

salesforce

Salesforce Sites Implementation Guide

Salesforce, Spring '22



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SALESFORCE SITES

Salesforce Sites enables you to create public websites and applications that are directly integrated with your Salesforce organization—without requiring users to log in with a username and password. You can publicly expose any information stored in your organization through a branded URL of your choice. And you can make the site's pages match the look and feel of your company's brand.

Salesforce organizations contain valuable information about partners, solutions, products, users, ideas, and other business data. Some of this information would be useful to people outside your organization, but only users with the right access and permissions can view and use it. In the past, to make this data available to the general public, you had to set up a web server, create custom web pages (JSP, PHP, or other), and perform API integration between your site and your organization. Also, if you wanted to collect information using a web form, you had to program your pages to perform data validation.

With Salesforce Sites, you no longer have to do any of those things. Salesforce Sites enables you to create public websites and applications that are directly integrated with your Salesforce organization—without requiring users to log in with a username and password. You can publicly expose any information stored in your organization through a branded URL of your choice. You can also make the site's pages match the look and feel of your company's brand. Because sites are hosted on Lightning Platform servers, there are no data integration issues. And because sites are built on native Visualforce pages, data validation on collected information is performed automatically. You can also enable users to register for or log in to an associated portal seamlessly from your public site.

 **Note:** Salesforce Sites is subject to these additional [Terms of Use](#).

For information on Site.com, which is a web content management system (CMS) that makes it easy to build dynamic, data-driven web pages and edit content in real time, see [Site.com](#).

The following examples illustrate a few ways that you can use sites:

- Create an ideas site—Use sites to host a public community forum for sharing and voting on ideas about your company, services, or products. Ideas websites can be made public using sites.
- Publish a support FAQ—Provide helpful information on a public website where customers can search for solutions to their issues.
- Create a store locator tool—Add a public tool to your portal that helps customers find stores in their area.
- Publish an employee directory—Add an employee directory to your company's intranet by creating a site restricted by IP range.
- Create a recruiting website—Post job openings to a public site and allow visitors to submit applications and resumes online.
- Publish a catalog of products—List all of your company's products on a public website, with model numbers, current prices, and product images pulled dynamically from your organization.

Because Salesforce Sites are served directly from the Salesforce organization, a site's availability is directly related to the organization's availability. During your organization's maintenance window for major releases, your sites are unavailable; users who try to access a site see a Lightning Platform-branded maintenance page or your custom [Service Not Available Page](#). It's a good idea to inform your site users of the release maintenance windows and related sites unavailability in advance. You can view specific maintenance windows, listed by instance, at trust.salesforce.com/trust/status/#maint.

The Salesforce Sites Domain

For each of your sites, you determine the URL of the site by establishing the site's domain name. You can choose one of the following domain options.

EDITIONS

Available in: both Salesforce Classic ([not available in all orgs](#)) and Lightning Experience

Available in: **Developer, Enterprise, Performance, and Unlimited** Editions

Salesforce Sites

- Use your Salesforce Sites domain. With this option, your Salesforce Sites domain name is used for all the sites that you create. For example, your company could create one public site for partners, another for developers, and a third for support. If your company's Salesforce Sites domain is `http://MyDomainName.my.salesforce-sites.com`, those three sites can have the following URLs:

- `http://MyDomainName.my.salesforce-sites.com/partners`
- `http://MyDomainName.my.salesforce-sites.com/developers`
- `http://MyDomainName.my.salesforce-sites.com/support`


 **Note:** The format of the secure URLs for your Salesforce Sites depends on whether enhanced domains are enabled in your org and on the org type or edition. The subdomain in Developer edition orgs ends in `-dev-ed`, and sandbox URLs contain the sandbox name and the word "sandbox". Your org's secure URL is displayed on the Login Settings page. The URL is case-sensitive.

Organization Type	Secure URL
Developer Edition	<code>MyDomainName-dev-ed.my.salesforce-sites.com</code>
Sandbox	<code>MyDomainName--SandboxName.sandbox.my.salesforce-sites.com</code>
Production	<code>MyDomainName.my.salesforce-sites.com</code>

When enhanced domains aren't enabled in your org, you specify a separate Salesforce Sites subdomain and the domain suffix is `force.com`. The subdomain in Developer edition orgs ends in `-developer-edition`, and sandbox URLs contain the sandbox name. Your Salesforce instance name is included in the URLs for Developer Edition and sandbox orgs.

Organization Type	Secure URL
Developer Edition	<code>https://SitesSubdomainName-developer-edition.InstanceName.force.com</code>
Sandbox	<code>https://SandboxName-SitesSubdomainName.InstanceName.force.com</code>
Production	<code>https://SitesSubdomainName.secure.force.com</code>

- Create a branded, custom web address, such as `http://www.mycompanyideas.com`, by registering through a domain name registrar. Create CNAME records to redirect your custom domain and subdomains to your Salesforce Sites domain without exposing the `secure.force.com` or `salesforce-sites.com` name in the URL. It can take up to 48 hours for your Salesforce Sites domain to become available on the Internet. Custom domains aren't supported for Developer Edition organizations.

 **Note:** CNAME records must include your domain name, your 18-character organization ID, and the suffix `live.siteforce.com`. For example, if your domain name is `www.mycompany.com` and your organization ID is `00dx00000000001aaa`, then the CNAME must be `www.mycompany.com.00dx00000000001aaa.live.siteforce.com`. You can find the organization ID on the new domain page in Domain Management within Setup.

SETTING UP SALESFORCE SITES

Enable Salesforce Sites and create public websites and applications that are directly integrated with your Salesforce organization—without requiring users to log in with a username and password.

1. From Setup, enter *Sites* in the **Quick Find** box, then select **Sites**.
2. [Register](#) the Salesforce Sites domain for your organization.
3. [Create](#) and [configure](#) your site.
4. Develop and use [Visualforce pages](#) for your site, use or hide [standard pages](#), and customize or replace out-of-box [error pages](#). Associate these pages with your site.
5. Choose a site template. Use the lookup field to find a template that you've developed, or use the provided template. The site template provides the page layout and stylesheet for your site and overrides any formatting inherited from the associated portal.
6. [Enable a portal](#) for login or self-registration, then associate it with your site.
7. Optionally, modify [public access settings](#).
8. When you are ready to make your site public, click **Activate** on the Site Details page. You can also activate your site from the Site Edit and Sites pages.

After you have set up a site, you can:

- Run reports and dashboards on your site.
- [Create workflow rules](#) that trigger email alerts when site-related criteria are met.

EDITIONS

Available in: both Salesforce Classic ([not available in all orgs](#)) and Lightning Experience

Available in: **Developer, Enterprise, Performance, and Unlimited** Editions

USER PERMISSIONS

To create and edit Salesforce Sites:

- [Customize Application](#)

To edit public access settings for Salesforce Sites:

- [Manage Users](#)

REGISTER A SALESFORCE SITES DOMAIN

To use Salesforce Sites with or without a custom domain, you must first register a Salesforce Sites domain. Your company's Salesforce Sites domain is used for all the sites that you create.

Even if you register a custom domain such as `https://www.example.com` for your site, you must choose a Salesforce Sites domain. The Salesforce Sites domain is used as a fallback to a custom domain in some situations, including when none of the custom domains support `https` and the site requires `https`.

To register your Salesforce Sites domain:

1. From Setup, enter *Sites* in the `Quick Find` box, then select **Sites**.
2. If enhanced domains are enabled in your org, your Sites domain includes your org's My Domain in the format `MyDomainName.my.salesforce-sites.com`.
3. If enhanced domains aren't enabled in your org, select your Salesforce Sites subdomain.

- Enter a unique name for your Salesforce Sites domain.

A Salesforce Sites domain name can contain up to 40 alphanumeric characters and hyphens, and must be unique. It must begin with a letter, not include spaces, not end in a hyphen, and not contain underscores or periods. In Developer Edition orgs, the Salesforce Sites domain name can contain up to 22 characters. Salesforce recommends using your company's name or a variation, such as *mycompany*. Your production org's Salesforce Sites domain is in the format `SalesforceSitesSubdomainName.force.com`



Warning: You can't modify your Salesforce Sites domain name after you have registered it.

- Click **Check Availability** to confirm that the domain name you entered is unique. If it isn't unique, you are prompted to change it.
4. Read and accept the Sites Terms of Use by selecting the checkbox.
 5. Click **Register My Salesforce Site Domain**. After you accept the Terms of Use and register your Salesforce Sites domain, the changes related to site creation are tracked in your organization's Setup Audit Trail and the Site History related list. It may take up to 48 hours for your registration to take effect.

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Available in: **Developer, Enterprise, Performance, and Unlimited** Editions

USER PERMISSIONS

To create and edit Salesforce Sites:

- **Customize Application**
- OR
- **Create and Set Up Experiences**

CREATE AND EDIT SALESFORCE SITES

After registering your [Salesforce Sites domain](#), create a Salesforce Site.

1. From Setup, enter `Sites` in the Quick Find box, and select **Sites**.
2. Click **New**, or click **Edit** to modify an existing site.
3. On the Site Edit page, configure the following settings.

Field	Description
Site Label	The name of the site as it appears in the user interface.
Site Name	The name used when referencing the site in the SOAP API. This name can contain only underscores and alphanumeric characters, and must be unique in your org. It must begin with a letter, not include spaces, not end with an underscore, and not contain two consecutive underscores.
Site Description	An optional description of the site.
Site Contact	The user who receives site-related communications from the site's visitors and Salesforce.
Default Record Owner	The user who owns all new records that unauthenticated guest users create. For considerations, especially when updating sites created before Summer '20, see Best Practices and Considerations for Using the Guest Record Default Owner in Salesforce Help.
Default Web Address	The unique Salesforce Site URL for this site. Salesforce Sites provide the first part of the URL based on the domain name that you registered. You must add a unique site name to the end. Unless you configure a custom address through a domain name registrar, this URL is the one that the public uses to access your site.
Active	Select when you're ready to make your site available to the public. You can also activate your site from the Sites and Site Details pages. When the site is inactive, users see the page specified in the Inactive Site Home Page field.
Active Site Home Page	The landing page that users are directed to when this site is active. Use the lookup field to find and select the Visualforce page that you developed for your site's home page. Choose the UnderConstruction page if you want to test your site. For ideas sites, you must use the IdeasHome page. For answers sites, use the AnswersHome page. If you don't use a site template, your site inherits its look and feel from its associated portal.

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USER PERMISSIONS

To create and edit Salesforce Sites:

- Customize Application
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- Create and Set Up Experiences

Field	Description
	<p>If you deployed a site before the Summer '10 release, you can set AnswersHome as your default landing page if you create a Visualforce page using <code><apex:page action="{ !URLFOR ('/answers/answersHome.apexp') }"/></code>.</p>
Inactive Site Home Page	<p>The landing page that users are directed to when this site is inactive. Use the lookup field to find the page that you want to use. You can, for example, select a page to indicate that the site is under construction or down for maintenance.</p>
Site Template	<p>The template that provides the page layout and style sheet for your site. The site template overrides the formatting inherited from the associated portal. Use the lookup field to find a template that you've developed, or use the provided template.</p> <p> Note: The site template specified here is used only for Visualforce pages using the <code>!Site.Template</code> expression.</p>
Site Robots.txt	<p>A file that determines which parts of your public site that web spiders and other web robots can access. Search engines often use web robots to categorize and archive websites. HTML tags are not allowed because they are not compatible with robots.txt spiders. For Visualforce pages, add <code>contentType="text/plain"</code> to the <code><apex:page></code> tag.</p> <p>This example disallows all robots from indexing all pages.</p> <pre data-bbox="634 968 1446 1108" style="border: 1px solid #ccc; padding: 5px;"> <apex:page contentType="text/plain"> User-agent: * # Applies to all robots Disallow: / # Disallow indexing of all pages </apex:page> </pre> <p>This example allows all robots to index all pages.</p> <pre data-bbox="634 1171 1446 1339" style="border: 1px solid #ccc; padding: 5px;"> <apex:page contentType="text/plain"> User-agent: * # Applies to all robots Disallow: # Allow indexing of all pages </apex:page> </pre>
Site Favorite Icon	<p>The icon that appears in the browser's address field when visiting the site. Use this field to set the favorite icon for your entire site instead of for each page. Due to caching, changes are reflected on your site one day after you make them.</p>
Analytics Tracking Code	<p>The tracking code associated with your site. Services such as Google Analytics can use this code to track page request data for your site.</p>
URL Rewriter Class	<p>An Apex class to use for rewriting URLs for your site, from Salesforce URLs to user-friendly URLs. With this class, you can make rules to rewrite site URL requests typed into the address bar, launched from bookmarks, or linked from external websites. You can also create rules to rewrite the URLs for links within site pages.</p>
Enable Feeds	<p>The option that displays the Syndication Feeds related list, where you can create and manage syndication feeds for users on your public sites. This field is visible only if you have the feature enabled for your organization.</p>

Field	Description
Clickjack Protection Level	<p>You can set the clickjack protection for a site to one of these levels:</p> <ul style="list-style-type: none"> • Allow framing by any page (no protection): The least secure level. • Allow framing of site pages on external domains (good protection): Allows framing of your site pages by pages on external domains that are added to the Trusted Domains for Inline Frames list. • Allow framing by the same origin only (recommended): The default level for sites. Allows framing of site pages by pages with the same domain name and protocol security. • Don't allow framing by any page (most protection): The most secure level, but it can cause certain pages to appear as blank pages. To avoid this issue, use the default setting instead. <p>If you select Allow framing of site or community pages on external domains (good protection), select Add Domain in the Trusted Domains for Inline Frames section, enter the domain you want to allow iframes on, and select Save.</p>
Lightning Features for Guest Users	<p>Determines whether unauthenticated guest users can view features available only in Lightning. If disabled, Lightning features don't load.</p> <p> Warning: If you apply this setting in a Lightning site, unauthenticated users can't access any Lightning pages, including Login and Error pages. Replace these pages with custom Visualforce pages before disabling Lightning features.</p>
Enable Content Sniffing Protection	<p>Prevents the browser from inferring the MIME type from the document content. It also prevents malicious files from being executed as dynamic content (JavaScript, style sheet).</p>
Enable Browser Cross-Site Scripting Protection	<p>Protects against reflected cross-site scripting attacks. When a reflected cross-site scripting attack is detected, the browser renders a blank page with no content.</p>
Referrer URL Protection	<p>When loading pages, the referrer header shows only Salesforce.com rather than the entire URL. This feature eliminates the potential for a referrer header to reveal sensitive information that could be present in a full URL, such as an org ID. This feature is supported only for Chrome and Firefox.</p>
Allow only required cookies for this site	<p>The option to only allow required Salesforce-supplied cookies within a Salesforce Site. When this setting is turned off, we allow all cookie types: required, functional, and advertising.</p>
Redirect to custom domain	<p>If an HTTPS custom domain, such as <code>https://www.example.com</code>, serves this site, redirects requests from the site's system-managed URLs to that custom domain. System-managed site URLs end in <code>*.force.com</code>, <code>*.my.salesforce-sites.com</code>, or <code>*.my.site.com</code>.</p> <p>If multiple custom domains serve this site, requests are routed to the site's primary custom URL only if it's an HTTPS custom domain. Otherwise, requests are redirected to the first HTTPS custom domain associated with this site, in alphanumeric order. If no HTTPS custom domain serves this site, this option has no effect.</p>


Field	Description
Cache public Visualforce pages	When this option is enabled, proxy servers cache the sites' publicly available pages only for unauthenticated guest users. When this setting is disabled, all of this site's Visualforce pages can be cached in the web browser for both authenticated and unauthenticated users, and each Visualforce page's <code>cache</code> attribute controls whether the page is cached in the end user's web browser. For more information, see Configure Site Caching on page 28.
Guest Access to the Support API	When this option is enabled for a Salesforce site or Experience Cloud site, unauthenticated users are allowed to access the Support API.

4. Click **Save**.

 **Note:** You define custom URLs from Domain Management in Setup.

MANAGING SALESFORCE SITES

To get started using Salesforce Sites, from Setup, enter *Sites* in the **Quick Find** box, then select **Sites**. From this page, you can:

- Register your Salesforce Sites domain, if you have not yet done so.
 - View all sites hosted on your Salesforce Sites domain.
 - To create a site, click **New**.
 - To change an existing site, click **Edit**.
 - To change the active status of your site, click **Activate** or **Deactivate**.
-  **Warning:** Be careful not to expose any information that you do not want to make public.
- To view the site's details, click the site's label.
 - To set a default owner of records created by guest users, select Assign new records created by Salesforce Sites guest users to a default owner.
 - To open a site in a browser, click the site's URL.

EDITIONS

Available in: both Salesforce Classic ([not available in all orgs](#)) and Lightning Experience

Available in: **Developer, Enterprise, Performance, and Unlimited** Editions


USER PERMISSIONS

To create and edit Salesforce Sites:

- Customize Application
- OR
- Create and Set Up Experiences

MANAGING SALESFORCE SITE VISUALFORCE PAGES


Salesforce sites use Visualforce pages for all site and error pages. Sample error pages use the SiteSamples static resource for their style sheet and images.

 **Warning:** To avoid errors, don't rename or delete SiteSamples.

All pages that you want to expose on a site must be associated with that site. If a page is not listed under Site Visualforce Pages, an authentication or page-not-found error is displayed based on the existence of the page.

To enable Visualforce pages for your site:

1. From Setup, enter *Sites* in the **Quick Find** box, then select **Sites**.
2. Click the name of the site you want to modify.
3. Click **Edit** on the Site Visualforce Pages related list.
4. Use the **Add** and **Remove** buttons to enable or disable Visualforce pages for your site.
5. Click **Save**.

 **Note:** If you select a Visualforce page for any of the lookup fields on the Site Detail page, any of the error pages, or the **Change Password Page** under login settings, that page is automatically enabled for your site. If you remove a page from this list, but it is still selected in one of these places, public users can access that page. To completely remove pages from your site, disable them here and make sure they are not selected in any lookup fields for your site.

If you don't want to enable a Visualforce page for your entire site, you can also enable pages for specific profiles.

 **Note:** When naming Visualforce pages hosted on force.com sites or Classic Experience Cloud sites, be sure to choose a name that is different from standard platform urls.

The My Profile Page

The My Profile page is a Visualforce page associated with a Customer Portal or site user's profile. The My Profile page enables users logged into either your Salesforce site, or your Customer Portal from Salesforce sites, to update their own contact information. When they make changes to this page, the corresponding portal user and contact records are updated.

The My Profile page can be enabled either for your entire site or in a more restricted way by assigning it to the site guest user profile.

The My Profile page is also delivered as part of the Customer Portal Welcome component on your home page layout.

EDITIONS

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Available in: **Developer, Enterprise, Performance, and Unlimited** Editions

USER PERMISSIONS

To create and edit Salesforce Sites:

- Customize Application
- OR
- Create and Set Up Experiences


MANAGE SALESFORCE SITES STANDARD PAGES

Salesforce Sites uses Visualforce pages for all site and error pages. Lightning Platform also provides some standard pages that you can use.

All pages that you want to expose on a site must be enabled for that site. If a page is not listed under Site Standard Pages, Salesforce displays an authorization required error.

To control which standard pages users see for your site:

1. From Setup, enter *Sites* in the **Quick Find** box, then select **Sites**.
2. Click the name of the site you want to view.
3. Click **Edit** on the Site Standard Pages related list.
4. Use the **Add** and **Remove** buttons to enable or disable the following standard pages for your site:
 - Home Page—The standard page associated with the Home tab (/home/home.jsp).
 - Ideas Pages—The standard pages associated with ideas. If you want to use default ideas pages (for example, IdeasHome), enable these pages.
 - Answers Pages—The standard pages associated with answers. If you want to use default answers pages (for example, AnswersHome), enable these pages.
 - Search Pages—The standard Salesforce search pages. To allow public users to perform standard searches, enable these pages.
 - Lookup Pages—The standard Salesforce lookup pages. These are the popup windows associated with lookup fields on Visualforce pages.
5. Click **Save**.

 **Note:** Make sure to disable any pages that you are not actively using in your site. Otherwise, they may be accessible to public users. Also, make sure to set up private sharing to restrict search and lookup access for public users.

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Available in: **Developer, Enterprise, Performance,** and **Unlimited** Editions


USER PERMISSIONS

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- Customize Application
- OR
- Create and Set Up Experiences

ASSIGNING SALESFORCE SITE ERROR PAGES

Salesforce sites use Visualforce pages for all site and error pages. Sample error pages use the SiteSamples static resource for their style sheet and images.

 **Warning:** To avoid errors, don't rename or delete SiteSamples.

To set the error pages for your site:

1. From Setup, enter *Sites* in the **Quick Find** box, then select **Sites**.
2. Click the name of the site you want to modify.
3. Click **Page Assignment** on the Error Pages related list.
4. Using the lookup fields, assign a Visualforce page or static resource for each of the standard error conditions listed:
 - **Authorization Required Page**—The page users see when trying to access pages for which they don't have authorization.
 - **Limit Exceeded Page**—The page users see when your site has exceeded its bandwidth limits.
 - **Maintenance Page**—The page users see when your site is down for maintenance.
 - **Service Not Available**—No longer applicable. This custom page was previously used when Salesforce servers were unavailable for HTTP-only requests, which are no longer supported. When Salesforce servers are unavailable for a Salesforce Site, the Maintenance page is displayed.
5. Click **Save**.
6. On the Site Details page, click **Preview** to view the associated page as it would appear in a browser.

 **Tip:** Add the `<site:previewAsAdmin />` component right before the closing `</apex:page>` tag in your custom Visualforce error pages to view detailed site error messages in [administrator preview mode](#).

For inactive sites, the default error page is the Under Construction page, and can't be overridden using page assignments. You can override the default error page by assigning a simple HTML custom Visualforce page in the Inactive Site Home Page field.

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VIEWING 24-HOUR SALESFORCE SITES USAGE HISTORY

Monitor the bandwidth and request time usage for each of your sites by viewing the usage data tracked on this related list. By closely monitoring your sites, you can avoid [exceeding your limits](#).

To view the 24-hour usage history for your site:

1. From Setup, enter *Sites* in the *Quick Find* box, then select **Sites**.
2. Click the name of the site you want to view.
3. View the 24-Hour Usage History related list. Usage information may be delayed by up to several minutes due to processing time.

The 24-Hour Usage History related list tracks and displays the following usage metrics for your site:

Metric	How It's Calculated
Origin Bandwidth	Bandwidth is calculated as the number of megabytes served and received from the site's origin server. The <i>Daily Limit</i> applies to a rolling 24-hour period.
Request Time	"Service request time" is calculated as the total server time in minutes required to generate pages for the site. The <i>Daily Limit</i> applies to a rolling 24-hour period.

"Origin server" refers to the web server that hosts your site. "Rolling 24-hour period" refers to the 24 hours immediately preceding the current time.

For each metric, the related list displays *Current Usage*, *Daily Limit*, and the *Percent Used*.

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Available in: **Developer, Enterprise, Performance,** and **Unlimited** Editions

USER PERMISSIONS

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- **Customize Application**
- OR
- **Create and Set Up Experiences**

VIEWING SALESFORCE SITES HISTORY

To view the site history:

1. From Setup, enter *Sites* in the Quick Find box, then select **Sites**.
2. Click the name of the site you want to view.
3. View the Site History related list.

The Site History related list tracks and displays the changes made to your site. All of the following events are tracked in the site history, along with the user who made the change and the time it occurred:

Event	Description
Site Creation	Logs when each site was created.
Site Detail Changes	Changes to the following site values are logged: <ul style="list-style-type: none">• Site Label• Site Name• Site Description• Site Contact• Default Web Address• Custom Web Address• Active Status• Active Site Home Page• Inactive Site Home Page• Site Template• Site Robots.txt• Site Favorite Icon• Analytics Tracking Code• Enable Feeds
Site Standard Pages	Logs when any standard page is enabled or disabled.
Site Error Pages	Logs when any error page assignment is changed.
Login Settings Changes	Changes to the following login settings are logged: <ul style="list-style-type: none">• Portal• Change Password Page• Require Non-Secure Connections (HTTP)

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USER PERMISSIONS

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Viewing Salesforce Sites History

Event	Description
	 Note: The Require Non-Secure Connections (HTTP) setting is removed in Winter '21 and later.
URL Redirect Changes	Logs when any URL redirect is created, deleted, enabled, disabled, or changed.

USING WORKFLOW FOR SALESFORCE SITES

With workflow for sites, you can create workflow rules that trigger email alerts when certain site-related criteria are met. For example, create a rule that sends your site administrator an email alert when bandwidth usage reaches 80% of the daily bandwidth limit or when a site's status changes from the active state.

Setting up the right site usage workflow rules can help you keep your sites from exceeding rolling 24-hour limits for bandwidth and service request time, and monthly limits for page views and logins. Workflow rules that are created on the Site object are evaluated every hour for all sites within the organization, unless your criteria is limited to certain sites. Workflow rules that are created on the Organization and User License objects are evaluated every three hours.

Only email alert actions are supported for site usage workflow rules. Other workflow actions, such as field updates, tasks, and outbound messages, are not available.

To create a site usage workflow rule, create a workflow rule with the following settings:

Select Object

When selecting an object, choose one of the following:

- **Organization** (for monthly page views allowed and monthly page views used fields)
- **Site** (for site detail, daily bandwidth and request time, monthly page views allowed, and other fields)
- **User License** (for the monthly logins allowed and monthly logins used fields)

The Organization and Site objects are only available if Salesforce Sites is enabled for your organization. The User License object isn't dependent on sites, and is only available if you have Customer Portals or partner portals enabled for your organization.

Rule Criteria

Enter your rule criteria by doing one of the following:

- Choose **criteria are met** and select the filter criteria that a site must meet to trigger the rule. For example, to trigger the rule every time the active status changes for a site within your organization, set the filter to *Site Status not equal to Active*. To add more rows or to set up Boolean conditions, click **Add Filter Logic**.
- Choose **formula evaluates to true** and enter a formula. The rule is triggered if the formula returns "True."

For example, the following formula triggers the rule when bandwidth usage reaches 80% of the daily bandwidth limit:

```
DailyBandwidthUsed >= 0.8 * DailyBandwidthLimit
```

In the next example, the formula triggers the rule when time usage reaches 80% of the daily time limit:

```
DailyRequestTimeUsed >= 0.8* DailyRequestTimeLimit
```

Workflow actions

When adding workflow actions, click **Add Workflow Action** and choose [New Email Alert](#) or [Select Existing Action](#).

- **Tip:** To create custom email templates using Site merge fields, from Setup, enter *Email Templates* in the Quick Find box, then select **Email Templates**, then **New Template**. When configuring the template, use Site merge fields by selecting **Site Fields** in the **Select Field Type** drop-down list of the Available Merge Fields section.

EDITIONS

Available in: Lightning Experience and Salesforce Classic

Available in: **Enterprise, Performance, Unlimited, and Developer** Editions

USER PERMISSIONS

To create or change workflow rules:


- [Customize Application](#)

To create and edit Salesforce Sites:

- [Customize Application](#)

TROUBLESHOOTING SALESFORCE SITES USING ADMINISTRATOR PREVIEW MODE

If you see errors on site pages and can't figure out the cause, use administrator preview mode to look at them in context and in greater detail.


 **Note:** Administrator preview mode is available for all active sites, including those with a [branded custom Web address](#).

To access administrator preview mode:

1. From Setup, enter *Sites* in the **Quick Find** box, then select **Sites**.
2. Click the name of the site you want to preview.
3. In the Site Detail section, click the **Preview as Admin** link. A new browser window opens with a preview of your site, and the enhanced error message appears at the bottom of the page.
4. Click **Logout of Administrator Preview Mode** to clear the administrator cookie and be redirected to the site's home page.

The detailed error messages in administrator preview mode are driven by the `<site:previewAsAdmin />` component in your Visualforce error pages. Starting with Summer '10, new organizations include the `<site:previewAsAdmin />` component by default in [standard error pages](#). You must add the component manually to all custom error pages and pages from older organizations. We recommend that you add it right before the closing `</apex:page>` tag, like this:

```
<site:previewAsAdmin />
</apex:page>
```

 **Note:** The `<site:previewAsAdmin />` component contains the `<apex:messages />` tag, so if you have that tag elsewhere on your error pages, you will see the detailed error message twice.

EDITIONS

Available in: both Salesforce Classic ([not available in all orgs](#)) and Lightning Experience

Available in: **Developer, Enterprise, Performance,** and **Unlimited** Editions

USER PERMISSIONS

To create and edit Salesforce Sites:

- [Customize Application](#)

PUBLIC ACCESS SETTINGS FOR SALESFORCE SITES

Control what public users can do on each Salesforce Sites site.

To set the public access settings for your site:

1. From Setup, enter *Sites* in the **Quick Find** box, then select **Sites**.
2. Click the name of the site you want to control.
3. Click **Public Access Settings** to open the Profile page for your site profile.

This page includes all the functionality for viewing and editing profile permissions and settings, but you can't clone or delete the profile.

In the site profile, you can:

- Set the object permissions for your site. You can grant "Read" and "Create" permissions on all standard objects except products, price books, and ideas; and "Read," "Create," "Edit," and "Delete" on all custom objects. All permissions that aren't set by default must be set manually.



Warning: We recommend setting the default external access to Private for the objects on which you grant "Read" access for your site on the Sharing Settings Setup page. This ensures that users accessing your site can view and edit only the data related to your site.

We also recommend securing the visibility of all list views. Set the visibility of your list views to **Visible to certain groups of users**, and specify the groups to share to. List views whose visibility is set to **Visible to all users** may be visible to public users of your site. To share a list view with public users, create a new public group for those users and give them visibility. If the object's sharing is set to private, public users won't be able to see those records, regardless of list view visibility.

- Control the visibility of custom apps. If you want to expose a custom app and its associated tabs to public users, make only that app visible and make it the default to avoid exposing other pages. If any of your site pages use standard Salesforce headers, other visible applications may be seen by public users.
- Set the login hours during which users can access the site.
- Restrict the IP address ranges from which you can access the site.



Note: To set restrictions based on IP or login hours, HTTPS is required.

All authenticated access requires HTTPS. Users logging into a site with a non-secure (HTTP) site URL are redirected to a secure (HTTPS) URL.

The IP addresses in a range must be either IPv4 or IPv6. In ranges, IPv4 addresses exist in the IPv4-mapped IPv6 address space `::ffff:0:0` to `::ffff:ffff:ffff`, where `::ffff:0:0` is `0.0.0.0` and `::ffff:ffff:ffff` is `255.255.255.255`. A range can't include IP addresses both inside and outside of the IPv4-mapped IPv6 address space. Ranges like `255.255.255.255` to `::1:0:0:0` or `::` to `::1:0:0:0` aren't allowed.

- Enable Apex controllers and methods for your site. Controllers and methods that are already associated with your site's Visualforce pages are enabled by default.
- Enable Visualforce pages for your site. Changes made here are reflected on the Site Visualforce Pages related list on the Site Details page, and vice versa.

EDITIONS

Available in: both Salesforce Classic (**not available in all orgs**) and Lightning Experience

Available in: **Developer, Enterprise, Performance, and Unlimited** Editions

USER PERMISSIONS

To create and edit Salesforce Sites:


- **Customize Application**

To edit public access settings for Salesforce Sites:

- **Manage Users**

MANAGING SALESFORCE SITES LOGIN AND REGISTRATION SETTINGS

Use login settings if you want to let users register for and log in to your portal from your public Salesforce Site. For example, users browsing through an ideas site can register and login directly from that site, and as authenticated users, they can then vote, add comments, and participate in the ideas community. When users successfully log in, they leave the public site and enter the associated portal seamlessly.

 **Note:** Only Customer Portals can be used for self-registration. Partner portals do not support self-registration.

The Authenticated Website high-volume portal user license is specifically designed to be used with Salesforce sites. Because it's designed for high volumes, it should be a cost-effective option to use with Salesforce sites.

Salesforce Sites provides built-in registration and login logic. Default Lightning Platform-branded Visualforce pages are associated with registration, login, forgot password, and password changes. You can modify these pages or replace them with your own.

The following login, and registration pages are provided by default:

Page Name	Description
SiteLogin	Default login page. Used to log users in to the associated portal from your Salesforce Site.
SiteRegister	Default registration page. Used to register new users for the associated Customer Portal from your Salesforce Site.
SiteRegisterConfirm	Default registration confirmation page. The page that users see on successful registration to the associated Customer Portal.

The built-in login process:

- Checks to see whether the site is enabled for logins
- Checks to see whether the user is a valid user for the site
- Allows users to reset expired passwords

The built-in registration process:

- Checks new user information against existing users for the Customer Portal associated with the site
- Checks to see if a contact already exists for the new user
- Creates a new contact, if one doesn't already exist, and associates it with the account for the site.

 **Important:** You must update the SiteRegisterController with the Account ID using the following steps:

1. From Setup, enter *Apex Classes* in the Quick Find box, then select **Apex Classes**.
2. Click **Edit** next to SiteRegisterController.

EDITIONS

Available in: both Salesforce Classic ([not available in all orgs](#)) and Lightning Experience

Available in: **Developer, Enterprise, Performance, and Unlimited** Editions

USER PERMISSIONS

To create and edit Salesforce Sites:

- Customize Application
- OR
- Create and Set Up Experiences

Managing Salesforce Sites Login and Registration Settings

3. Find the `private static Id PORTAL_ACCOUNT_ID = '<Account_ID>';` line and insert the ID for the account that you want to associate with new users. The line should look similar to this:

```
private static Id PORTAL_ACCOUNT_ID = '001DoooooolQpyk';
```

4. Click **Save**.

- Enables the Customer Portal for the new user and sends an email confirmation message
- Optionally, allows users to create passwords on the registration page, avoiding the standard email confirmation process
- 📌 **Note:** You can create and enable a person account as a Customer Portal user using the `createPersonAccountPortalUser` Apex method. Use `createPersonAccountPortalUser` to create a person account using either the default record type defined on the guest user's profile or a specified record type, then enable it for the site's portal. Person Accounts can only be enabled as high-volume portal users.

To enable public login and registration for your portal:

1. From Setup, enter *Sites* in the `Quick Find` box, then select **Sites**.
2. Click the name of the site you want to control.
3. Click **Login Settings**.
4. Click **Edit**.
5. From the `Enable Login For` list, select a portal to associate with your site. The portal you choose must have the `Login Enabled` option selected. For Customer Portals, you must also select the `Self-Registration Enabled` option. Salesforce Sites leverages the following portal settings:
 - `Logout URL` is used if you want to take users to a specific page on logout. If this value is left blank, users are taken to the page specified in the `Active Site Home Page` field for your site.
 - `Lost Password Template` is used for the forgot password process.
 - `Header, Footer, Logo, and Login Message` are used for the look and feel on `IdeasHome` and `AnswersHome` pages.
 - For Customer Portals:
 - `New User Template` is used on self-registration if a password is not provided.
 - `Default New User License, Default New User Role, and Default New User Profile` are used for self-registration.
6. Select a **Change Password Page**. A default page is provided, but you can select your own page instead, using the lookup field.
7. Select `Allow Access to Standard Salesforce Pages` to let authenticated users access standard Salesforce pages as allowed by their access controls. This setting is enabled by default. If this setting is disabled, authenticated users can't access standard Salesforce pages, even if their access controls allow it.
8. The `Secure Web Address` field shows the unique Salesforce Sites URL for this site when using SSL.
9. Click **Save**.

You can also enable Sites to use your identity provider for single sign-on.

ASSOCIATE A PORTAL WITH SALESFORCE SITES

You can enable users to register for or log into an associated portal seamlessly from your site.

 **Note:** Only Customer Portals can be used for self-registration. Partner portals do not support self-registration.

The Authenticated Website high-volume portal user license is specifically designed to be used with Salesforce sites. Because it's designed for high volumes, it should be a cost-effective option to use with Salesforce sites.

1. Enable the portal for login using the following steps:

- a. From Setup, enter *Customer Portal Settings* in the *Quick Find* box, then select **Customer Portal Settings**, or from Setup, enter *Partners* in the *Quick Find* box, then select **Settings**.
- b. If you have not enabled your portal, select *Enable Customer Portal* or *Enable Partner Relationship Management* and click **Save**.
- c. Click **Edit** for the portal you want to modify.
- d. Configure the portal as follows:
 - i. Select the *Login Enabled* checkbox.
 - ii. Select a user for the *Administrator* field.
 - iii. Optionally, set the *Logout URL*. If this is not set, users are taken to the site home page on logout.
 - iv. Click **Save**.

2. If you are using a Customer Portal and want to allow self-registration, follow these steps:

- a. From Setup, enter *Customer Portal Settings* in the *Quick Find* box, then select **Customer Portal Settings**.
- b. Click **Edit** for the portal you want to associate with your Salesforce Site.
- c. Configure the Customer Portal as follows:
 - i. Select *Self-Registration Enabled*.
 - ii. Select *Customer Portal User* for both the *Default New User License* and *Default New User Profile* fields. Depending on your portal license, you may want to select a different profile for the *Default New User Profile* field.
 - iii. Select *User* for the *Default New User Role* field.
 - iv. Click **Save**.

 **Note:** Consider the following when allowing self-registration:

- Sites does not support the use of Person Accounts for self registration.
- On self-registration through a site:
 - Validation rules are enforced on user creation.
 - Validation rules are ignored on contact creation.

EDITIONS

Available in: both Salesforce Classic (**not available in all orgs**) and Lightning Experience


Available in: **Developer, Enterprise, Performance, and Unlimited** Editions

USER PERMISSIONS

To create and edit Salesforce Sites:


- *Customize Application*
- OR
- *Create and Set Up Experiences*

Associate a Portal with Salesforce Sites

3. Associate the site pages with the default portal users:
 - a. From Setup, enter *Customer Portal Settings* in the **Quick Find** box, then select **Customer Portal Settings**, or from Setup, enter *Partners* in the **Quick Find** box, then select **Settings**.
 - b. Click the name of the portal that you want to associate with your site.
 - c. Click the name of each profile associated with your portal users and do the following:
 - i. Scroll down to the **Enabled Visualforce Page Access** section and click **Edit**.
 - ii. Add the appropriate public site pages to the **Enabled Visualforce Pages** list. This allows portal users with that profile to view these pages.
 **Note:** By default, portal users can see all pages enabled for the associated public site, so you only have to enable the pages that require authentication.
 - iii. Click **Save**.
4. Associate your site with the login-enabled portal:
 - a. From Setup, enter *Sites* in the **Quick Find** box, then select **Sites**.
 - b. Click the site label of the site you want to configure.
 - c. Click **Login Settings**.
 - d. Click **Edit**.
 - e. From the **Enable Login For** drop-down list, select the name of the portal where you want to allow login.
 - f. Select the **Change Password Page**.
 - g. Click **Save**.

For sites with Ideas, Answers, Chatter Answers, you must make the zone visible in the portal and enable the IdeasHome or AnswersHome page for the site. To associate the zone with one or more portals:

1. From Setup, search for one of the following in the **Quick Find** box.
 - **Ideas Zones**
 - **Chatter Answers Zones**
 - **Answers Zones**
2. Click **Edit** next to the zone you want to make public.
3. From the **Portal** drop-down list, select the portal to use for this zone. You can choose to show the zone in all portals.

 **Note:** For ideas to work with sites, the organization must have an active portal associated with that zone. Otherwise, users will encounter errors.

SALESFORCE SITES SECURITY

Review how the Sites and Domains settings related to secure connections affect what your users see when accessing your org.

All authenticated access requires HTTPS. Users logging into a site with a non-secure (HTTP) site URL are redirected to a secure (HTTPS) URL. To set restrictions based on IP or login hours, HTTPS is required.

Salesforce requires HTTPS connections to all sites and automatically upgrades HTTP requests. If you're using a custom domain to serve a site, to ensure connectivity, we recommend that you select one of the options to serve your domain over HTTPS. Only select the Temporary non-HTTPS domain option if you're configuring your domain before it can be secured with HTTPS. For example, to configure DNS or add a subdomain whose CNAME points to another service.

These behaviors and sharing settings affect users accessing sites.

- For custom domains with the Temporary non-HTTPS domain option selected, if users connect using HTTP instead of HTTPS, they can experience a connection timeout.
- If a user opens a custom domain with the Temporary non-HTTPS domain option selected, we attempt to redirect the user to the site's preferred HTTPS custom domain. If the site doesn't have a preferred HTTPS custom domain, the user is redirected to the org's `my.salesforce-sites.com` domain. In sandboxes and Developer Edition orgs, the org's `my.salesforce-sites.com` domain is used. For example, you registered `www.example.com` as an HTTP-only custom domain. When the URL is upgraded to HTTPS and no HTTPS-capable custom domains are linked to the site, the URL changes to `https://MyDomainName.my.salesforce-sites.com`. For more information, see [Managing Salesforce Sites Login and Registration Settings](#).



Note: If you're not using enhanced domains, your org's Salesforce Sites URL is different. For details, see [My Domain URL Formats](#) in Salesforce Help.

- Authenticated and non-authenticated users may see different error messages for certain conditions—for example, on Apex exceptions.
- Cache settings on static resources are set to private when accessed via a Salesforce Site whose guest user's profile has restrictions based on IP range or login hours. Sites with guest user profile restrictions cache static resources only within the browser. Also, if a previously unrestricted site becomes restricted, it can take up to 45 days for the static resources to expire from the Salesforce cache and any intermediate caches.
- Guest users aren't owners of records they create in Salesforce Sites. Instead, when a guest user creates a record in a Salesforce Site, the record's ownership is assigned to the site's default record owner.



Warning:

- We recommend setting the default external access to Private for the objects on which you grant "Read" access for your site on the Sharing Settings Setup page. This ensures that users accessing your site can view and edit only the data related to your site.
- We also recommend securing the visibility of all list views. Set the visibility of your list views to `Visible to certain groups of users`, and specify the groups to share to. List views whose visibility is set to `Visible to all users` may be visible to public users of your site. To share a list view with public users, create a new public group for those users and give them visibility. If the object's sharing is set to private, public users won't be able to see those records, regardless of list view visibility.

EDITIONS

Available in: both Salesforce Classic ([not available in all orgs](#)) and Lightning Experience

Available in: **Developer, Enterprise, Performance, and Unlimited** Editions

SALESFORCE SITES CONSIDERATIONS

Before you create and use Salesforce Sites, consider the following:

Packaging

The following apply to packaging for sites:


- Sites are not packageable. However, you can package sample code, Visualforce pages, Apex classes, or components for a site using a managed package.
- You must have Salesforce Sites enabled to be able to install unmanaged packages that contain Visualforce pages or Apex classes that refer to a site.

Access and Authentication

You can grant “Read” and “Create” permissions on all standard objects except products, price books, and ideas; and “Read,” “Create,” “Edit,” and “Delete” on all custom objects. For additional access, you must authenticate site visitors as portal users.

Custom authentication is not supported. You can authenticate via the following:

- Customer Portals—[enable public login and registration](#)
- Partner portals—create partner users

 **Tip:** You can also enable single sign-on for portals, as well as Sites.

EDITIONS

Available in: both Salesforce Classic ([not available in all orgs](#)) and Lightning Experience

Available in: **Developer, Enterprise, Performance,** and **Unlimited** Editions

SALESFORCE SITES USAGE AND BILLING

Salesforce Sites usage is governed by monthly and daily allocations. Understanding these allocations is important to the success of your sites.

Salesforce provides tools to help you [reduce bandwidth consumption](#) and monitor site usage.

- [Usage and Billing Terminology](#)
- [Sites Allocation by Edition](#)
- [Bandwidth and Service Request Time Limit Enforcement](#)
- [Billing and Monthly Page Views Enforcement](#)
- [What Counts as a Page View?](#)
- [Monitoring Usage](#)

EDITIONS

Available in: both Salesforce Classic ([not available in all orgs](#)) and Lightning Experience

Available in: **Developer, Enterprise, Performance,** and **Unlimited** Editions

Usage and Billing Terminology

This section defines the terminology used for Salesforce Sites usage and billing.

- "Page Views" are calculated as the total number of pages served from the site's origin server.
- "Bandwidth" is calculated as the number of megabytes served and received from both the site's origin server and the cache server.
- "Service request time" is calculated as the total server time in minutes required to generate pages for the site.
- "Rolling 24-hour period" refers to the 24 hours immediately preceding the current time.
- "Origin server" refers to the web server that hosts your site.
- "Cache server" refers to the CDN server that serves your cached site pages.
- "Current period" refers to the current calendar month for which you are entitled a certain number of page views for your organization.

Sites Allocation by Edition

The following table lists allocations for each edition.

Edition	Maximum Number of Sites	Bandwidth Allocation (per rolling 24-hour period per site)	Service Request Time (per rolling 24-hour period per site)	Maximum Page Views
Developer Edition	1	500 MB	10 minutes	N/A
Enterprise Edition	25	1 GB for sandbox 40 GB for production	30 minutes for sandbox 60 hours for production	500,000
Unlimited Edition	25	1 GB for sandbox	30 minutes for sandbox	1,000,000
Performance Edition		40 GB for production	60 hours for production	

Make sure to consider the [available caching options](#) to keep you within your allocation. Use the Site Usage analytics tools to monitor your Salesforce Sites.

Bandwidth and Service Request Time Limit Enforcement

Bandwidth and Service Request Time limits are tracked and enforced over a 24-hour period. Sites that exceed provisioned limits within the 24-hour period remain available if the host instance has resources to serve the site. However, even if a site is available once limits are exceeded, there's no guarantee in service level.

Billing and Monthly Page Views Enforcement

This section describes how Salesforce enforces limits on monthly page views for Salesforce Sites.

- Billing is based on the number of monthly page views purchased for your organization. This page view limit is cumulative for all Salesforce Sites in your organization.
- If your organization exceeds 110% of its page view limit for four consecutive calendar months, your Salesforce Sites can be disabled until the next calendar month begins or you purchase more page views. Before disabling Salesforce Sites for this reason, Salesforce sends an email notification to the site and billing administrators, and the related account executive.
- If, in a given calendar month, your organization reaches 300% of its page view limit, your Salesforce Sites can be disabled until the next calendar month begins or you purchase more page views. Before disabling Salesforce Sites for this reason, Salesforce sends an email notification to the site and billing administrators, and the related account executive.

What Counts as a Page View?

This section describes how page views are counted for Salesforce Sites.

A page view is a request from a non-authenticated site user to load a page associated with one of the sites within your Salesforce Sites domain or custom domain. Requests from authenticated portal users are not counted as page views.

Requests that Count as Page Views

Requests for the following *are* counted as page views.



Note: If you're not using enhanced domains, your org's My Domain URLs are different. For details, see [My Domain URL Formats](#) in Salesforce Help.

Requests for...	Example URL
Your Salesforce Sites domain	<code>https://MyDomainName.my.salesforce-sites.com</code>
Your custom web address	<code>https://mycompany.com</code>
Any page associated with your site	<code>https://MyDomainName.my.salesforce-sites.com/mypage</code>
Authorization Required error page	<code>https://MyDomainName.my.salesforce-sites.com/Unauthorized</code>
AJAX requests such as:	n/a
<ul style="list-style-type: none">• JavaScript remoting (for example, Apex <code>RemoteAction</code>)• Lightning	

Requests for...	Example URL
<ul style="list-style-type: none"> Visualforce <apex:actionFunction> Visualforce <apex:actionPoller> 	

Requests that Do Not Count as Page Views

Requests for the following *are not* counted as page views.

Requests for...	Example URL
Salesforce images	<code>https://MyDomainName.my.salesforce-sites.com/img/force_logo_w09.gif</code>
Your static resources	<code>https://MyDomainName.my.salesforce-sites.com/resource/1233771498000/background</code>
Robots.txt	<code>https://MyDomainName.my.salesforce-sites.com/robots.txt</code>
Favorite icon	<code>https://MyDomainName.my.salesforce-sites.com/favicon.ico</code>
Attachments and Documents	n/a
Error pages, apart from Authorization Required, such as Limit Exceeded and Maintenance	<code>https://MyDomainName.my.salesforce-sites.com/BandwidthExceeded</code>
Images included with an HTML field	<code>https://MyDomainName.my.salesforce-sites.com/servlet/rtaImage</code>
Custom file field	<code>https://MyDomainName.my.salesforce-sites.com/servlet/fileField</code>

 **Note:** Limit Exceeded, Maintenance, Page Not Found, and designated Inactive Home pages aren't counted against page view and bandwidth limits. You can use static resources to brand these pages, but the following limitations apply.

- Static resources must be 50 KB or smaller in size.
- Static resources must be style sheets (CSS), image files, or JavaScript files.
- You can't use Apex controllers for these pages.
- You can't perform SOQL or DML operations from these pages.

Monitoring Usage

Page views, bandwidth, and time consumption are tracked and made available in your org. You can view this information for a site under **Setup > Build > Develop > Sites**. Select a site, and you see related lists for page views for the current month's billing cycle, and the 24-hour bandwidth and service request time usage history.

Also, you can install the [Salesforce Sites Usage Reporting](#) app from AppExchange to monitor usage. Keep in mind that the information available in the app might not be as current as the information you find directly in your org.

For more information about bandwidth and service request time, see [Viewing 24-Hour Salesforce Sites Usage History](#).

CONFIGURE SITE CACHING

Caching your Salesforce Site pages, attachments, and static resources can improve page load times and site performance. It can also help you avoid reaching bandwidth and service request time limits.

You can choose whether to cache pages on proxy servers or your end users' web browsers. To optimize content delivery to your end users, you can enable or disable caching and set the cache duration for each of your site's pages, attachments, and static resources.

EDITIONS

Available in: both Salesforce Classic ([not available in all orgs](#)) and Lightning Experience

Available in: **Developer, Enterprise, Performance, and Unlimited** Editions

Site-Level Caching Option

The Cache public Visualforce pages Sites setting controls where pages are cached and for which users. The setting is enabled by default for new sites.

- If the setting is enabled, proxy servers only cache publicly available pages visited by unauthenticated guest users. If the site isn't served by Salesforce Edge Network or a custom domain using the CDN HTTPS option, then while a page is cached for guest users, an authenticated version of that page can be served to authenticated users. To disable caching of an individual publicly available Visualforce page when this setting is enabled, set the page's boolean `cache` attribute to `false`.
- If the setting is disabled, the proxy server doesn't cache any of the site's Visualforce pages. Instead, the site's cache-enabled Visualforce pages are cached in the web browser for both authenticated and unauthenticated users. This caching behavior matches caching for Visualforce pages served by Salesforce outside of a site.

Page-Level Caching Options

Control the caching behavior for your site by setting the boolean `cache` attribute and integer `expires` attribute on each Visualforce page.

For example, a page whose cache is set to expire in 15 minutes looks like this:

```
<apex:page cache="true" expires="900">
```

Caching Behavior for Static Site Resources

Static site resources such as images, style sheets, and scripts are cached based on the `Cache Control` attribute on the resource. For more information, see [Defining Static Resources in Salesforce Help](#).

Caching Behavior for Attachments

For attachments stored in Experience Cloud sites and Salesforce Sites, the caching behavior varies based on the type of attachment.

ATTACHMENT TYPE	CACHING BEHAVIOR	CACHING LOCATION
Documents and attachments	Cache expires according to <code>maxage</code> parameter, in seconds. For example: <code>/servlet/servlet.FileDownload?file=FileID&maxage=600</code>	End user's web browser

Configure Site Caching

ATTACHMENT TYPE	CACHING BEHAVIOR	CACHING LOCATION
Images in a rich text area	Cache expires in 45 days.	Unauthenticated guest users without IP restrictions: Proxy server Guest users with IP restrictions and authenticated users: end user's web browser

Caching Behavior for Visualforce Pages

The location and duration for caching a site page varies based on the site-level setting, Cache public Visualforce pages.

When the Setting Is Enabled

When caching for public Visualforce pages is enabled, caching behavior varies based on the type of user accessing the page and whether logins are enabled on the site.

An unauthenticated user visits a login-enabled Salesforce Site:

PAGE'S CACHE ATTRIBUTE	CACHING BEHAVIOR	CACHING LOCATION
Set to <code>true</code>	Cache expires according to the page's <code>expires</code> attribute. If the page's <code>expires</code> attribute isn't set, cache expires in 600 seconds (10 minutes).	Proxy server
Set to <code>false</code>	Not cached.	None
Not set	Cache expires according to the page's <code>expires</code> attribute. If the page's <code>expires</code> attribute isn't set, cache expires in 600 seconds (10 minutes).	Proxy server

An authenticated user visits a login-enabled Salesforce Site:

PAGE'S CACHE ATTRIBUTE	CACHING BEHAVIOR	CACHING LOCATION
Set to <code>true</code>	Not cached.	None
Set to <code>false</code>	Not cached.	None
Not set	Not cached.	None

A user visits a Salesforce Site that isn't login-enabled:

PAGE'S CACHE ATTRIBUTE	CACHING BEHAVIOR	CACHING LOCATION
Set to <code>true</code>	Cache expires according to the page's <code>expires</code> attribute. If the page's <code>expires</code> attribute isn't set, cache expires in 600 seconds (10 minutes).	Proxy server and end user's web browser
Set to <code>false</code>	Not cached.	None

Configure Site Caching

PAGE'S CACHE ATTRIBUTE	CACHING BEHAVIOR	CACHING LOCATION
Not set	Cache expires according to the page's <code>expires</code> attribute. If the page's <code>expires</code> attribute isn't set, cache expires in 600 seconds (10 minutes).	Proxy server and end user's web browser


When the Setting is Disabled

When caching for public Visualforce pages is turned off, the behavior is the same for authenticated users and unauthenticated guest users to the site. This caching behavior matches caching for Visualforce pages served by Salesforce outside of a site.

PAGE'S CACHE ATTRIBUTE	CACHING BEHAVIOR	CACHING LOCATION
Set to <code>true</code>	Cache expires according to the page's <code>expires</code> attribute. If the page's <code>expires</code> attribute isn't set, cache expires in 0 seconds.	End user's web browser
Set to <code>false</code>	Not cached.	None
Not set	Not cached.	None

TRACK YOUR SALESFORCE SITES WITH GOOGLE ANALYTICS

Salesforce Sites provides out-of-the-box integration with Google Analytics. Use Google Analytics to track the usage of your sites and site pages, including number of visits, number of page views, average time spent on site, and more.


-  **Note:** The `<site:googleAnalyticsTracking/>` component only works on pages used in a Salesforce Site. Sites must be enabled for your organization and the `Analytics Tracking Code` field must be populated. To get a tracking code, go to the [Google Analytics](#) website.

To track a site using Google Analytics:


1. Sign up for an account at [Google Analytics](#).
2. Add a new profile in Google Analytics and enter the domain or full URL for the site you want to track.
3. Copy the `Web Property ID` from Google's tracking status information and paste it into the `Analytics Tracking Code` field on the Site Edit page for the site you want to track. The Web property ID starts with the letters UA followed by your account and profile numbers. For example, UA-9049246-2.
4. Click **Save**.
5. To track the Visualforce pages associated with your site, enter the following tag in the site template for those pages, or in the individual pages themselves:

```
<site:googleAnalyticsTracking/>
```

Pages that don't contain the tag and aren't associated with a site template that contains the tag won't be tracked. The default site template already contains the tag, so all pages using that template will be tracked—including certain default pages.

-  **Note:** Google recommends adding the component at the bottom of the page to avoid increasing page load time.

6. Go to the Google Analytics site and follow their instructions for completing the process. After signing up, it may take up to 24 hours to see initial tracking results in Google Analytics.

-  **Tip:** To track multiple sites separately, create separate profiles using the full site URLs and enter a different Web property ID in the `Analytics Tracking Code` field for each site.

EDITIONS

Available in: both Salesforce Classic ([not available in all orgs](#)) and Lightning Experience

Available in: **Developer, Enterprise, Performance,** and **Unlimited** Editions

USER PERMISSIONS

To create and edit Salesforce Sites:

- **Customize Application**
- OR
- **Create and Set Up Experiences**

REPORTING ON SALESFORCE SITES

To keep track of your site activity and usage, take advantage of the Sites Usage Reporting managed package to analyze your monthly page views, daily bandwidth, and daily service request time so you can avoid reaching [monthly and daily limits](#) for individual sites, as well as for your organization.

To get started using Salesforce Reports and Dashboards for sites:

1. [Install the Sites Usage Reporting managed package.](#)
2. [Use packaged reports to analyze site usage.](#)
3. Optionally, [create custom reports to analyze site usage.](#)
4. [Use the Site Usage Dashboard to monitor sites.](#)

Installing the Sites Usage Reporting Managed Package

The Sites Usage Reporting managed package, available on AppExchange, contains out-of-the-box reports and a dashboard for monitoring sites usage.

To find the Sites Usage Reporting managed package, go to AppExchange and search on “sites reporting,” or go to

EDITIONS

Available in: both Salesforce Classic ([not available in all orgs](#)) and Lightning Experience

Available in: **Developer, Enterprise, Performance,** and **Unlimited** Editions

USER PERMISSIONS

To install packages:

- Download AppExchange Packages

To run reports:

- Run Reports

AND

Read on the records included in reports

To create, edit, save, and delete reports:

- Run Reports and Read on the records included in the reports

AND

Create and Customize Reports

To create, edit, and delete dashboards:

- Run Reports


AND

Manage Dashboards

<https://appexchange.salesforce.com/listingDetail?listingId=a0N30000001SUEwEAO>.

Using Packaged Reports to Analyze Site Usage

The Sites Usage Reporting managed package contains the following reports for the sites in your organization. You can find these reports in the Site Usage Reports folder under All Reports in the Reports tab. You can also select **Site Usage Reports** in the `Folder` drop-down list, then click **Go**.


 **Note:** Site usage data is aggregated at midnight, GMT, so the current day's page view counts may not be accurately reflected in reports, depending on your time zone. Cache server page views may take a day or more to be reflected in reports.

Report	Description
Current Period Page Views	Shows the total page views for the current period (calendar month), measured against page views allowed. Page views are broken down by site and by day. The current period limit applies to all sites within the organization.
Daily Total Bandwidth Usage	Shows the total bandwidth usage over the last 30 days, broken down by site, by day, and by origin and cache servers.
Daily Total Page Views	Shows the total page views over the last 30 days, broken down site, by day, and by origin and cache servers.
Site Daily Origin Bandwidth Usage	Shows the total origin bandwidth usage over the last 30 days, broken down by site and by day.
Site Daily Request Time Usage	Shows the total origin service request time over the last 30 days, broken down by site and by day.
Top Bandwidth Consuming Sites	Shows the sites that consumed the most bandwidth during the current period.
Top Resource Consuming Sites	Shows the sites that consumed the most service request time during the current period.
Top Sites by Page Views	Shows the sites that generated the most page views during the current period.

Creating Custom Reports to Analyze Site Usage

You can also create custom reports on sites:

1. From the Reports tab, click **New Report**.
2. For the report type, select **Administrative Reports**, then **Site Usage Reports**. You must enable sites for your organization and install the Sites Usage Reporting managed package to see the Site Usage Reports custom report type.
3. Click **Create** to create a custom report. Fields related to your sites, such as `Site Name`, `Site Status`, `Daily Bandwidth Limit`, and `Daily Request Time Limit` can all be used in your custom report.

 **Note:** When you create your own custom reports using the Site Usage Reports custom report type, be aware that the `Origin Bandwidth` column is measured in bytes, and the `Request Time` column is measured in milliseconds. Make sure you consider the difference in units when comparing these columns to the `Daily Bandwidth Limit` and `Daily Request Time Limit` columns, which are measured in megabytes and minutes, respectively.

For the out-of-the-box reports included with the managed package, bandwidth is measured in megabytes and request time is measured in minutes.

Using the Site Usage Dashboard to Monitor Sites

The Sites Usage Reporting managed package contains the Site Usage Dashboard to help you monitor the sites in your organization at a glance. The dashboard contains a component for each of the reports provided in the managed package.

To access the dashboard, from the Dashboards tab:

- Use the `View Dashboard` field.
- Or, click **Go to Dashboard List** and select **Site Usage Dashboard** from the dashboard list.

To modify the dashboard, click **Edit**. You can also create your own custom dashboard using any custom reports you may have created. Consider adding the Site Usage Dashboard as the dashboard snapshot on your home page.