



## Quick Start Guide

This guide will help you get started with Kentico CMS for ASP.NET. It answers these questions:

1. How can I install Kentico CMS?
2. How can I edit content?
3. How can I insert an image or create a link?
4. How can I create a new page?
5. How do the page templates work?
6. How can I create a new page template?
7. How can I modify the master page?
8. How can I modify the CSS styles?
9. What else can I do with Kentico CMS?

If you need more detailed documentation, please see the following documents (you can find them at <http://devnet.kentico.com/Documentation.aspx> or in a separate installer):

- **Kentico CMS Tutorial** - a detailed tutorial showing how to build a web site step-by-step
- **Kentico CMS Developer's Guide** - everything you need to know about the system
- **Kentico CMS E-commerce Guide** - running your e-business with Kentico CMS
- **Kentico CMS Personal Guide** - creating a basic personal site with Kentico CMS
- **Kentico CMS Community Site Guide** - building a community portal with Kentico CMS
- **Kentico CMS Controls Reference**
- **Kentico CMS Web Parts Reference**
- **Kentico CMS API Reference**
- **Kentico CMS Database Reference**

If you need any help, please visit [www.kentico.com/support.aspx](http://www.kentico.com/support.aspx).

# 1. How can I install Kentico CMS?

1

Please note: if you're using Kentico CMS Virtual Lab, please skip this chapter.

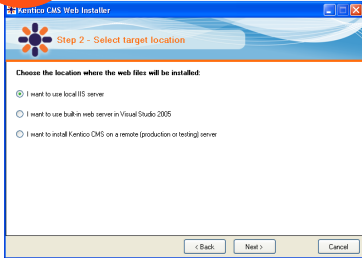
**Download:** You can download a free 30-day trial version at <http://www.kentico.com/download.aspx>.

**System requirements:** Windows XP/2000/2003/2008/Vista, Microsoft Internet Information Services (IIS) 6.0 or 7.0 or Visual Studio 2005/2008, .NET Framework 2.0 or higher, SQL Server 2000, 2005 or 2008.

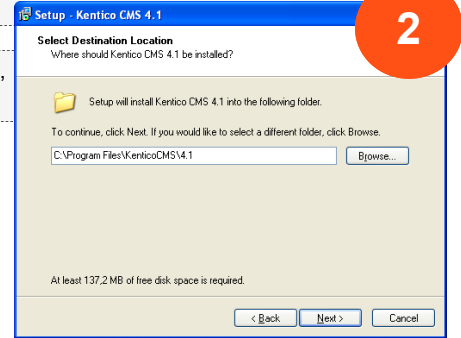
Run **KenticoCMS.exe** and install Kentico CMS on your local computer. The setup doesn't make any special configuration changes to your system, it only copies documentation and project files and creates Start menu shortcuts.

3

Choose to launch **Kentico CMS Web Installer** at the end of the setup. Choose the .NET Framework version and click Next. Now you can choose to install Kentico CMS on your local IIS server, copy files and open the project using Visual Studio or only copy files to disk and move them to a remote server manually.



After the wizard is finished, choose to open the web site in a web browser or in Visual Studio. If you open the web project in Visual Studio, you need to press F5 to open the web site using built-in web server.



2

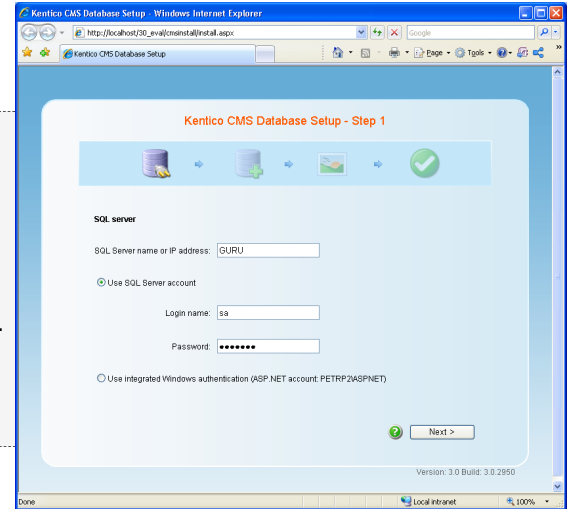
4

The **Database Setup Wizard** starts. You need to enter the name of your SQL Server. You will typically use one of these values:

- the name of the server (such as DBSERVER1)
- the IP address of the server (such as 192.168.1.105)
- (local)
- .sqlcxpress (if you're using SQL Server Express Edition with default configuration)

Then, you need to choose if you want to use **SQL authentication** (with user name and password) or **Windows Authentication**. Windows Authentication requires that the account under which you run the ASP.NET web site has a login in SQL Server and was granted with permissions for creating a database. If you encounter any problem, please read **Developer's Guide -> Installation and deployment -> Troubleshooting installation issues**.

In the next step, you need to choose if you want to **create a new database** (a typical choice if you have your own server) or **use an existing database** (typically on shared servers).



5

In the last step of the wizard, please **choose to create the sample Corporate Site (portal engine)**. When the web site is created, you will be redirected to its title page.

The default account is **administrator** with blank password.



## 2. How can I edit content?

Click the **CMS Desk** link at the top of the screen and sign in as administrator. The default password is blank, but if you're using Kentico CMS Virtual Lab, you need to enter the password you have received in the invitation e-mail. The editing interface opens. On the left, you can see the content tree that represents the site structure (site map) and on the right, you can edit the content.

Click **Home** in the content tree and change some text in the editable region. Click **Save** or press **CTRL+S** to save changes. You can see how the page looks live by choosing the **Live Site** view mode.


Editable regions usually contain **unstructured text**. You can have several editable regions on a single page. You will typically use them for a home page, contact page and other pages without a strictly defined structure.

The screenshot shows the Kentico CMS Desk interface. On the left is the **Content tree** showing a site structure with folders like Home, Services, Products, News, etc. The main area is the **Editable region**, which contains a page editor with a toolbar (Save, Spell check, Source, Design, Form, Product, Properties) and a preview of the site content. The preview includes a header image of three business people, a **Newsletter subscription** form, a **Polls** section titled "Do you like our product?", a **Main text** section with a welcome message, a **Latest news** section, and a **Featured Product** section for an Asus F3U AP059C laptop. Callouts point to various parts of the interface: **Document actions** (New, Delete, Copy, Move, Up, Down), **View mode** (Edit, Preview, Live site, List), **Editing mode** (Save, Spell check), **Editor toolbar** (Source, Design, Form, Product, Properties), **Content tree**, and **Editable region**.

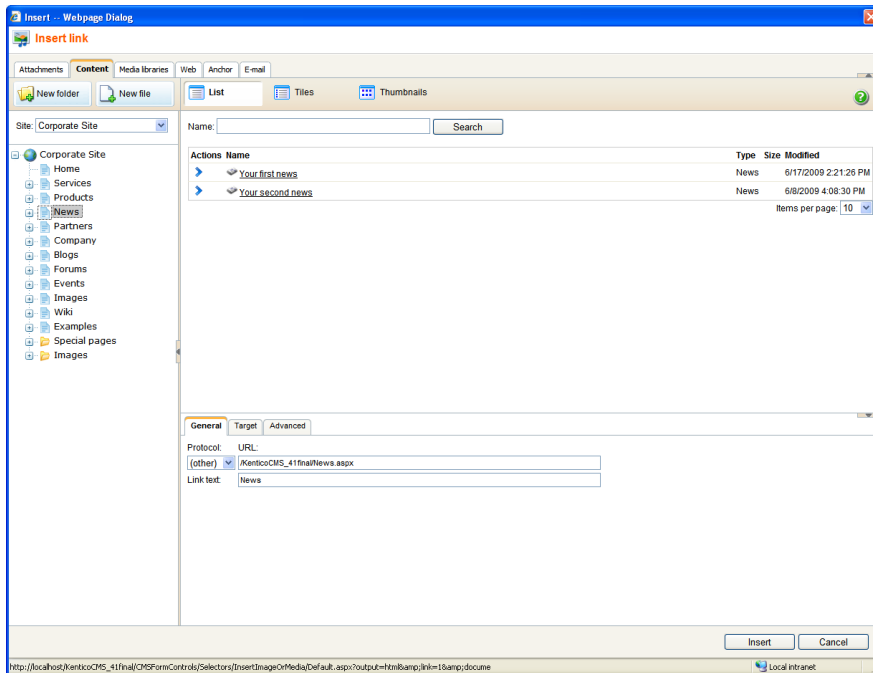
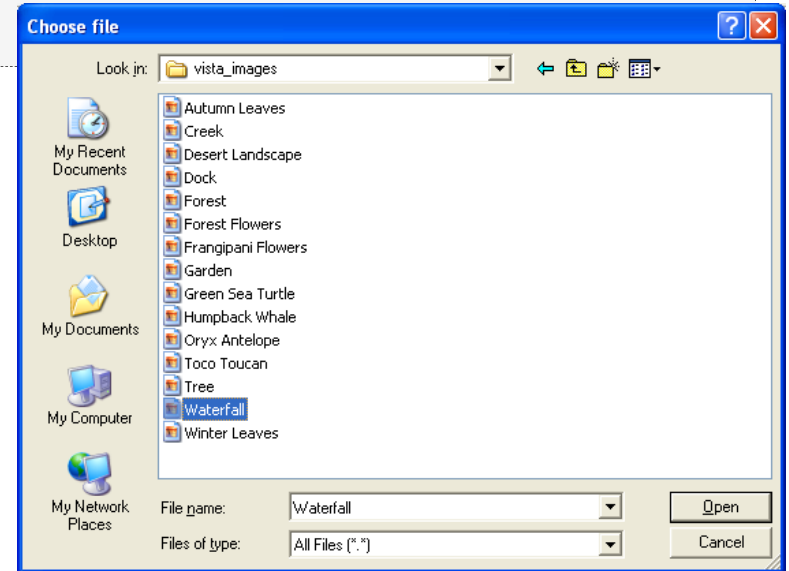
### 3. How can I insert an image or create a link?

1

Now we will upload a new image and place it on the **Services** page.

Click the **Services** page in the content tree and choose the **Page** tab on the right. Place the cursor inside the main text region and click the **Quickly insert image** button  in the editor toolbar. Your browser's **Choose file** dialog opens. Locate some suitable image file and click **Open**.


The image is now placed in the text. Click **Save** to save the changes made to the page.



**Save** the page and switch to the **Live site** mode to test the link.

2

Now we will create a link.

Type *My first link* in the editor and select the text. Click the **Insert/Edit Link** button  in the editor toolbar.

You will see the **Insert link** dialog. Switch to the **Content** tab and choose the **News** page from the content tree. Click **Insert**

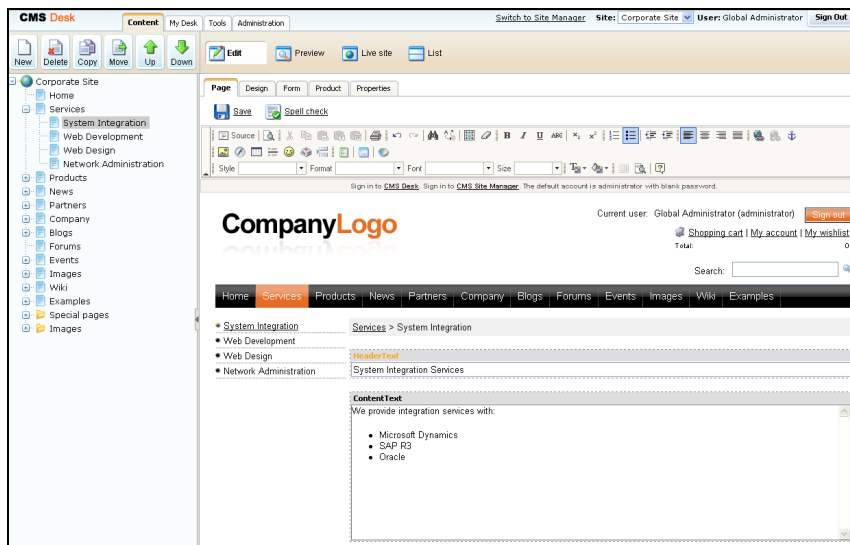
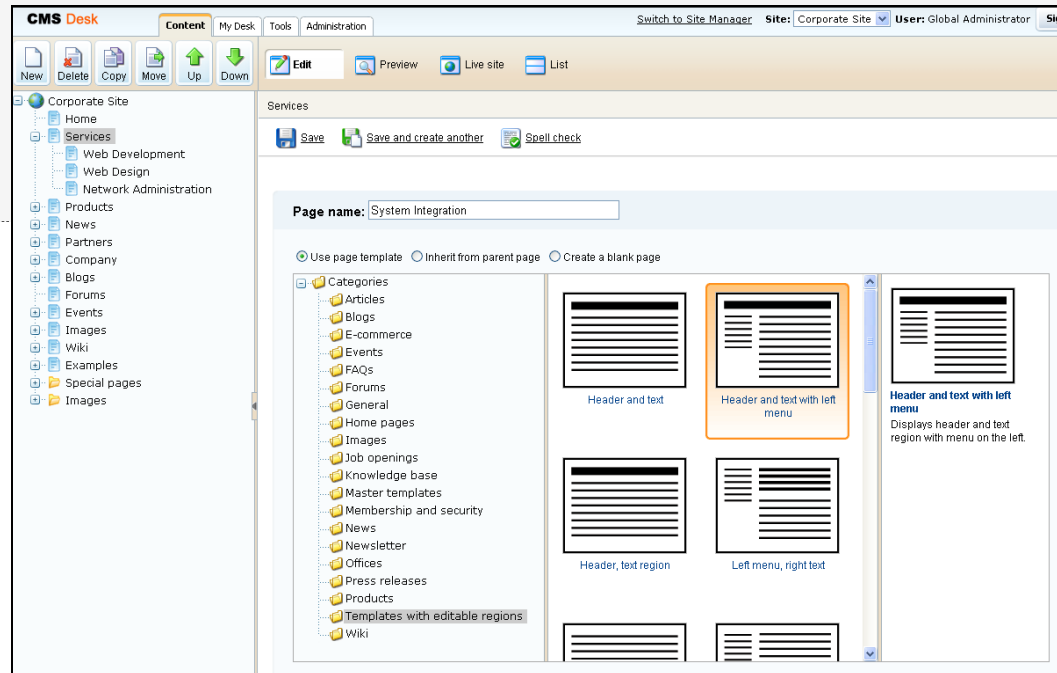
## 4. How can I create a new page?

1

Now we will create a new page in the **Services** section. Click the **Services** page in the content tree and click **New**. Choose to create a new **Page (menu item)**. Enter the page name *System Integration*, choose the **Templates with editable regions** category and choose the template **Header and text with left menu**. Click **Save**.

In Kentico CMS, every page is displayed using some **page template**. The page template defines the layout of the page and how the content is displayed. The page template can display unstructured content using editable regions or structured content using a master/detail view control.

The page templates can be used for a single page (ad-hoc templates) or they can be **re-used** for several pages with same structure.



Enter some text into the editable regions and click **Save**. Click **Live site** to see the page as it is displayed on the site. You can see that the page was automatically added to the left menu since all content displayed by Kentico CMS is dynamic.

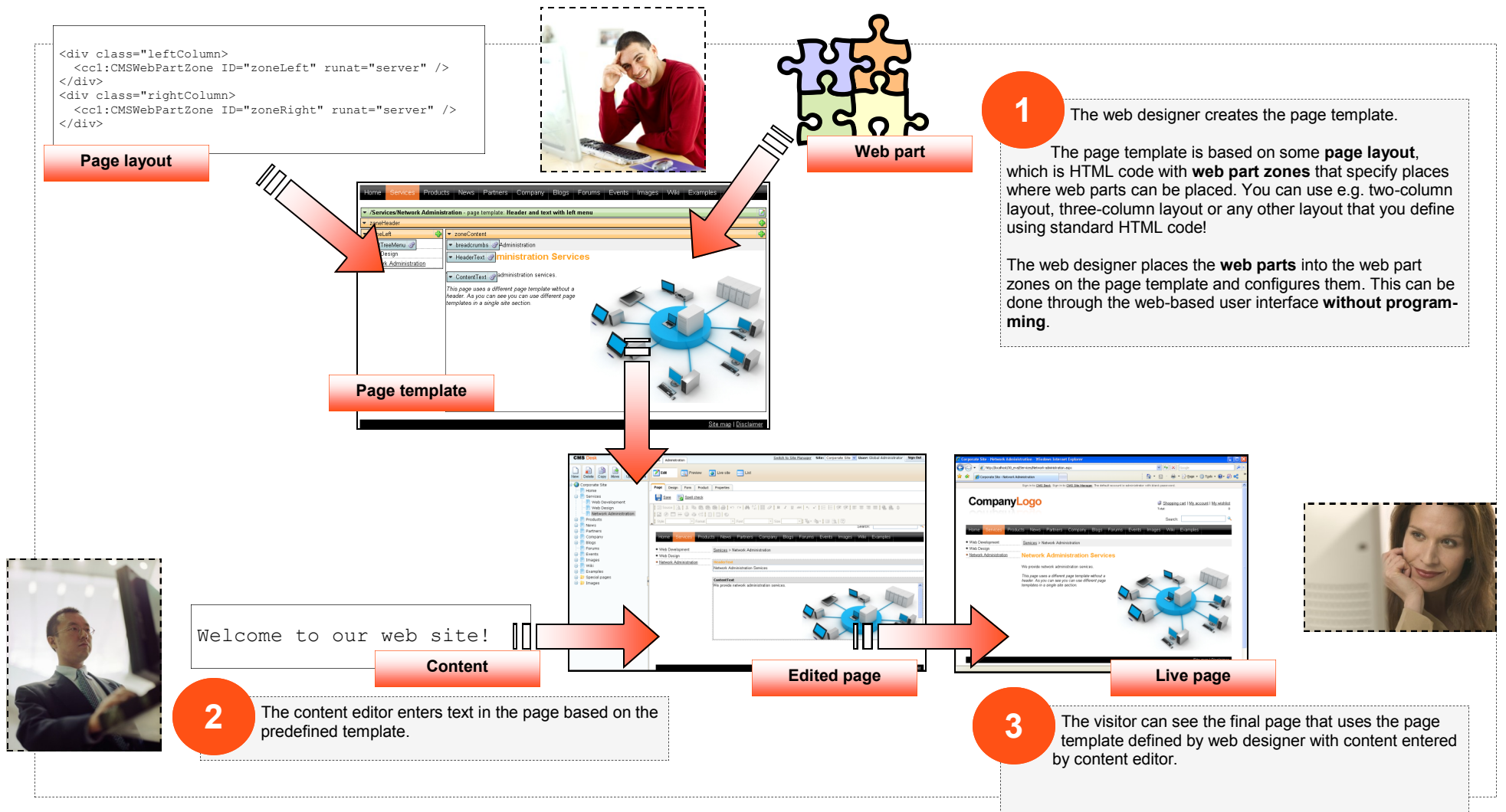
If you wish to change the menu item order, use the **Up and Down buttons** in the main toolbar or in the context menu.

You can later change the page template in the **Properties -> Template** dialog.

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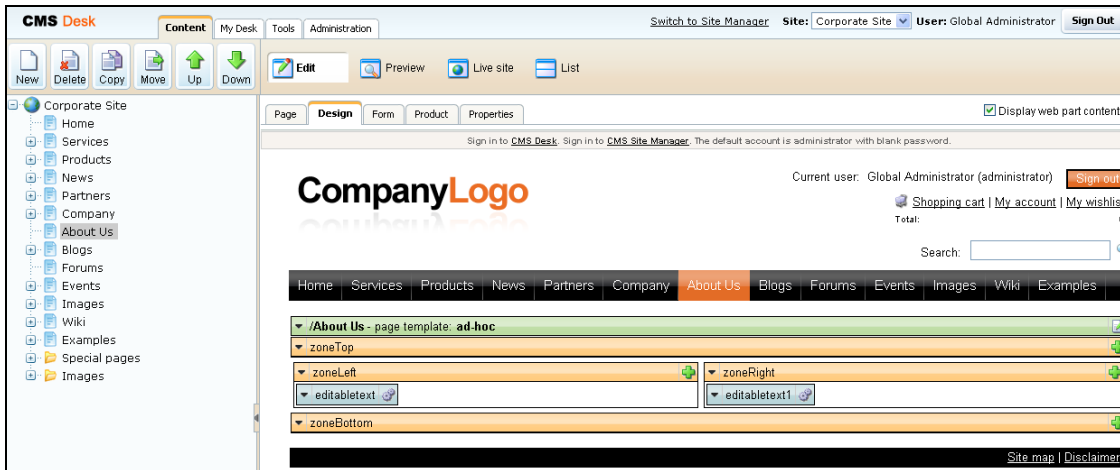
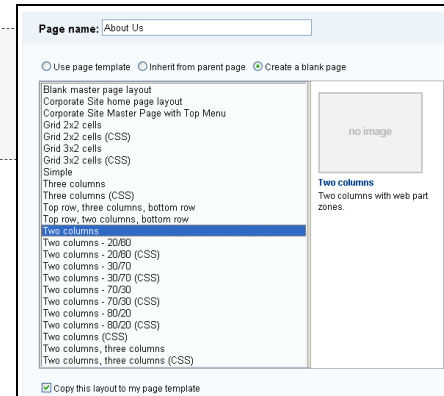
## 5. How do the page templates work?

Kentico CMS allows you to quickly build web sites using web parts. **Web parts** (also known as "portlets" or "modules" in some systems) allow you to display content, integrate features such as newsletters or forums and they can contain your own custom code. There are 80+ web parts delivered with Kentico CMS, such as menu, list view, search box, newsletter subscription, etc. You can easily create your own web parts as user controls (ASCX) in Visual Studio.



## 6. How can I create a new page template?

**1** In this step, you will learn how to create a simple page template for displaying two columns of text. Click root, click **New** and choose to create a new **Page**. Enter page name *About Us* and click the option **Create a blank page**. Choose the **Two columns** layout. Click **Save**. Use the Down button to move the page after the **Company** page.



**2** Click the **Design** tab. Now you can see the page template with web parts. Click the **Add web part** icon in the **zoneLeft** zone and add the **Text/Editable text** web part. Set the **Editable region title** value to *Left column* and click **OK**.

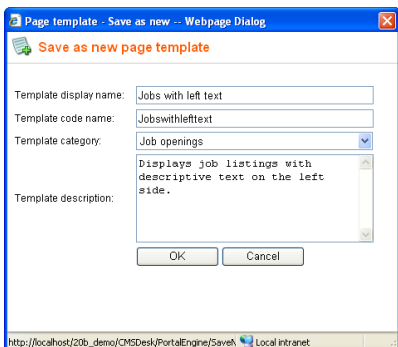
Repeat the same in the **zoneRight** column and set the **Editable region title** to *Right column*.

Click **Page** to switch to the editing mode. You can enter some text into the editable regions.

**3** You can also try to modify the HTML layout of the page. Right-click the green block and choose **Edit layout** from the context menu.



The HTML editor opens and you can customize the HTML code of the page. Set the **border** attribute of the **TABLE** element to 5 and click **Save**. Close the Page layout window. The table is now displayed with border. As you can see, you have full control over page design, so you're not limited to some predefined layouts!



### Re-using the page template

You have just created a new ad-hoc template that is used only by a single page. If you decide to use the same page template for another page, you need to save it as a re-usable page template. Click **Properties** -> **Template** and click **Save as new template**. Set the following values:

- **Template display name:** Template with two column text
- **Template code name:** TemplateWithTwoColumnText
- **Template category:** Templates with editable regions
- **Template description:** Two columns of text.

Click **OK** and click **Save** on the **Template** dialog. You have just created a re-usable page template that can be used for other pages with same structure. When you try to create a new page now, you will be able to choose this template.

## 7. How can I modify the header and main menu?

1

The header, main menu and footer is defined in the master page. The **master page** is a page whose content is inherited to underlying sub-pages. In Kentico CMS, the main master page is defined by the root document. The master page must contain the **Page Placeholder web part** that tells where the sub-pages will be inserted into the master page:

The screenshot shows the Kentico CMS 'CMS Desk' interface. On the left is a tree view of the site structure. The main area shows a 'Master page' in 'Design' mode. A large red-bordered rectangle highlights a 'Page placeholder' area. A callout box labeled 'Sub-page content' shows a preview of a corporate website with sections like 'Newsletter subscription', 'Welcome to the Sample Corporate Site', 'Latest news', and 'Featured Product'. Labels 'Master page' and 'Page placeholder' are placed below the interface with arrows pointing to the corresponding elements.

```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head>
<title>
Corporate Site - <!|!|!|
</title>
<meta http-equiv="pragma" content="no-cache" />
<link type="text/css" rel="stylesheet" href="/30_eval/CMSPages/GetCSS.aspx?stylesheetname=CorporateSite" />
<link href="App_Themes/CorporateSite/ECommerce.css" type="text/css" rel="stylesheet" />
</head>
<body class="LTR IE7">
<!-- Top info -->
<div class="zoneTopInfo">
<cc1:CMSWebPartZone ID="zoneTopInfo" runat="server" />
</div>
<!-- Content container -->
<div class="mainDiv">
<!-- Logo -->
<div class="zoneLogo">
<cc1:CMSWebPartZone ID="zoneLogo" runat="server" />
</div>
<!-- Top zone -->
<div class="zoneTop">
<cc1:CMSWebPartZone ID="zoneTop" runat="server" />
</div>
<!-- Menu -->
<div class="zoneMenu">
<cc1:CMSWebPartZone ID="zoneMenu" runat="server" />
</div>
<!-- Content -->
</body>
</html>
    
```

### Defining your master page

Click the root document and click the **Master page** tab. Now you can edit the HTML layout of the master page as well as configure the **DOCTYPE**, **<HEAD>** and **<BODY>** sections. You can add additional web part zones using the following expression:

```
<cc1:CMSWebPartZone ID="zoneTop" runat="server" />
```

The web part zone ID must be unique within a single page layout.

After you finish changes, click **Save**. When you switch to the **Design** mode, you can add and configure the dynamic web parts (such as main menu) on the page.

As you can see you can use any web design with Kentico CMS, so **you're NOT limited to the default design or layout**.

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## 8. How can I modify the CSS Styles?

1

Each web site has a default CSS style sheet. Click the **Switch to Site Manager** link at the top of the CMS Desk screen, choose the **Sites** tab and click **Edit site** next to the **Corporate Site** item. Here you can specify the **Site CSS style sheet** and **Editor CSS style sheet**. The Site style sheet is used for all pages and you can override it for particular page or site section by setting the **CMS Desk -> Properties -> General -> CSS style sheet** value.



You can edit the CSS style sheets in **Site Manager -> Development -> CSS style sheets**. Edit the **Corporate Site** style sheet and change the following style like this:

```
.LTR, .RTL
{
    background-color: #F5F5F5;
}
```

This CSS class is used for the BODY element. Save the changes. If you view the web site now, you can see the background is light gray.

Please note: it's recommended that you **place the images and Flash animations** that are part of the web site design **into the <web project>\App\_Themes\<style sheet code name>** folder. It will ensure that the files are exported when you are deploying the site to the live server.

2

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### Menu styles

There are several menu web parts available in Kentico CMS:

- Drop-down menu - uses JavaScript and tables
- CSS list menu - uses <UL> and <LI> elements
- Tree menu - for tree menus
- Tab menu - for tabs
- Tree view - uses AJAX to load child nodes dynamically

Each of these web parts uses a specific set of CSS classes that need to be defined in your CSS style sheet. You can find a detailed description of CSS styles for each menu control when you open web part properties in the design mode and click the **Documentation** button in the upper right corner.

The example on the right shows a part of the CSS styles used for the main drop-down menu. You can see there's a CSS style for sub-menu called **subCMSMenu**. If you want to use different styles for sub-menus, you need to set the **CSS Prefix** property of the menu web part. If you set it to **Main;Sub;Sub2** the CSS class names for the first level will start with **Main** (such as **MainCMSMenu**), with **sub** for the second level and with **sub2** for the third level and all following levels.

```
.CMSMenu
{
    height: 34px;
    color: #ffffff;
    padding: 3px;
    background: #000000
        url(..App_Themes/CorporateSite/Images/topMenuBackground.gif);
}

.subCMSMenu
{
    background: black;
    color: #ffffff;
}

.sub2CMSMenu
{
    background: #e7eae;
    /* ... etc. ... */
}
```

## 9. What else can I do with Kentico CMS?

This guide shows only a small part of what can be achieved with Kentico CMS. For more details, please go through the Kentico CMS Tutorial that will show you how to build a web site from scratch. You will find it at <http://www.kentico.com/DevNet/Documentation.aspx>. Below, you can find some examples of other features available in Kentico CMS.

### Workflow and versioning

Kentico CMS allows you to define a **custom workflow process for chosen sections of the web site**. It gives the site owner a complete control over the content published on the web site since every piece of content can be (for example) reviewed by a proofreader, marketing manager and site designer before it gets published on the web site.

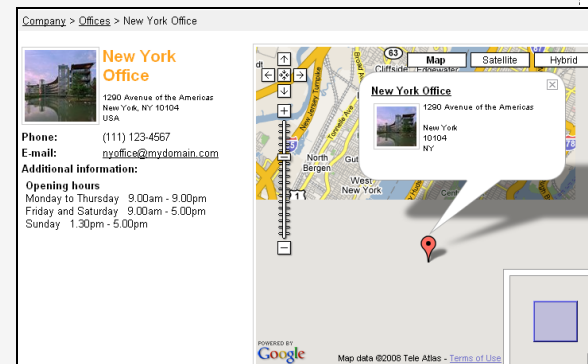
You can configure workflow in **Site Manager -> Development -> Workflows** where you specify the steps, authorized users and workflow scope. Documents under workflow can also use **versioning, content locking (check-in/check-out) and rollback**.

Actions	Workflow step name
	Edit
	Proofreading
	Design review
	Marketing manager approval
	Published
	Archived

### Other modules

Kentico CMS comes with many built-in modules, including:

- Blogs
- Booking system
- Content staging
- E-commerce
- Event calendar
- Forums
- Geomapping
- Image gallery
- Newsletter
- On-line forms
- Polls
- Reporting
- Wiki
- Web farm support
- Web analytics



You can find more details on these modules in Kentico CMS Developer's Guide.

### Customizable fields

Kentico CMS comes with several pre-defined document types, such as news, article, job opening, product, etc. You can easily add custom document types in **Site Manager -> Development -> Document types**. Every document type can have any number of custom fields of different types (text, date/time, number, file, etc.).

You can also add custom fields to the user profile, subscriber or customer in **Site Manager -> Development -> System tables**.

The screenshot shows the 'Document type configuration' dialog box. On the left, a list of fields includes ArticleID, ArticleName, ArticleTeaserText, ArticleTeaserImage, and ArticleText. The 'Database' section shows 'Attribute name' set to 'ArticleName', 'Attribute type' set to 'Text', 'Attribute size' set to '450', and 'Allow empty value' checked. The 'Field' section shows 'Field caption' set to 'Article name' and 'Field type' set to 'Text Box'. At the bottom, 'Document name source field' is set to 'ArticleName'. An 'OK' button is visible at the bottom right.

### Multilingual and international support

Kentico CMS allows you to build web sites in any number of languages. Kentico CMS works with **UNICODE**, which means you can use any language, including Chinese and other eastern languages. Kentico CMS supports also **right-to-left (RTL) languages**, such as Hebrew or Arabic. Kentico user interface is available in **English, Dutch, German, French, Italian, Spanish, Czech and Slovak**.

### Licensing and how to buy

Kentico CMS offers flexible licensing that fits every budget. You can choose from **Standard, Professional and Enterprise Editions** and you can purchase a license for a **single web site, single server** (unlimited web sites) or the **unlimited license** (any number of servers).

The **source code** of the web site and administration interface is available with all editions. If you wish to modify the core libraries, you can purchase **full source code** that contains all libraries.

You can learn more details on licensing and buy the product at <http://www.kentico.com/Buy.aspx>.

### Security and personalization

Kentico CMS uses a flexible security model. You can define global permissions that apply to all documents, as well as **document-level permissions** that apply only to the chosen document or site section. You can also create **secured web site areas** for site members and display **personalized content** based on member profile.