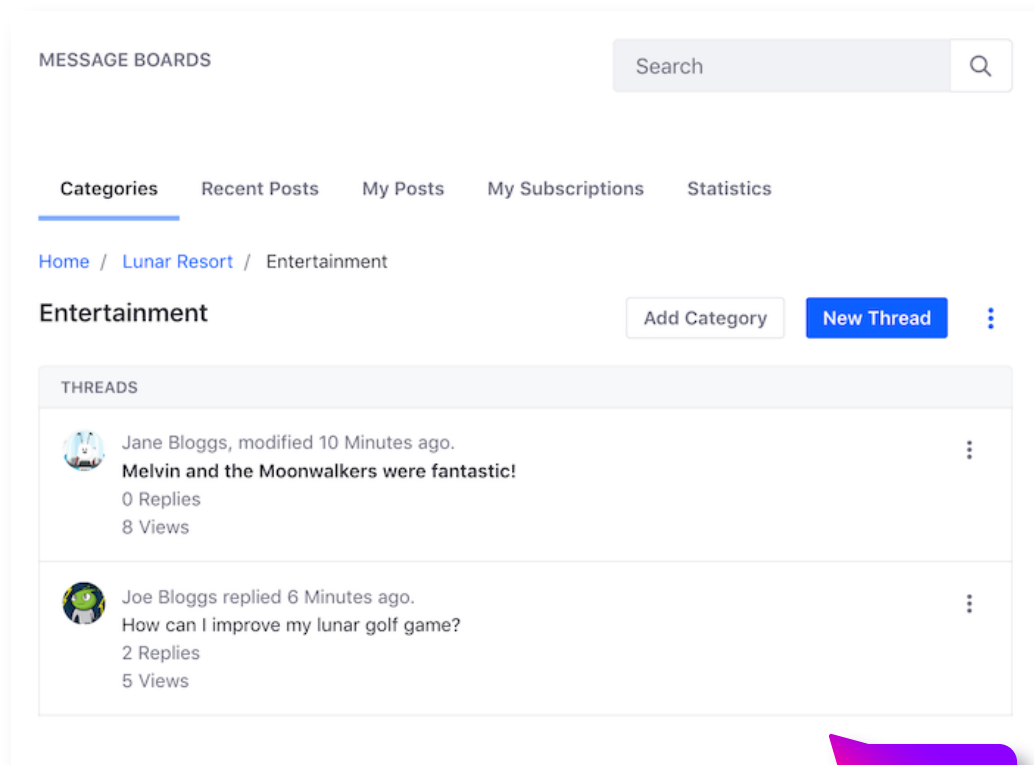
Blogs

The Blog application is a full-featured blogging platform built for easy content authoring and sharing. It includes all the tools you need to create, organize, manage, and share your blog content, such as:

- A WYSIWYG (What-You-See-Is-What-You-Get) blog editor that allows blog authors to create rich posts with text, images, and videos. Additionally, authors can add tags and categories to help users find their content, and enable related assets to show other similar content. They can also edit content in HTML mode.

- Built-in display templates that control your blog's layout and the information you display about individual posts including abstracts, titles, comments, view counts, ratings, and other elements. You can also create your own custom templates.

- Configuration options that let you manage who can view, create or publish a post, and how users can subscribe to your blog (RSS or email).

- Social sharing options that allow readers of your blog to share posts easily on different social media platforms.

Next Steps

Liferay's CMS is just a fraction of what Liferay DXP provides. On a single platform, you can leverage our CMS alongside many other native capabilities to build current solutions and future ones, as your business needs expand. To view all of Liferay DXP's capabilities, visit: liferay.com/capabilities.

> **Ready to see how Liferay DXP can help your business?**
> Get your demo at **liferay.com/request-a-demo.**