

Kentico Hands on Lab



Kentico Version 7 Hands on Labs

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Hands on Lab 1: Kentico Enterprise Marketing Solution: Campaigns

Lab Overview

System Requirements:

- Kentico CMS 7 Enterprise Marketing Solution installed with the Sample Corporate Site

Intended Lab Audience:

- Online Marketers
- CMS Designers

Lab Introduction

Executing successful campaigns is an essential part of any marketing organization. Campaigns are a way to engage and interact with your customers. They provide an ideal mechanism to generate sales leads and collect customer information. This set of exercises is intended to show the process of creating a document based campaign for the Services page that collects customer information using an online form. Then using the collected customer information we will then score the leads for later use by the sales department. In completing this set of labs you will perform the following tasks:

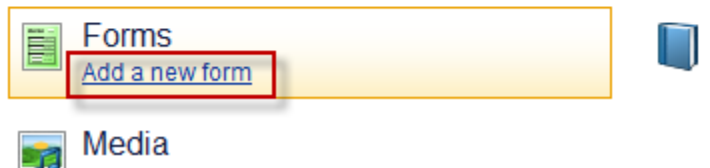
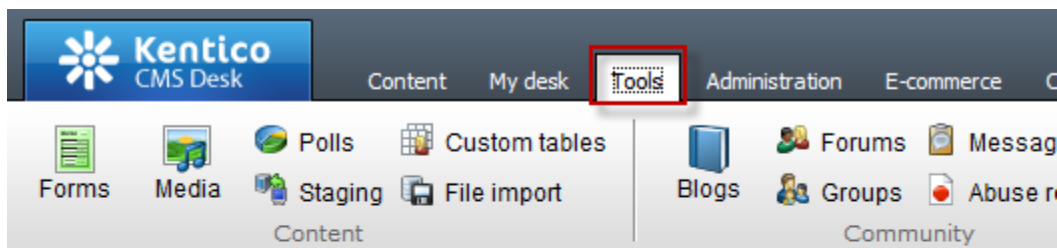
- Create an Online form for collecting customer information
- Create a squeeze page for collecting customer information
- Create a Services campaign
- Create conversions
- Create a lead score
- Optimize a campaign using A/B tests

Lab 1-1: Creating the online form

Online forms are the easiest way to create a contact information form for the live site without having to write application code. Forms are built using a data driven interface and then inserted into the page using the Online form web part. In this lab we will create the contact information form and then insert it into the Services page, which is then used as the main campaign landing page.

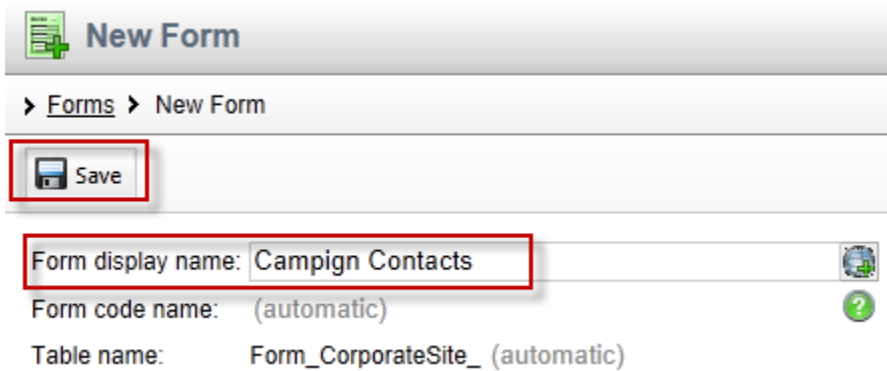
Lab 1-1: Creating an online form

1. Log into **CMS Desk** and select the **Tools** tab and then click the **Add a new form** link as shown in the following screenshot.



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- In the **New form** dialog in the **Form display name** field enter **Campaign Contacts** and then click the **Save** button as shown in the following screenshot.



- In the **Campaign Contacts** form in the **General** tab update the following fields and then select **Save**.

Section	Field	Value
After the form is submitted	Display text	We will contact you shortly
	Submit button text	Submit

- Select the **Fields** tab, click the **Add new attribute (+)** button, update the following fields and then click the **Save** button.

Section	Field	Value
Simple mode	Column name	First_name
Simple mode	Field caption	First name
Simple mode	Field type	Textbox
Simple mode	Maximum length	20

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5. Select the **Add new attribute (+)** button, update the following fields and then click the **Save** button.

Section	Field	Value
Simple mode	Column name	Last_name
Simple mode	Field caption	Last name
Simple mode	Field type	Textbox
Simple mode	Maximum length	30

6. Select the **Add new attribute (+)** button, update the following fields, and then click the **Save** button.

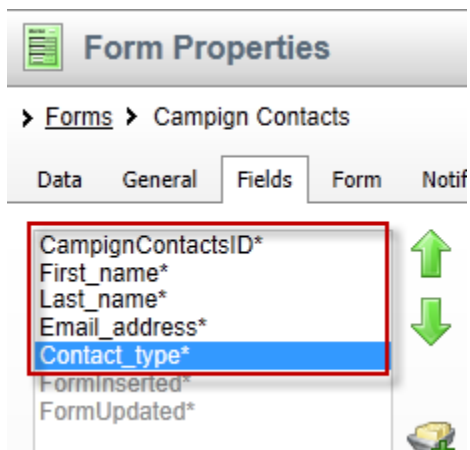
Section	Field	Value
Simple mode	Column name	Email_address
Simple mode	Field caption	Email
Simple mode	Field type	E-mail

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7. Select the **Add new attribute (+)** button, update the following fields, and then click the **Save** button.

Section	Field	Value
Simple mode	Column name	Contact_type
Simple mode	Field caption	How can we help you?
Simple mode	Field type	Drop-down list
Editing control settings	Type	Options (one value; name pair on each line-example 1;Blue)
Editing control settings	Data source	Services;Services <CR> RFP; RFP

8. In the **Fields** tab confirm the list of fields as shown in the following screenshot.



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9. Select the **On-line marketing** tab, click the **Overwrite existing contact information with submitted data. If unchecked, only empty values of a contact are filled** check box and then click the **Save** button as shown in the following screenshot.

The screenshot shows the 'Form Properties' dialog box for 'Campaign Contacts'. The 'On-line marketing' tab is selected and highlighted with a red box. A 'Save' button is visible. Below it, the checkbox 'Log on-line marketing activity' is checked. An information box explains that the following section allows mapping of form fields to contact objects. A red box highlights the checkbox 'Overwrite existing contact information with submitted data. If unchecked, only empty values of a contact are filled.', which is checked. The 'General' section contains four dropdown menus: 'First name' (none), 'Last name' (none), 'Middle name' (none), and 'Salutation' (none).

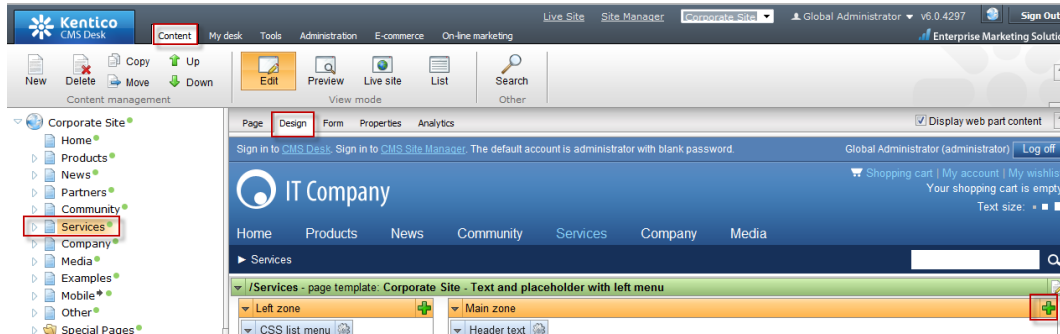
10. In the **On-line marketing** tab update the following fields and then click the **Save** button

Section	Field	Value
General	First name	First_name
General	Last name	Last_name
Address	E-mail	Email_address

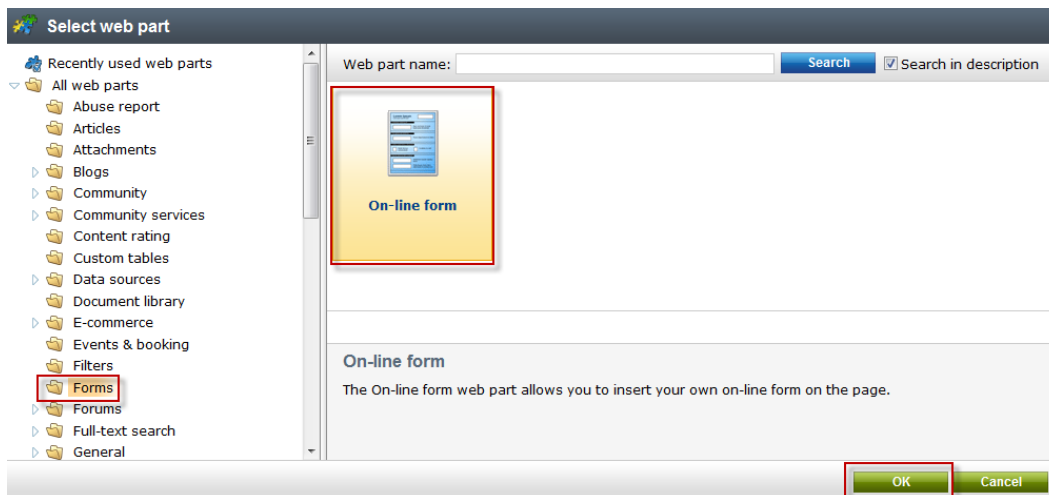
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Lab 1-2: Inserting the online form

1. In CMS Desk select the **Content** tab, in the Content tree select the **Services** page, then the **Design** tab, and in the **Main zone** select the **Add web part icon (+)** as shown in the following screenshot.



2. In the **Select web part** screen select the **Forms** folder, the **Online form** web part and then **Ok** as shown in the following screenshot.

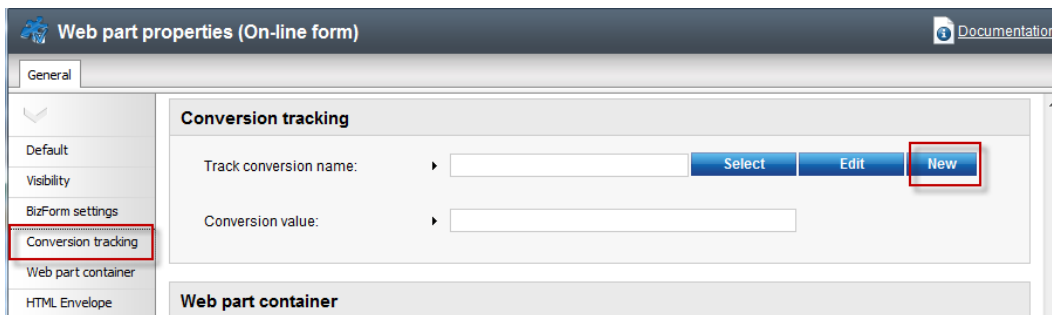


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3. In the **Web part properties (On-line form)** update the following value.

Section	Field	Value
Bizform settings	Form name	Campaign_Contacts

4. Select the **Conversion tracking** tab and then click the **New** button as shown in the following screenshot.



The screenshot shows the 'Web part properties (On-line form)' interface. The left sidebar has a 'Conversion tracking' tab selected. The main area is titled 'Conversion tracking' and contains two fields: 'Track conversion name:' with a dropdown menu and 'Conversion value:' with a text input field. The 'New' button is highlighted with a red box.

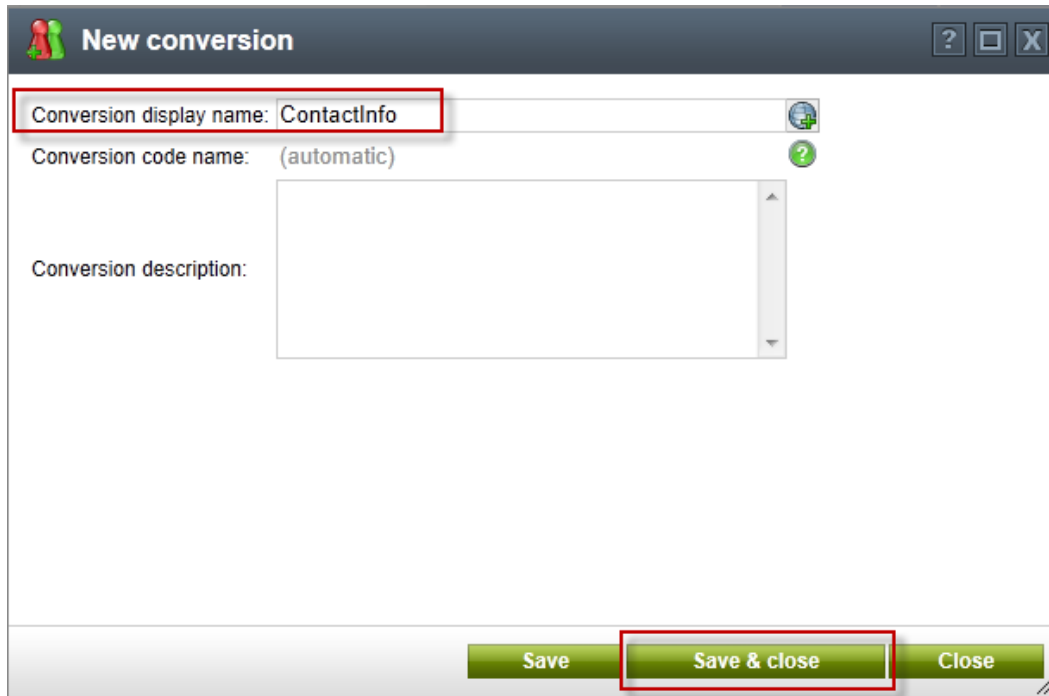


What is a conversion?

Conversions are specific actions performed by site visitors and recorded by the Web analytics module. This is typically done for specific events you want to track or as part of a broader campaign. Once you start tracking conversions on the live site, these can be compared to other web analytics statistics like the amount of visitors. This allows you to evaluate the website and adjust marketing strategies as necessary.

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5. In the **New conversion** screen in the **Conversion display name** field enter **ContactInfo** and then select **Save& close** as shown in the following screenshot.



The screenshot shows a window titled "New conversion". It has a dark header bar with a red pin icon and the title. Below the header, there are three fields: "Conversion display name" with the value "ContactInfo", "Conversion code name" with the value "(automatic)", and "Conversion description" which is an empty text area. At the bottom of the window, there are three buttons: "Save", "Save & close", and "Close". The "Save & close" button is highlighted with a red rectangular box.

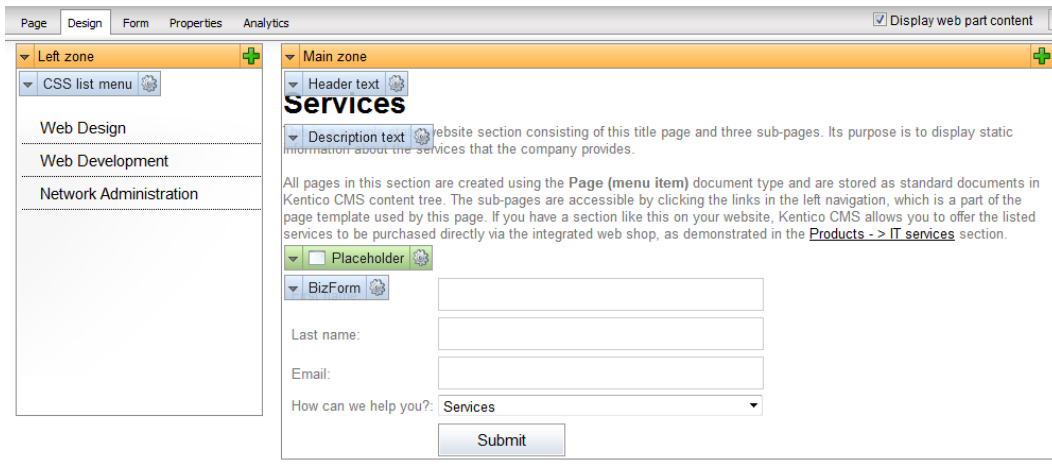
6. In the **Web part properties (On-line form)** screen in the **Conversion value** field enter **20** and then select **Ok** as shown in the following screenshot.



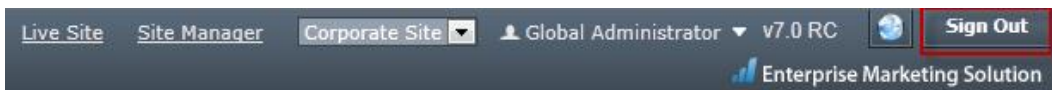
The screenshot shows a window titled "Web part properties (On-line form)". It has a dark header bar with a blue icon and the title. Below the header, there is a "General" tab. On the left side, there is a navigation pane with several categories: "Default", "Visibility", "BizForm settings", "Conversion tracking", "Web part container", and "HTML Envelope". The "Conversion tracking" category is selected, and its properties are shown in the main area. The "Track conversion name" field contains "ContactInfo" and has "Select", "Edit", and "New" buttons. The "Conversion value" field contains the number "20" and is highlighted with a red rectangular box. Below the "Conversion tracking" section, there is a "Web part container" section. At the bottom of the window, there are three buttons: "OK", "Cancel", and "Apply". The "OK" button is highlighted with a red rectangular box.

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7. Confirm that you see the screen as shown in the following screenshot.



8. In the upper right hand corner click the **Sign out** button as shown in the following screenshot.



9. On the **Live** site select the **Services** page, update the online form with your contact information and select **Submit** as shown in the following screenshot.

First name:

Last name:

Email:

How can we help you?:

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10. Once the form is submitted validate that you see the following screenshot.

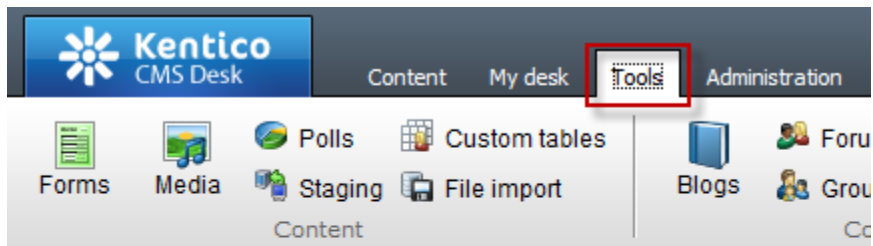
Services

This is a sample static website section consisting of this title page and three sub-pages. Its purpose is to display static information about the services that the company provides.

All pages in this section are created using the **Page (menu item)** document type and are stored as standard documents in Kentico CMS content tree. The sub-pages are accessible by clicking the links in the left navigation, which is a part of the page template used by this page. If you have a section like this on your website, Kentico CMS allows you to offer the listed services to be purchased directly via the integrated web shop, as demonstrated in the [Products - > IT services](#) section.

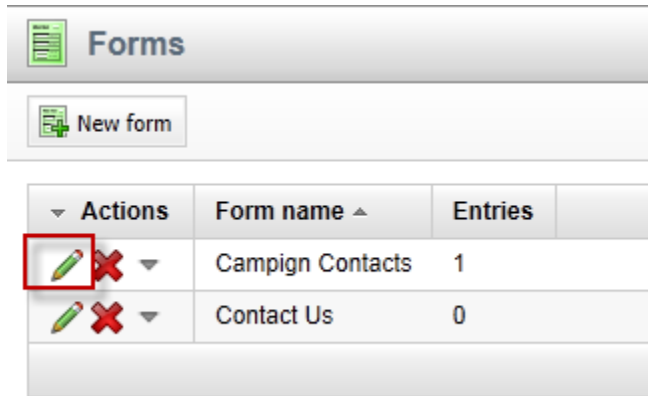
We will contact you shortly!





11. Log into **CMS Desk**, select the **Tools** tab, then select **Forms** as shown in the following screenshot



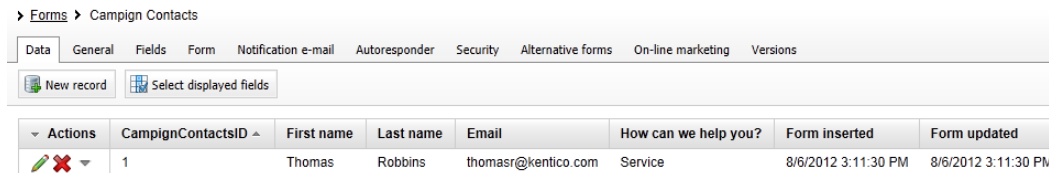
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12. In the **Forms** screen select the **Edit icon (pencil)** for **Campaign Contacts** as shown in the following screenshot.





Actions	Form name ^	Entries
 	Campaign Contacts	1
 	Contact Us	0



13. Validate that you see the data as shown in the following screenshot.



> Forms > Campaign Contacts

Data | General | Fields | Form | Notification e-mail | Autoresponder | Security | Alternative forms | On-line marketing | Versions

 New record  Select displayed fields

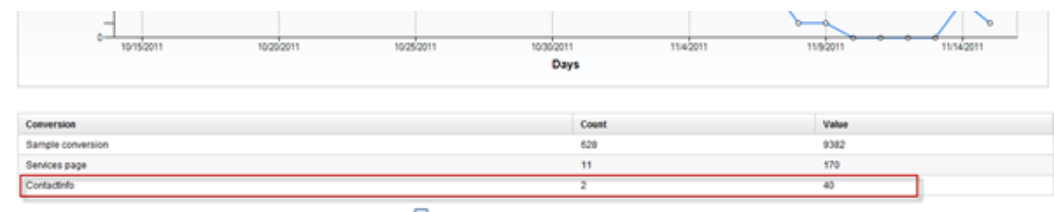
Actions	CampaignContactsID ^	First name	Last name	Email	How can we help you?	Form inserted	Form updated
 	1	Thomas	Robbins	thomasr@kentico.com	Service	8/6/2012 3:11:30 PM	8/6/2012 3:11:30 PM

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- Click the **On-line marketing** tab, then select the **Web analytics** button, in the **Web analytics** list expand **Campaigns & conversion**, then expand **Conversions** and select **Overview** as shown in the following screenshot.

The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes tabs for Content, My desk, Tools, Administration, E-commerce, and On-line marketing (highlighted with a red box). Below the navigation bar, there are several icons for different modules: My dashboard, Web analytics (highlighted with a red box), Scoring, Campaigns, Activities, Contacts, Accounts, and On-line user. The main content area is divided into two sections. On the left, the 'Web analytics' sidebar is expanded to show 'Campaigns & conversions' (highlighted with a red box), which is further expanded to show 'Conversions' and 'Overview' (highlighted with a red box). On the right, the 'Conversions - Overview' report is displayed, showing a 'Report' tab, 'Conversions' title, and buttons for Save, Print, Delete data, and Subscribe. Below these buttons are several view icons and a 'Goal' dropdown set to 'Conversions count' and a 'Conversion' dropdown set to '(all)'. The main content area below these dropdowns is currently empty.

- Validate that you see a report similar to the following screenshot.



Lab 1-2: Creating the Services campaign

Kentico EMS offers a variety of ways to create campaigns. Each is dependent on the type and purpose of your marketing strategy. With the completion of the online form we are now ready to create the document based campaign for the Services page. This campaign includes page visits to the Services page and completion of the online form.

Lab 2-1: Create a document campaign

1. Select the **Content** tab, in the Content tree select the **Services** page, then click the **Analytics** tab, **Settings** tab and in **Track campaign** select the **New** button as shown in the following screenshot.

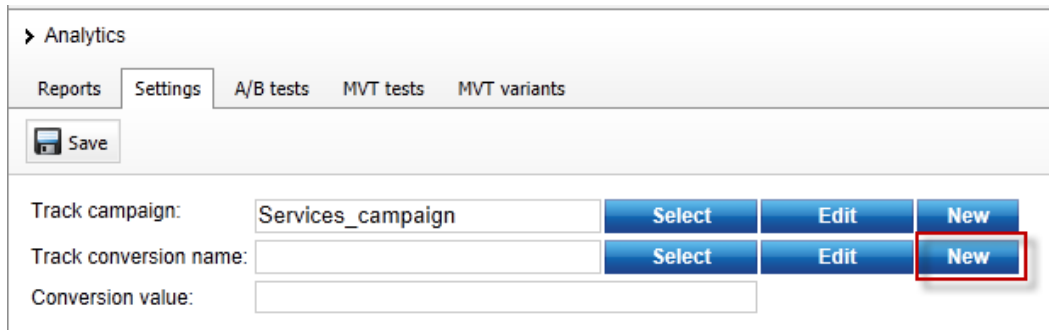
The screenshot shows the Kentico EMS interface. At the top, there are tabs for 'Page', 'Design', 'Form', 'Properties', and 'Analytics'. The 'Analytics' tab is selected and highlighted with a red box. Below this, there is a sub-menu with 'Reports', 'Settings', 'A/B tests', 'MVT tests', and 'MVT variants'. The 'Settings' tab is also highlighted with a red box. Below the sub-menu, there is a 'Save' button. In the 'Track campaign' section, there are three rows of input fields and buttons. The first row is for 'Track campaign:', the second for 'Track conversion name:', and the third for 'Conversion value:'. Each row has a 'Select', 'Edit', and 'New' button. The 'New' button in the first row is highlighted with a red box.

2. In the **New campaign** dialog update the following fields and select **Save & close**.

Section	Field	Property
Campaign basic settings	Campaign display name	Services campaign
Campaign basic settings	Open from	Now
Campaign basic settings	Open to	Now + 2 weeks
Advanced campaign settings	Campaign impressions	20000
Advanced campaign settings	Total cost	10000

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3. In the **Track conversion name** click the **New** button as shown in the following screenshot.

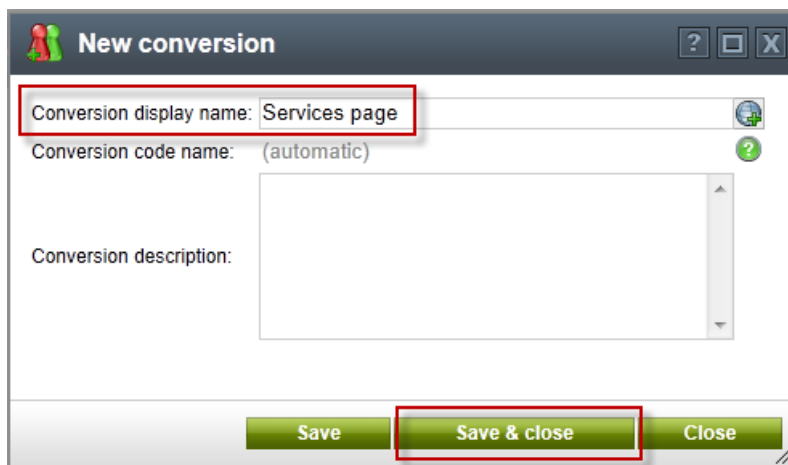


The screenshot shows the 'Analytics' settings page. At the top, there are tabs for 'Reports', 'Settings', 'A/B tests', 'MVT tests', and 'MVT variants'. Below the tabs is a 'Save' button. The main content area has three rows of input fields and buttons:

Track campaign:	<input type="text" value="Services_campaign"/>	<input type="button" value="Select"/>	<input type="button" value="Edit"/>	<input type="button" value="New"/>
Track conversion name:	<input type="text"/>	<input type="button" value="Select"/>	<input type="button" value="Edit"/>	<input type="button" value="New"/>
Conversion value:	<input type="text"/>			

The 'New' button in the second row is highlighted with a red box.

4. In the **New conversion** dialog in the **Conversion display name** field enter **Services page** and then select **Save & close** as shown in the following screenshot.



The screenshot shows the 'New conversion' dialog box. It has a title bar with a question mark, maximize, and close button. The main content area has three fields:

- Conversion display name:** (highlighted with a red box)
- Conversion code name:** (automatic) (with a green question mark icon)
- Conversion description:**

At the bottom, there are three buttons: 'Save', 'Save & close' (highlighted with a red box), and 'Close'.

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5. In the **Conversion value** field enter **10** and then select **Save** as shown in the following screenshot

Analytics

Reports Settings A/B tests MVT tests MVT variants

Save

Track campaign: Services_campaign Select Edit New

Track conversion name: Services_page Select Edit New

Conversion value: 10

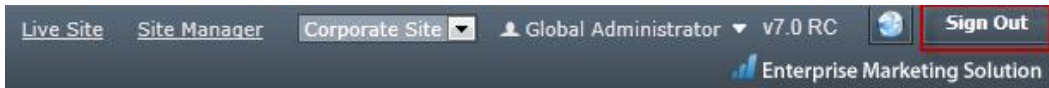


Why another conversion?

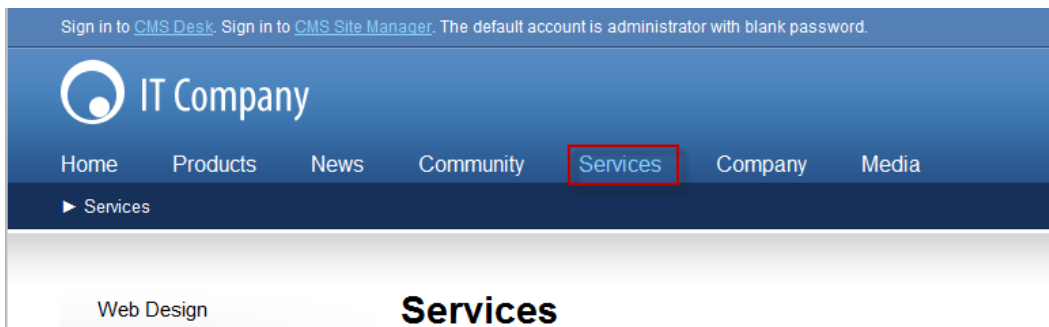
The Services page campaign includes two tracked conversions. The first we created earlier with the online form. The Service page conversion tracks the traffic to the Services page.

Lab 2-2: Creating Campaign Data

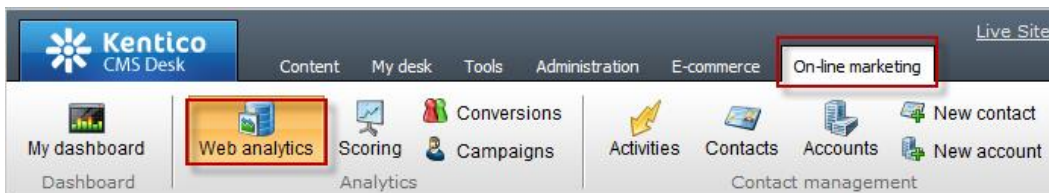
1. In the upper right hand corner click the **Sign out** button as shown in the following screenshot.



2. On the **Live** site select the **Services** page as shown in the following screenshot.

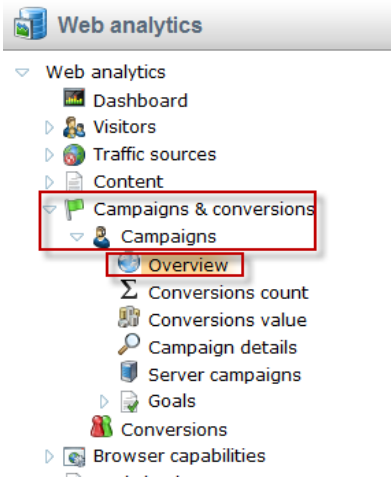


3. Log into **CMS Desk**, select the **On-line marketing** tab, and then the **Web analytics** button as shown in the following screenshot.

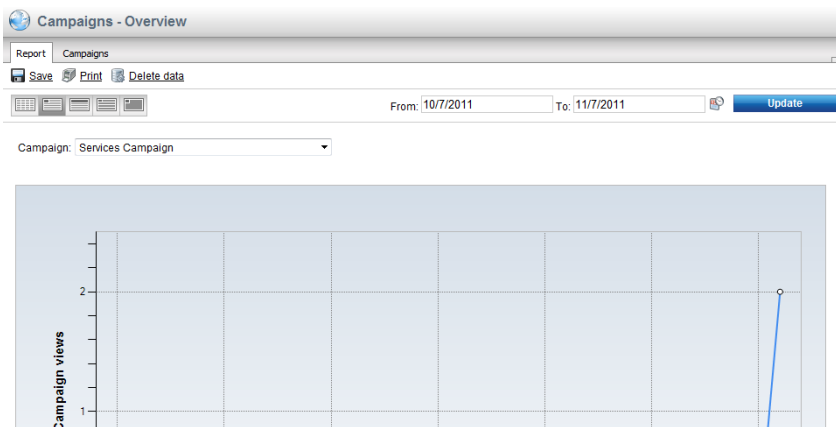


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4. In the **Web analytics** list expand **Campaigns & conversion**, then expand **Campaigns** and then select the **Overview** report as shown in the following screenshot.

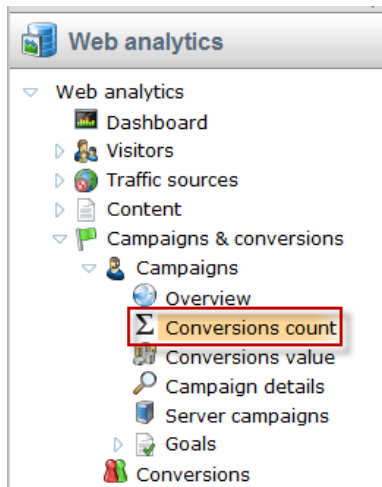


5. In the **Campaign** drop down select the **Services campaign** and validate that you see a report similar to the following screenshot.

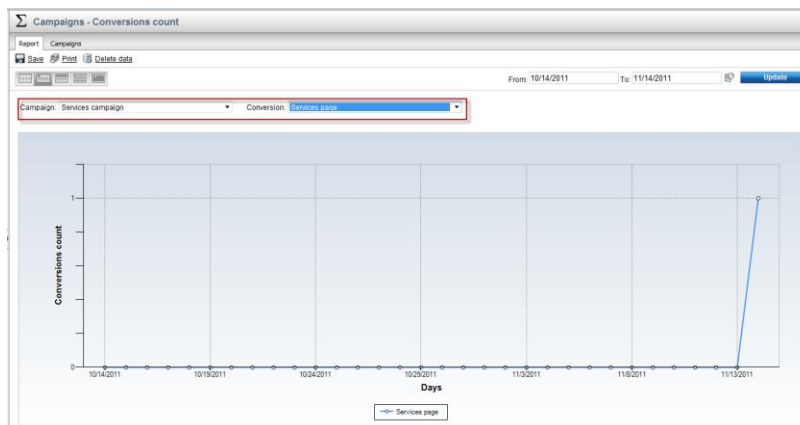


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6. Select the **Conversion count** report as shown in the following screenshot.



7. In the **Campaign** dropdown select the **Services campaign**, then in the **Conversion** dropdown select the **Service page** and validate that you see a report similar to the following screenshot.



Lab 1-3: Optimizing Campaigns with A/B testing

As a campaign progresses it's important to continually evaluate and refine. This can often include page elements like messaging and typography to find better ways to engage site visitors. In this lab we will create an A/B test of our services page as a way to increase our campaign conversions. Within Kentico EMS the first step is to create the A/B test and then create the variant page that will be used for the testing process.



What's the difference between A/B and MVT Testing?

A/B testing is different than MVT Testing. An A/B test uses a combination of pages and tests elements like copy text, layouts, images and colors. MVT Testing is focused on web part zones, web parts, and widgets.

Lab 3-1: Creating the A/B test

1. Select the **Content** tab, in the Content tree select the **Services** page, select the **Analytics** tab, select the **A/B tests** tab and click the **New test** link as shown in the following screenshot

The screenshot displays the Kentico CMS Desk interface. At the top, the 'Content' tab is selected in the navigation bar. Below the navigation bar, the 'Content management' section includes icons for 'New', 'Delete', 'Move', and 'Down'. The 'View mode' section includes icons for 'Edit', 'Preview', 'Live site', 'List', and 'Search'. On the left, the 'Corporate Site' content tree is visible, with the 'Services' page selected. On the right, the 'Analytics' tab is selected, and the 'A/B tests' sub-tab is active. A 'New test' link is highlighted in the 'A/B tests' section. The main content area shows 'No data found.'

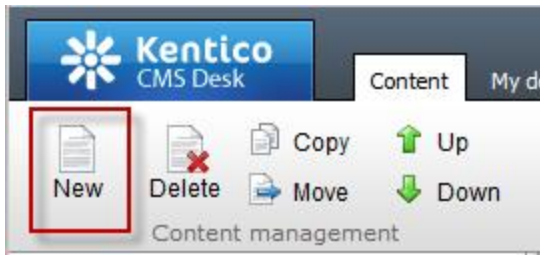
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2. In the **New test** screen update the following fields and then select the **Save** button.

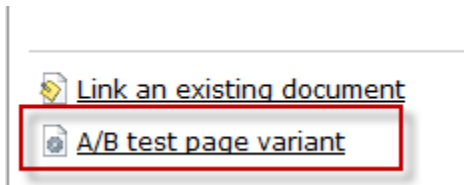
Field	Value
Display name	AB Services
Target number of conversions	100
Test from	Now
Test to	Now + 2 weeks
Test enabled	Checked

Lab 3-2: creating the variant page

1. With the **Services** page selected in the Content tree, select the **New** button as shown in the following screenshot.



2. In the **New document** screen at the bottom select the **A/B test page variant** link as shown in the following screenshot.

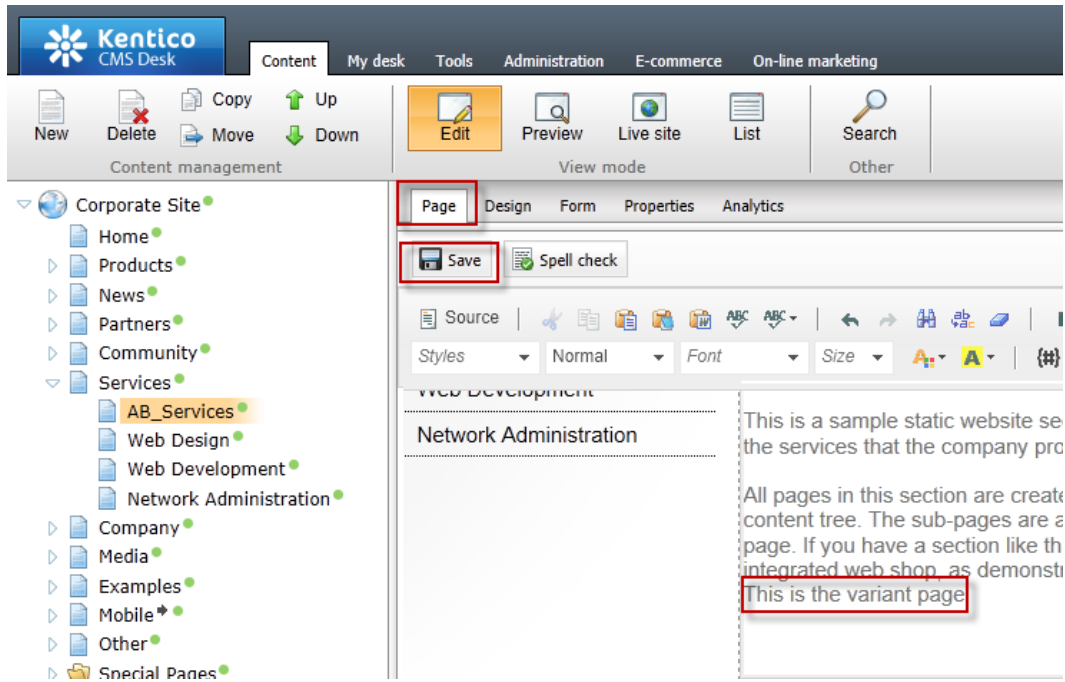


3. Update the following fields and then select the **Save** button.

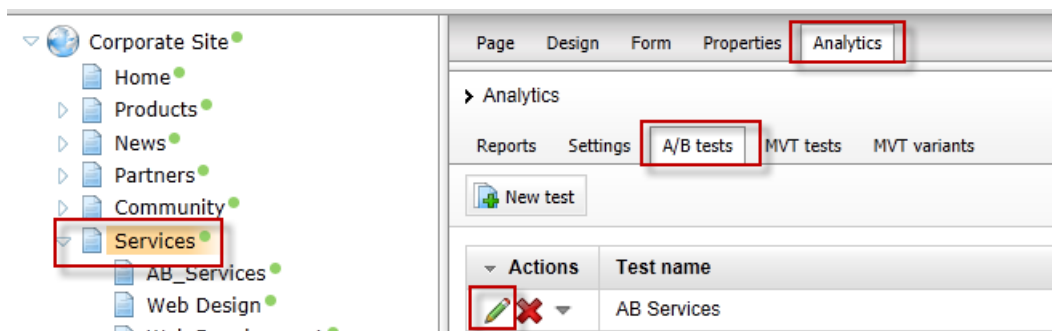
Field	Value
Document name	AB_Services
Assign to A/B test	AB Services

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4. Select the **Page** tab in the Editable region add the text **This is the variant page** and then select the **Save** button as shown in the following screenshot.

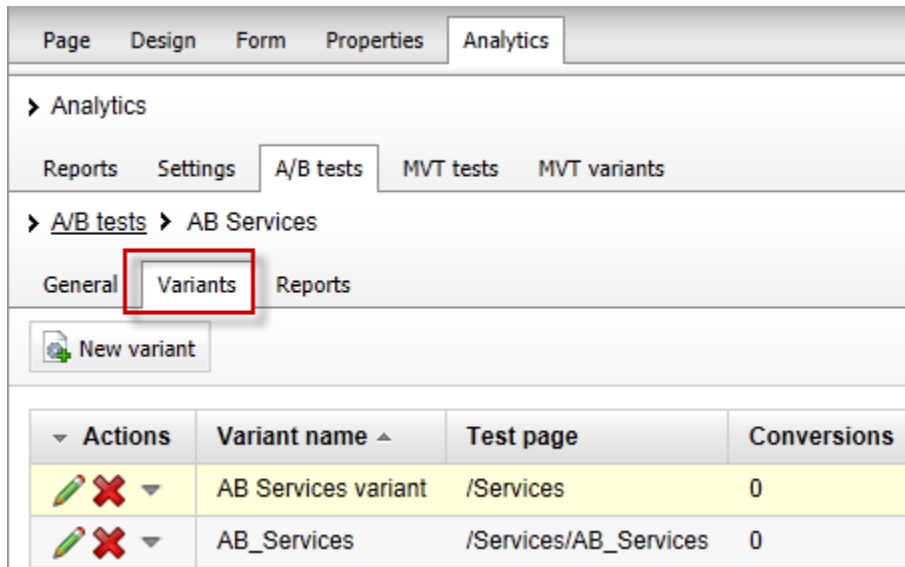


5. In the Content tree select the **Services** page, then select the **Analytics** tab, then the **A/B tests** tab and for the **AB Services** test click the **Edit (pencil)** icon as shown in the following screenshot.







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6. Select the **Variants** tab as shown in the following screenshot.



The screenshot shows the Kentico Analytics interface. The top navigation bar includes 'Page', 'Design', 'Form', 'Properties', and 'Analytics'. Under 'Analytics', there are sub-tabs for 'Reports', 'Settings', 'A/B tests', 'MVT tests', and 'MVT variants'. The 'A/B tests' sub-tab is selected, and within it, the 'AB Services' sub-tab is active. Under 'AB Services', there are three tabs: 'General', 'Variants', and 'Reports'. The 'Variants' tab is highlighted with a red box. Below the tabs is a 'New variant' button. At the bottom, a table displays the current variants:

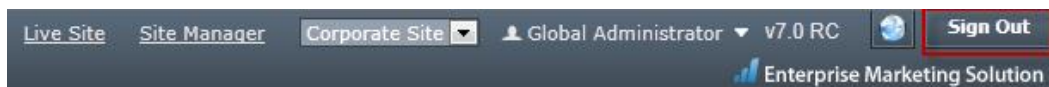
Actions	Variant name	Test page	Conversions
 	AB Services variant	/Services	0
 	AB_Services	/Services/AB_Services	0



What is this?

The variants tab shows the current page variants that are included as part of the running AB Services test.

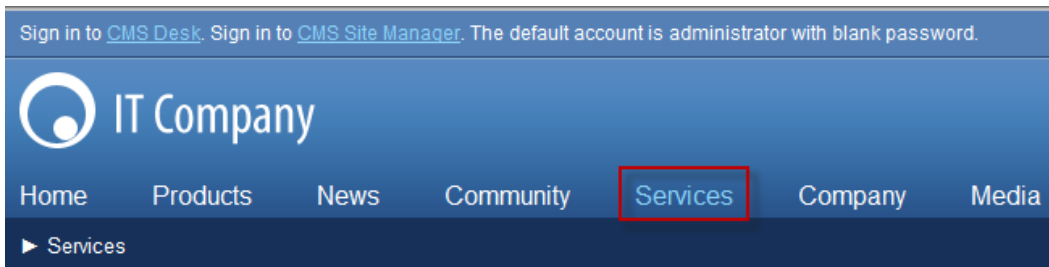
7. In the upper right hand corner click the **Sign out** button as shown in the following screenshot.



The screenshot shows the footer area of the Kentico interface. It includes links for 'Live Site', 'Site Manager', and 'Corporate Site'. The user is identified as 'Global Administrator' with version 'v7.0 RC'. The 'Sign Out' button is highlighted with a red box. The footer also displays the 'Enterprise Marketing Solution' logo.

Kentico Hands on Lab

8. On the **Live** site select the **Services** page as shown in the following screenshot



It's random!

Remember the page received is random. Once you receive the Services page the cookie distributed to your machine will always open the same page. If you have a second browser available go ahead and try it!

Lab 1-4: Scoring contacts

With the campaign running and proper demand generation our page will begin to receive site visits and contact form submissions. Once leads are collected they can be scored to show the weighting of their potential opportunities for our sales staff. In this lab we will enter our contact information and then create an Activity based scoring rule.

Lab 4-1: Creating the contact

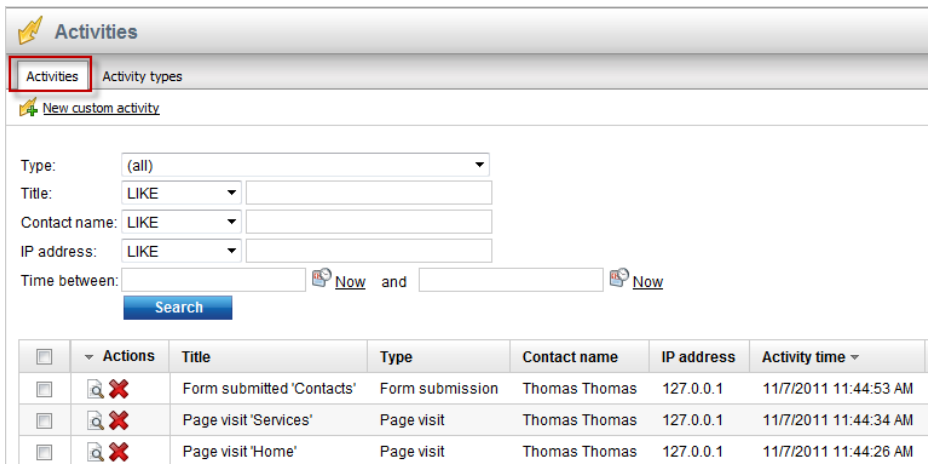
1. From the **Live site** select the **Services** page, in the **Contact form** enter your contact information and click the **Submit** button as shown in the following screenshot

All pages in this section are created using the **Page (menu item)** document type and ϵ pages are accessible by clicking the links in the left navigation, which is a part of the pa website, Kentico CMS allows you to offer the listed services to be purchased directly via section.

First name:	<input type="text" value="Thomas"/>
Last name:	<input type="text" value="Robbins"/>
Email:	<input type="text" value="thomrobbins@kentico.com"/>
How can we help you?:	<input type="text" value="Services"/>
	<input type="button" value="Submit"/>

Kentico Hands on Lab

2. Log into **CMS Desk** as **Administrator** select the **On-line marketing** tab, click the **Activities** tab and validate that you see the form submission as shown in the following screenshot



Activities Activity types

[New custom activity](#)

Type: (all)

Title: LIKE

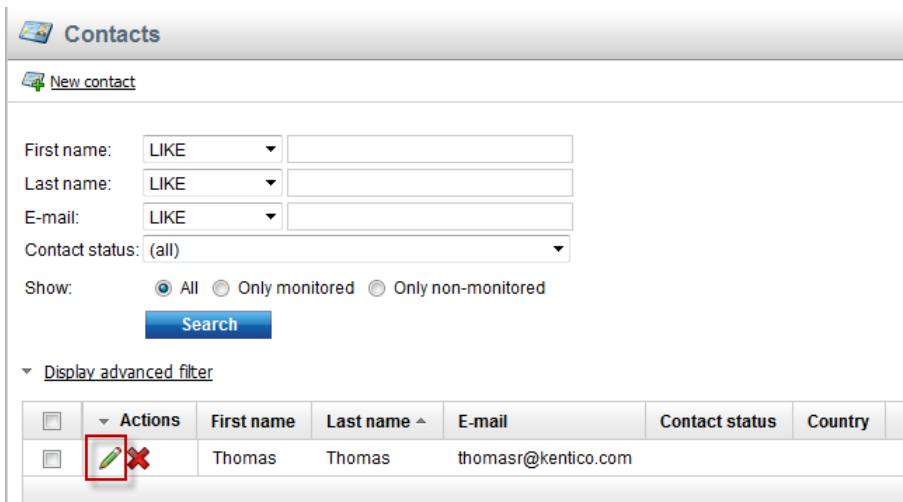
Contact name: LIKE

IP address: LIKE

Time between: Now and Now

<input type="checkbox"/>	Actions	Title	Type	Contact name	IP address	Activity time
<input type="checkbox"/>		Form submitted 'Contacts'	Form submission	Thomas Thomas	127.0.0.1	11/7/2011 11:44:53 AM
<input type="checkbox"/>		Page visit 'Services'	Page visit	Thomas Thomas	127.0.0.1	11/7/2011 11:44:34 AM
<input type="checkbox"/>		Page visit 'Home'	Page visit	Thomas Thomas	127.0.0.1	11/7/2011 11:44:26 AM

3. Select the **Contacts** tab and then select the **Edit icon (pencil)** as shown in the following screenshot



Contacts

[New contact](#)

First name: LIKE

Last name: LIKE

E-mail: LIKE

Contact status: (all)

Show: All Only monitored Only non-monitored

Display advanced filter

<input type="checkbox"/>	Actions	First name	Last name	E-mail	Contact status	Country
<input type="checkbox"/>		Thomas	Thomas	thomasr@kentico.com		

Kentico Hands on Lab

4. Validate that you see the **Contact properties** as shown in the following screenshot

Contact properties

> **Contacts** > Thomas Robbins

General Accounts Membership Activities IPs Contact groups Scoring Merge

Save

The changes were saved.

General

First name:	<input type="text" value="Thomas"/>	Last name:	<input type="text" value="Robbins"/>
Middle name:	<input type="text"/>	Salutation:	<input type="text"/>
Title before:	<input type="text"/>	Title after:	<input type="text"/>

Personal info

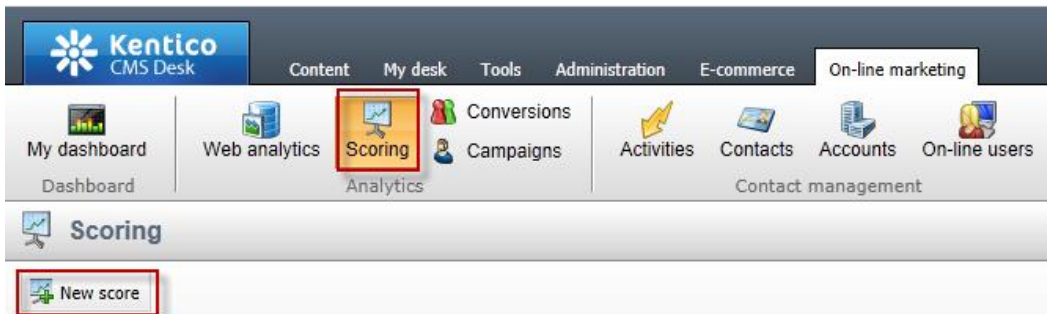
Birthday:	<input type="text"/> Now	Job title:	<input type="text"/>
Gender:	(unknown) ▾	Created:	11/7/2011 11:44:26 AM

Contact settings

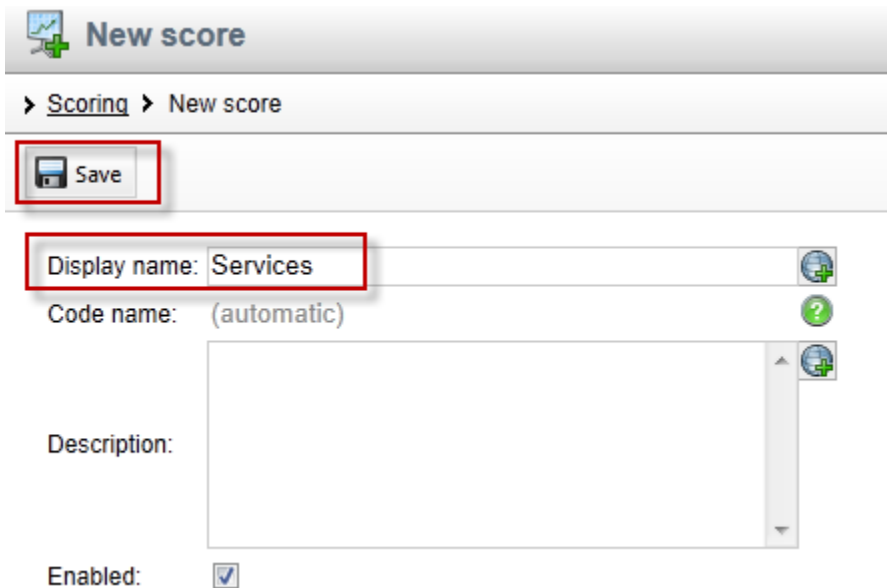
Contact status:	(none) ▾	Contact owner:	<input type="text"/>
Track activities:	<input checked="" type="checkbox"/>	Campaign:	Services Campaign ▾

Lab 4-2: Creating the scoring rules

1. Click the **Scoring** button and then select the **New score** link as shown in the following screenshot.



2. In the **New score** screen in the **Display name** field enter **Services** and then click the **Save** button as shown in the following screenshot.



Kentico Hands on Lab

3. In the **General** tab update the following fields and select the **Save** button.

Field	Value
Send notification at score	20
Notification e-mail address	Your email



Why enter another score?

When a contact score reaches the value of 20, a notification email is automatically generated to the email address specified.

4. Select the **Rules** tab and select the **New rule** link as shown in the following screenshot



No data found.

Kentico Hands on Lab

5. In the **New rule** screen update the following fields .

Field	Value
Display name	Campaign contacts
Value	20
Rule Type	Activity



What is the rule type?

Rules are used to segment contacts for scoring. Kentico EMS supports two types of rules. Attribute based rules look for similarities in system values. Activity rules are based on the completion of a specific activity.

6. Update the following fields and then select the **Save** button.

Section	Field	Value
Rule Settings	Activity	Form Submission
Activity details	Form	Campaign Contacts

Kentico Hands on Lab

7. Select the **General** tab and click the **Recalculate** link as shown in the following screenshot

Score properties

> Scoring > Services

Contacts General Rules

Save Recalculate

Display name: Services

Code name: Services

Description:

Enabled:

Send notification at score: 20

Notification e-mail address: thomasR@kentico.com

Schedule rebuild:

Score info

Status: **Recalculation required**

Last recalculation time: N/A

8. Click the **Contacts** tab and validate that you see your contact information as shown in the following screenshot

> Scoring > Services

Contacts General Rules

Score: >=

Search

<input type="checkbox"/>	Actions	Full name	Contact status	Score
<input type="checkbox"/>		Thomas Robbins		20

Selected contacts (select an action) OK

Summary

In this set of Hands on Labs we looked at how to create a campaign and collect customer information. We then looked at how we can optimize this campaign further with an A/B test. Specifically, we covered the following.

- Creating an online form
- Linking an online form to contacts with EMS
- Creating a document campaign
- Creating an A/B test
- Collecting contact information
- Scoring contacts

Key Resources:

- <http://devnet.kentico.com/Documentation.aspx>
- <http://devnet.kentico.com/Videos/ABTest.aspx>

Hands on Lab 2: Custom Table: Create and Display

Lab overview

System Requirements:

- Kentico CMS 7 with the Sample Corporate Site

Intended Lab Audience:

- CMS Designers
- CMS Developers

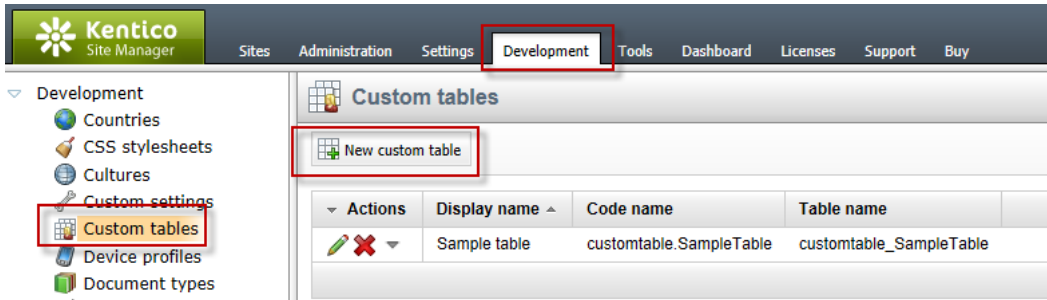
Lab introduction

Kentico CMS provides custom tables as a way to store and manage custom data. Technically, they are SQL tables and coupled stored procedures. Once a custom table is created and contains data, the next step is to provide a display for site visitors. In this lab we will add a custom table and then use the Basic Repeater web part to display it on a page. We will also look at how to use the Kentico CMS API to add and edit an existing item. In completing this set of labs you will perform the following tasks:

- Create a custom table
- Explore the Data Source web part
- Explore the Basic Repeater web part
- Edit a transformation for better visual display
- Add a new item to the custom table using the Kentico CMS API
- Edit an existing item using the Kentico CMS API

Lab 2-1: Creating a custom table

1. As **Administrator** log into **CMS Site Manager**, select the **Development** tab, then select **Custom tables**, and click **New custom table** as shown in the following screenshot.



2. In **Step 1- General** update the following fields and then click **Next**.

Field	Value
Custom table display name	Customer Contacts
Custom table code name (custom table)	custom

Kentico Hands on Lab

- In **Step 2 – Data type** click **Next** as shown in the following screenshot.

Step 2 | **Data type**
Please supply name of the new database table and included fields.

Create a new database table
 Use an existing database table

Database table name:
Primary key name:

Include ItemGUID field:
Include ItemCreatedBy field:
Include ItemCreatedWhen field:
Include ItemModifiedBy field:
Include ItemModifiedWhen field:
Include ItemOrder field:

Next >

- In **Step 3 – Fields** click the **New attribute (+)** button as shown in the following screenshot.

Step 3 | **Fields**
Please define custom fields of the custom table and their appearance in the editing form.

ItemID*
ItemCreatedBy
ItemCreatedWhen
ItemModifiedBy
ItemModifiedWhen
ItemOrder
ItemGUID*

Save field

Database

Column name:
Attribute type:
Attribute size:
Allow empty value:
Default value:

Display attribute in the editing form

Field appearance

Field caption:
Form control type:
Form control:
Field description:

Quick links:
[Database](#)
[Field appearance](#)
[Validation](#)
[CSS styles](#)

Next >

Kentico Hands on Lab

5. In the **New attribute (+)** dialog update the following fields and then click **Save**.

Section	Field	Value
Database	Column name	Name
Database	Attribute size	100
Field appearance	Field caption	Name
Field appearance	Form control	Textbox

6. Select the **New attribute (+)** button, update the following fields and then click **Save**.

Section	Field	Value
Database	Column name	Title
Database	Attribute size	100
Field appearance	Field caption	Title
Field appearance	Form control	Textbox

7. Select the **New attribute (+)** button, update the following fields, and then click **Save**.

Section	Field	Value
Database	Column name	Email
Database	Attribute size	100
Field appearance	Field caption	Email
Field appearance	Form control	E-mail

Kentico Hands on Lab

- In **Step 2 – Fields** validate that you see the new fields and then click the **Next** button as shown in the following screenshot.

Step 3 | **Fields**
Please define custom fields of the custom table and their appearance in the editing form.

ItemID*
Name*
Title*
Email*
ItemCreatedBy
ItemCreatedWhen
ItemModifiedBy
ItemModifiedWhen
ItemOrder
ItemGUID*

Quick links:
[Database](#)
[Field appearance](#)
[Editing control settings](#)
[Validation](#)
[CSS styles](#)
[Field advanced settings](#)

Save

Database
Column name: Email
Attribute type: Text
Attribute size: 100
Allow empty value:
Default value:
Translate field:

Display attribute in the editing form

Field appearance
Field caption: Email
Form control: E-mail
Field description:

Next >

- In **Step 4 – Sites** click the **Next** button as shown in the following screenshot.

Step 4 | **Sites**
Please select sites where this custom table can be used:

Site name
 Corporate Site

Remove selected | Add sites

Next >

Kentico Hands on Lab

10. In **Step 5 – Search options** click the **Next** button as shown in the following screenshot.

Step 5 | **Search options**
Please set search fields for Smart search module.

Title field:
Content field:
Image field:
Date field:

[Set automatically](#)

Field name	Content	Searchable	Tokenized	Custom search name
ItemID	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Name	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text"/>
Title	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text"/>
Email	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text"/>
ItemCreatedBy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>

11. In **Step 6 – The wizard has finished** click the **Finish** button as shown in the following screenshot.

Kentico Hands on Lab

Step 6 | The wizard has finished

The setup has finished the following steps:

- › The new custom table was created.
- › The sites were selected where this custom table can be used.
- › The default queries were created.
- › The default ASCX transformation was created.
- › The default permission names were created.
- › Custom table smart search specification was created.

Finish


12. In the **Custom table** properties screen click the **Custom tables** link as shown in the following screenshot.

Custom table properties

› **Custom tables** › Customer Contacts

General Fields Form Transformations Queries Sites Alternative forms Search fields Data Versions

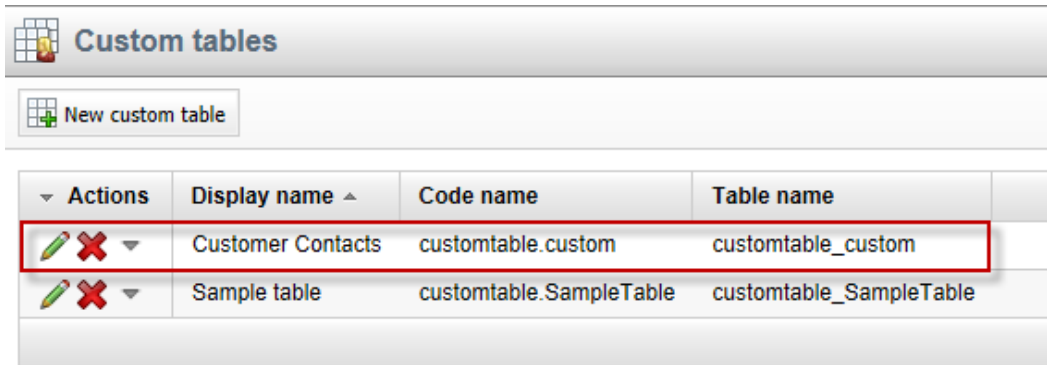
Save





Custom table display name: 

Custom table code name: namespace custom table

Kentico Hands on Lab

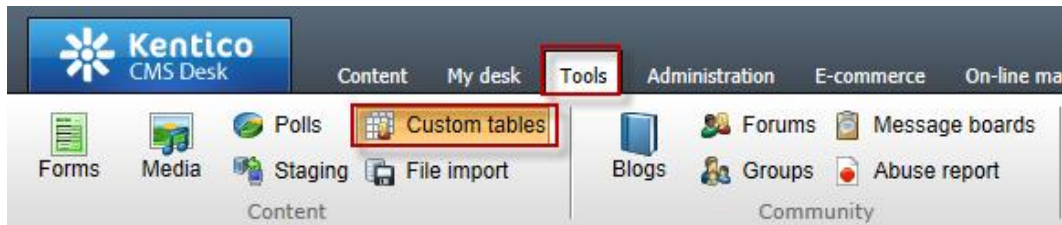
13. In the **Custom tables** screen validate that the **Customer Contacts** custom table is displayed as shown in the following screenshot.



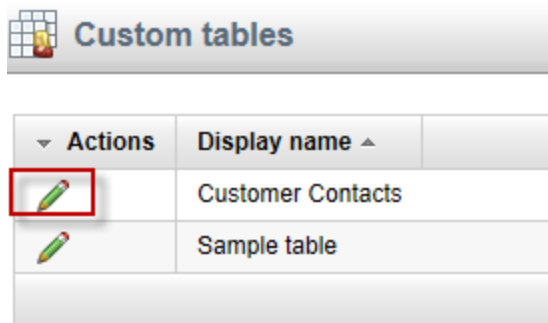
Actions	Display name	Code name	Table name
 	Customer Contacts	customtable.custom	customtable_custom
 	Sample table	customtable.SampleTable	customtable_SampleTable

Lab 2-2: Adding custom table data

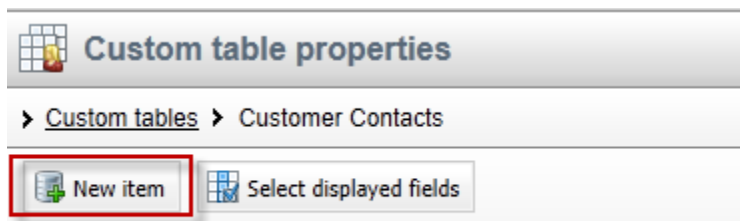
1. As **Administrator** log into **CMS Desk**, select the **Tools** tab, then select the **Custom tables** button as shown in the following screenshot.



2. In the Custom tables screen select the **Edit (Pencil)** icon for **Customer Contacts** as shown in the following screenshot.



3. In the Custom table properties screen select the **New item** button as shown in the following screenshot.



No data found.

Kentico Hands on Lab

- In the **New item** screen update the following fields and then select the **Save** button.

Field	Value
Name	Joe Brown
Title	President
Email	joe@company.com

- In the Edit item screen click the **Create another** button, update the following fields, and then click the **Save** button.

Field	Value
Name	Ted Thomas
Title	Marketing VP
Email	ted@company.com

- On the Edit item screen click the **Data** link as shown in the following screenshot.

Edit item

[Data](#) Edit item

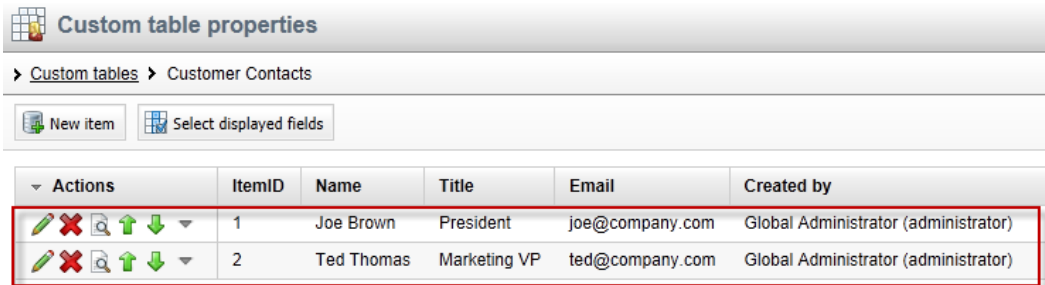
Name:

Title:











Email:

Kentico Hands on Lab

7. In the Custom table properties screen validate that the two items just entered are visible as shown in the following screenshot.

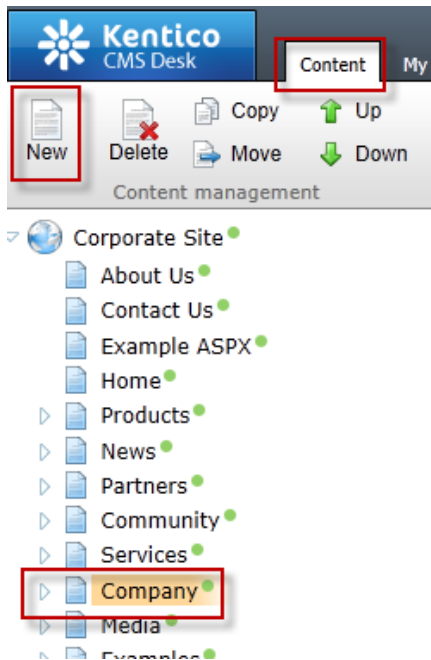


The screenshot shows the 'Custom table properties' interface. At the top, there is a breadcrumb trail: '> Custom tables > Customer Contacts'. Below this, there are two buttons: 'New item' and 'Select displayed fields'. The main content is a table with the following columns: 'Actions', 'ItemID', 'Name', 'Title', 'Email', and 'Created by'. The table contains two rows of data, both of which are highlighted with a red border. The first row represents Joe Brown, and the second row represents Ted Thomas.

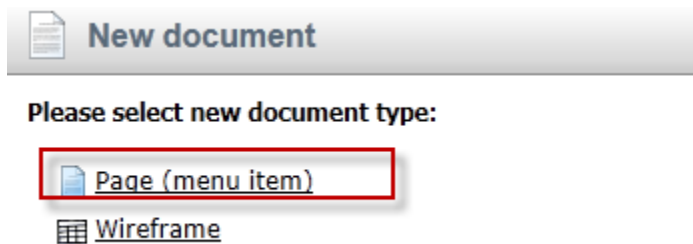
Actions	ItemID	Name	Title	Email	Created by
    	1	Joe Brown	President	joe@company.com	Global Administrator (administrator)
    	2	Ted Thomas	Marketing VP	ted@company.com	Global Administrator (administrator)

Lab 2-3: Creating the display page

1. In CMS Desk select the **Content** tab, in the Content tree select **Company** and then click the **New (Paper)** icon, as shown in the following screenshot.



2. In the New document screen click the **Page (menu item)** as shown in the following screenshot.



Kentico Hands on Lab

3. In the **New Page (menu item)** screen in the **Page name** enter **Data Source**, click **Create a blank page with layout**, in the **Layout name** enter **Simple**, then click the **Search** button, select the **Simple** page template, and finally click the **Save** button as shown in the following screenshot.

Save Save and create another Spell check

Page name: Data Source

Use existing page template Use parent page template Create a blank page with layout Create a blank page

Layout name: Simple Search

Simple

4. Validate that you see the new Data Source page as shown in the following screenshot.

Kentico CMS Desk

Content My desk Tools Administration E-commerce On-line marketing Live Site Site Manager Corporate Site Global Administrator v7.0 RC Sign Out

New Delete Move Down Edit Preview Live site List Search Other

Corporate Site

- Home
- Products
- News
- Partners
- Community
- Services
- Company
 - Careers
 - Data Source
 - Offices
 - Donate with Us

Page Design Form Properties Analytics

Sign in to CMS Desk. Sign in to CMS Site Manager. The default account is administrator with blank password.

IT Company

Home Products News Community Services Company Media

Company Data Source

/Company/Data Source - page template: ad.hoc

zoneLeft

All web parts

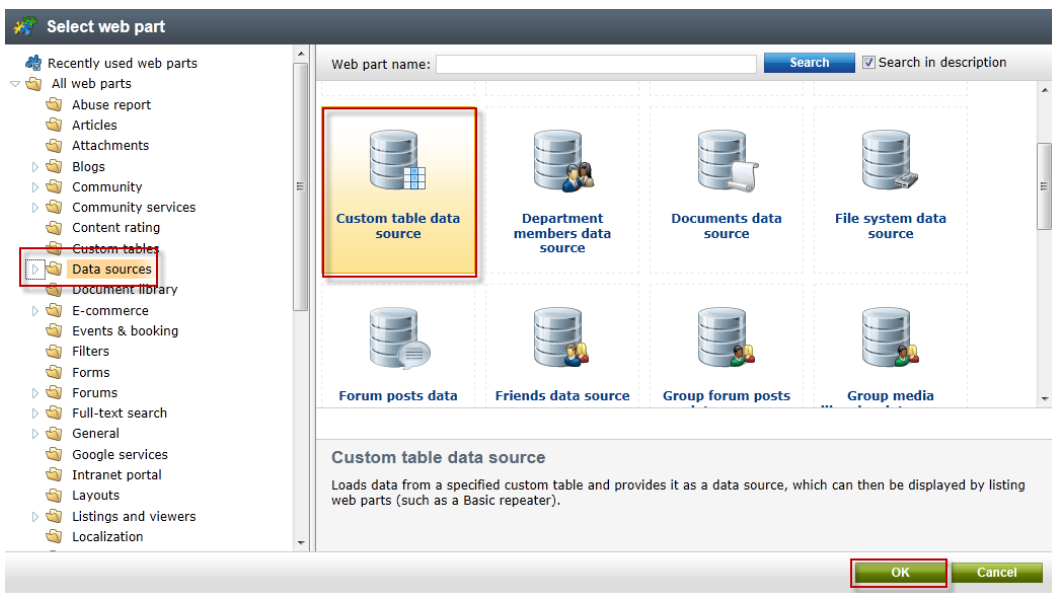
- Abuse report
- Accordion layout
- Admin actions
- Analytics browser capabilities

Lab 2-4: Displaying custom table data

1. In the **zoneLeft** web part zone, click the **Add web part icon (+)** as shown in the following screenshot.

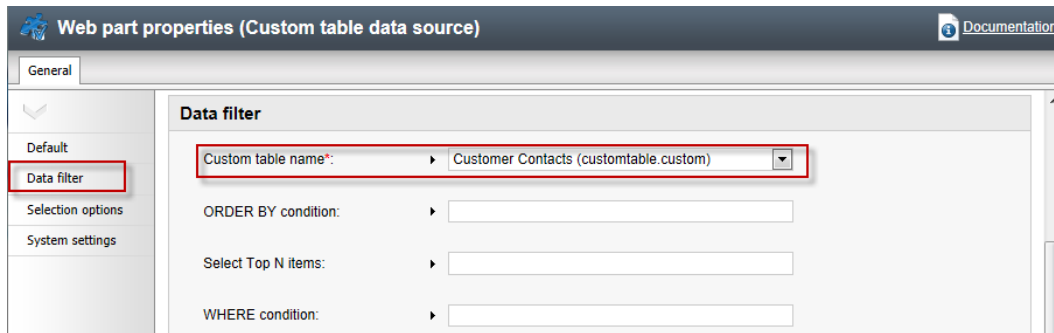


2. In the **Select web part** screen select **Data sources**, then select the **Custom table data source** web part, and then click **OK** as shown in the following screenshot.



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3. In the **Web part properties (Custom table data source)** screen select the **Data filter** tab, in the **Custom table name** field select the **Customer Contacts (customtable.custom)** and then click **Ok** as shown in the following screenshot.

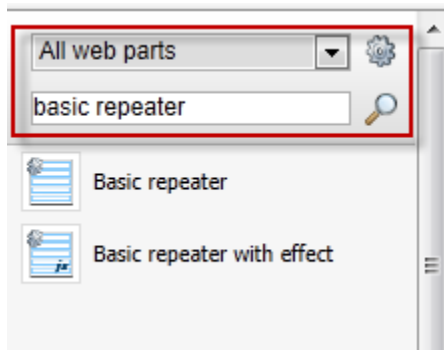


What is a data sources web part?

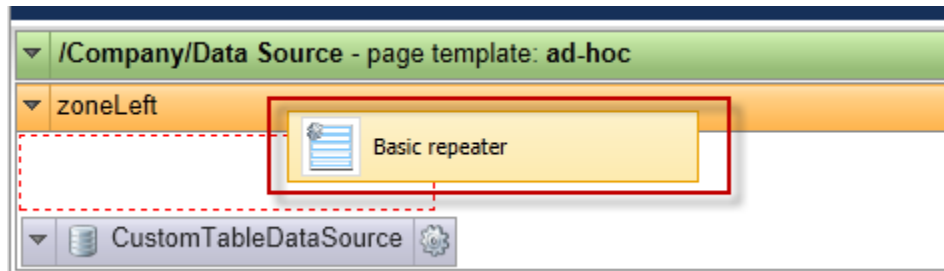
Data source web parts are used to connect and retrieve data from back end data sources like custom tables. They retrieve data and pass them to display web parts. This separation is designed to provide page based flexibility in data retrieval and display. Data sources provide reusable sources of data. They reduce page resources as data is retrieved just once and then can be used by different web parts on the same template to display content.

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4. In the All web parts list enter **Basic repeater** and then click **Search (magnifying glass)** as shown in the following screenshot.

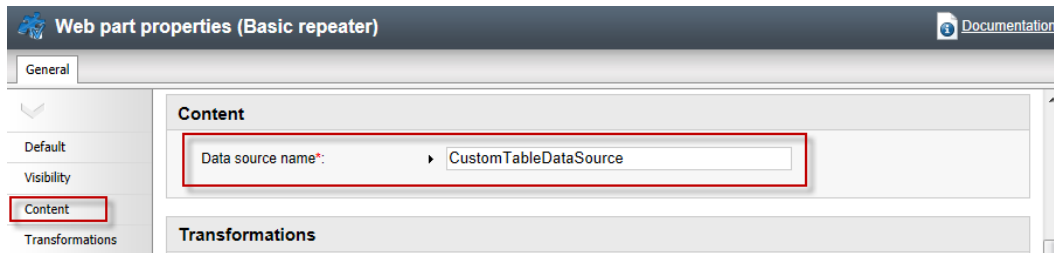


5. From the all web parts list drag the **Basic repeater** web part into the **ZoneLeft** web part zone as shown in the following screenshot.



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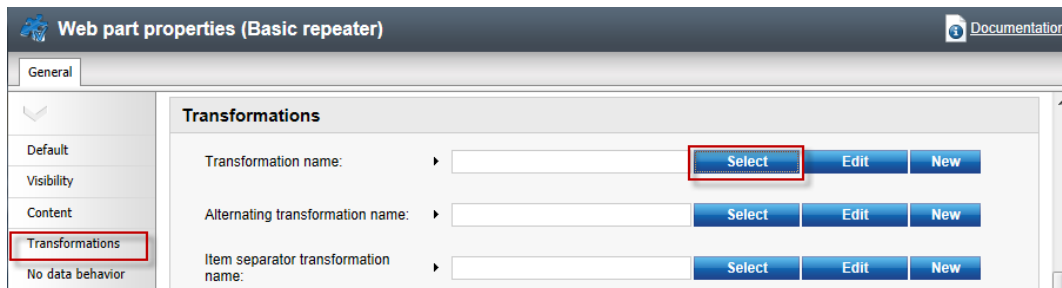
6. In the **Web part properties (Basic repeater)** select the **Content** tab, and in the **Data source name** field enter **CustomTableDataSource** as shown in the following screenshot.



Connecting to Data Sources

The Data source name field is the connection between this web part and the data source web part we added in Step 2 and must be an exact match.

7. In the **Web part properties (Basic repeater)** screen select the **Transformation** tab, and in the **Transformation name** field click the **Select** button as shown in the following screenshot.





What is a transformation?

When data is passed from the data source web part to the Basic repeater a set of formatting code (transformation) is applied to define the output that is displayed.

8. In the **Select transformation** dialog in the **Class type** drop down select **Custom table**, in the **Custom table** drop down select **Customer Contacts (customtable.custom)**, then click the **customtable.custom Default** transformation as shown in the following screenshot.

Select transformation

Class type: Custom table

Custom table: Customer Contacts (customtable.custom)

Transformation name or its part: **Search**

Transformation name

- customtable.custom.Default
- customtable.custom.Preview

Items per page: 10

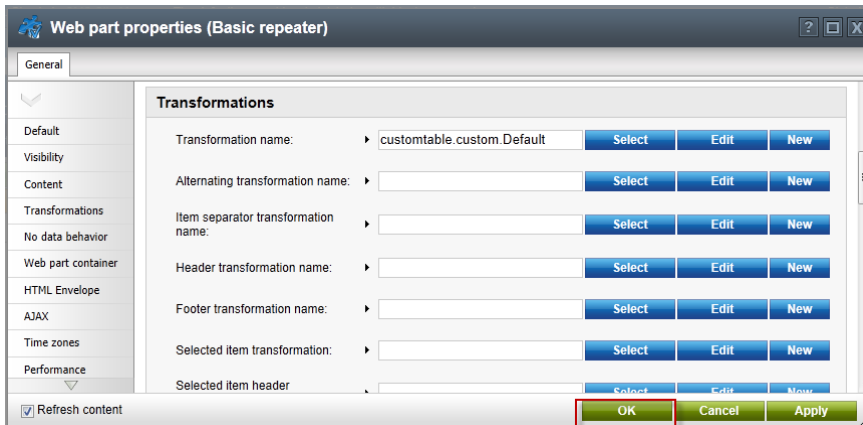


Where did these come from?

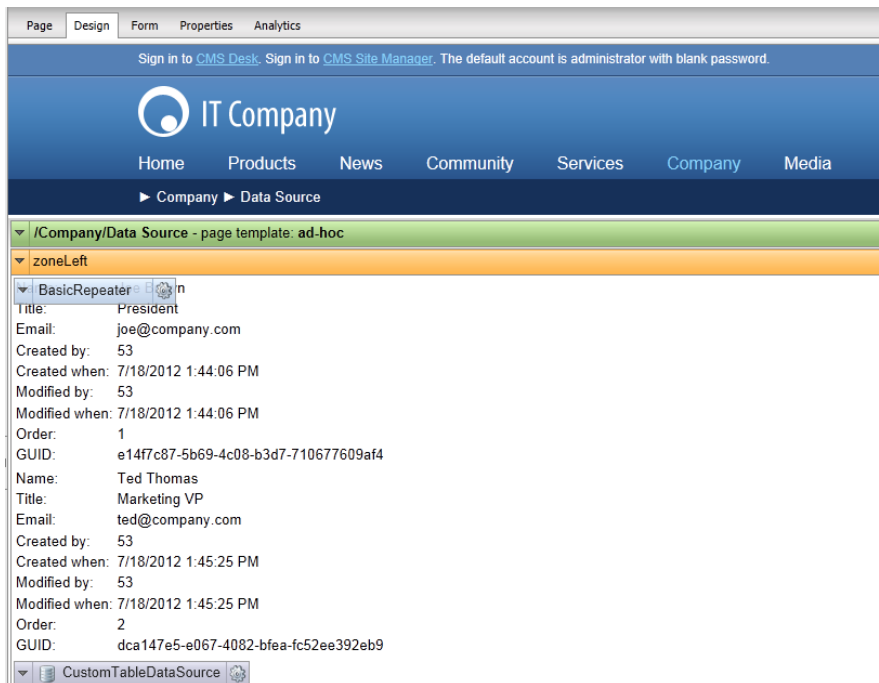
When we created the custom table the system automatically creates a Default and Preview transformation

Kentico Hands on Lab

9. In the **Web part properties (Basic repeater)** screen select **Ok** as shown in the following screenshot.

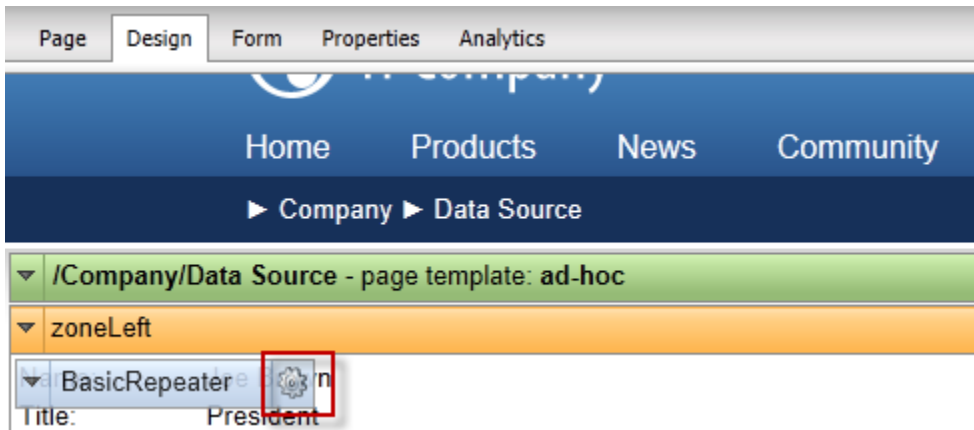


10. Validate that the data is displayed as shown in the following screenshot.

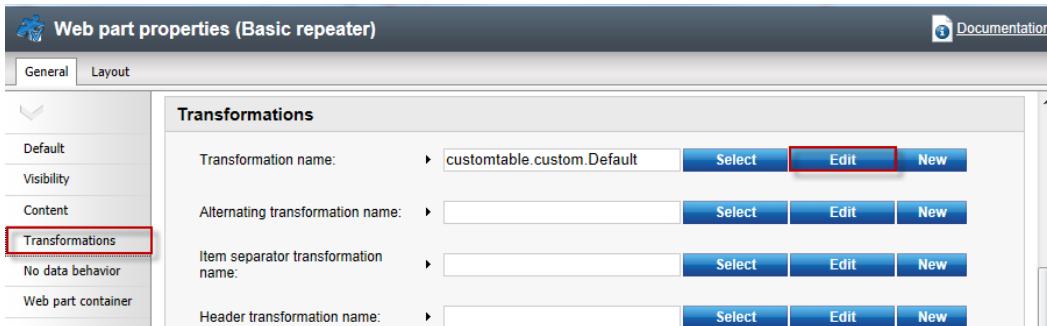


Lab 2-5: Editing the default Transformation

1. In the Design tab on the **BasicRepeater** web part select the **Configure** button as shown in the following screenshot.



2. In the **Web part properties (Basic repeater)** screen select the **Transformation** tab, in the **Transformation name** field select the **Edit** button as shown in the following screenshot.

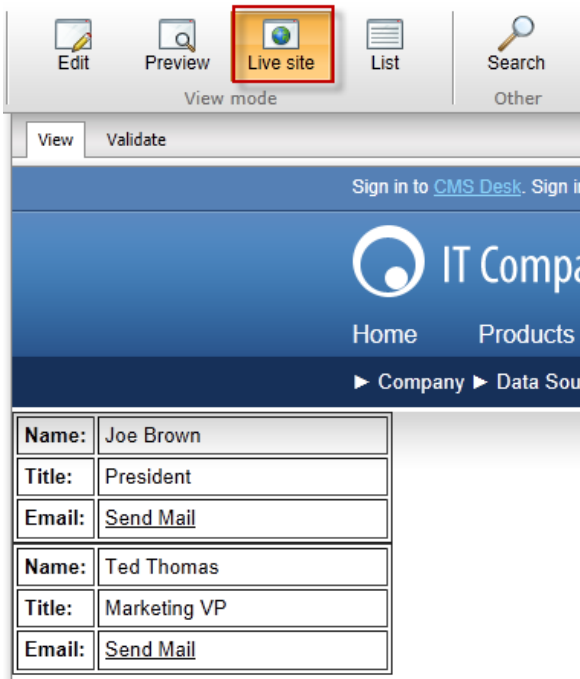


Kentico Hands on Lab

3. In the **Edit transformation** dialog within the **Code** window replace the existing code with the following, then select **Save & close**, and in the **Web part properties (basic repeater)** window click **OK**.

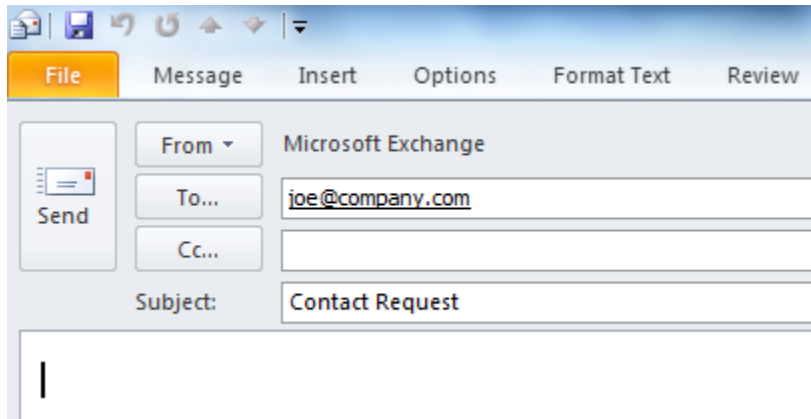
```
<table border = "1" cellpadding="4">
  <tr>
    <td><b>Name:</b></td>
    <td width="180"><# Eval("Name") %></td>
  </tr>
  <tr>
    <td><b>Title:</b></td>
    <td><# Eval("Title") %></td>
  </tr>
  <tr>
    <td><b>Email:</b></td>
    <td><a href="mailto:<# Eval("Email")%?Subject=Contact%20Request">Send Mail</a></td>
  </tr>
</table>
```

4. Select the **Live Site** button to view the edited transformation as shown in the following screenshot.



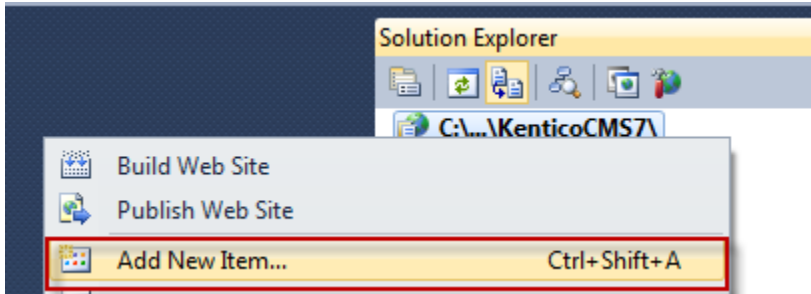
Kentico Hands on Lab

5. On the Live site click the **Send Mail** link for **Joe Brown** and validate that you see the email as shown below.

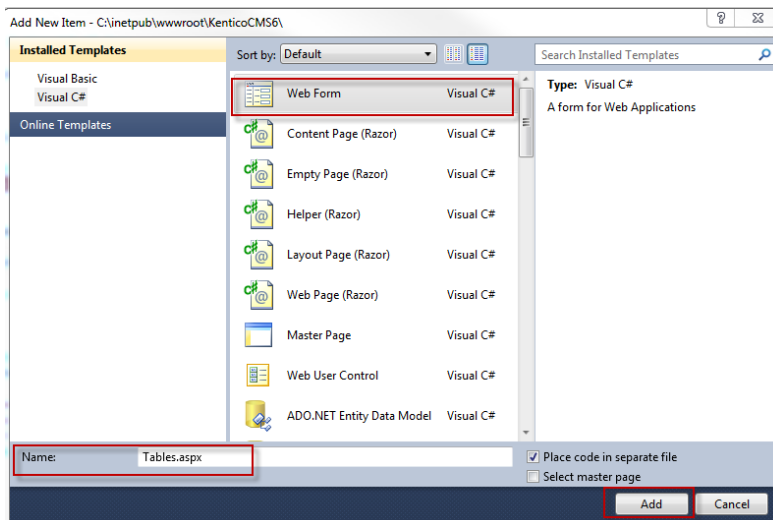


Lab 2-6: Adding custom table data with the API

1. In Visual Studio open the Kentico CMS Web project in the **Solution Explorer** right click on the project root and select **Add new item** as shown in the following screenshot.

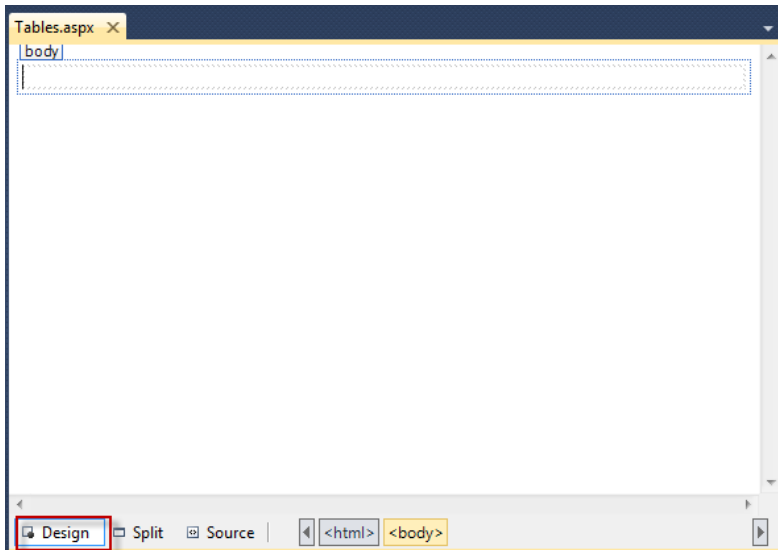


2. In the **Add new item** dialog select **Web form**, in the **Name** field enter **Tables.aspx**, and then click the **Add** button as shown in the following screenshot.

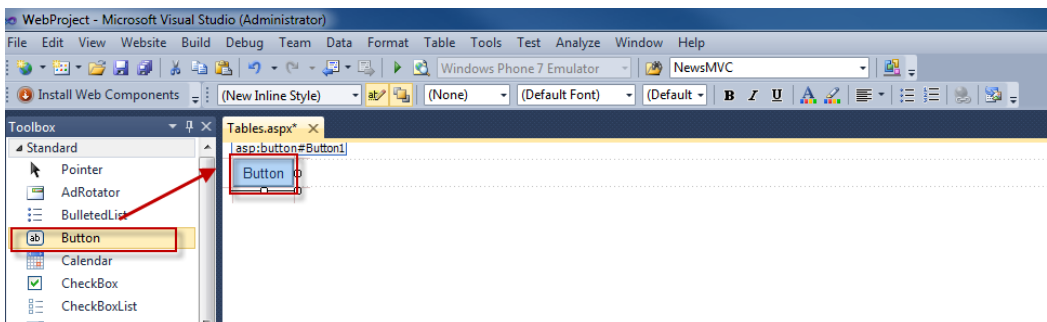


Kentico Hands on Lab

3. In the Tables.aspx form click the **Design** button as shown in the following screenshot.



4. From the Toolbox drag the **Button** control onto **Tables.aspx** as shown in the following screenshot.

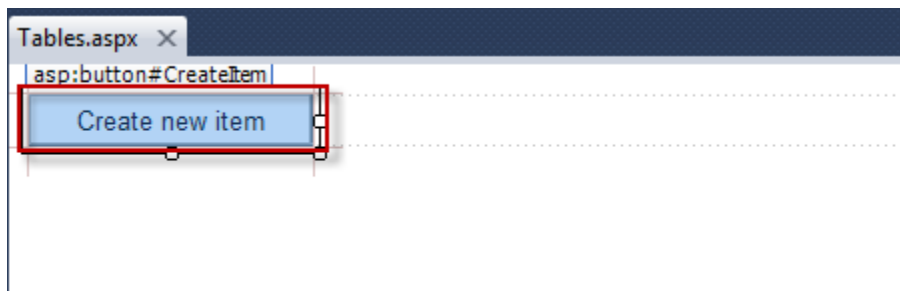


Kentico Hands on Lab

5. In the **Button1 Properties** window update the following fields

Field	Value
ID	CreateItem
Text	Create new item

6. On the Design tab double click the **Create new item** button as shown in the following screenshot.



7. At the top of the Tables.aspx web form add the following **Using** statements.

```
using CMS.SettingsProvider;  
using CMS.SiteProvider;  
using CMS.DataEngine;  
using CMS.CMSHelper;
```

Kentico Hands on Lab

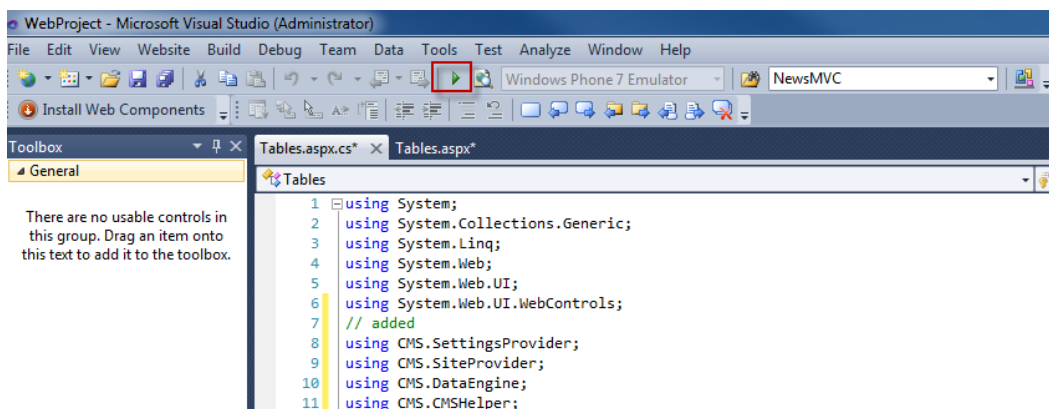
- In the **Createitem_click** event replace any existing code with the following and then select **Save (CTRL+S)**.

```
        CustomTableItemProvider ctiProvider = new
CustomTableItemProvider(CMSContext.CurrentUser);
        string customtablename = "customtable.custom";

        DataClassInfo customTableClassInfo =
DataClassInfoProvider.GetDataClass(customtablename);

        if (customTableClassInfo == null)
        {
            throw new Exception("table does not exist.");
        }
        else
        {
            // Create item
            CustomTableItem item =
CustomTableItem.New(customTableClassInfo.ClassName, ctiProvider);
            // Set values
            item.SetValue("Name", "Thom Robbins");
            item.SetValue("Email", "thomasr@kentico.com");
            item.SetValue("Title", "Dish washer");
            // Insert the item
            item.Insert();
        }
    }
```

- With Tables.aspx selected in the **Solution Explorer** press the **Start (Play)** button as shown in the following screenshot.

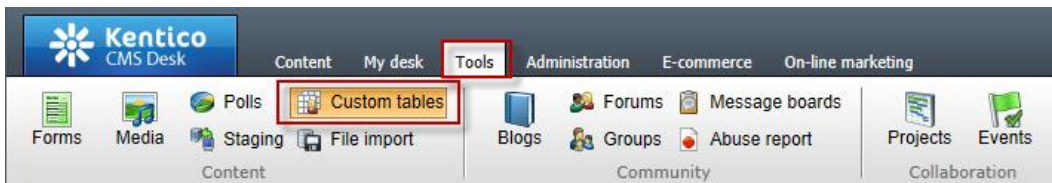


Kentico Hands on Lab

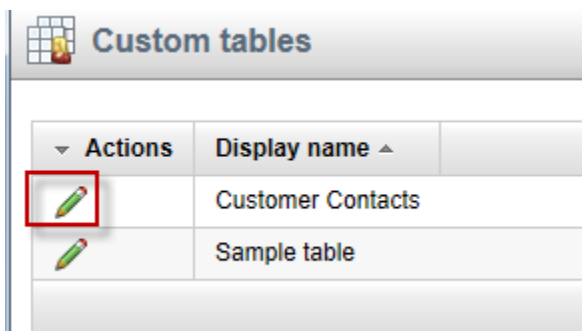
10. In the running application click the **Create new item** button as shown in the following screenshot.



11. Log into CMS Desk then select the **Tools** tab and then select **Custom tables** as shown in the following screenshot.

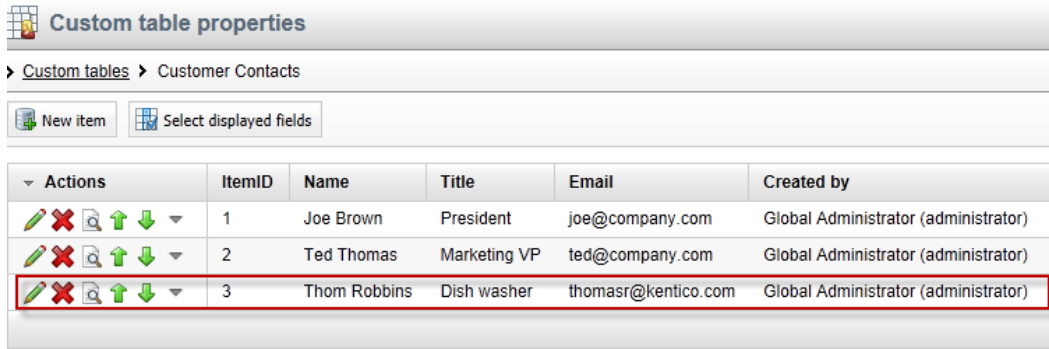


12. In the Custom tables menu select the **Edit (Pencil)** icon for the **Customer Contacts** table as shown in the following screenshot.


















Kentico Hands on Lab

13. In the Custom table properties validate that the new custom table item is available as shown in the following screenshot.

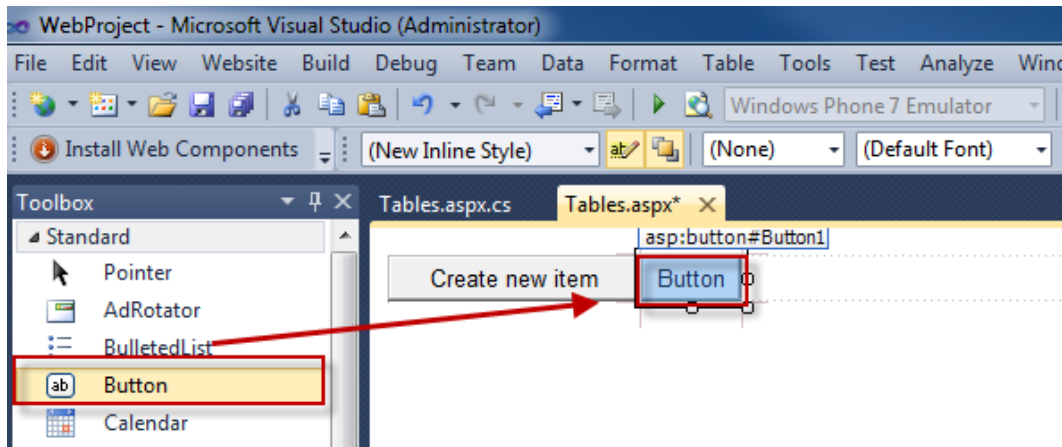


The screenshot shows the 'Custom table properties' interface. At the top, there is a breadcrumb trail: '> Custom tables > Customer Contacts'. Below this, there are two buttons: 'New item' and 'Select displayed fields'. The main content is a table with the following columns: 'Actions', 'ItemID', 'Name', 'Title', 'Email', and 'Created by'. The table contains three rows of data. The third row, representing 'Thom Robbins', is highlighted with a red border.

Actions	ItemID	Name	Title	Email	Created by
    	1	Joe Brown	President	joe@company.com	Global Administrator (administrator)
    	2	Ted Thomas	Marketing VP	ted@company.com	Global Administrator (administrator)
    	3	Thom Robbins	Dish washer	thomasr@kentico.com	Global Administrator (administrator)

Lab 2-7: Editing custom table data using the API

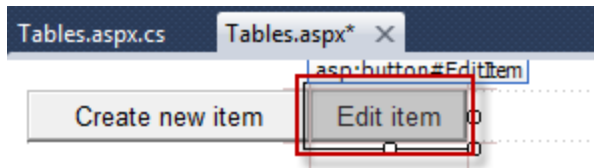
1. On the Tables.aspx form on the Design tab from the **Toolbox** drag a **Button** control onto the form as shown in the following screenshot.



2. In the **Button 1 Properties** update the following fields

Field	Value
ID	EditItem
Text	Edit item

3. Double click the **Edit item** button as shown in the following screenshot.



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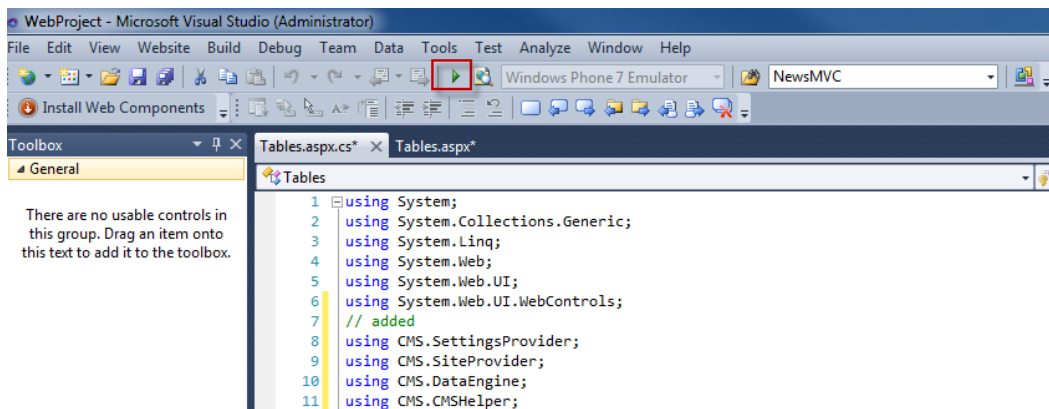
4. In the **EditItem_Click** event replace any code with the following and then select **Save (CTRL+S)**.

```
CustomTableItemProvider ctiProvider = new
CustomTableItemProvider(CMSContext.CurrentUser);
    string customtablename = "customtable.custom";

    DataClassInfo customTableClassInfo =
DataClassInfoProvider.GetDataClass(customtablename);

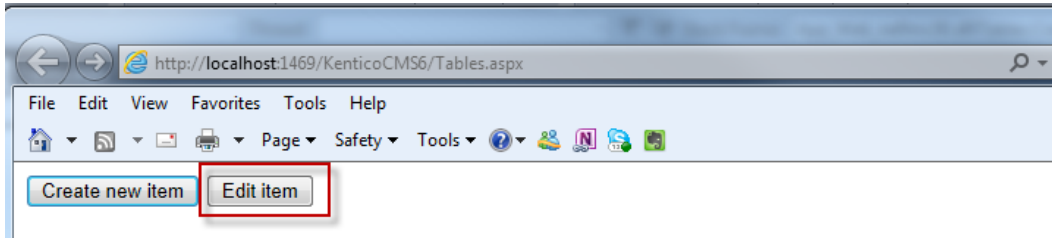
    if (customTableClassInfo == null)
    {
        throw new Exception("table does not exist.");
    }
    else
    {
        // Provide ID of item you want to edit
        int itemId = 5;
        // Get custom table item with given ID
        CustomTableItem item = ctiProvider.GetItem(itemId,
customTableClassInfo.ClassName);
        // Set value of the custom table item field
        item.SetValue("Name", "Frank Jones");
        // Update item
        item.Update();
    }
}
```

5. With Tables.aspx selected in the **Solution Explorer** press **Start (Play)** as shown in the following screenshot.

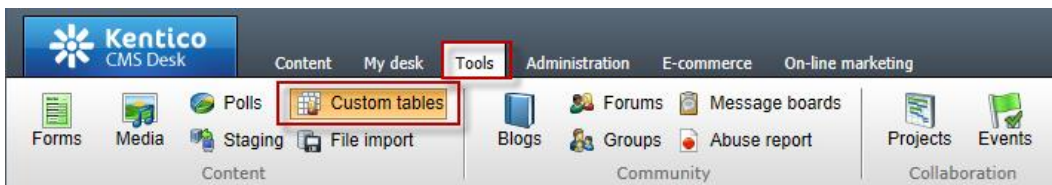


Kentico Hands on Lab

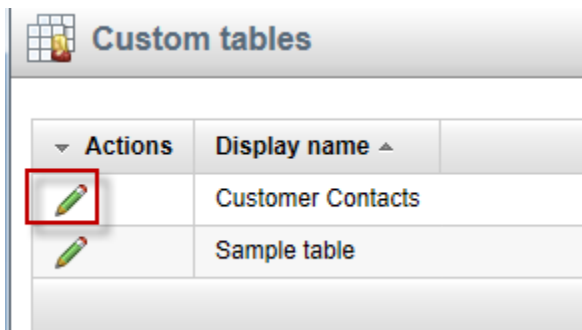
6. In the running application click the **Edit item** button as shown in the following screenshot.



7. Log into CMS Desk then select the **Tools** tab and then select **Custom tables** as shown in the following screenshot.

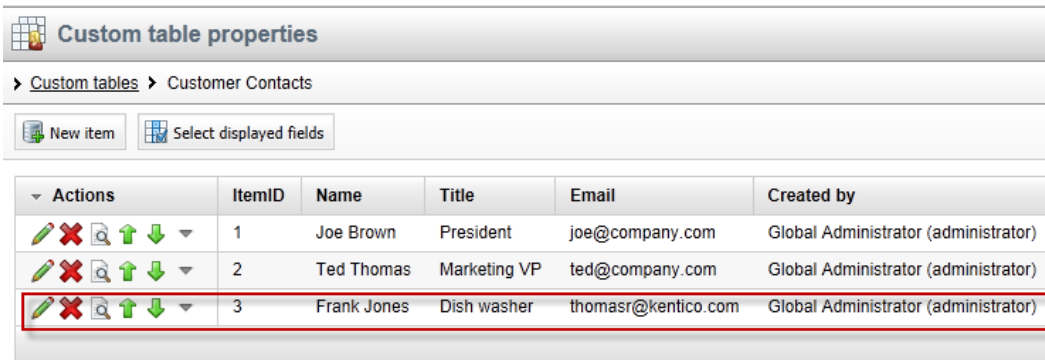


8. In the Custom tables menu select the **Edit (Pencil)** icon for the **Customer Contacts** table as shown in the following screenshot.


















Kentico Hands on Lab

9. In the Custom table properties validate that the **Name** field contains **Frank Jones** as shown in the following screenshot.



The screenshot shows the 'Custom table properties' interface for 'Customer Contacts'. It includes a 'New item' button and a 'Select displayed fields' button. Below these is a table with the following data:

Actions	ItemID	Name	Title	Email	Created by
    	1	Joe Brown	President	joe@company.com	Global Administrator (administrator)
    	2	Ted Thomas	Marketing VP	ted@company.com	Global Administrator (administrator)
    	3	Frank Jones	Dish washer	thomasr@kentico.com	Global Administrator (administrator)

Summary

In this set of Hands on Labs we looked at how to create a custom table and then display the data using the Basic Repeater web part. We also looked at how we can edit the default transformation and use the Kentico CMS API. Specifically, we covered the following.

- Creating a custom table
- Adding data to a custom data using CMS Site manager
- Creating a new CMS page
- Using Data source web parts
- Displaying data with the Basic repeater web part
- Editing the default transformation
- Adding items using the API
- Editing items using the API

Key Resources:

- <http://devnet.kentico.com/Documentation.aspx>
- <http://devnet.kentico.com/Videos/Content-Management/How-To--Using-Data-Source-Web-Parts.aspx>

Hands on Lab 3-0: Required Changes in Twitter feed web part

System Requirements:

- Kentico CMS 7 with the Sample Corporate Site
- Active Twitter account

Intended Lab Audience:

- CMS Developers

Lab introduction

The Twitter feed web part in Kentico CMS 7 uses the Twitter API 1.0. This API has officially been retired and replaced with a newer version. This change will cause the Twitter feed Web part to stop working correctly. In completing this set of labs we will look at how you can update your system to the newer Twitter web parts. In completing this set of labs you will perform the following tasks:

- Update your system to the latest hotfix
- Import the updated web parts
- Retrieve the Widget URL from Twitter

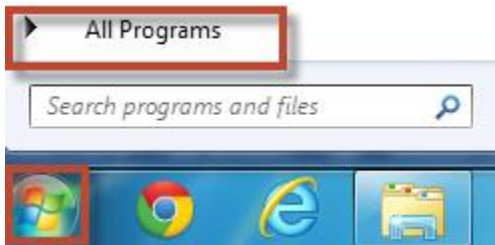


This lab is not for production environments

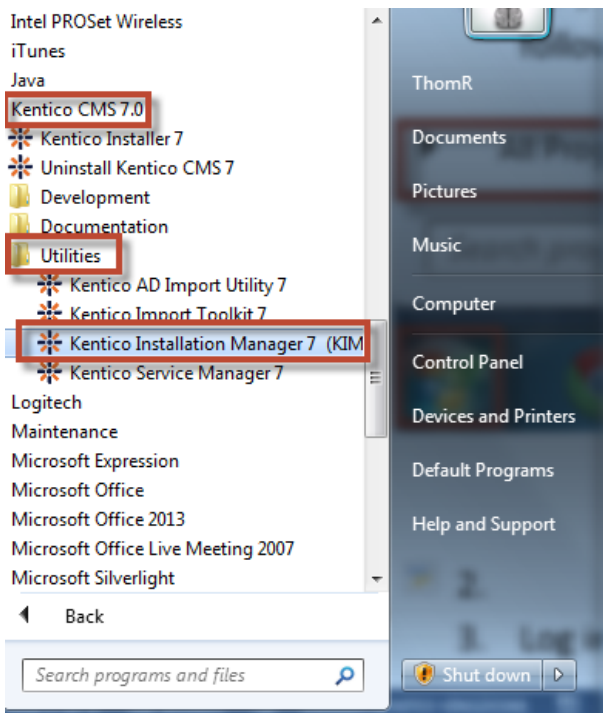
This lab is not designed to be used on any production system. It is always recommended that you test and backup any environment before performing any type of system upgrade.

Lab 3-0-1: Update to the latest hotfix

1. On your local machine click the **Start** button, and then click the **All Programs** button as shown in the following screenshot.

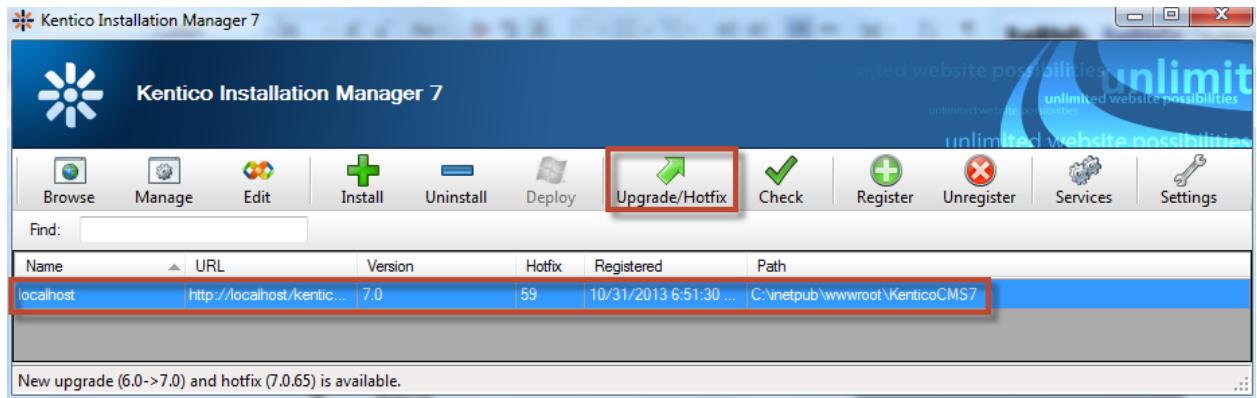


2. In the program list expand **Kentico CMS 7.0**, then expand the **Utilities** folder, then select the **Kentico Installation Manager 7 (KIM)** application as shown in the following screenshot.

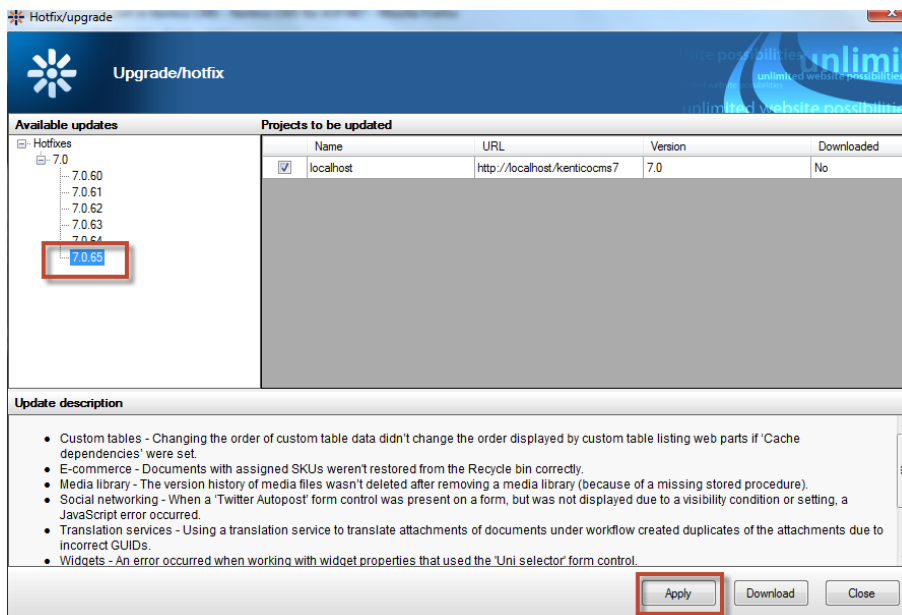


Kentico Hands on Lab

3. In the Kentico Installation Manager 7 select the instance and then click the **Upgrade/Hotfix** button as shown in the following screenshot.



4. In the Upgrade/hotfix window in the **Hotfixes** node expand the **7.0** node and then click the latest **hotfix 7.0.65** (you may see different numbers) and the click the **Apply** button as shown in the following screenshot.

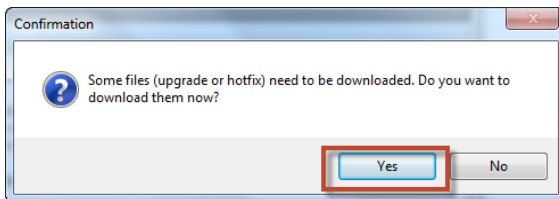




Do you have the latest hotfix?

Depending on the hotfix you have installed you may see different hotfix numbers available.

5. In the **Confirmation** dialog select **Yes** as shown in the following screenshot.

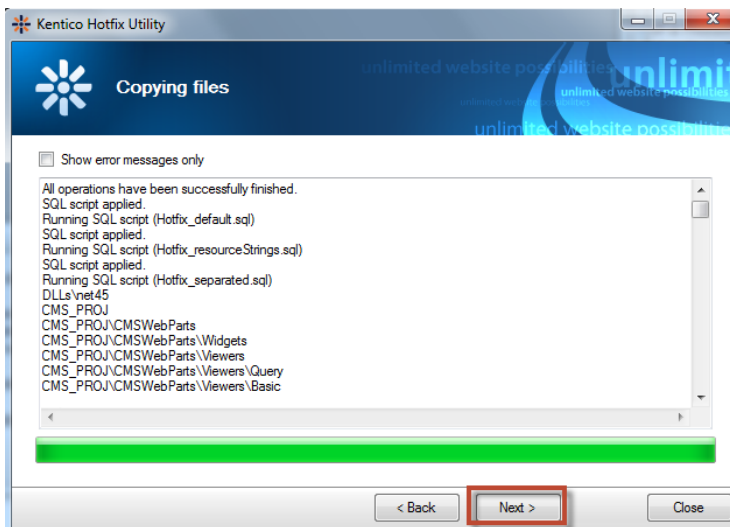


This lab is not for production environments

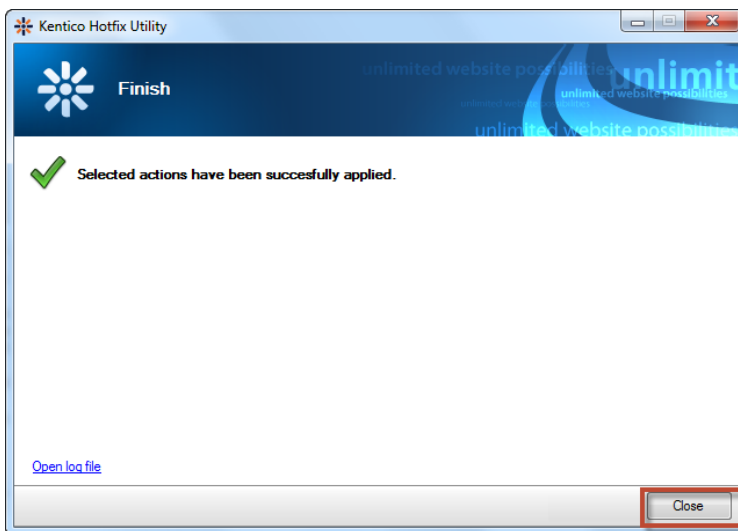
This lab is not designed to be used on any production system. It always recommended that you test and backup any environment before performing any type of system upgrade.

Kentico Hands on Lab

6. In the Copying files dialog select **Next** when highlighted.

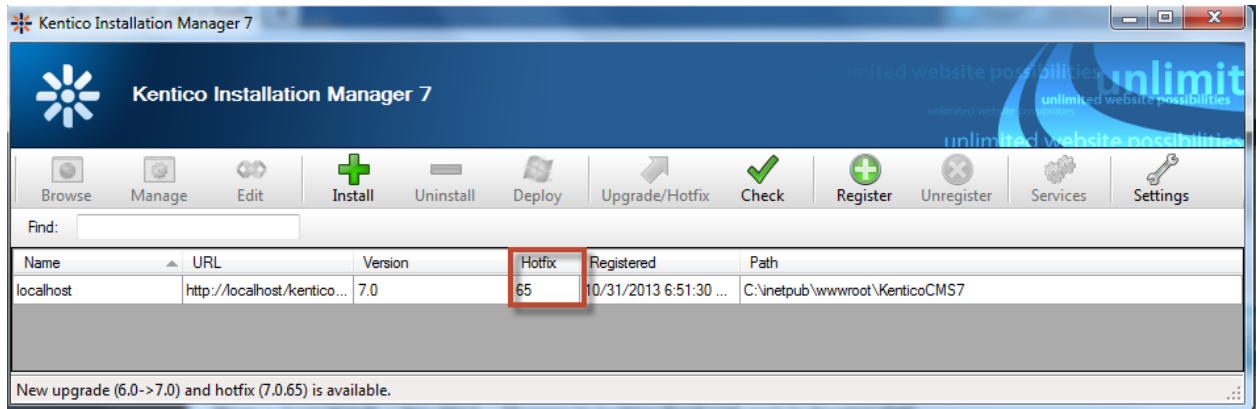


7. In the Finish dialog select **Close** as shown in the following screenshot.



Kentico Hands on Lab

8. In the Kentico Installation Manager 7 screen validate that the selected instance has the latest hotfix as shown in the following screenshot.

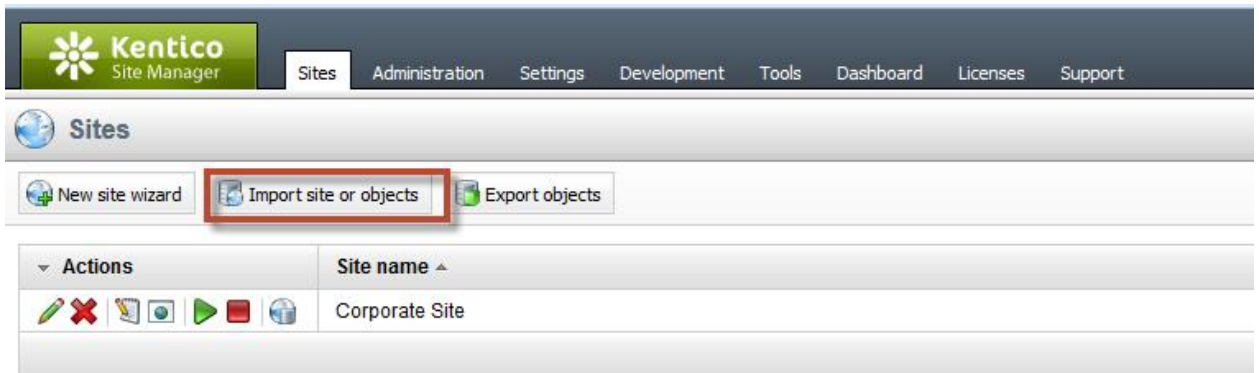


Do you have the latest hotfix?

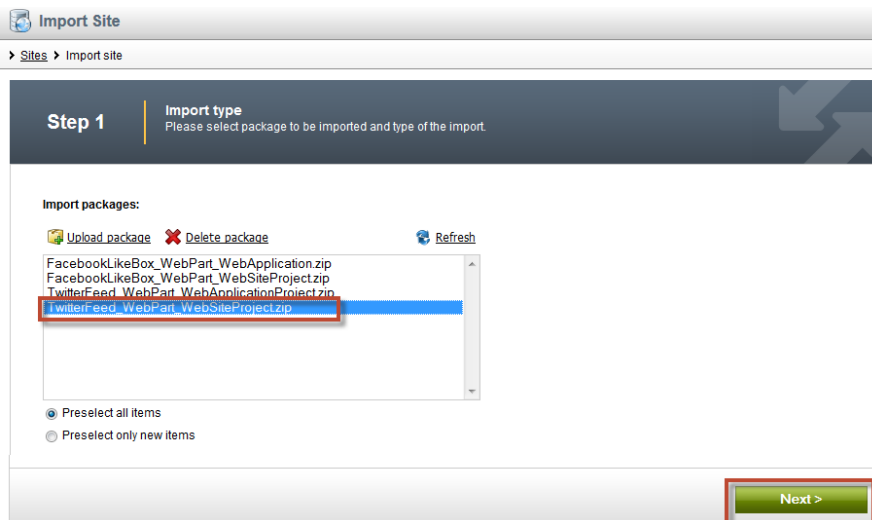
Depending on the hotfix you have installed you may see different hotfix numbers available.

Lab 3-0-2: Importing the Twitter web parts

1. As Administrator log into **Site Manager** and click the **Import site or objects** as shown in the following screenshot.



2. In the Import site screen in the **Import packages** list select the Twitter feed web part package for you system type and then click **Next** as shown in the following screenshot





Which package do I pick?

The Twitter web part feed packages are based on the type of Kentico installation you performed. If you have a **Web site project** select the **TwitterFeed_WebPart_WebSiteProject.zip**, otherwise as a **Web application project** select **TwitterFeed_WebPart_WebApplicationProject.zip**.

3. In Step 3 expand the **Development** tab and select the **Web parts** node, in the **Web part** list select the **Twitter feed** web part and then select **Next** as shown in the following screenshot.

Step 3 | **Objects selection**
Please select objects which should be imported.

All objects

- Global objects
 - Development
 - Web parts**

Web parts

Please note: You are about to import package from older hotfix version. This package includes versions of files for these objects which may not be compatible with the new hotfix version. All items which are in conflict with existing items were automatically deselected. Please select carefully items which you want to be imported.

Please select the objects to import. Existing objects are marked with * and will be overwritten if checked.

[All](#) [None](#) [Default](#)

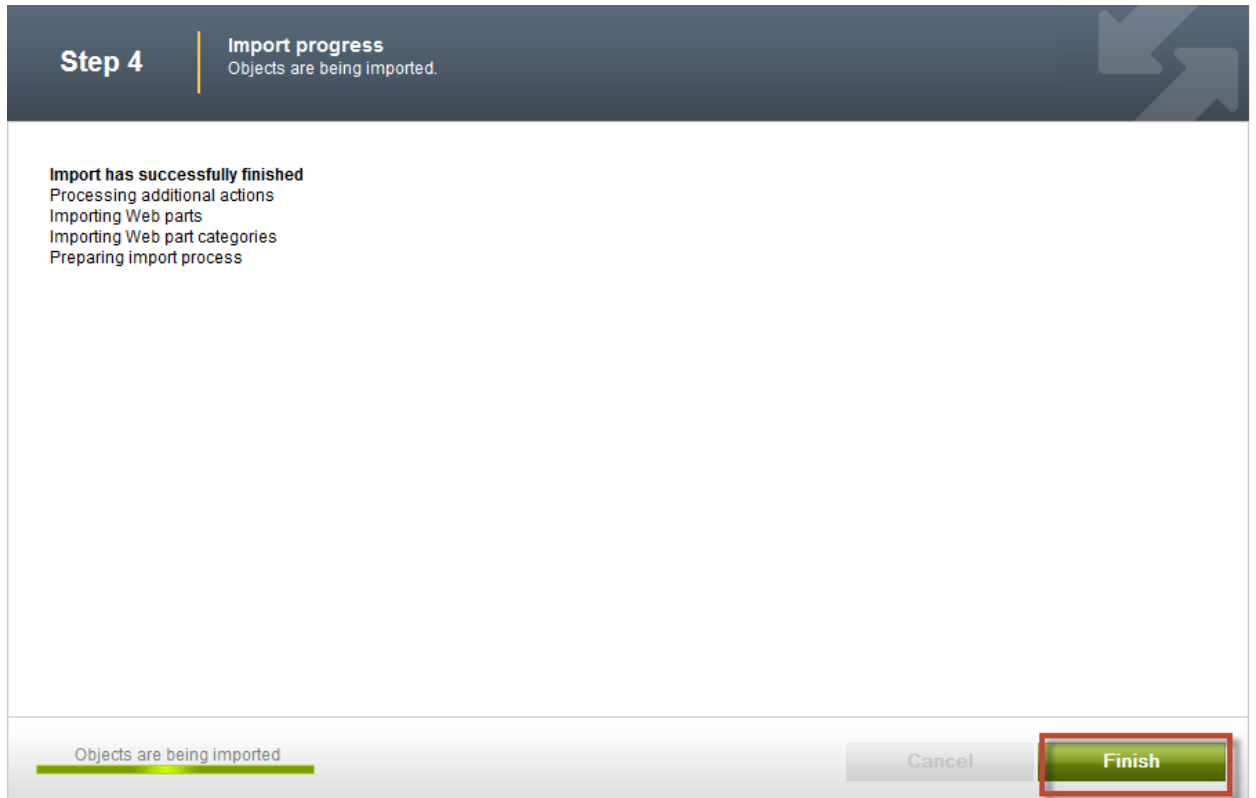
Import	Display name
<input checked="" type="checkbox"/>	* Twitter feed

Items per page: 10

[< Previous](#) [Next >](#)

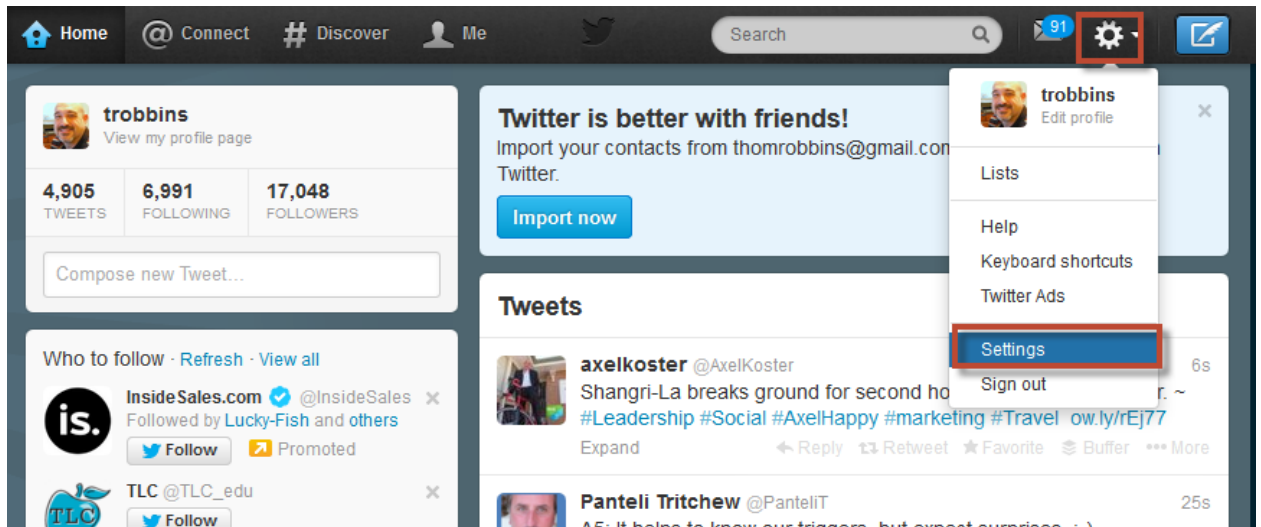
Kentico Hands on Lab

4. In Step 4 with the import successful select **Finish** as shown in the following screenshot.



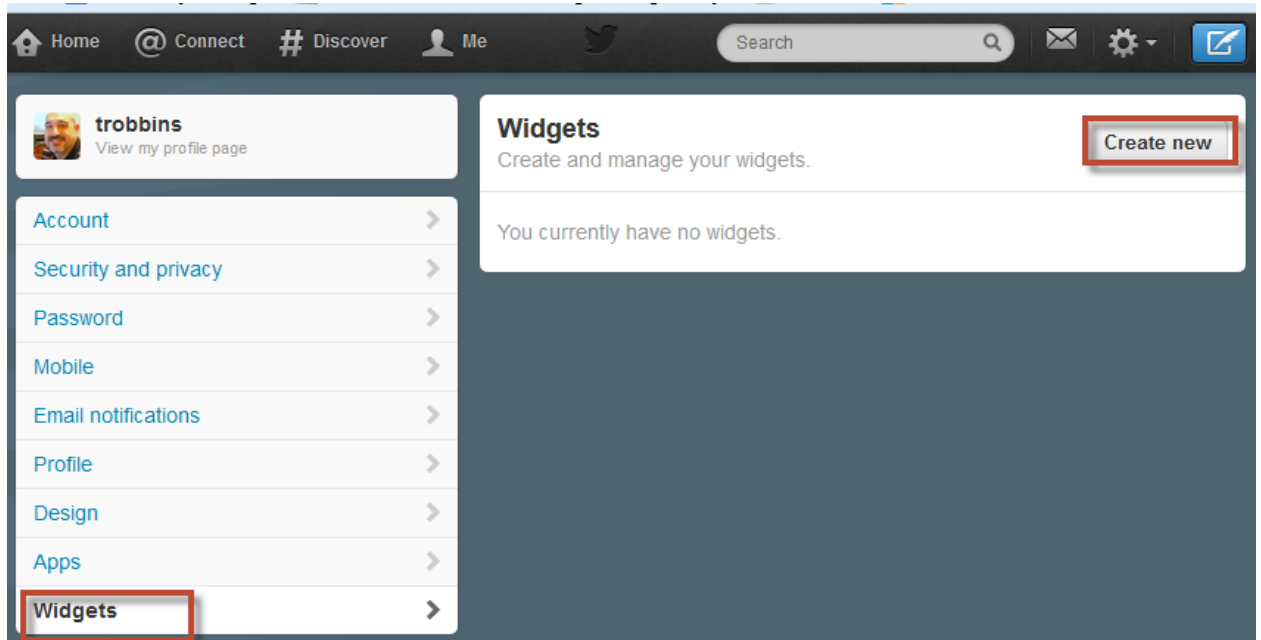
Lab 3-0-3: Importing the Twitter web parts

1. Log into your Twitter account select the **Gear** icon and then select **Settings** as shown in the following screenshot.



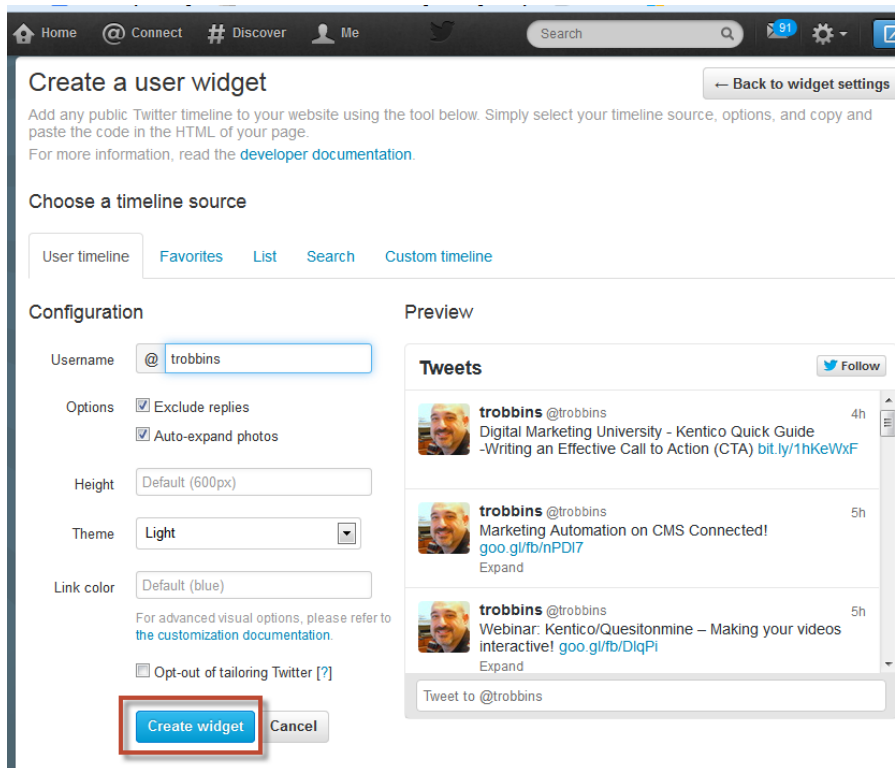
Kentico Hands on Lab

2. In the left pane select **Widgets**, and then in the **Widgets** panel click **Create new** as shown in the following screenshot.

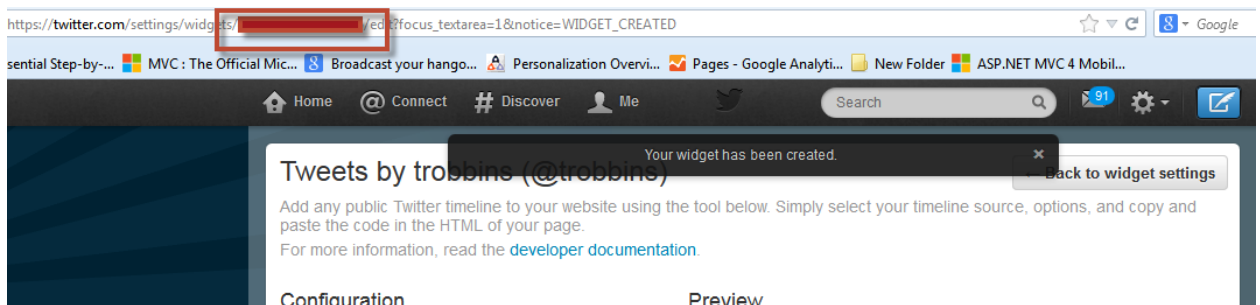


Kentico Hands on Lab

3. In the **Create a user widget** screen click the **Create widget** button as shown in the following screenshot.



4. Copy the **Widget's ID** from the Twitter URL as shown in the following screenshot.





Why do I need this?

In order to comply with the user interface requirements for Twitter this ID is used anywhere the Twitter feed web part is shown.

Summary

In this set of Hands on Labs we looked at how to update the Twitter feed web part to the latest API. This lab was meant for demonstration and it is always recommended that you follow proper upgrade procedures on any Kentico installation. Specifically, we covered the following.

- Update to the latest hotfix
- Importing the updated Twitter feed web parts
- Retrieving the Twitter Widget ID

Key Resources:

- <http://devnet.kentico.com/Blogs/Juraj-Hrinik/May-2013/Changes-in-twitter-feed-web-part-in-Kentico-CMS.aspx>

Hands on Lab 3: Integrating Twitter with Kentico CMS

Lab Overview

System Requirements:

- Kentico CMS 7 installed with the Sample Corporate Site
- Completion of Hands on Lab 3-0: Required Changes in Twitter feed web part
- Active Twitter account

Intended Lab Audience:

- Content Administrators
- CMS Designers

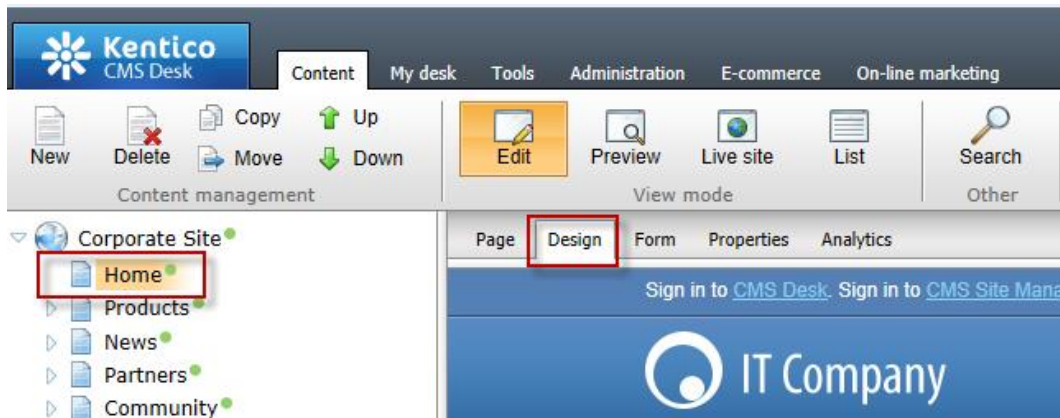
Lab Introduction

Technically, Twitter is a micro blogging platform that limits real time comments (tweets) to 140 characters. What may seem like a simple technology has become a worldwide phenomenon with a projected 200 million active users. Leveraging this platform many companies are looking to Twitter as a key part of their integrated marketing campaigns and a key source of real time customer connections. With an extensive and well documented API, Twitter looks to make site integration as easy as possible. In this lab, we will add Twitter functionality to the Kentico Corporate sample site. This will enable site users to tweet and engage about the things they find on your site and enable site owners and administrators to extend their reach. In completing this set of labs you will perform the following tasks:

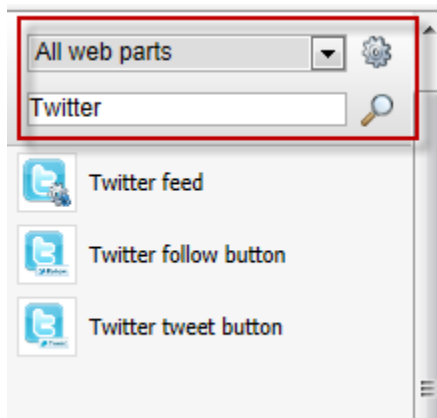
- Add the Twitter feed web part
- Add the Twitter follow button web part
- Add the Twitter tweet button web part
- Update the Home page template

Lab 3-1: Twitter feed web part

1. Log into **CMS Desk** as **Administrator**, in the Content tree select the **Home** page, and then select the **Design** tab as shown in the following screenshot.

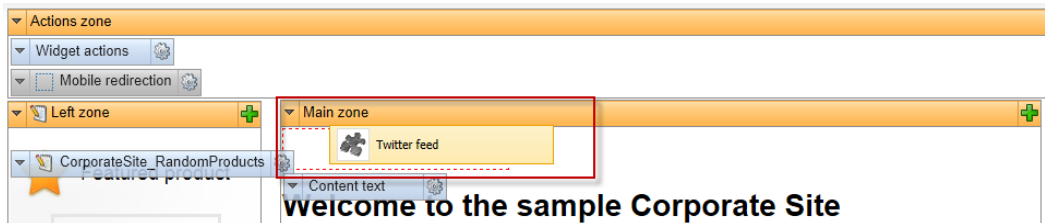


2. In the web part toolbar with **All web parts** selected enter **Twitter**, then click the **Search (magnify)** button as shown in the following screenshot.



Kentico Hands on Lab

- From the Web part toolbar drag the **Twitter feed** web part into the **Main zone** web part zone as shown in the following screenshot.



- In the **Web part properties (Twitter feed)** update the following fields and then select **Ok**.

Tab	Field	Value
General	Widget ID	Value retrieved from HOL 3-0-2
General	User name	Your company twitter name
General	Number of tweets	3

Kentico Hands on Lab

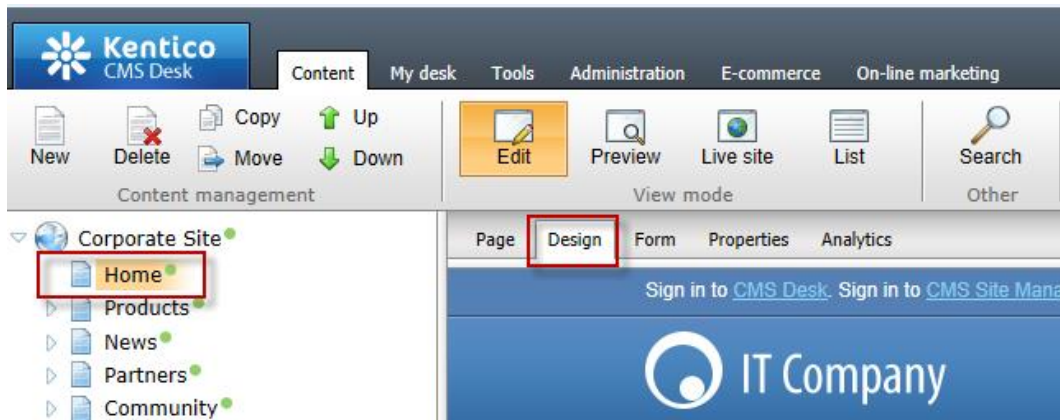
5. In the Design tab validate that you see the **TwitterFeed** web part as shown in the following screenshot.

The screenshot displays the Kentico Design interface. At the top, there are tabs for Page, Design (selected), Form, Properties, and Analytics. Below the tabs, the page is organized into zones:

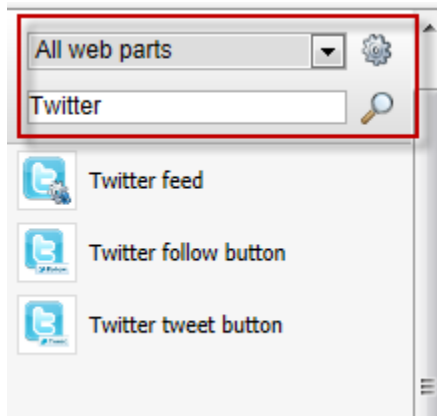
- Actions zone**: Contains "Widget actions" and "Mobile redirection" web parts.
- Left zone**: Contains "Random products" and "NewsletterSubscription" web parts. The "Random products" web part displays a "Featured product" with a star icon, an image of a laptop, and a price of "\$2199.00". The "NewsletterSubscription" web part displays a "Newsletter" sign-up form with fields for "First Name:", "Last Name:", and "E-mail:".
- Main zone**: Contains a "TwitterFeed" web part. It displays a list of tweets from the user "trobbins" (@trobbins). The tweets include:
 - A tweet from 4h ago: "Digital Marketing University - Kentico Quick Guide -Writing an Effective Call to Action (CTA) bit.ly/1hKeWxF"
 - A tweet from 6h ago: "Marketing Automation on CMS Connected! goo.gl/fb/nPDI7"
 - A tweet from 6h ago: "Webinar: Kentico/Quesitonmine – Making your videos interactive! goo.gl/fb/DIqPi"At the bottom of the TwitterFeed web part, there is a "Tweet to @trobbins" button.

Lab 3-2: Twitter follow button web part

1. Log into **CMS Desk** as **Administrator**, in the Content tree select the **Home** page, and then select the **Design** tab as shown in the following screenshot.

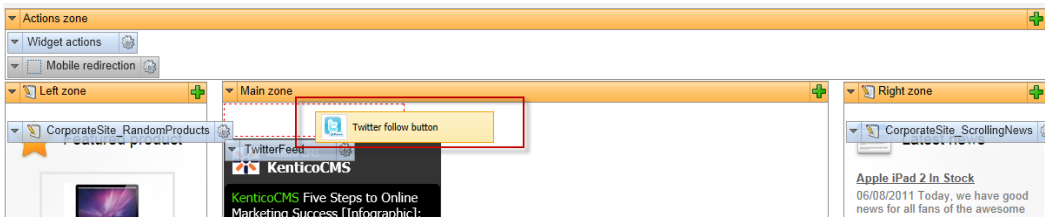


2. In the web part toolbar with **All web parts** selected enter **Twitter**, then click the **Search (magnify)** button as shown in the following screenshot.



Kentico Hands on Lab

- From the Web part toolbar drag the **Twitter follow button** web part into the **Main zone** web part zone as shown in the following screenshot.

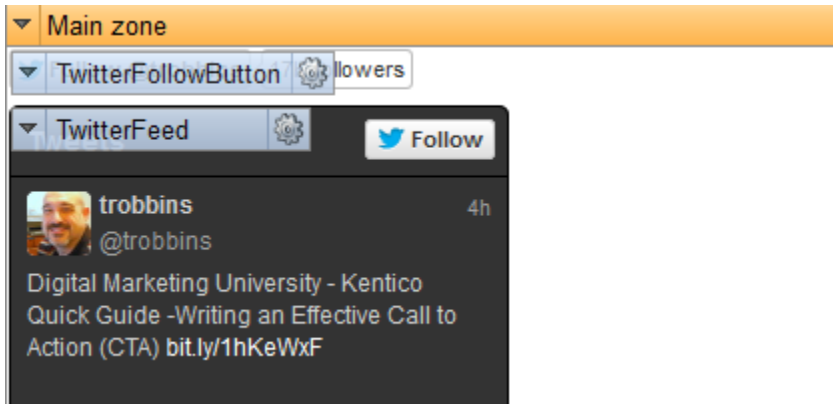


- In the **Web part properties (Twitter follow button)** update the following fields and then select **Ok**.

Tab	Field	Value
General	User to follow	Your company twitter name
Design	Display followers count	Checked
Design	Show screen name	Checked

Kentico Hands on Lab

5. In the Design tab validate that you see the **TwitterFollowButton** as shown in the following screenshot.



6. In the View mode panel select the **Live site** button, and then click the **Follow @trobbins** button as shown in the following screenshot



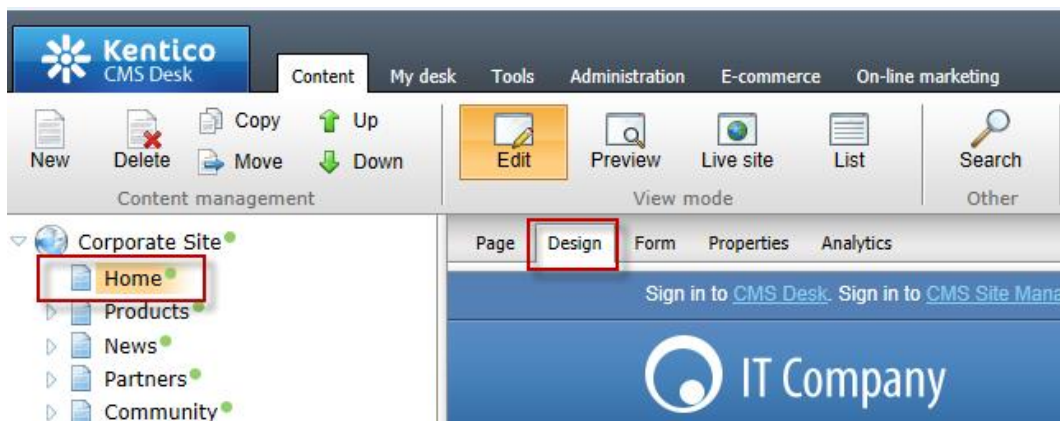
Kentico Hands on Lab

7. Validate that you receive a Twitter screen similar as shown in the following screenshot.



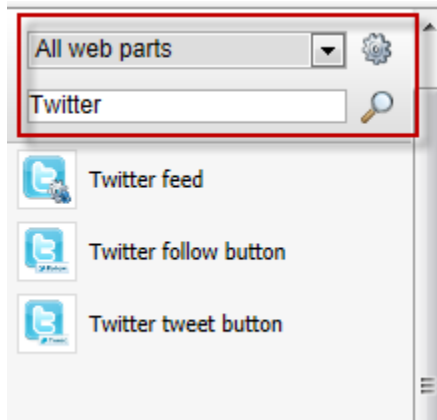
Lab3-3: Twitter tweet button web part

1. Log into **CMS Desk** as **Administrator**, in the Content tree select the **Home** page, and then select the **Design** tab as shown in the following screenshot.



Kentico Hands on Lab

2. In the web part toolbar with **All web parts** selected enter **Twitter**, then click the **Search (magnify)** button as shown in the following screenshot.



3. From the Web part toolbar drag the **Twitter tweet button** web part into the **Main zone** web part zone as shown in the following screenshot.

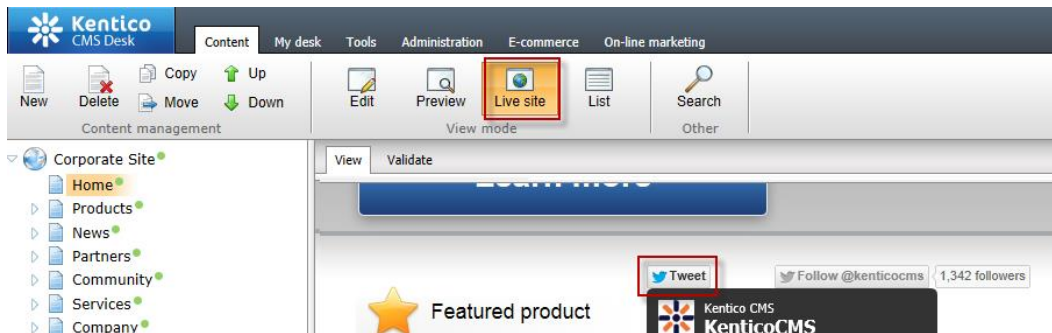


Kentico Hands on Lab

- In the **Web part properties (Twitter tweet button)** update the following fields and then select **Ok**

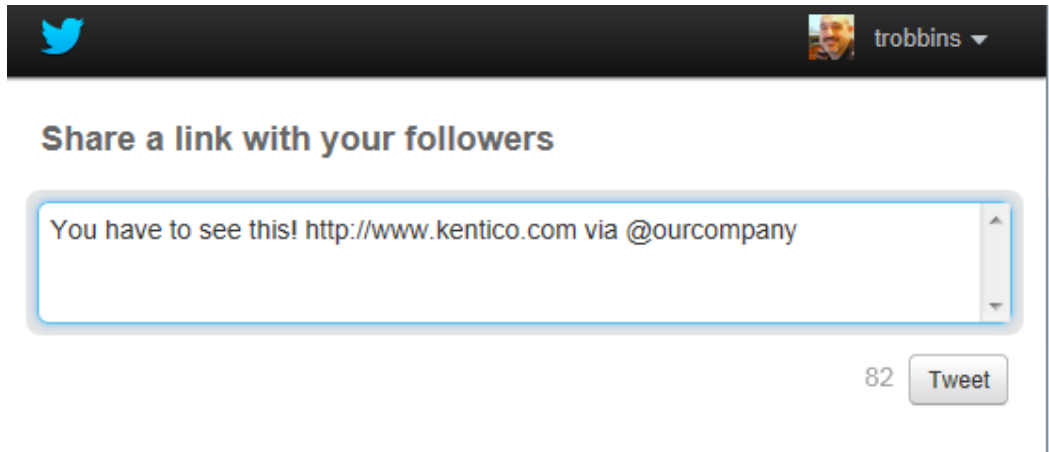
Tab	Field	Value
General	Type	Share a link
General	Default tweet text	You have to see this
General	Via	ourcompany
Share a link	URL to share	http://www.kentico.com

- In the View mode panel click the **Live site** button, and then click the **tweet** button as shown in the following screenshot.



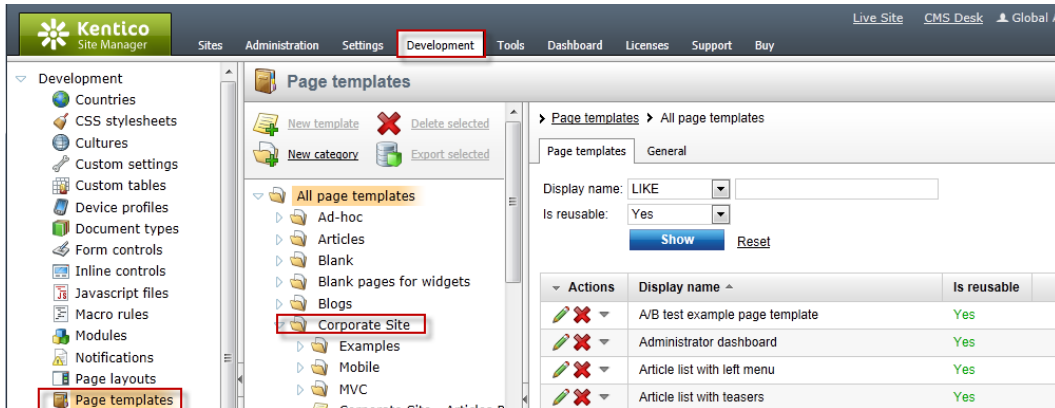
Kentico Hands on Lab

6. Validate that you see the Twitter **Share a link with your followers** screen as shown in the following screenshot.

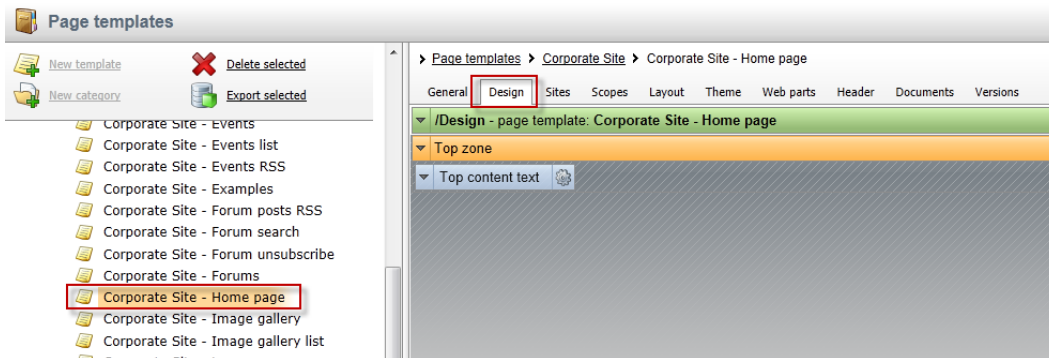


Lab 3-4: Update the Home page template

1. Log into **CMS Site Manager** as **Administrator**, select the **Development** tab, then click **Page templates**, in the **Page templates** list then expand **Corporate Site** as shown in the following screenshot.

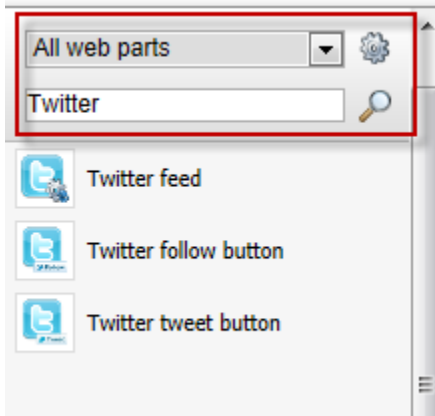


2. In the **Corporate Site** page template list select the **Corporate Site – Home page** template and then click the **Design** tab as shown in the following screenshot.

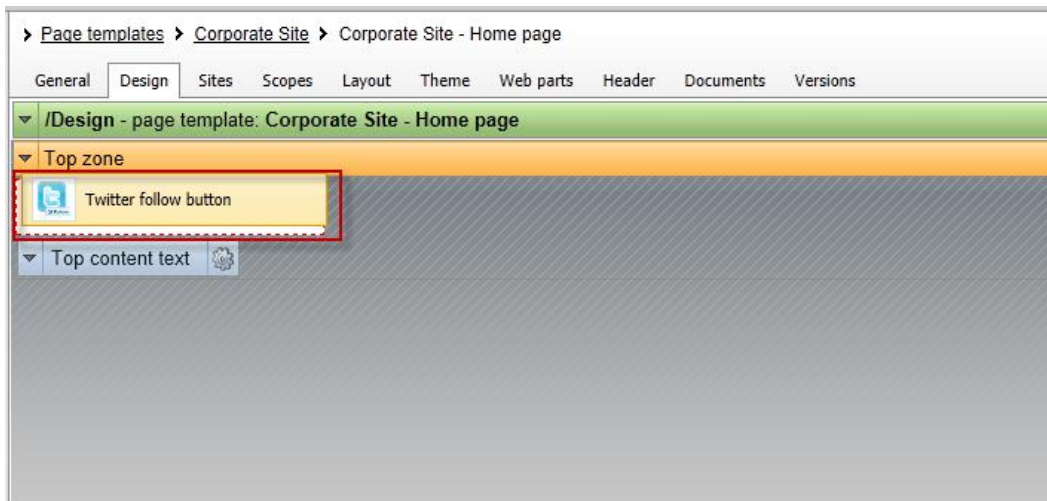


Kentico Hands on Lab

3. In the web part toolbar with **All web parts** selected enter **Twitter**, then click the **Search (magnify)** button as shown in the following screenshot.



4. From the Web part toolbar drag the **Twitter follow button** web part into the **Top zone** web part zone as shown in the following screenshot.



Kentico Hands on Lab

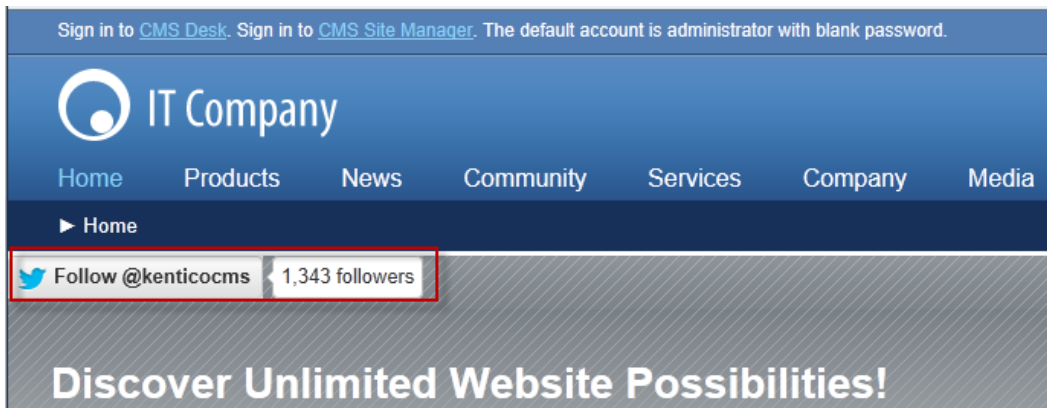
- In the **Web part properties (Twitter follow button)** update the following fields and then select **Ok**.

Tab	Field	Value
General	User to follow	Kenticocms
Design	Display followers count	Checked
Design	Shown screen name	Checked
Design	Size	Large

- In the upper right select the **Sign out** button as shown in the following screenshot



- On the Live site validate that you see the **Follow @kenticocms** as shown in the following screenshot.



Summary

In this set of Hands on Labs we have looked at how we can add Twitter support using both a Static text web part and page template. Specifically we covered the following.

- Add the Twitter feed web part
- Add the Twitter follow button web part
- Add the Twitter tweet button web part
- Update the Home page template

Key Resources:

- [Feature Series: Twitter web parts](#)
- <http://twitter.com/about/resources>

Hands on lab 4: UI Personalization

Lab Overview

System Requirements:

- Kentico CMS 7 installed with the Sample Corporate Site

Intended Lab Audience:

- CMS Designers
- CMS Developers
- Content Administrators

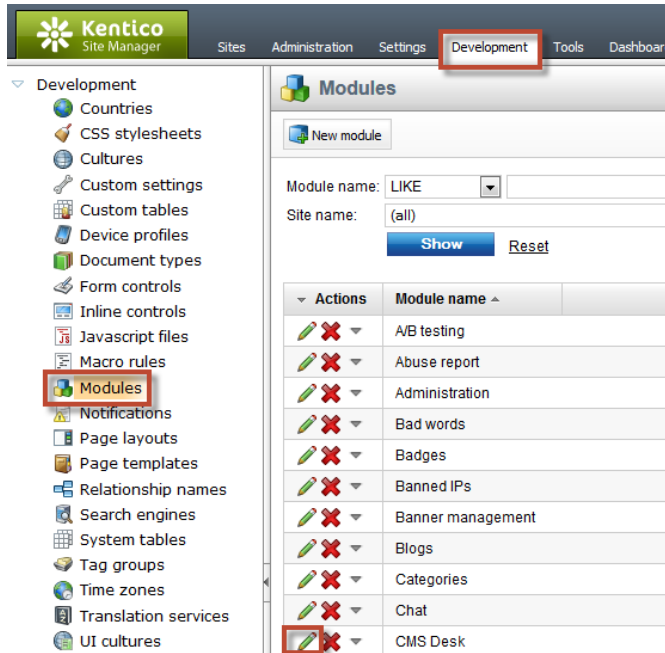
Lab Introduction

UI personalization enables the creation of simplified interfaces with CMS Desk. This will decrease the learning curve, remove unnecessary features and enable users to focus on areas of the system they really need. In completing this set of labs you will perform the following tasks:

- Explore CMS Desk
- Add a new tab to CMS Desk

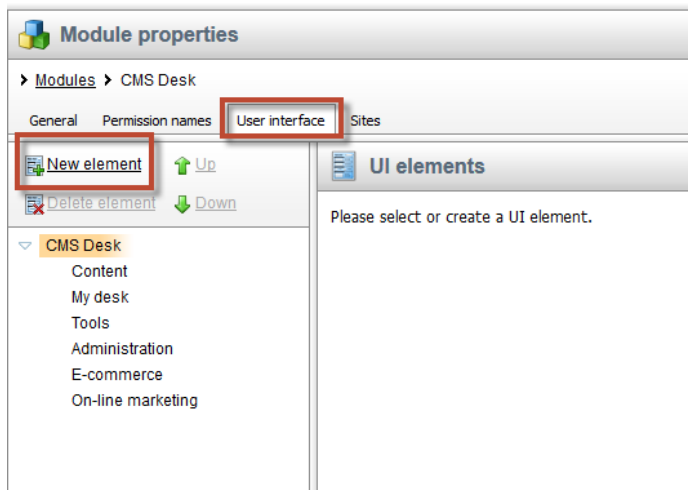
Lab 4-1: Adding a new tab to CMS Desk

1. Log into **CMS Site Manager** as **Administrator**, select the **Development** tab, then click **Modules** and then click the **Edit (Pencil)** icon for **CMS Desk** as shown in the following screenshot.



Kentico Hands on Lab

2. In the Modules screen switch to the **User interface** tab and then click the **New element** button as shown in the following screenshot.



3. In the New element screen update the following fields and then select **Save**.

Field	Value
Display name	Kentico
Element is custom	Checked (True)
Caption	Go to Kentico
Target URL	http://www.kentico.com

Kentico Hands on Lab

4. Validate that you see the updates as shown in the following screenshot.

The screenshot shows the Kentico CMS administration interface. On the left, a navigation tree is expanded to 'CMS Desk', with 'Kentico' selected. The main area displays the configuration for a menu item named 'Go to Kentico'. The configuration includes:

- Display name:** Kentico
- Code name:** Kentico
- Parent element:** CMS Desk
- Element is custom:**
- Menu item settings:**
 - Caption:** Go to Kentico
 - Target URL:** http://www.kentico.com
 - Icon path:** (empty field)
 - Description:** (empty text area)
- Size:** Large Regular

5. Log into CMS Desk as Administrator click the Go to Kentico tab as shown in the following screenshot.

The screenshot shows the Kentico CMS website. The navigation menu at the top includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', 'On-line marketing', and 'Go to Kentico'. The 'Go to Kentico' tab is highlighted with a red box. The main content area features a large banner for 'Kentico CMS for ASP.NET' with the tagline 'unlimited website possibilities'. Below the banner is a green button that says 'Try Kentico Today!' and a 'LEARN MORE' link. The background of the banner shows a screenshot of the Kentico CMS interface.

Summary

In this set of Hands on Labs we have looked at how to create UI personalization. Specifically we covered the following.

- Looked at UI personalization
- Added a new tab to CMS Desk

Key Resources:

- [UI Personalization overview](#)

Hands on Lab 5: Integrating Facebook with Kentico CMS

Lab Overview

System Requirements:

- Kentico CMS 7 installed with the Sample Corporate Site
- Active Facebook account

Intended Lab Audience:

- CMS Designers
- CMS Developers
- Content Administrators

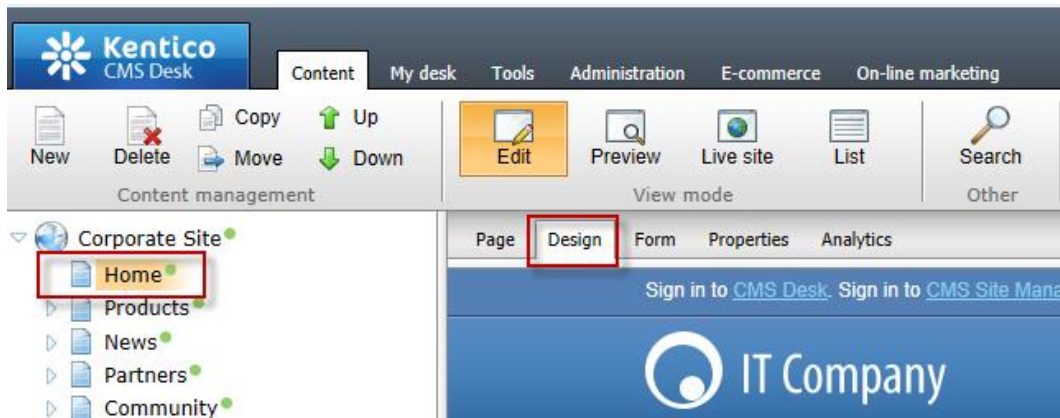
Lab Introduction

Facebook has become an internet marketing sensation, with third party estimates of almost 200 million users and reports that almost two thirds of these log in daily. For many marketers, Facebook has become an essential ingredient for online and integrated marketing campaigns. Facebook provides marketers and web site owner's paid advertising models that include user profiling, targeted advertisements, community collaboration and networking opportunities. Non paid opportunities enable marketers and web site owner's the opportunity for their customers to discuss, share and recommend content and products with their social network. Both provide an opportunity for companies to build their brand, extend reach and collaborate with customers. Facebook provides an extensive API that any website owner can leverage. In this lab, we will add Facebook functionality to the Kentico Corporate sample site. In completing this set of labs you will perform the following tasks:

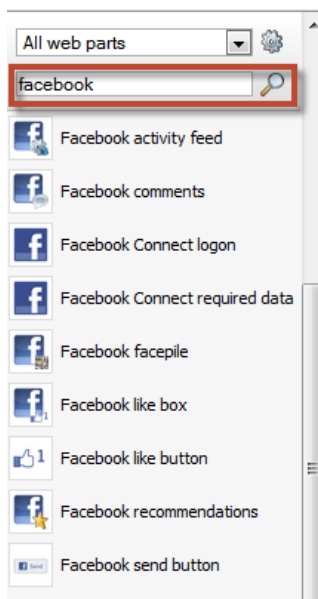
- Add a Facebook recommendations web part

Lab 5-1: Adding a Facebook Recommendations web part

1. Log into **CMS Desk** as **Administrator**, in the Content tree select the **Home** page, and then select the **Design** tab as shown in the following screenshot.

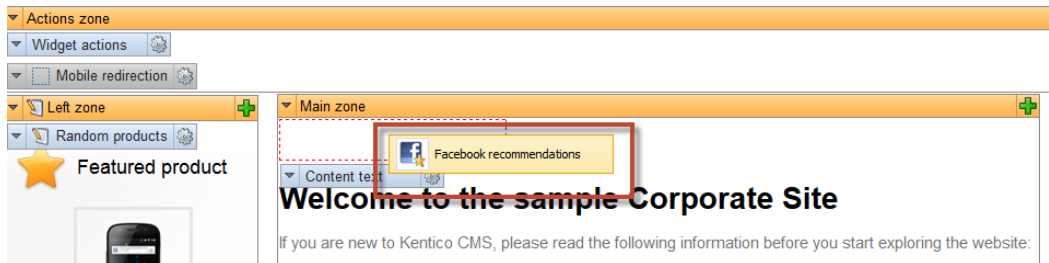


2. In the web part toolbar with **All web parts** selected enter **Facebook**, then click the **Search (magnify)** button as shown in the following screenshot.



Kentico Hands on Lab

- From the Web part toolbar drag the **Facebook recommendations** web part into the **Main zone** web part zone as shown in the following screenshot.



- In the **Web part properties (Facebook recommendations)** update the following fields and then select **Ok**.

Tab	Field	Value
Settings	Doman	http://www.kentico.com

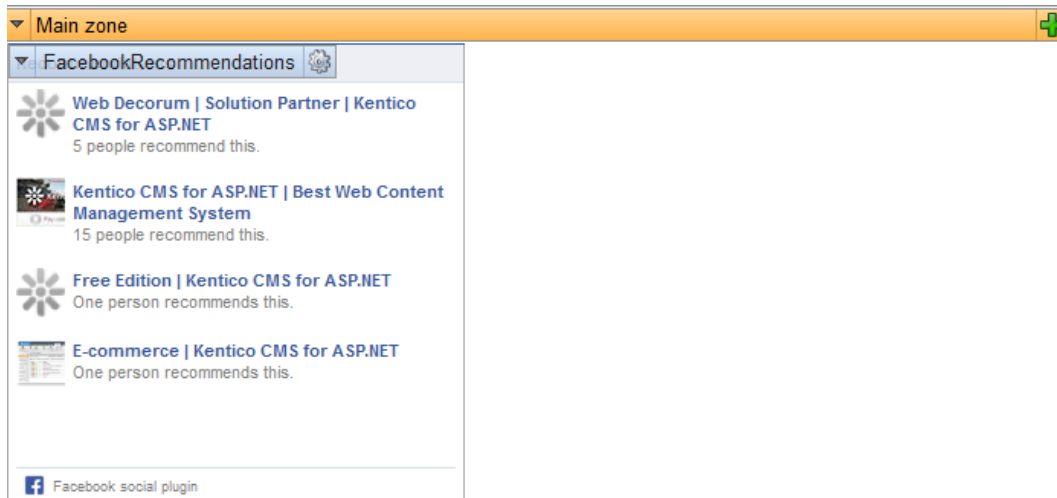


Facebook recommendations web part

This will evaluate the current logged in user against the <http://www.kentico.com> domain.

Kentico Hands on Lab

5. In the Design tab validate that you see the **Facebook recommendations** web part as shown in the following screenshot.



Content text

Welcome to the sample Corporate Site

Summary

In this Hands on Lab we have looked at how to use the built in web parts included with Kentico CMS. Specifically we covered the following.

- Identifying the Facebook web parts
- Implementing the Facebook recommendations button

Hands on Lab 6: Auto-posting to Social Media with Advanced Workflow

Lab Overview

System Requirements:

- Kentico CMS 7 installed with the Sample Corporate Site
- Active Twitter Account
- Active bit.ly account

Intended Lab Audience:

- CMS Designers
- CMS Developers
- Content Administrators

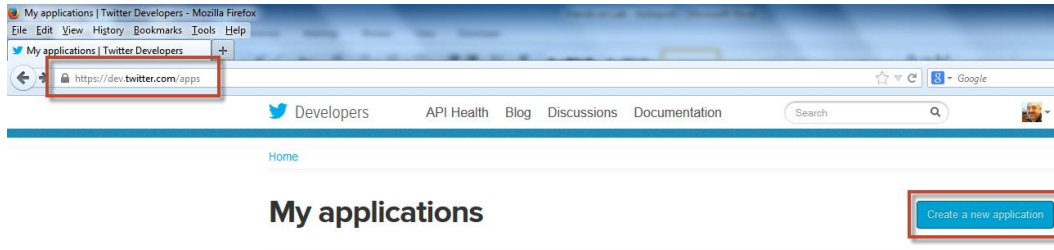
Lab Introduction

Social media has become an incredibly important part of any marketing campaign. The problem is that using social media can take a lot of time. For marketers this is often a luxury that is not available. Using a combination of social media integration and Advanced workflow with Kentico you are able to auto post to your social media accounts when a new document is published. In this lab we will create a new Advanced workflow using the Kentico corporate site that auto posts to Twitter when a new blog post is published. In completing this set of labs you will perform the following tasks.

- Understand what is needed to integrate Twitter and bit.ly with Kentico
- Setup social media integration with Kentico
- Create a new Advanced workflow
- Create a new workflow step that publishes to Twitter
- Set a workflow scope for blogs

Lab 6-1: Create the Twitter application

1. Open a browser window and with your Twitter account log into <https://dev.twitter.com/apps> and then select **Create a new application** as shown in the following screenshot.



2. In the **Create new application** screen update the following fields and then click the **Create your Twitter application**.

Field	Value
Name	Name of your website
Description	Description of your website
Website	URL of your website

3. Click the name of the application just created, then click the **Setting** tab, and in the **Application type** section select **Read and write** as shown in the following screenshot and then click the **Update this Twitter application's settings**.

Kentico Hands on Lab

Application Type

Access:

Read only

Read and Write

Read, Write and Access direct messages

What type of access does your application need? Note: @Anywhere applications require read & write access.
Find out more about our [Application Permission Model](#).

4. Select the **Details** tab and write down the **Consumer key**, **Consumer secret**, **Access token**, **Access token secret** as shown in the following screenshot.

OAuth settings

Your application's OAuth settings. Keep the "Consumer secret" a secret. This key should never be human-readable in your application.

Access level	Read and write About the application permission model
Consumer key	<input type="text"/>
Consumer secret	<input type="text"/>
Request token URL	<input type="text"/>
Authorize URL	<input type="text"/>
Access token URL	<input type="text"/>
Callback URL	<input type="text"/>
Sign in with Twitter	<input type="text"/>

Your access token

Use the access token string as your "oauth_token" and the access token secret as your "oauth_token_secret" to sign requests with your own Twitter account. Do not share your oauth_token_secret with anyone.

Access token	<input type="text"/>
Access token secret	<input type="text"/>
Access level	Read and write



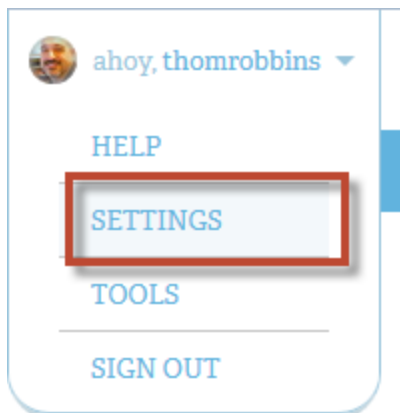
Why write it down?

Kentico Hands on Lab

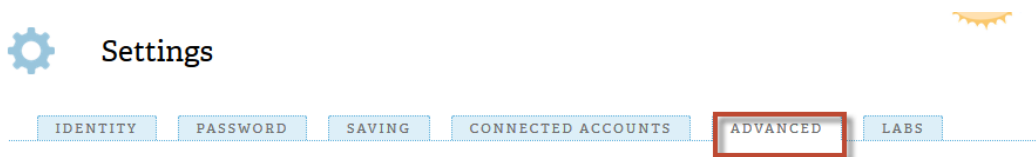
This information will be used later in the lab as the basis for integration for Kentico.

Lab 6-2: Collect your bit.ly information

1. Log into bit.ly with your account, and in the dropdown select **Settings** as shown in the following screenshot.



2. In the Settings screen select the **Advanced** tab as shown in the following screenshot.



3. At the bottom of the screen in the **Legacy API Key** section click the **Show legacy API key** as shown in the following screenshot.

Legacy API Key

If you already use a bitly API key to grant access to 3rd party applications, you can reset it here [Show legacy API key](#)

4. Write down the **Login** and **API key** as shown in the following screenshot.

Kentico Hands on Lab

Login:

API key:



Why write it down?

This information will be used later in the lab for integration with Kentico.

Lab 6-3: Setup social media integration with Kentico CMS

1. Log into **Site Manager** as Administrator, click the **Settings** tab, in the left pane tree view expand the **Social networks** node and then click **Twitter** as shown in the following screenshot.

The screenshot displays the Kentico Site Manager interface. The top navigation bar includes 'Settings', 'Development', 'Tools', 'Dashboard', 'Licenses', and 'Support'. The left sidebar shows a tree view of settings categories, with 'Social networks' and 'Twitter' highlighted. The main content area is titled 'Twitter' and contains a 'Save' button and a 'Reset these settings to default' button. Below this, a note states: 'These settings are global, they can be overridden by individual website settings. Please select a site to see or change the site settings.' The 'General' section includes four redacted input fields: 'Consumer key', 'Consumer secret', 'Access token', and 'Access token secret'. The 'URL shortening' section has a dropdown menu for 'URL shortener' set to 'Bit.ly'. A link for 'Export these settings' is visible at the bottom.

Kentico Hands on Lab

2. In the **Twitter tab** update the following fields and then click **Save**.

Field	Value
Consumer key	Created in Lab 1
Consumer secret	Created in Lab 1
Access token	Created in Lab 1
Access token URL	Created in Lab 1
URL shortener	Bit.ly

3. In the **Social networks** node select **URL shortening** as shown in the following screenshot.



4. In the URL shortening tab update the following fields and then select **Save** as shown in the following screenshot.

Field	Value
Login	Created in Lab 2
API Key	Created in Lab 2

Kentico Hands on Lab

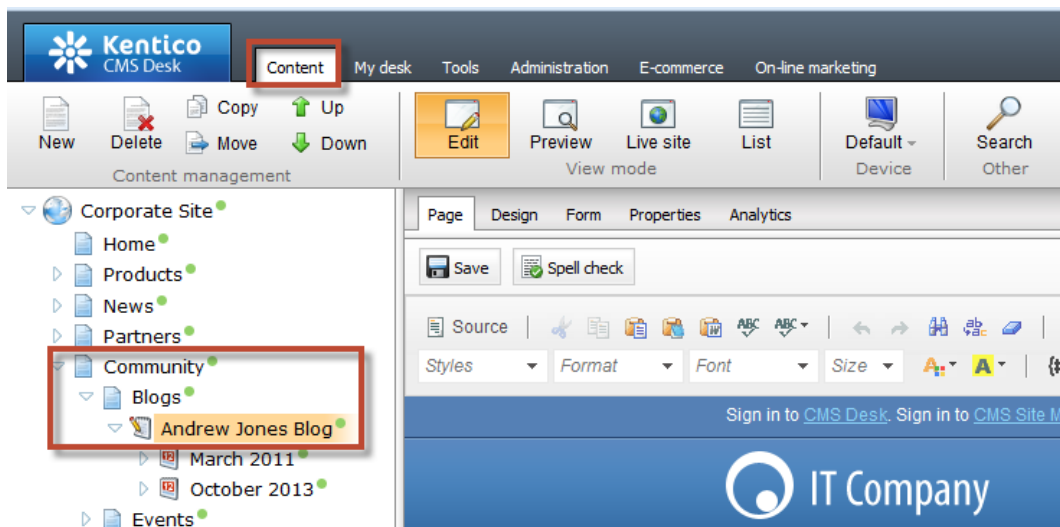


Why write it down?

This information will be used later in the lab for integration with Kentico.

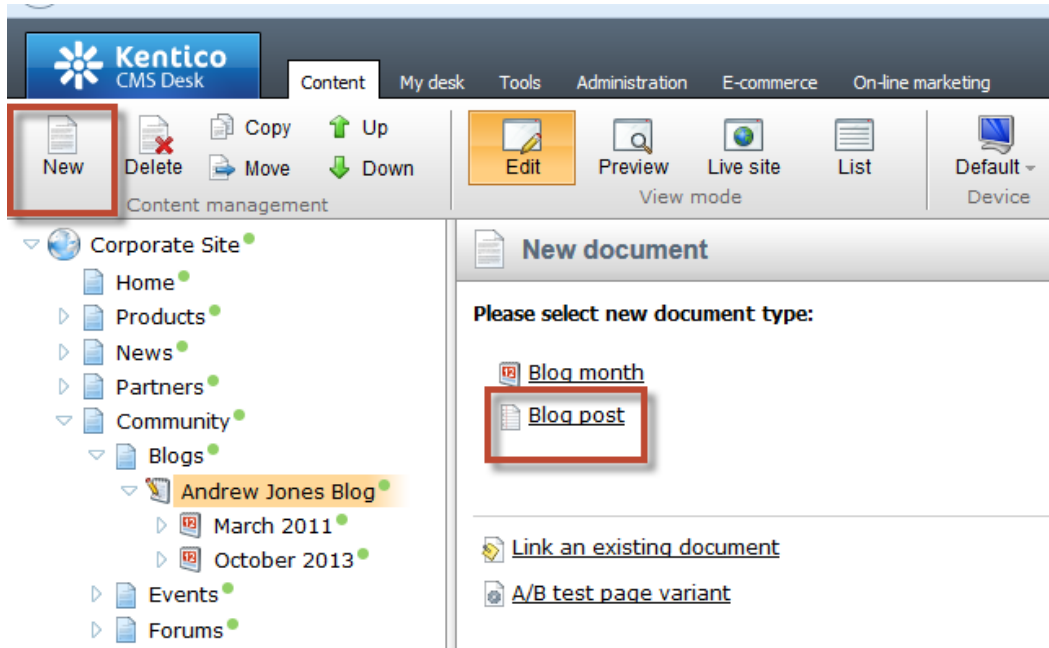
Lab 6-4: Testing social media integration

1. Log into CMS Desk select the **Content** tab, in the Content tree expand **Community**, then **Blogs** and then **Andrew Jones Blog** as shown in the following screenshot.



2. In the Content management tab select **New** and then **Blog Post** as shown in the following screenshot.

Kentico Hands on Lab



3. In the New blog post screen update the following fields and then select **Save**.

Field	Value
Post title	Test post – please ignore
Post summary	Test post that we will send to twitter
Post text	An example of using the integration with twitter

4. At the bottom of the new blog post confirm that you see the **Post at Twitter** box as shown in the following screenshot.

Kentico Hands on Lab

Auto post at Twitter:

Post at Twitter

Tweet wasn't published yet

0/140 [Post at Twitter](#)

- In the **Post at Twitter** box update the following fields and then click Post at Twitter.

Field	Value
Auto post at Twitter	Don't forget to check out Kentico at http://www.kentico.com

- Confirm that you see the success message and then click the Tweet URL as shown in the following screenshot.

Auto post at Twitter:

Post at Twitter

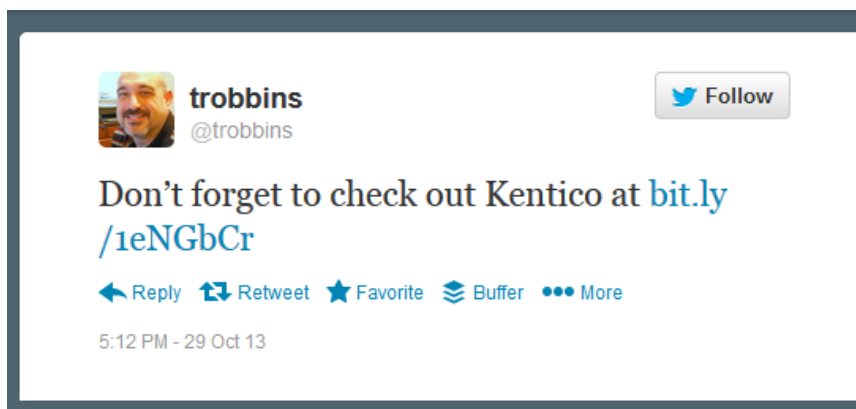
Don't forget to check out Kentico at <http://www.kentico.com>

Tweet was already published.

<http://twitter.com/trobbins/status/395342339788394496>

59/140 [Post at Twitter](#)

- Validate that you see the Tweet and the shortened URL as shown in the following screenshot.





What am I looking at?

You have successfully tested the Twitter and URL shortening integration with Kentico.

Lab 6-5: Setting up the advanced workflow

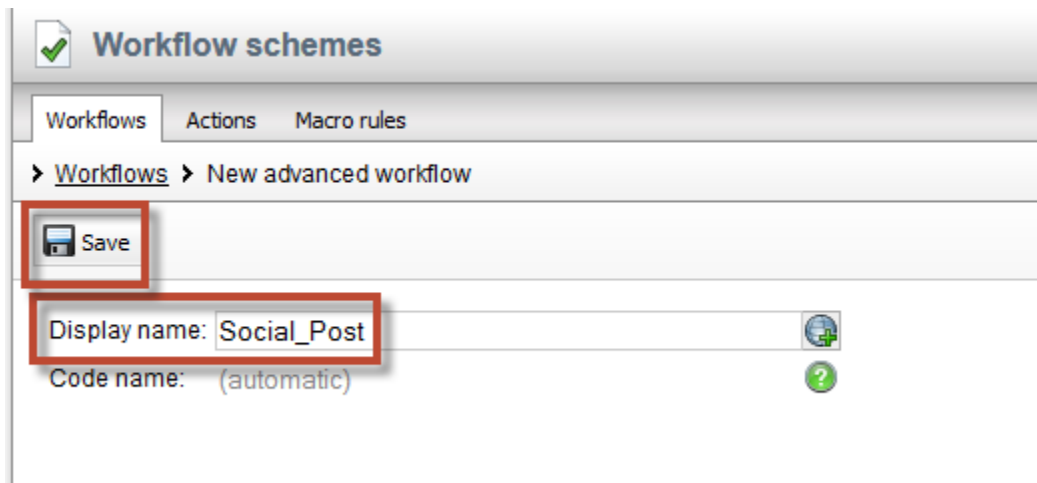
1. Log into **Site Manager** as Administrator, click the **Development** tab, in the left pane tree view, click **Workflows**, and in the right pane, click **New advanced workflow** as shown in the following screenshot.

The screenshot shows the Kentico Site Manager interface. The top navigation bar includes 'Sites', 'Administration', 'Settings', 'Development' (highlighted), 'Tools', 'Dashboard', 'Licenses', and 'Support'. The left pane shows a tree view under 'Development' with various categories like 'Countries', 'CSS stylesheets', etc., and 'Workflows' is highlighted at the bottom. The right pane shows the 'Workflow schemes' page with tabs for 'Workflows', 'Actions', and 'Macro rules'. Below the tabs are buttons for 'New workflow' and 'New advanced workflow' (highlighted). A table below lists existing workflow schemes:

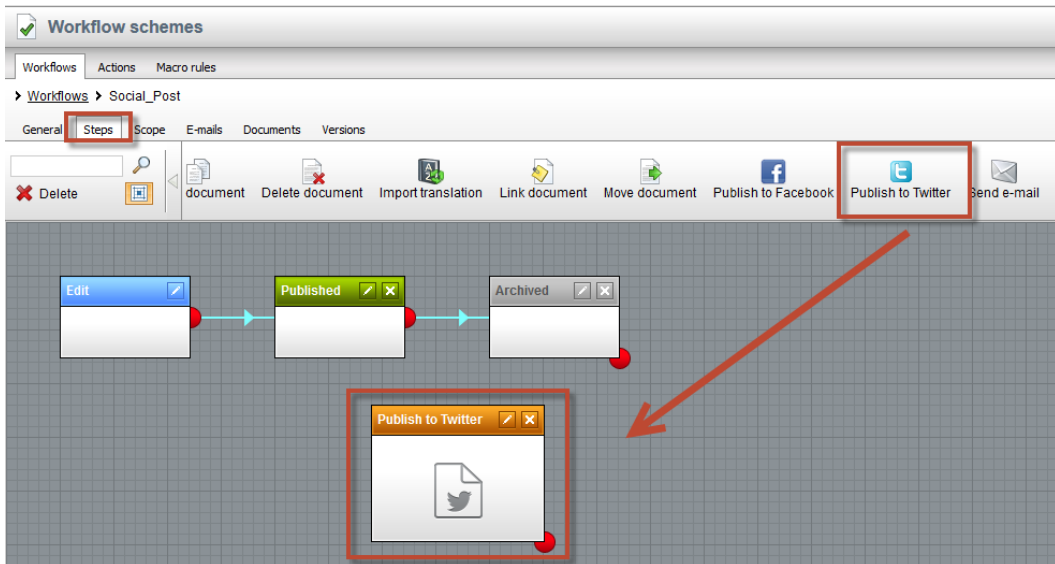
Actions	Workflow name ^	Type
	Default workflow	Basic publishing
	Translation - Default language version	Advanced publishing
	Translation - Import to other language versions	Advanced publishing
	Versioning without workflow	Basic versioning

2. On the **Workflow schemes** page, in the **Display name** box, type **Social_Post**, and then click **Save** as shown in the following screenshot.

Kentico Hands on Lab

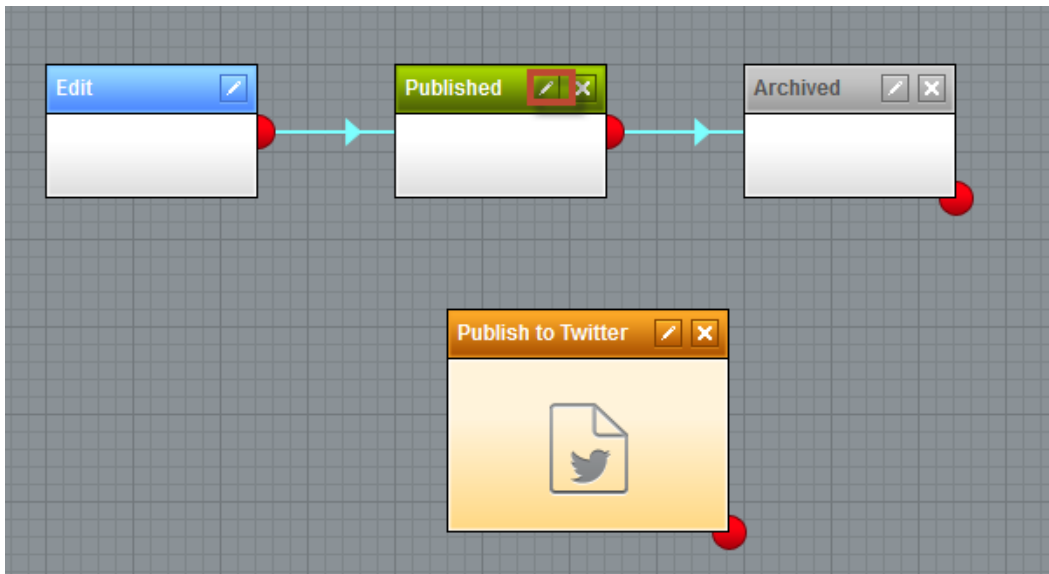


3. Click the **Steps** tab, and drag the **Publish to Twitter** step onto the design surface as shown in the following screenshot.



4. On the design surface in the **Published** step select the **Edit (Pencil)** icon as shown in the following screenshot.

Kentico Hands on Lab



- In the **Workflow step properties** screen update the following fields, then select **Save** and then click **Close**.

Section	Field	Value
Timeout settings	Specific interval	Selected
Timeout settings	After	1 minute
Timeout settings	Leave through	Source point 'timeout'

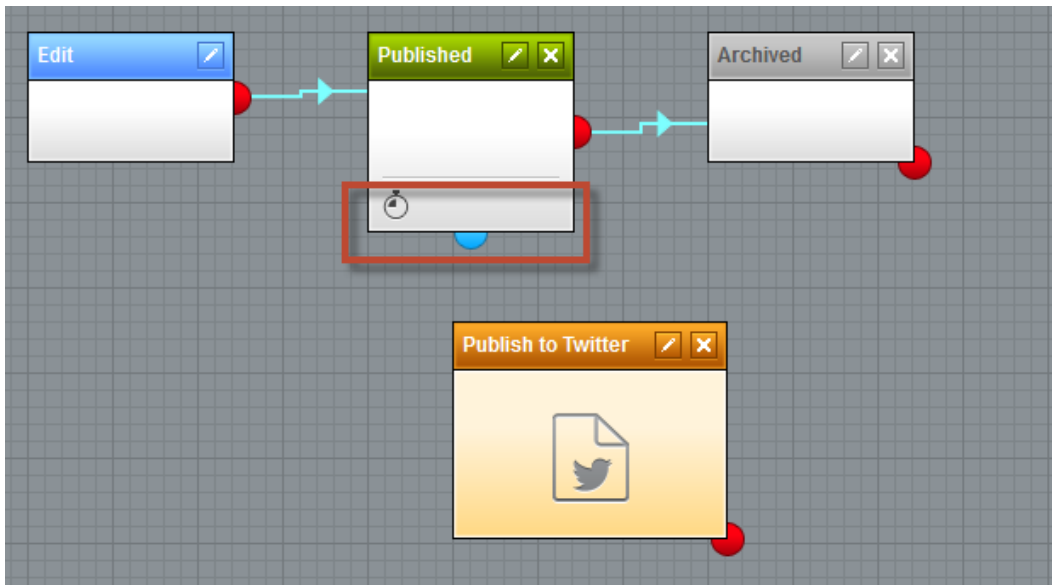


What am I looking at?

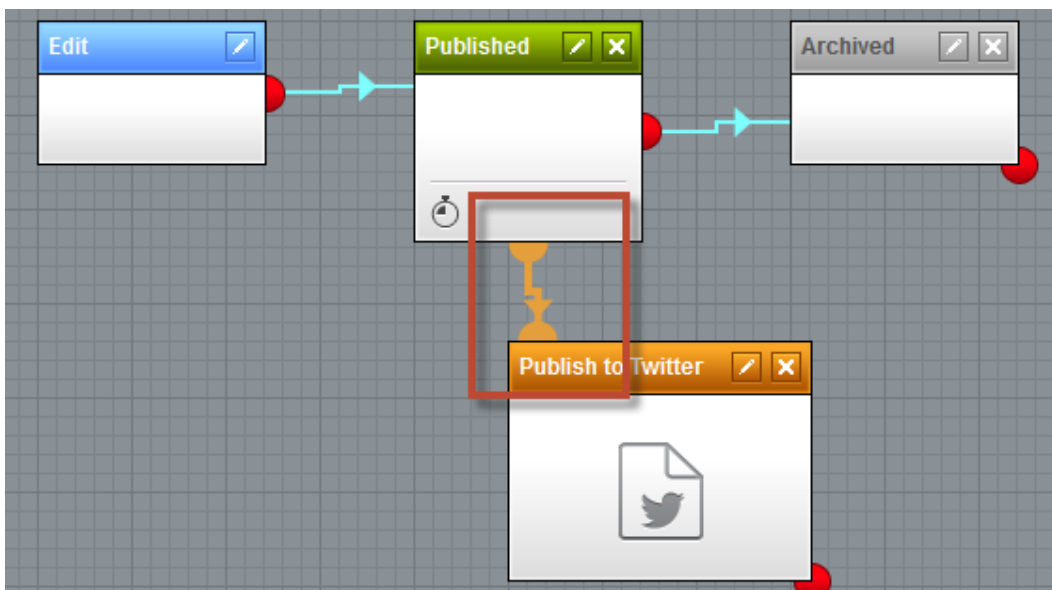
This will create a timer that will fire 1 minute after the document is published.

- On the design surface for the **Published** step confirm that you see the timer icon and blue connector as shown in the following screenshot.

Kentico Hands on Lab

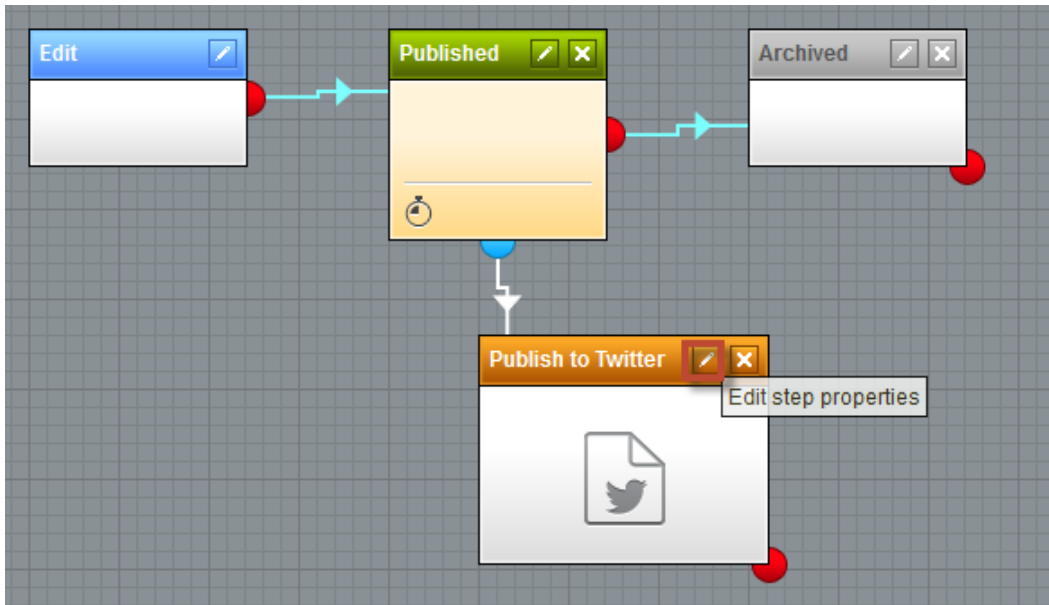


7. On the design surface for the **Published** step drag the blue connector to the **Publish to Twitter** step as shown in the following screenshot.



Kentico Hands on Lab

8. On the design surface for the **Publish to Twitter** step select the **Edit step properties (pencil)** icon as shown in the following screenshot.



9. In the Workflow step properties in the Action 'Publish to Twitter' parameters next to Text select the triangle selector as shown in the following screenshot.

Workflow step properties

> Steps > Publish to Twitter

General

Save

General

Step type: Action

Display name: Publish to Twitter

Code name: PublishToTwitter

Action 'Publish to Twitter' parameters

Text:

10. In the **Edit value** text field enter the following macro and then select **Save**.

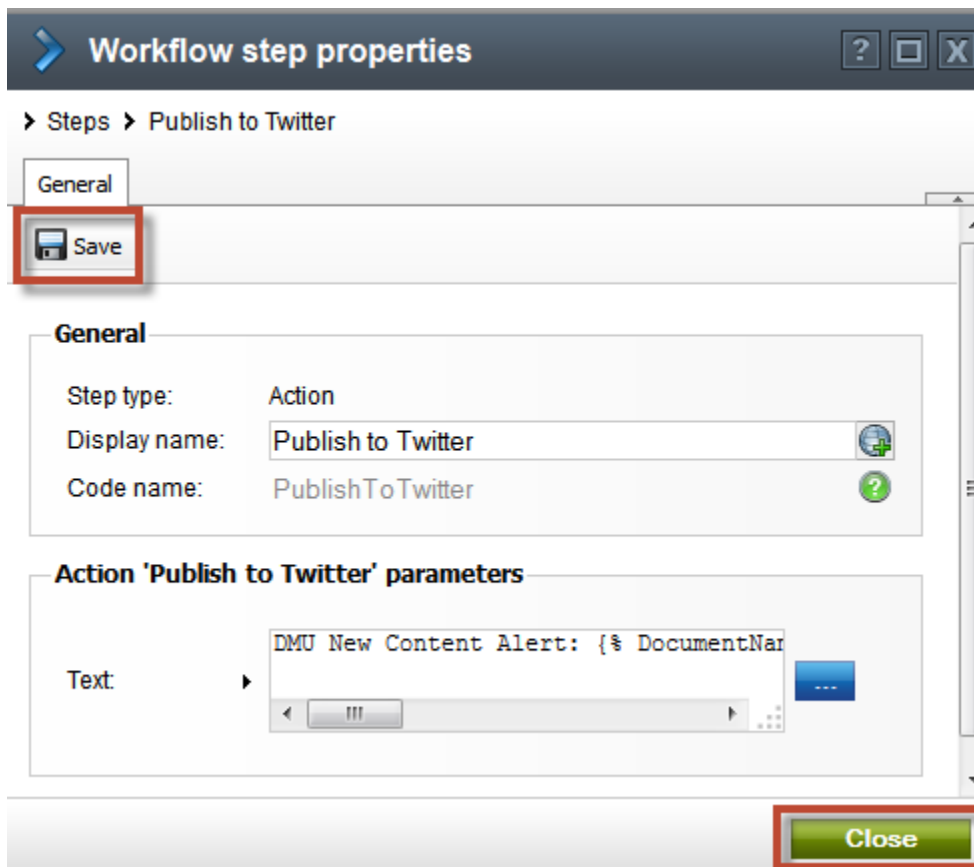
New Content Alert: { % DocumentName % } available at <http://yourURL{% Document.NodeAliasPath #%}.aspx>



What am I looking at?

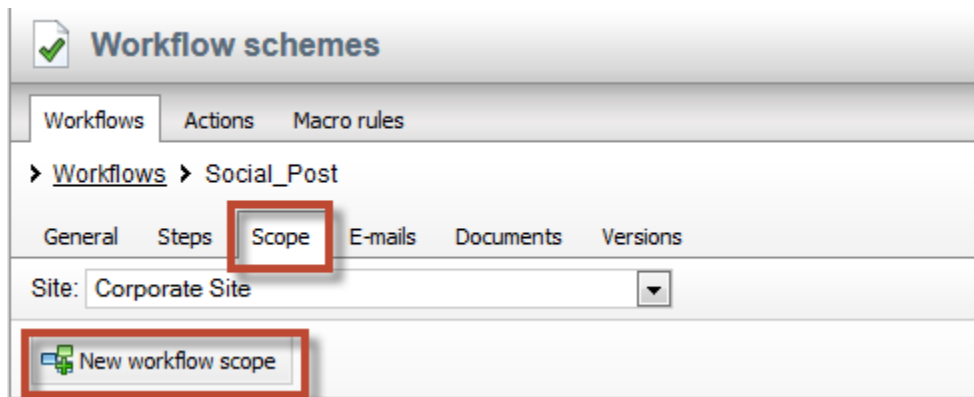
This macro is resolved when posted to Twitter and will include the document name and shortened URL.

11. In the Workflow step properties screen select **Save** and then **Close** as shown in the following screenshot.



12. In the Workflows menu select the **Scope** tab and then click **New workflow scope** as shown in the following screenshot.

Kentico Hands on Lab



13. In the New scope screen in the **General** section in the **Alias path** click the **Select** button as shown in the following screenshot.

Kentico Hands on Lab

Workflow scope > New scope

Save

General

Alias path: **Select**


This scope covers: Specified document and its children
 Only specified document
 Only child documents

Type: Apply workflow on documents in this scope
 Exclude workflow from documents in this scope

Advanced

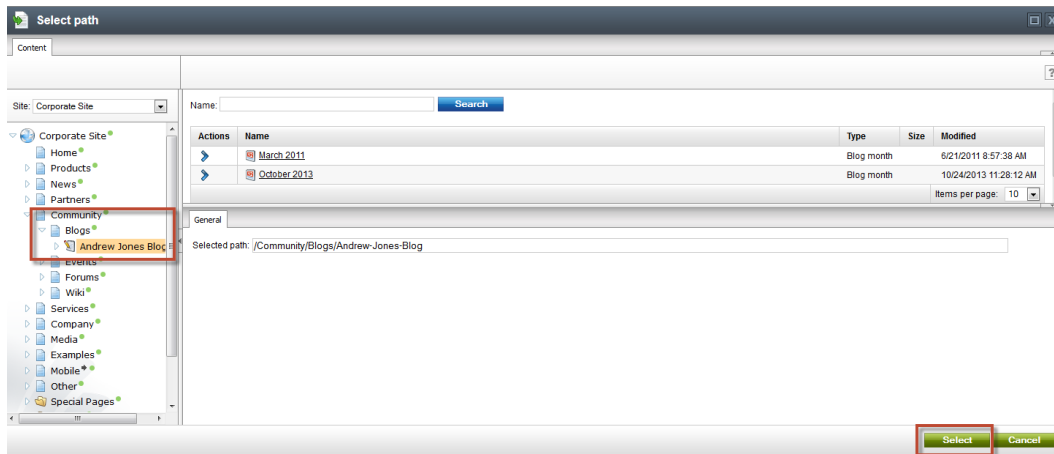
Document type: (all) ▼

Culture: (all) ▼

Condition: 

14. In the Select path screen expand the **Community** node, then expand **Blogs**, select **Andrew Jones Blog** and then click the **Select** button as shown in the following screenshot.

Kentico Hands on Lab



15. In the Scope ID:1 screen update the following fields and then select **Save**.

Section	Fields	Value
General	This scope covers	Specified documents and its children
General	Type	Apply workflow on documents in this scope
Advanced	Document type	Blog Post (CMS.BlogPost)

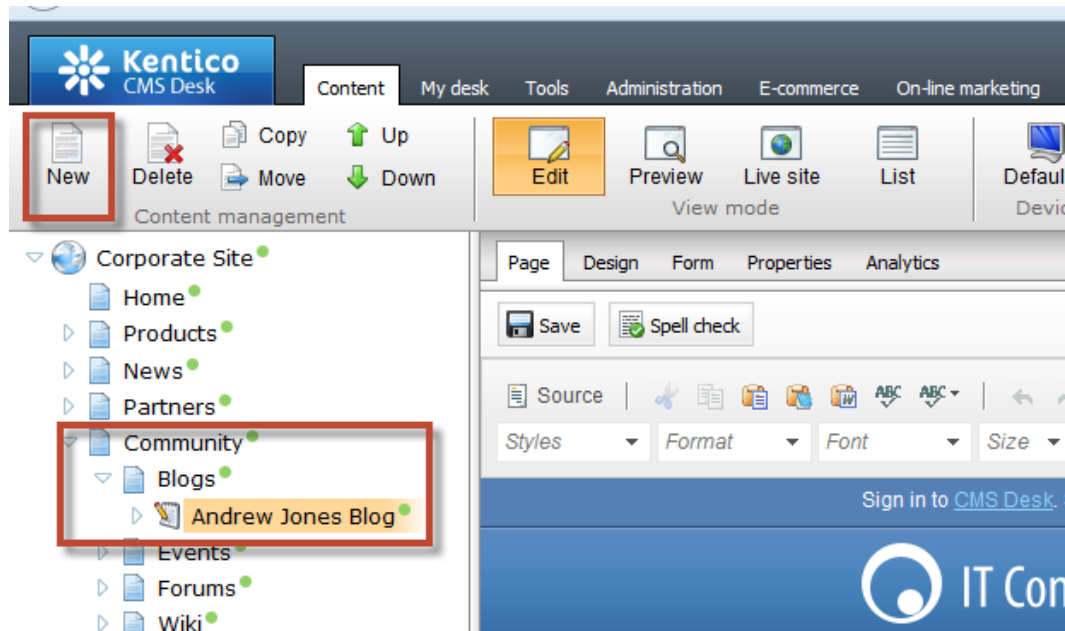


What am I looking at?

In this example we created a workflow for blog posts only. You can have multiple scopes that cover multiple different document types.

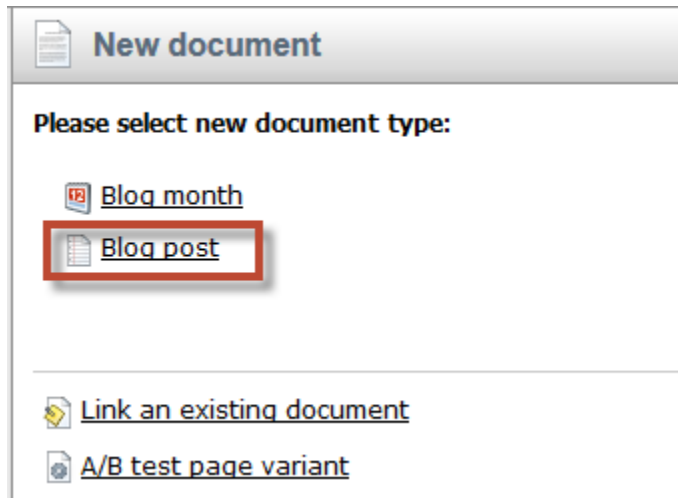
Lab 6-6: Executed the advanced workflow

1. Log into CMS Desk in the Content tree expand **Community**, then **Blogs**, select **Andrew Jones Blog** and then click **New** as shown in the following screenshot.







2. In the New document screen select **Blog post** as shown in the following screenshot.

Kentico Hands on Lab



New document

Please select new document type:

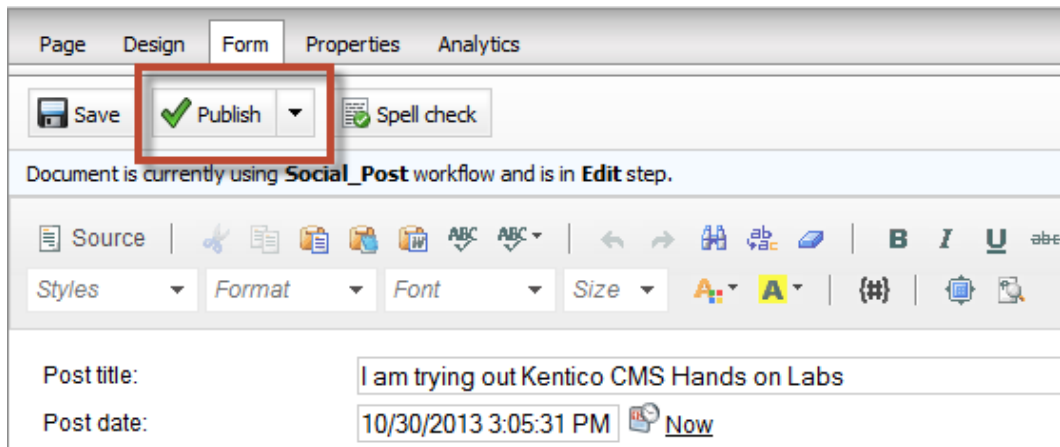
-  [Blog month](#)
-  [Blog post](#)
-  [Link an existing document](#)
-  [A/B test page variant](#)

3. In the New blog screen update the following fields and then select **Save**.

Field	Value
Post Title	I am trying out Kentico CMS Hands on Labs
Post date	Select Now
Post Summary	I am doing a lab in the Kentico CMS Hands on Labs series
Post Text	I am almost done and this is a test of the social integration features.

4. In the New blog post screen click **Publish** as shown in the following screenshot.

Kentico Hands on Lab



Page Design **Form** Properties Analytics

Save **Publish** Spell check

Document is currently using **Social_Post** workflow and is in **Edit** step.

Source | Styles | Format | Font | Size | A | A | (#) | [Icons]

Post title: I am trying out Kentico CMS Hands on Labs

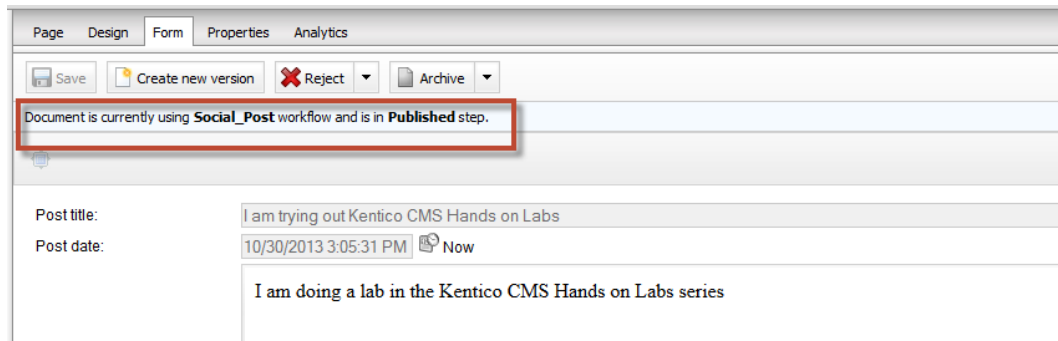
Post date: 10/30/2013 3:05:31 PM Now



What am I looking at?

This blog post is under the Social Post workflow we created in the previous lab.

5. Confirm that you see the workflow has moved to the **Published** step as shown in the following screenshot.



Page Design **Form** Properties Analytics

Save Create new version **Reject** Archive

Document is currently using **Social_Post** workflow and is in **Published** step.

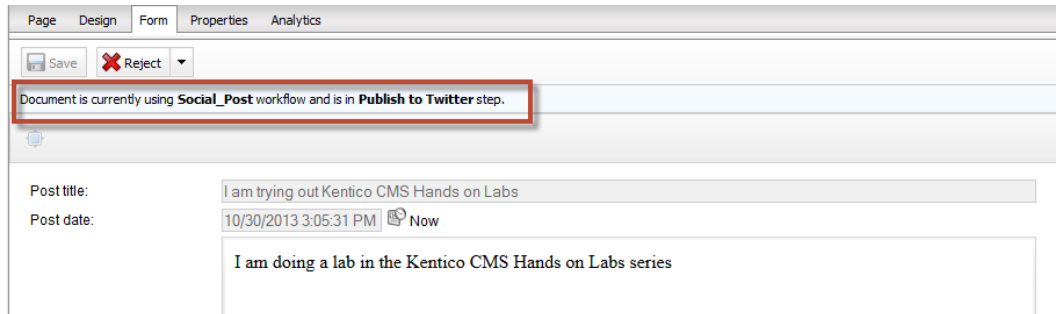
Post title: I am trying out Kentico CMS Hands on Labs

Post date: 10/30/2013 3:05:31 PM Now

I am doing a lab in the Kentico CMS Hands on Labs series

Kentico Hands on Lab

- Wait one minute and then refresh the document to confirm that the document has been moved to the **Publish to Twitter Step** as shown in the following screenshot.



- Select the **Live Site** to confirm that you see the document as shown in the following screenshot

I am trying out Kentico CMS Hands on Labs

I am doing a lab in the Kentico CMS Hands on Labs series



I am almost done and this is a test of the social integration features.

| 10/30/2013 3:05:31 PM | [0 comments](#)

Comments

Blog post currently doesn't have any comments.

- Open your Twitter account and verify that you see the Tweet as shown in the following screenshot.

Tweets



Summary

In this Hands on Lab we have looked at how to use Advanced workflow to automatically post to Twitter. Specifically we covered the following.

- What information is needed from Twitter to use social medial integration with Kentico CMS
- What information is needed to from bit.ly to use URL shortening with Kentico CMS
- How to create a new Advanced workflow
- How to create a scope that will select documents for an Advanced workflow

Key Resources:

- http://devnet.kentico.com/docs/devguide/index.html?workflow_designing_advanced.htm
- <http://devnet.kentico.com/Videos/Feature-series/Kentico-Feature-Series-Advanced-workflow.aspx>

Hands on Lab 7: Syndicating content with Issuu.com

Lab Overview

System Requirements:

- Kentico CMS 7 with the Sample Corporate Site
- Active account with [Issuu.com](https://issuu.com)

Intended Lab Audience:

- CMS Designers
- CMS Developers

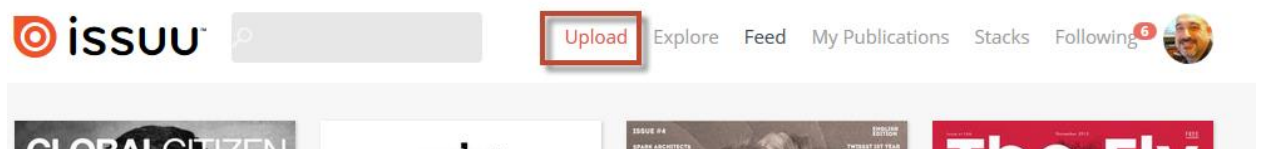
Lab introduction

The traditional publishing industry has moved increasingly online. This move has created a variety of self-service publish options across the internet. These sites are ideal for long form content like white papers and e-books. Enabling a broader readership, additional marketing opportunities and even extended analytics. In this lab we will publish a document on [Issuu.com](https://issuu.com) and then syndicate the content to a Kentico site using the flipbook option. In completing this set of labs you will perform the following tasks:

- Publish a document to issuu.com
- Create a blog post that syndicates the content

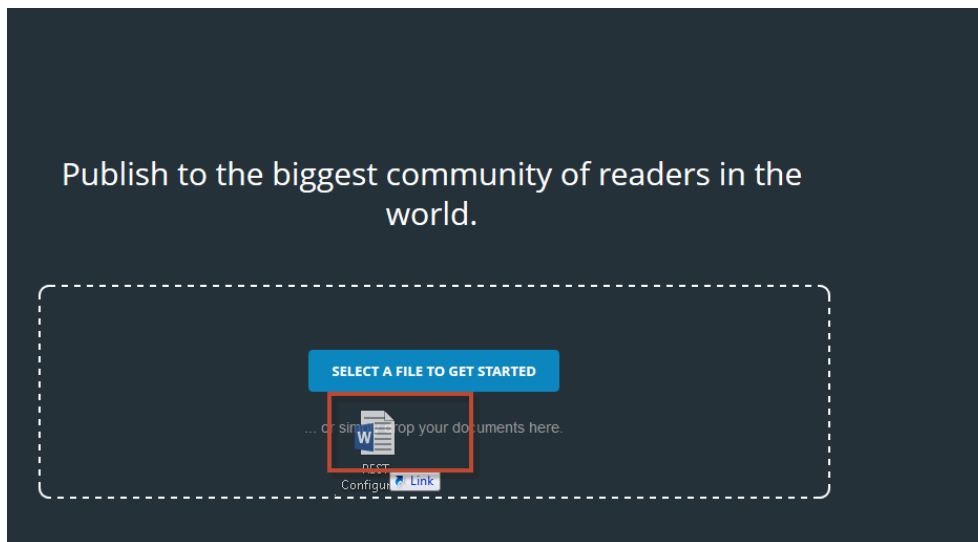
Lab 7-1: Publish the document

1. Log into issuu.com and select the **Upload** button as shown in the following screenshot



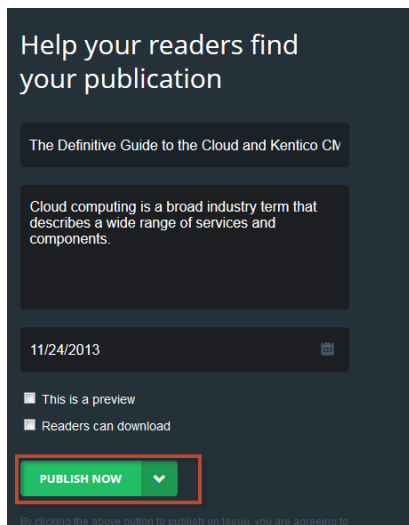
Kentico Hands on Lab

2. Drag the file you want published to the **Select a file to get started** section as shown in the following screenshot

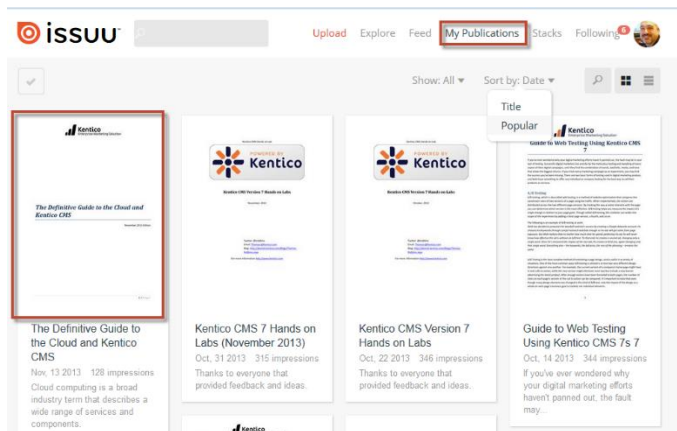


3. Complete the **Title** and **Description** fields and then click **Publish Now** as shown in the following screenshot

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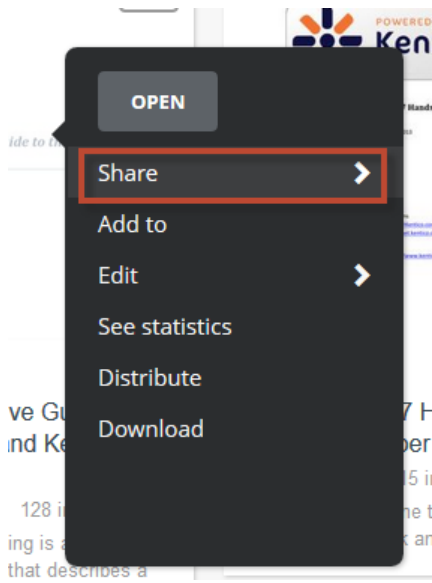


4. From the main menu select the **My Publications** menu option and then click the uploaded document as shown in the following screenshot.

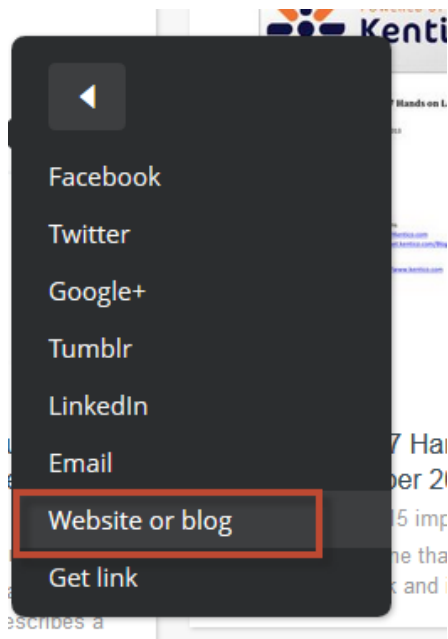


5. In the popup menu select the **Share** menu option as shown in the following screenshot

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6. In the popup menu select **Website or Blog** menu option as shown in the following screenshot



Kentico Hands on Lab

7. In the **Design your widget** page update the following fields and then select **Save style**

Field	Value
Size	Click 525 X340 PX
Page layout	Double
Autoflip the pages	Selected

Kentico Hands on Lab

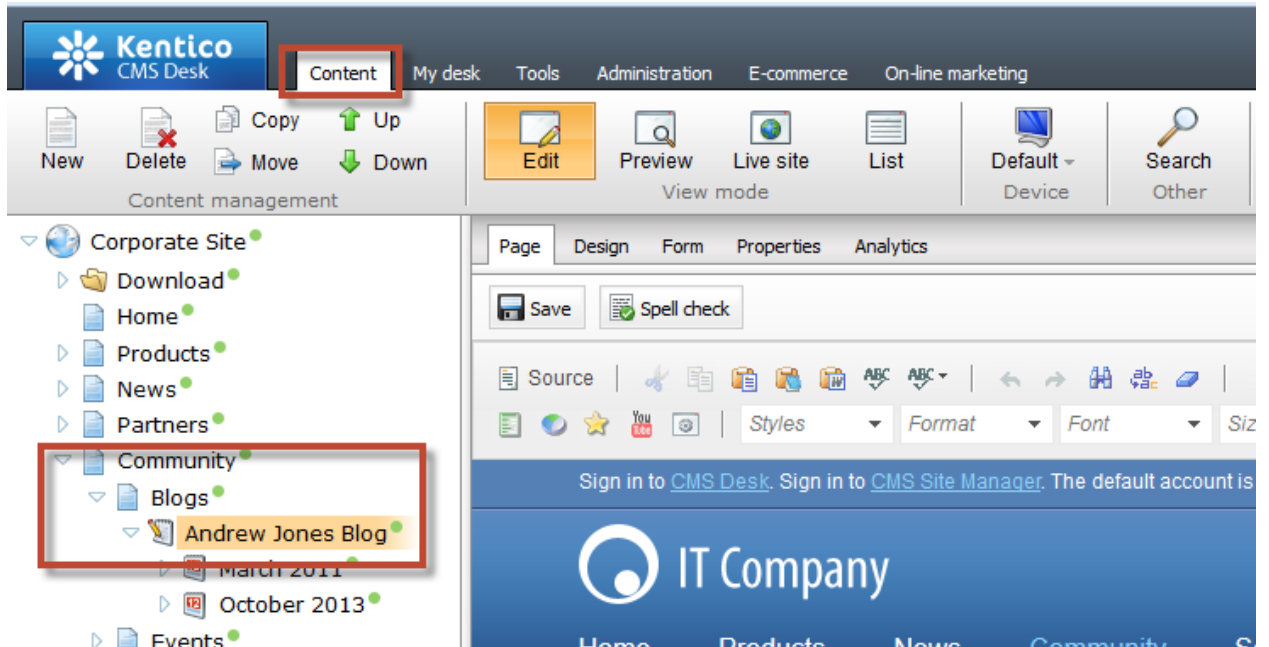
8. In the **Embed code** dialog select the code as shown in the following screenshot

```
Embed code <div data-configid="5386789/5747654" style="width: 525px; height: 340px;" class="issuembed"></div><script type="text/javascript" src="//e.issuu.com/embed.js" async="true"></script>
```

```
Link issuu.com/ThomRobbins/docs/cloud\_paper\_v4?e=5386789/5747654
```

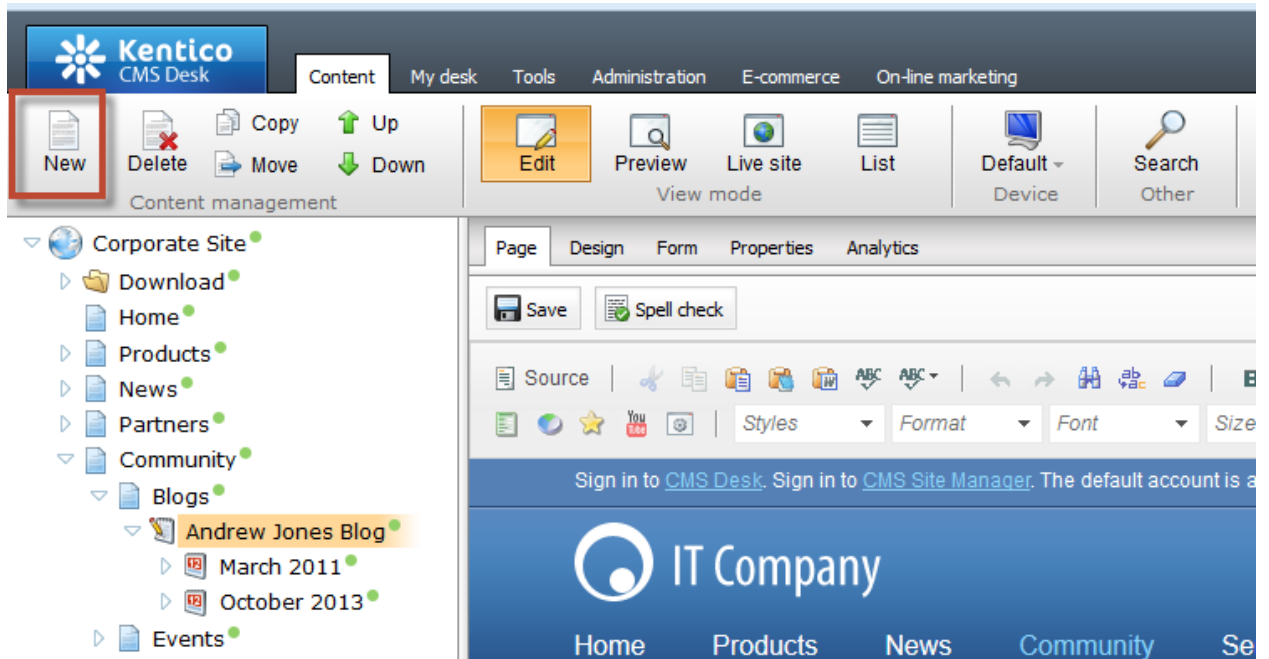
Lab 7-2: Create the blog post

5. As Administrator log into **CMS Desk** select the **Content** tab , in the Content tree expand **Community**, then **Blogs** and select **Andrew Jones Blog** as shown in the following screenshot



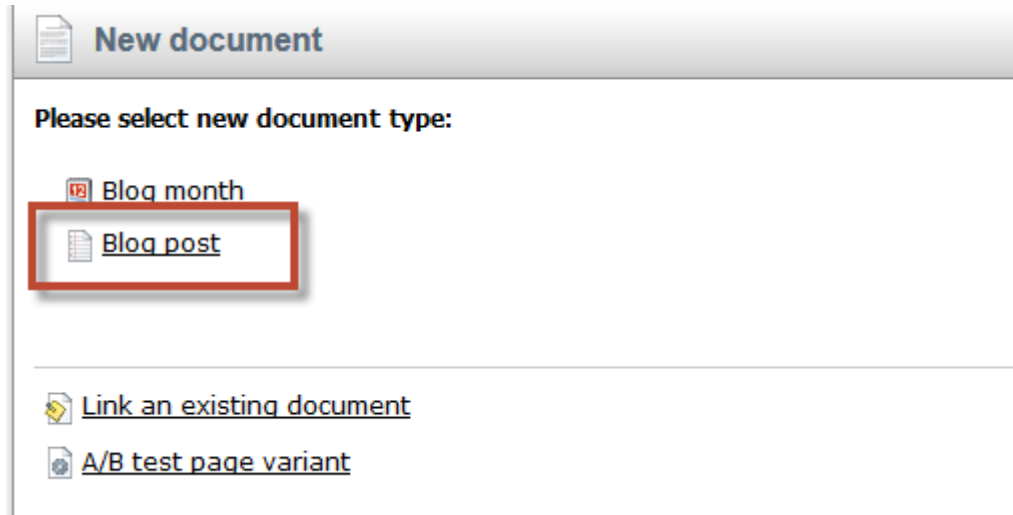
Kentico Hands on Lab

6. In the Content management toolbar select **New** as shown in the following screenshot



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7. In the **New document** screen select **Blog post** as shown in the following screenshot

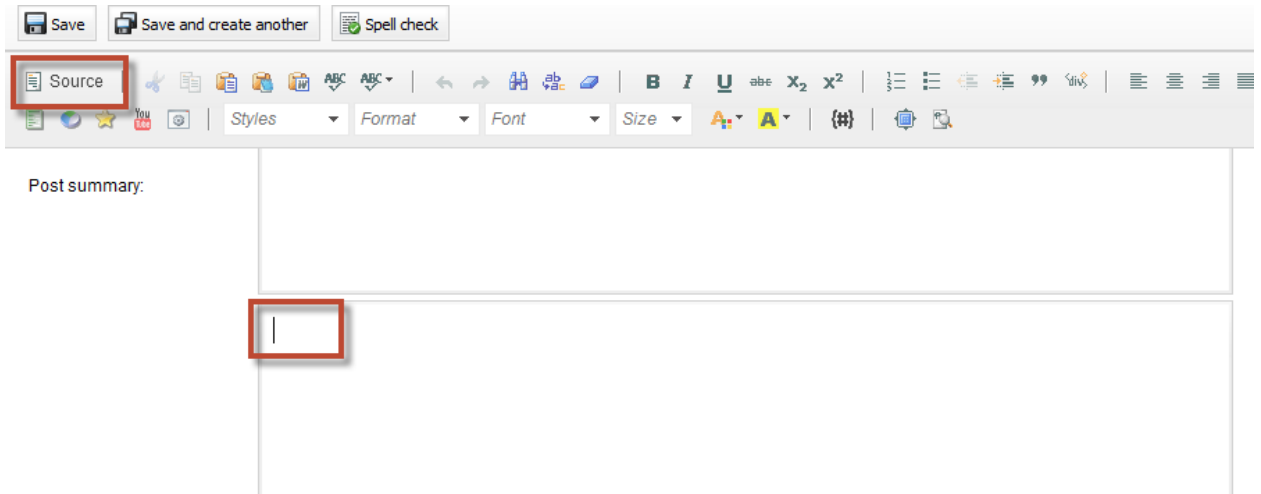


8. In the **New blog post** update the following fields

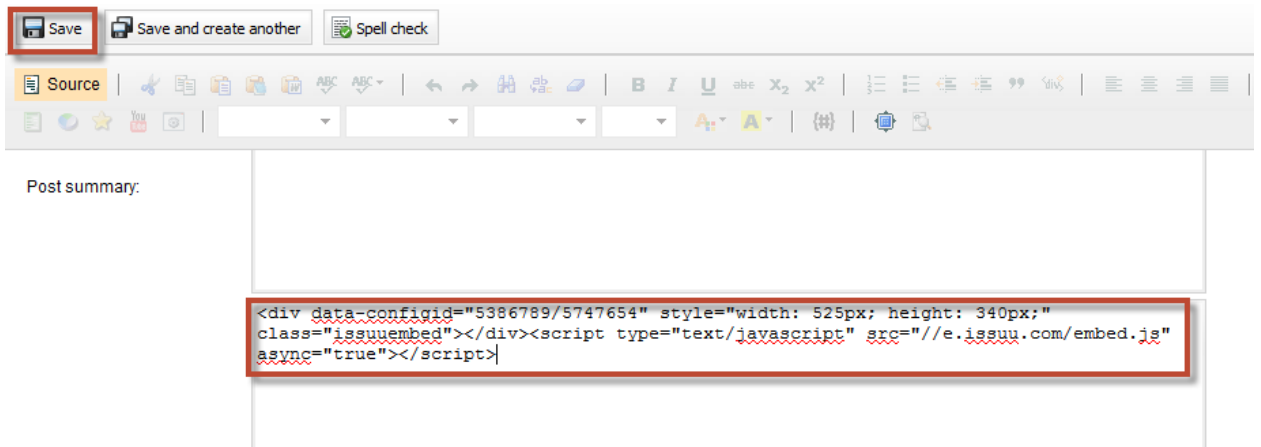
Field	Value
Post title	A new fantastic whitepaper!
Post Summary	We have been working hard to provide you the best content available. I am happy to announce that we have completed a new whitepaper. As always we would love to hear your feedback.

Kentico Hands on Lab

9. With your cursor in the **Post summary** box in the WYSIWYG menu click the **Source** button as shown in the following screenshot



10. Paste the issuu.com embed code from **Lab 8-1 step 8** into the Post summary box and then click **Save** as shown in the following screenshot



Kentico Hands on Lab

11. Click the **Live site** button to view the document as shown in the following screenshot

The screenshot shows the Kentico Hands on Lab interface. At the top, there are buttons for 'Edit', 'Preview', 'Live site', 'List', and 'Search'. The 'Live site' button is highlighted with a red box. Below the buttons, there are tabs for 'View' and 'Validate'. The main content area displays a preview of a document with a table of contents. A black button with the text 'Click to read' is overlaid on the document preview. Below the document preview, there is a link that says 'Open publication - Free publishing'.

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Summary

In this set of Hands on Labs we looked at how to syndicate content using [issuu.com](https://www.issuu.com) and then display the document using their autoflip feature. Specifically, we covered the following.

- Upload the document to [issuu.com](https://www.issuu.com)

Kentico Hands on Lab

- Copying the embed code
- Pasting the code into a Kentico CMS blog post

Key Resources:

- <http://devnet.kentico.com/Documentation.aspx>

Kentico Hands on Lab

Hands on Lab 8: Using Macros

Lab overview

System Requirements:

- Kentico CMS 7 with the Sample Corporate Site

Intended Lab Audience:

- CMS Designers
- CMS Developers

Lab Introduction

Macros are an important part of customizing Kentico. They provide an ideal way to extend the system without having to write .NET code. In Kentico CMS, macro expressions are strings in a special format, which consists of the expression itself and two sequences of special characters that encapsulate it. When Kentico renders a page that contains macros, it resolves the macros into their equivalent values based on the current context. Kentico supports a variety of macro types:

- **{% CurrentUser.UserName %}** – context (data) macros
- **{\$ 404.info \$}** – localization macros
- **{? nodeid ?}** – querystring macros
- **{@ StyleCookie @}** – cookie macros
- **{^ BizFormControl ^}** – inline control macros
- **{& /News/% &}** – path macros
- **{# mycustommacro #}** – custom macros
- **{~ mysubstitution ~}** – substitution macros

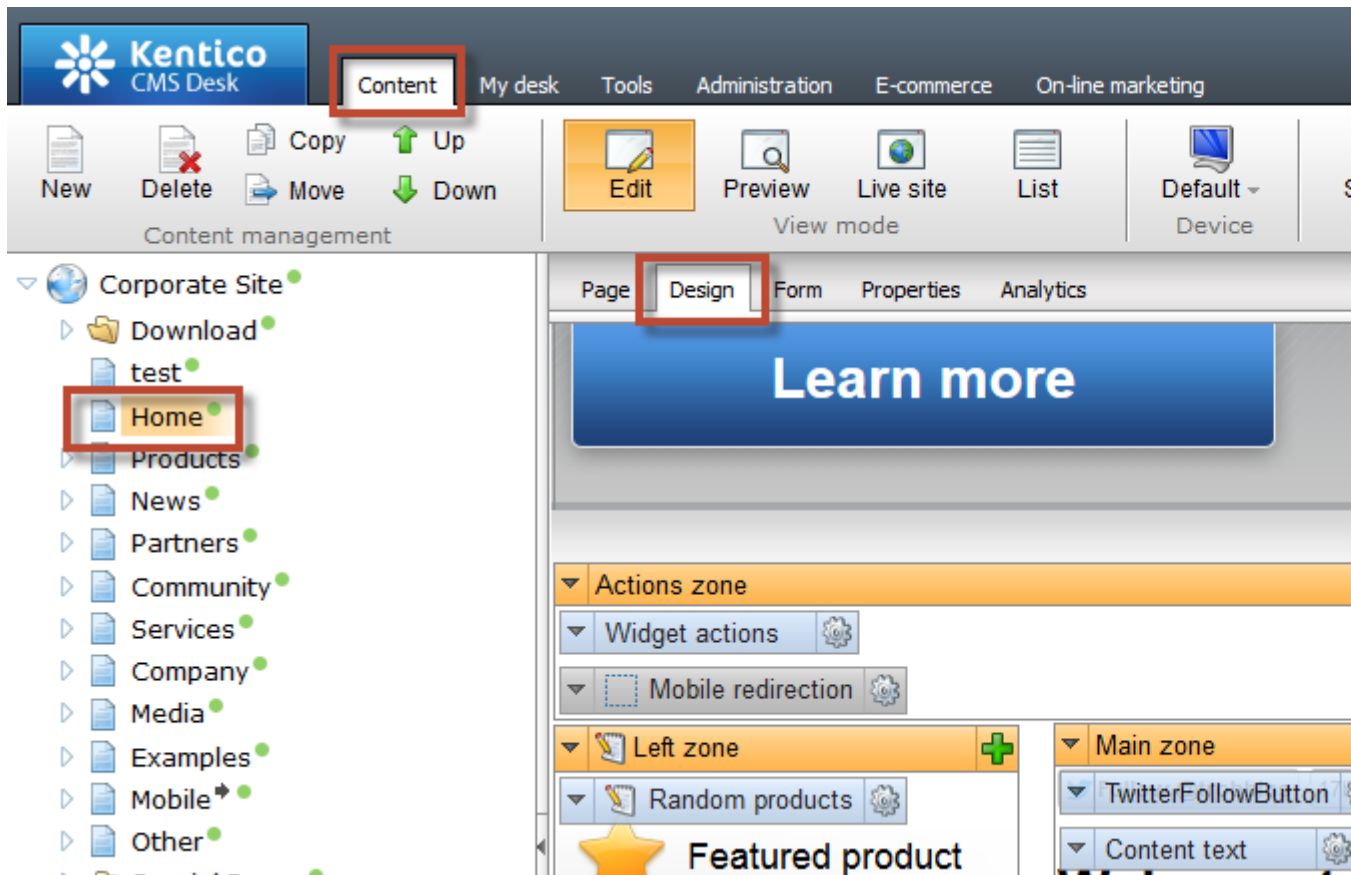
In completing this set of labs you will perform the following tasks:

- Create an inline control macro
- Upload images for display using the inline control macro

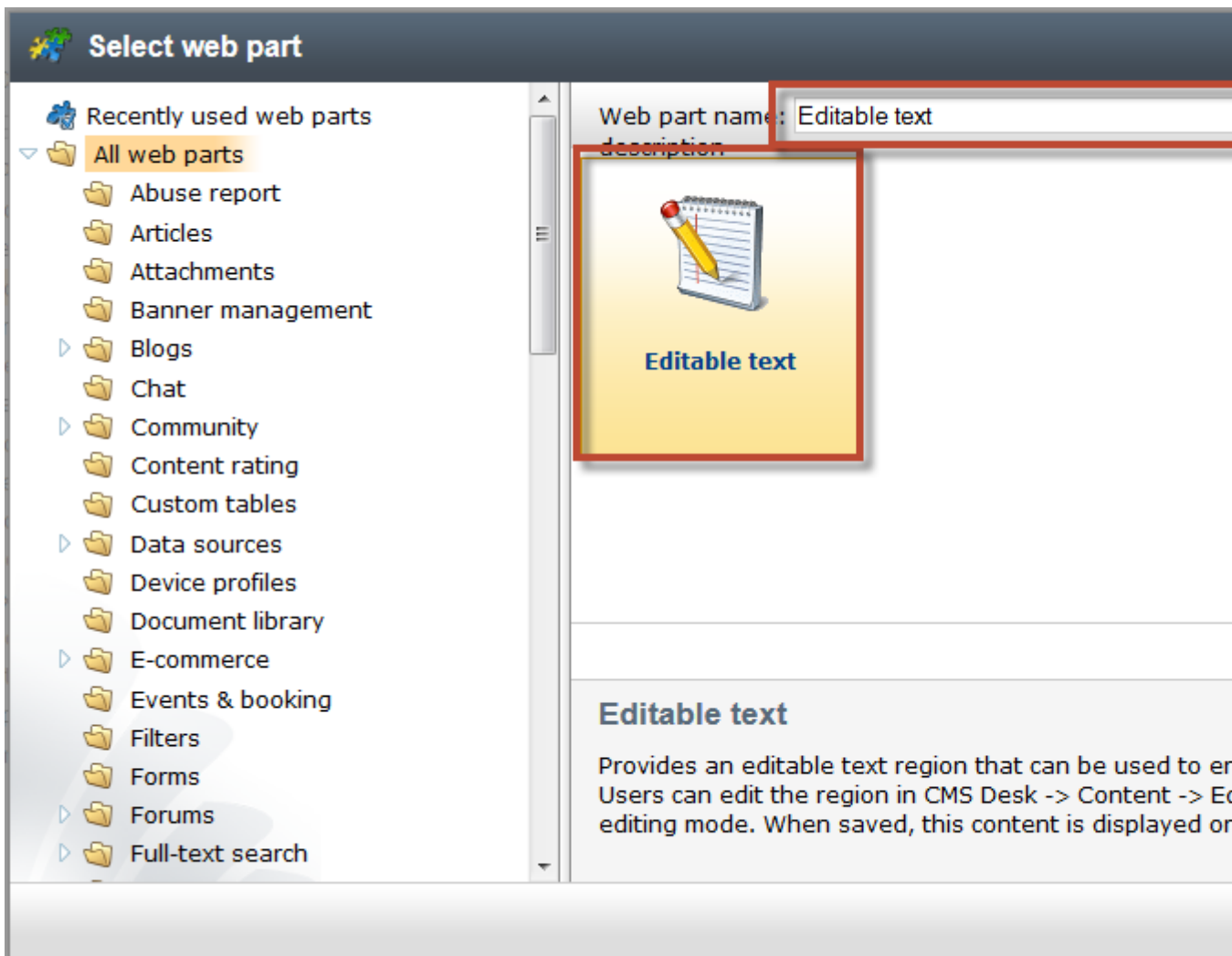
- Render the inline control macro on the live site

Lab 8-1: Adding an Editable Text web part

1. Log into **CMS Desk**, click the **Content** tab, in the Content tree select the **Home** page, click the **Design** tab, and in the **Main zone** select the **Properties (+)** plus sign as shown in the following screenshot.

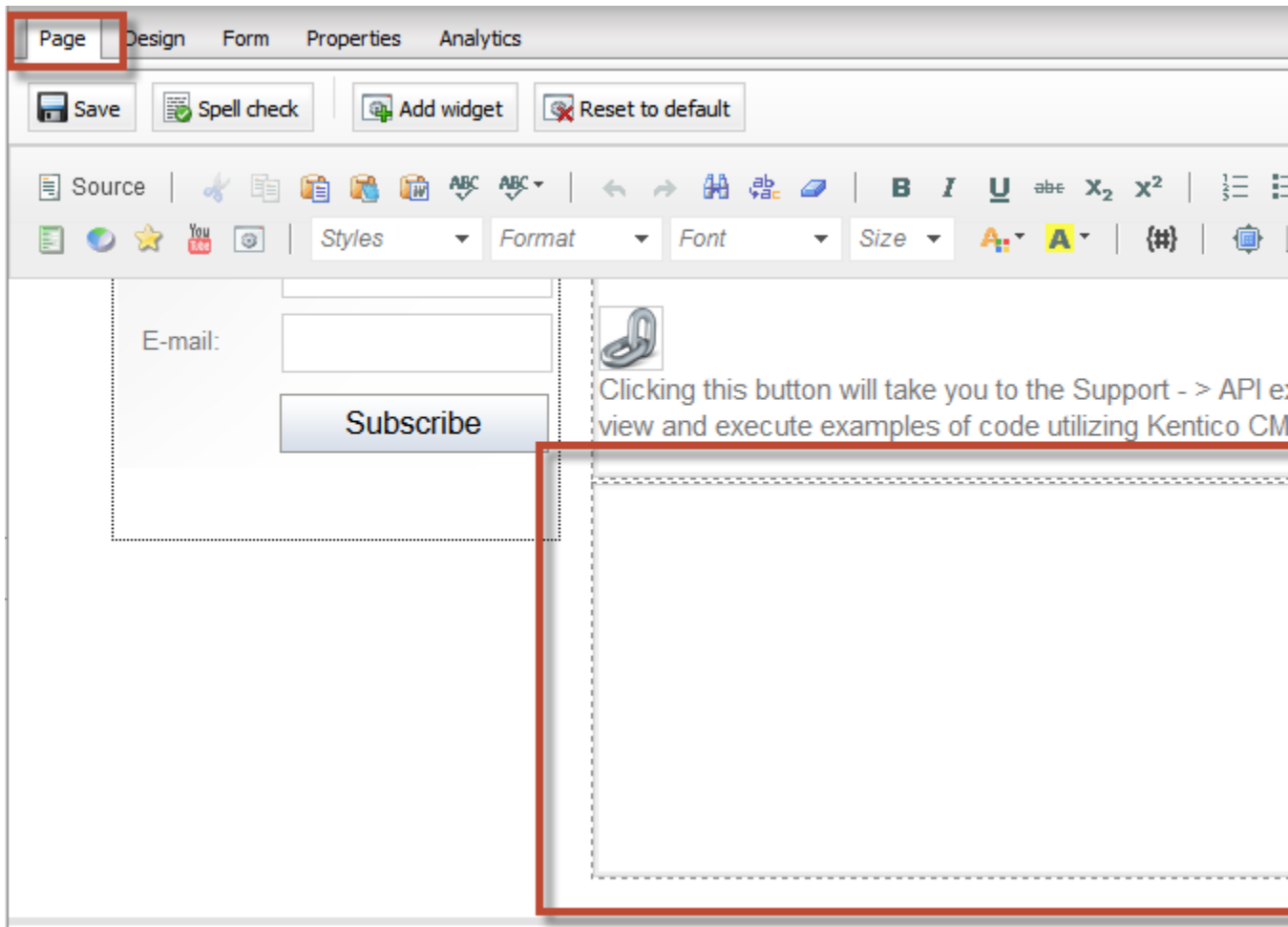


2. In the **Select web part** screen in the **Web part name** field enter **Editable text** then click **Search**, select the **Editable text** web part and then click **Ok** as shown in the following screenshot.



3. Select the **Page** tab and validate the Editable text web part as shown in the following screenshot.

Kentico Hands on Lab



Lab 8-2: Adding an Inline Control Macro

1. On the **Page** tab In the Editable text web part enter the following inline control macro and the click **Save**.

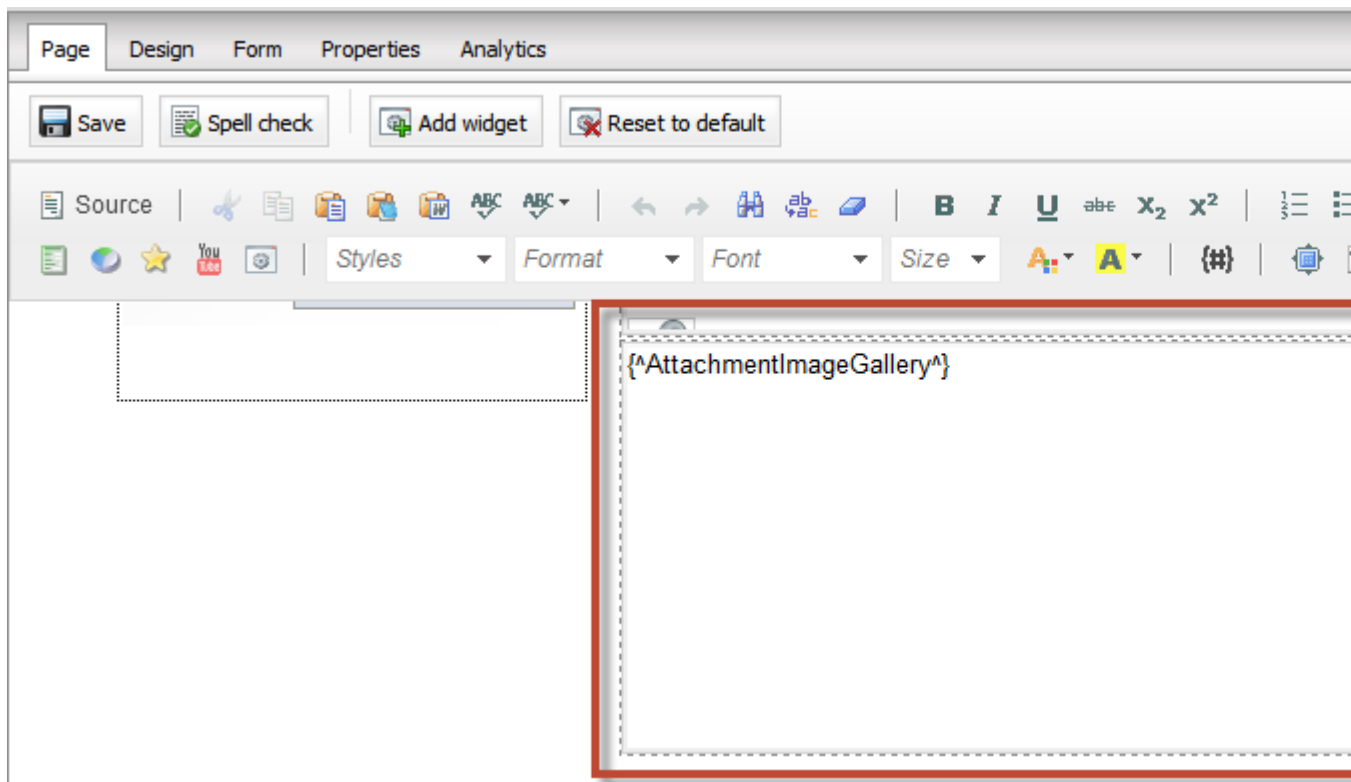
```
{^AttachmentImageGallery^}
```



What am I looking at?

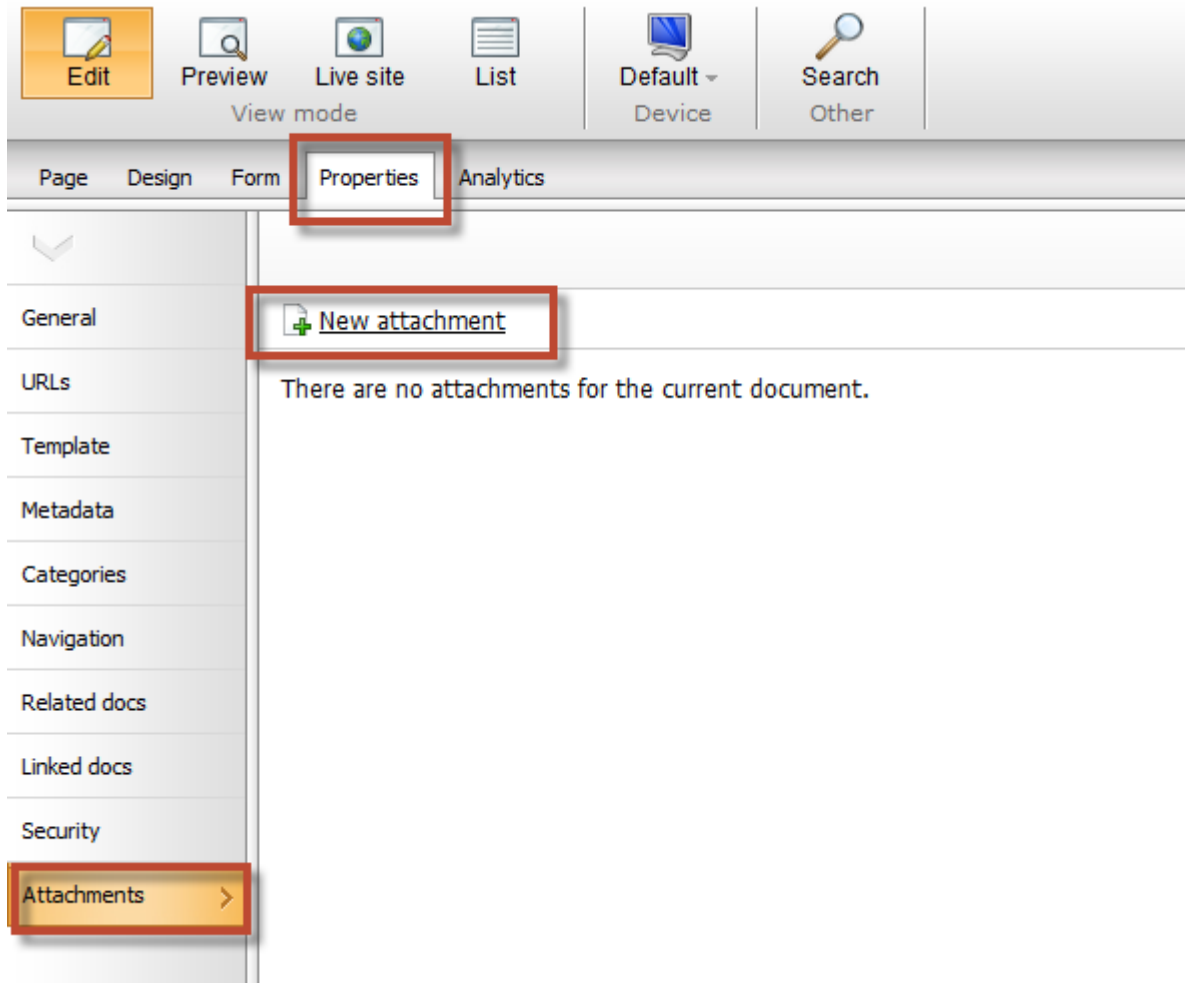
Macro expressions are string in a special format, for inline control macros these start and end with the ^ character.

2. Validate that you see the inline macro as shown in the following screenshot.



3. Select the **Properties** tab, then click the **Attachments** tab and then select **New attachment** as shown in the following screenshot.

Kentico Hands on Lab

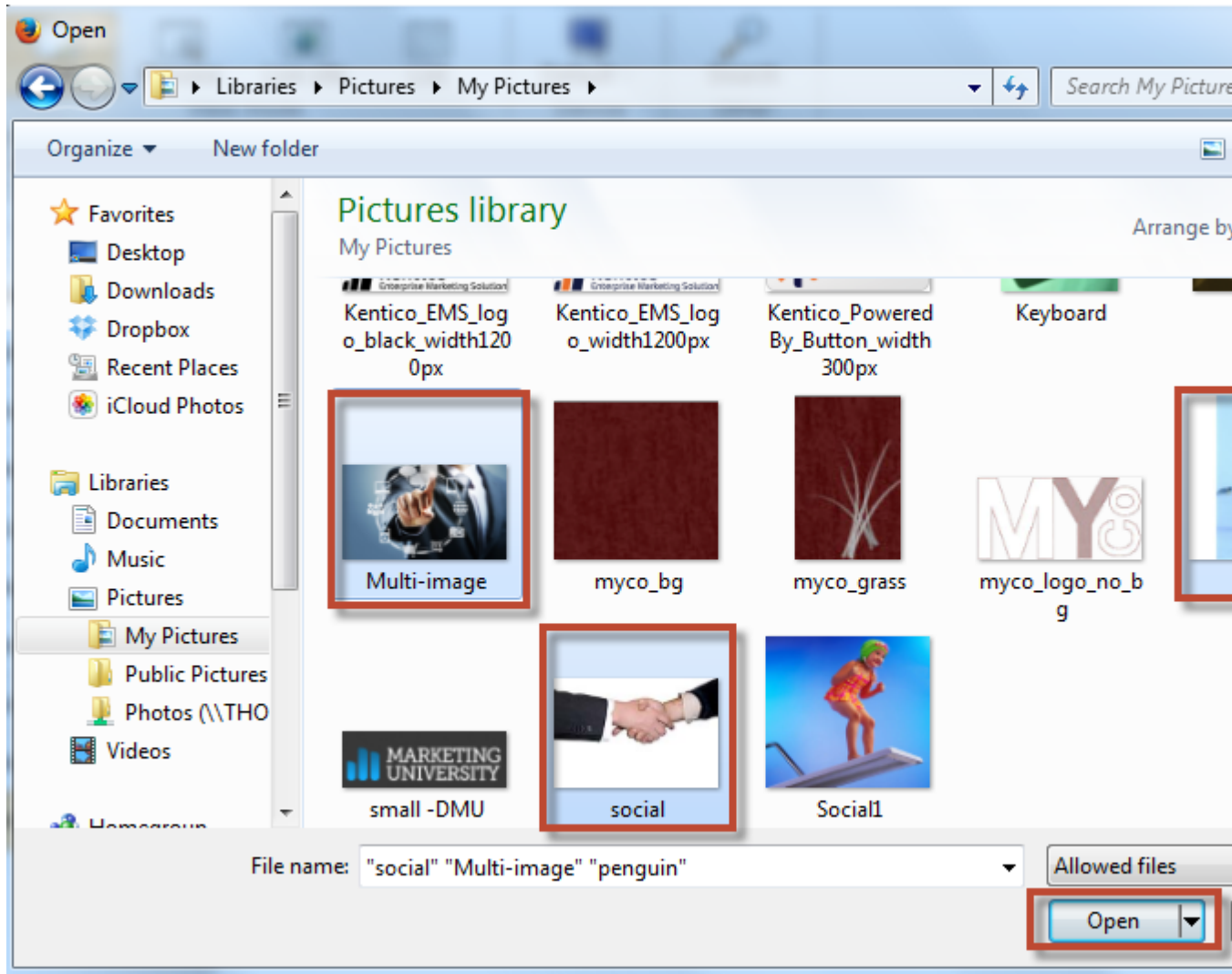


What is an Attachment?

Attachments are files added to a website document and bound to the document lifecycle.

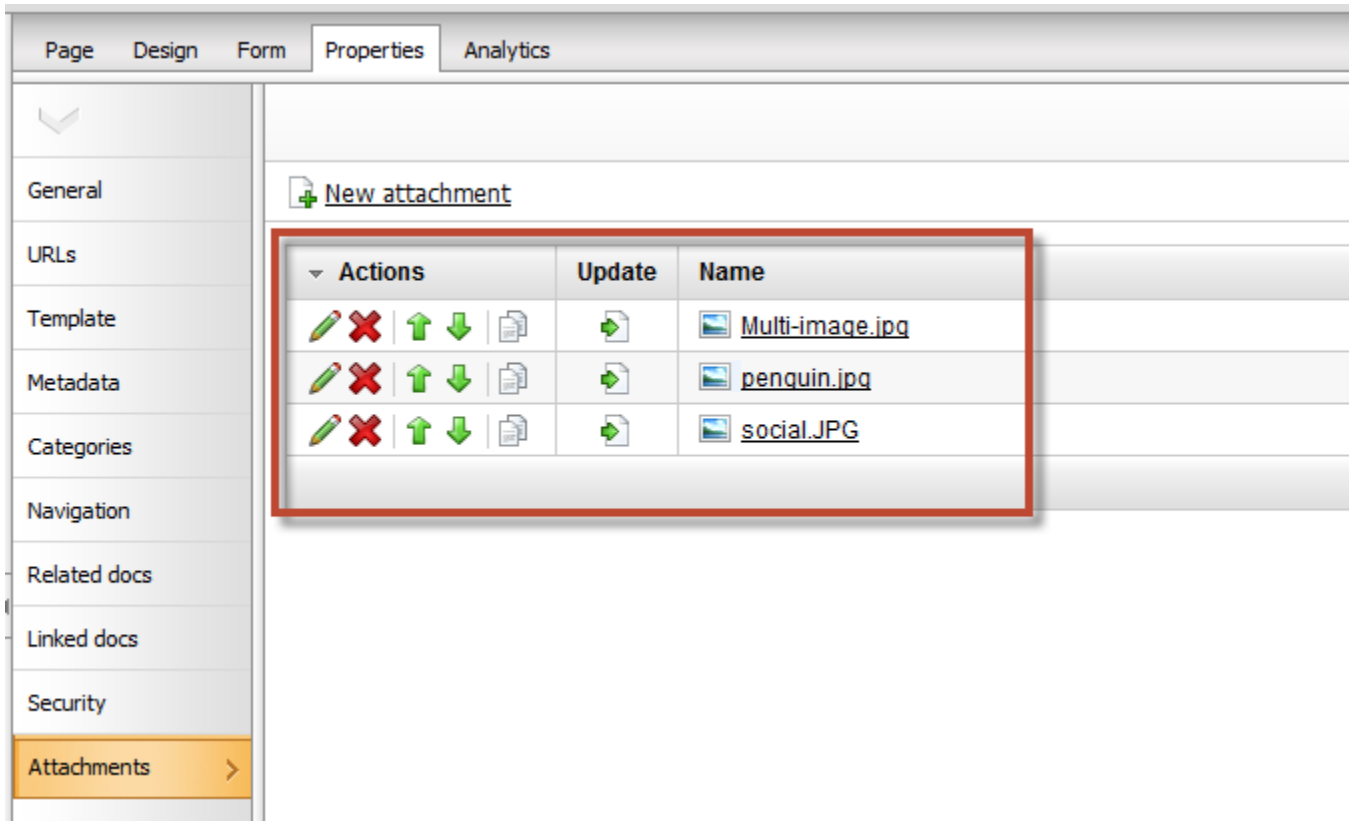
Kentico Hands on Lab

4. In the **Open** dialog box, select a few images, and then click **Open** to upload them as attachments of the document as shown in the following screenshot.
























5. On the **Attachments** page, verify that the uploaded files appear in the list as shown in the following screenshot.

Kentico Hands on Lab

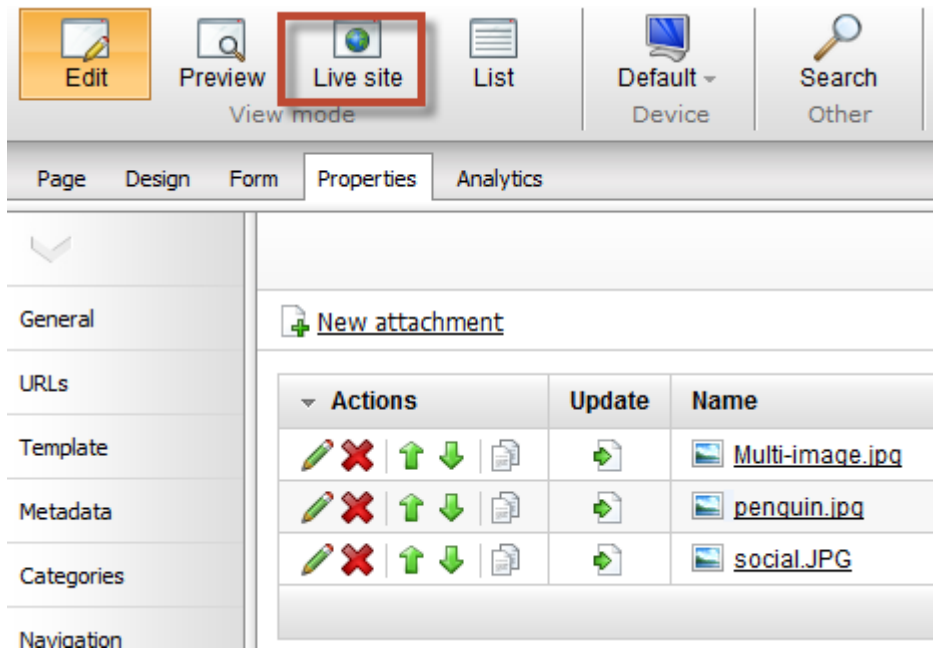


The screenshot shows the Kentico Properties tab with a table of attachments. The table has three columns: Actions, Update, and Name. The 'Actions' column contains icons for edit (pencil), delete (red X), up (green up arrow), down (green down arrow), and refresh (document with circular arrow). The 'Update' column contains a green plus icon in a document. The 'Name' column contains the attachment names: Multi-image.jpg, penguin.jpg, and social.JPG. The table is highlighted with a red border.

Actions	Update	Name
    		 Multi-image.jpg
    		 penguin.jpg
    		 social.JPG

6. Select **Live site** as shown in the following screenshot.

Kentico Hands on Lab



7. Select the **Live site** and validate that you see the images as shown in the following screenshot.

Kentico Hands on Lab

The screenshot shows the Kentico Hands on Lab interface. At the top, there is a toolbar with several icons: 'Edit' (pencil), 'Preview' (magnifying glass), 'Live site' (globe, highlighted with a red box), 'List' (list icon), 'Default Device' (laptop icon), and 'Search Other' (magnifying glass). Below the toolbar is a 'View Validate' section. The main content area displays two sections: 'Examples' and 'API Examples'. The 'Examples' section has a blue arrow button and text: 'The Examples section of this website contains live exam... home page customizable by individual users using widge...'. The 'API Examples' section has a blue arrow button and text: 'Clicking this button will take you to the Support - > API ex... view and execute examples of code utilizing Kentico CMS...'. Below these sections is a gallery of three images: a hand pointing at a screen with icons, two penguins, and a laptop. The entire gallery is enclosed in a red border.

8. Click one of the uploaded images and verify that the control displays them in a light box, as shown in the following screenshot.

Kentico Hands on Lab

View mode


View Validate

Examples

The Examples section of the website contains...

API Examples

Clicking this button will take view and execute examples



Partners


- Silver Partners
- Gold Partners

Examples

- My Home Page
- Development Models
- Mobile development
- Web Parts

Articles

- About Us



penguin.jpg

Summary

In this set of Hands on Labs we looked at how to use macros with Kentico. Specifically, we covered the following.

- Using an inline control macro

Key Resources:

- http://devnet.kentico.com/docs/devguide/types_of_macros.htm?zoom_highlightsub=macro

Hands on Lab 9: Building a landing page

Lab overview

System Requirements:

- Kentico CMS 7 with the Sample Corporate Site

Intended Lab Audience:

- CMS Designers
- CMS Developers

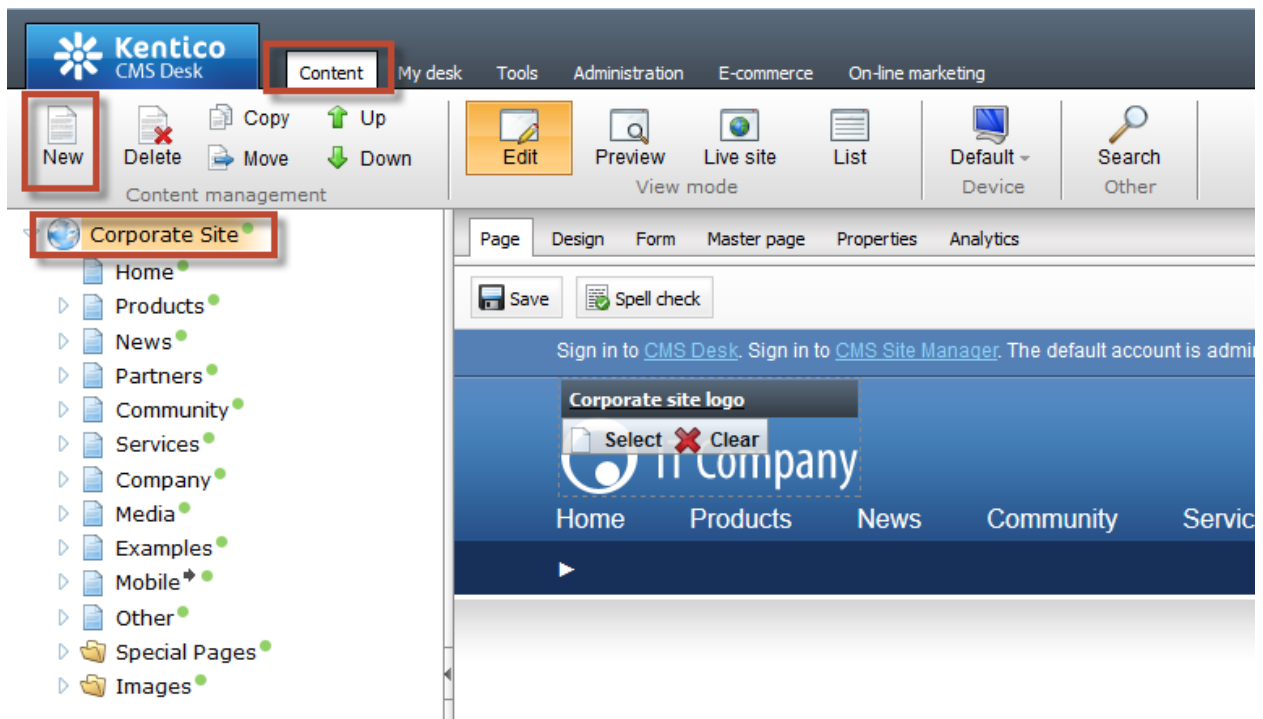
Lab introduction

Landing pages are designed with the purpose of capturing information for follow up. As a general rule it is important to try and keep the content to a minimum with the goal of obtaining a visitor's email address, and avoiding additional information that could distract from the user clicking away to a different website. Many times you may want to entirely remove all navigation and hyperlinks. The absence of links is used to focus the visitor's attention on one choice: register for the offer or leave the site. Landing pages are often used with an auto responder to begin delivering information as soon as the visitor confirms their email address. The auto responder may be utilized to send a follow-up email or to provide an immediate download link to get information. Kentico CMS provides the ability to create an online form that provides an auto-responder. In this lab we will create a landing page that a user can provide their email information in return for an email that contains a whitepaper link. In completing this set of labs you will perform the following tasks:

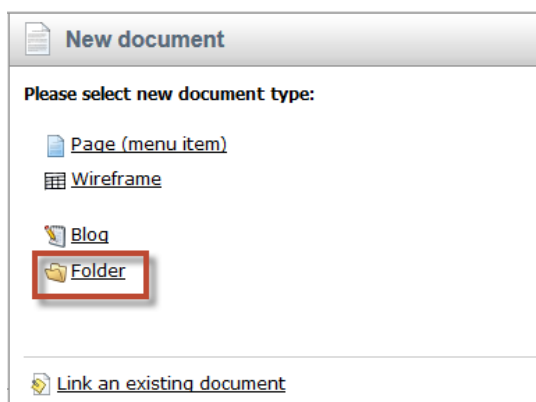
- Create a landing page
- Create an online form
- Create a follow up email for the completed email

Lab 9-1: Upload the whitepaper

9. Log into **CMS Desk** select the **Content** tab , in the Content tree select **Corporate site** and then select the **New** button as shown in the following screenshot.

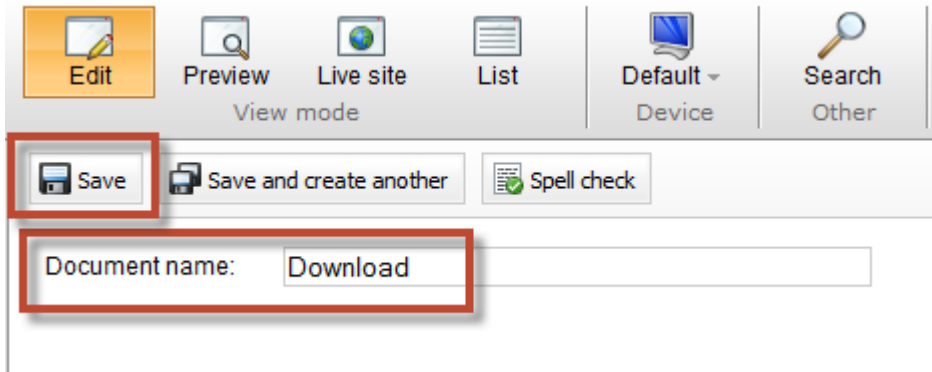


10. In the **New document** screen select **Folder** as shown in the following screenshot.

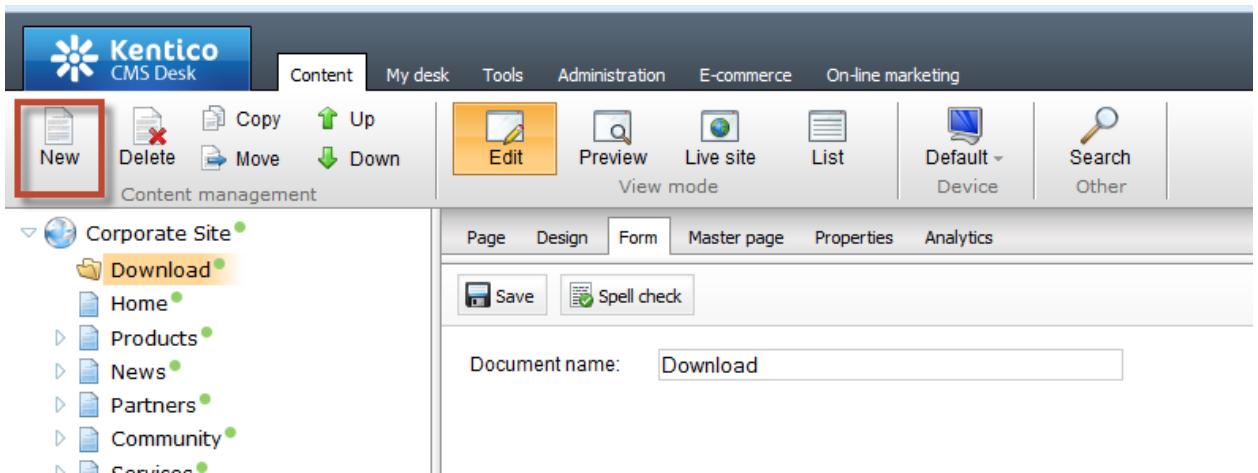


Kentico Hands on Lab

11. In the New folder screen in the **Document name** field enter **Download** and then select **Save** as shown in the following screenshot.

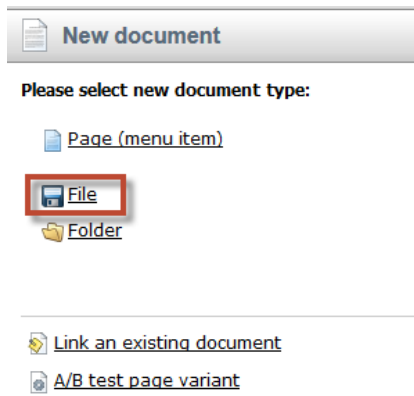


12. In the **Content management** panel click **New** as shown in the following screenshot.

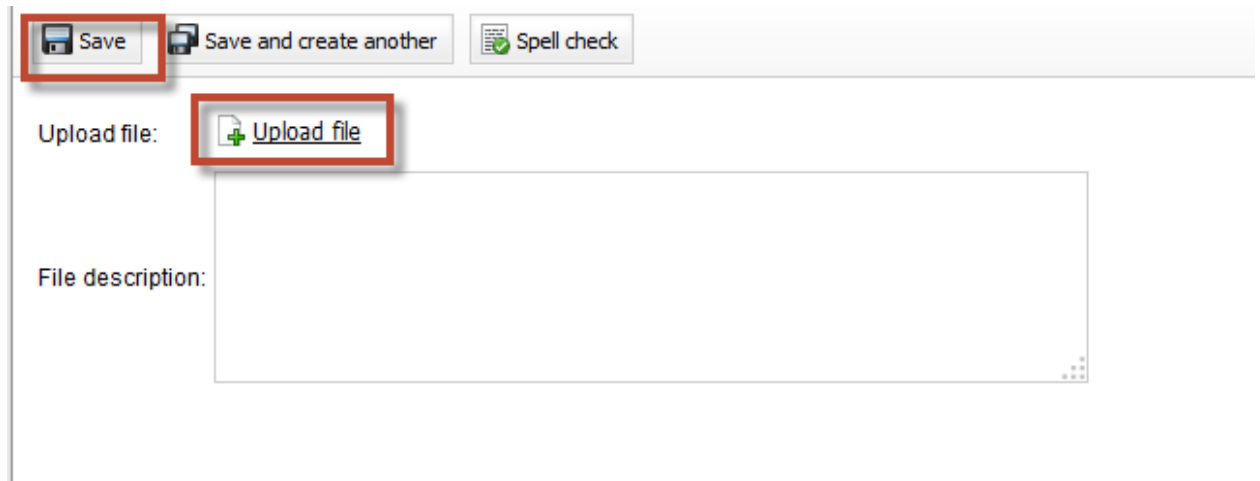


Kentico Hands on Lab

13. In the **New document** screen select **File** as shown in the following screenshot.

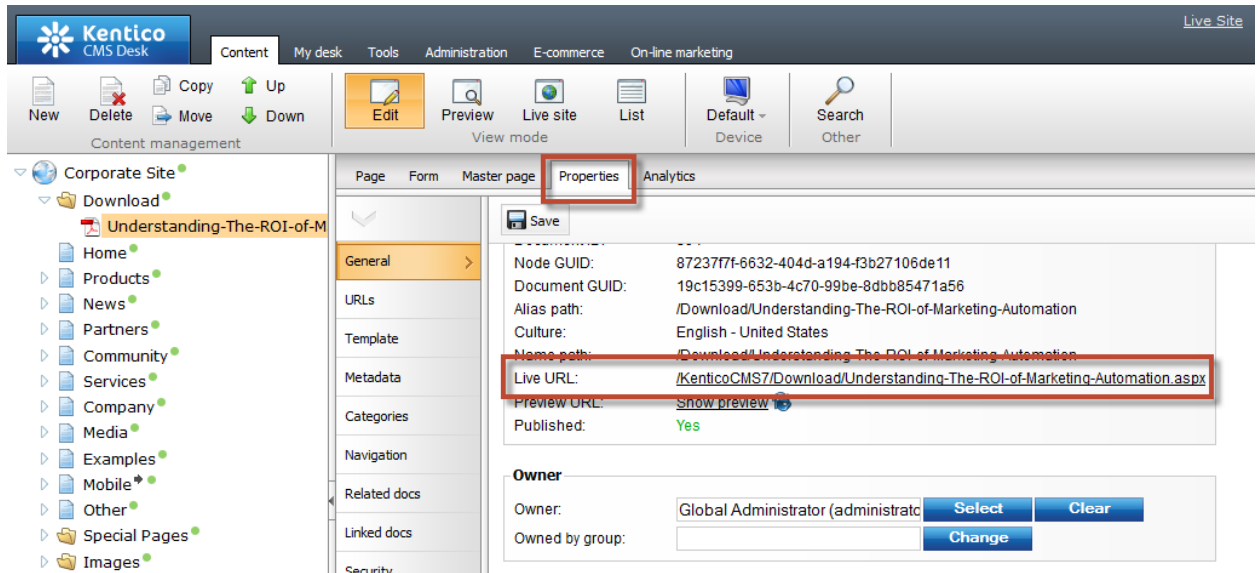


14. In the New file screen click the **Upload file**, from your local drive select the campaign whitepaper, and then select **Save** as shown in the following screenshot.



Kentico Hands on Lab

15. In the campaign whitepaper screen select **Properties** and then verify that you see the Live URL as shown in the following screenshot



The screenshot shows the Kentico CMS Desk interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The main toolbar contains icons for 'New', 'Delete', 'Move', 'Down', 'Up', 'Copy', 'Edit', 'Preview', 'Live site', 'List', 'Default', and 'Search'. The left sidebar shows a tree view of the 'Corporate Site' with folders like 'Download', 'Home', 'Products', 'News', 'Partners', 'Community', 'Services', 'Company', 'Media', 'Examples', 'Mobile', 'Other', 'Special Pages', and 'Images'. The main content area is divided into tabs: 'Page', 'Form', 'Master page', 'Properties', and 'Analytics'. The 'Properties' tab is active, showing a 'Save' button and a list of metadata fields: 'Node GUID', 'Document GUID', 'Alias path', 'Culture', 'Name path', 'Live URL', 'Preview URL', and 'Published'. The 'Live URL' field is highlighted with a red box and contains the value: `/KenticoCMS7/Download/Understanding-The-ROI-of-Marketing-Automation.aspx`. Below the metadata fields, there is an 'Owner' section with a text input field containing 'Global Administrator (administratc)', a 'Select' button, and a 'Clear' button. Below that, there is an 'Owned by group' section with an empty text input field and a 'Change' button.

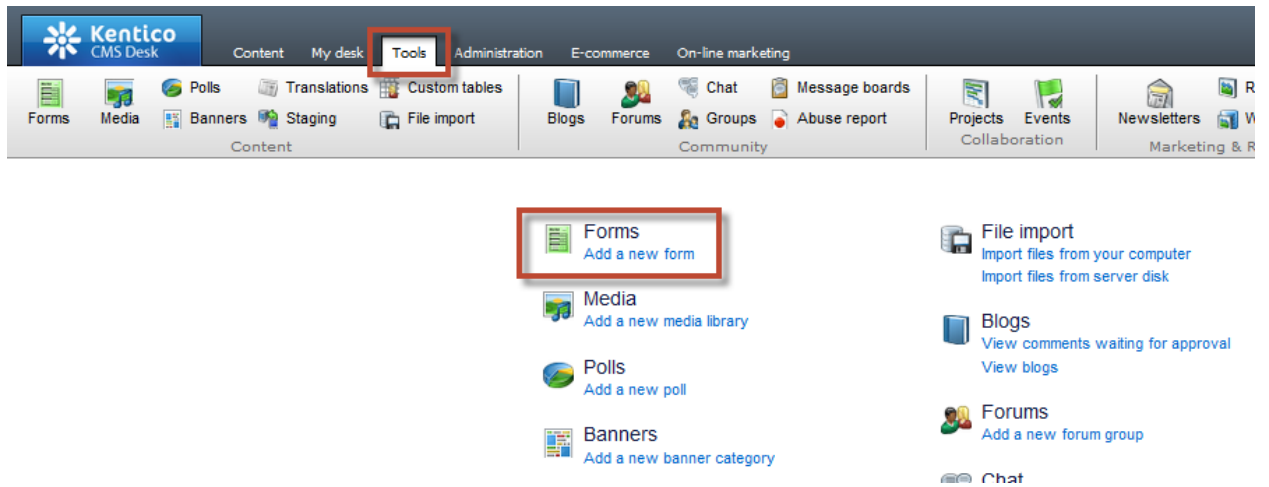


What am I looking at?

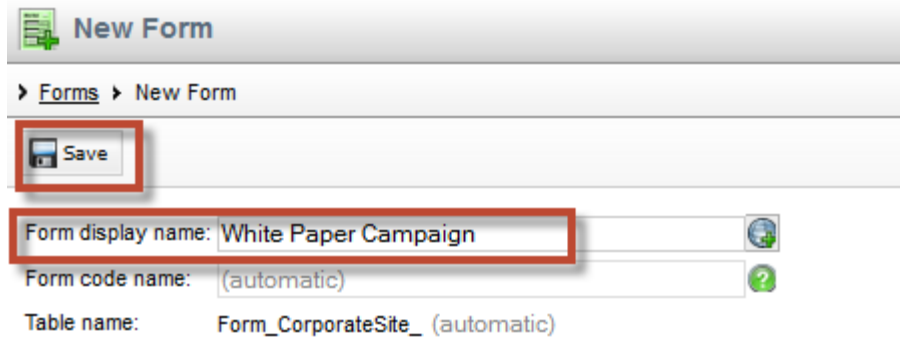
This is the URL that is used to access the whitepaper. Later in the response email this URL will be embedded.

Lab 9-2: Create the custom table and autoresponder

1. Log into **CMS Desk**, select the **Tools** tab and then click **Add a new form** as shown in the following screenshot.



2. In the **New form** screen in the **Form display name** enter **White Paper Campaign** and then select **Save** as shown in the following screenshot.



Kentico Hands on Lab

3. In the **White Paper Campaign** form update the following fields and then select **Save**.

Section	Field	Value
Form settings	Redirect to URL	http://www.kentico.com
Form settings	Submit button text	Get the paper!

4. In the **Form properties** screen select the **Fields** tab and then click the **New attribute** button as shown in the following screenshot.

The screenshot displays the 'Form Properties' window for a 'White Paper Campaign' form. The 'Fields' tab is selected and highlighted with a red box. In the left-hand pane, a list of fields includes 'WhitePaperCampaignID*', 'FormInserted*', and 'FormUpdated*'. A red box highlights the 'New attribute' button (a green plus sign) in the field management toolbar. The main pane shows the configuration for the 'WhitePaperCampaignID' field in 'Simple mode', with fields for 'Column name', 'Show on public form', 'Field caption', 'Field type', 'Allow empty value', and 'Default value'.

Kentico Hands on Lab

5. In the **New attribute** screen update the following fields and then select **Save**.

Section	Field	Value
Simple mode	Column name	EmailAddress
Simple mode	Field caption	Email
Simple mode	Field type	E-mail

6. In the **Form properties** screen select the **Autoresponder** tab and in the **Confirmation e-mail source field** select **Emailaddress** as shown in the following screenshot.

The screenshot shows the 'Form Properties' interface for a 'White Paper Campaign'. The 'Autoresponder' tab is selected and highlighted with a red box. Below the tabs, there are 'Save' and 'Attachments' buttons. The 'Confirmation e-mail source field' dropdown menu is also highlighted with a red box and contains the value 'EmailAddress'. Below this, there are input fields for 'From e-mail:' and 'Subject:'. A blue 'Generate table layout' button is visible. At the bottom, there is a rich text editor toolbar with various icons and a list of 'Available fields' on the right, which includes 'WhitePaperCampaign', 'EmailAddress', 'FormInserted', and 'FormUpdated'.

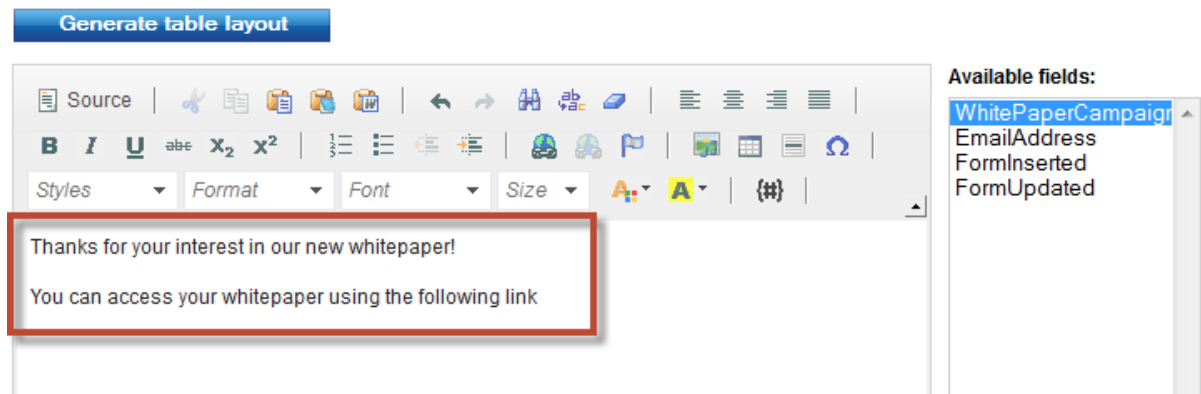
Kentico Hands on Lab

7. In the **Autoresponder** tab update the following fields

Field	Value
From e-mail	Company@company.com
Subject	Here is your whitepaper

8. In the **Message** field enter the text as shown in the following screenshot.

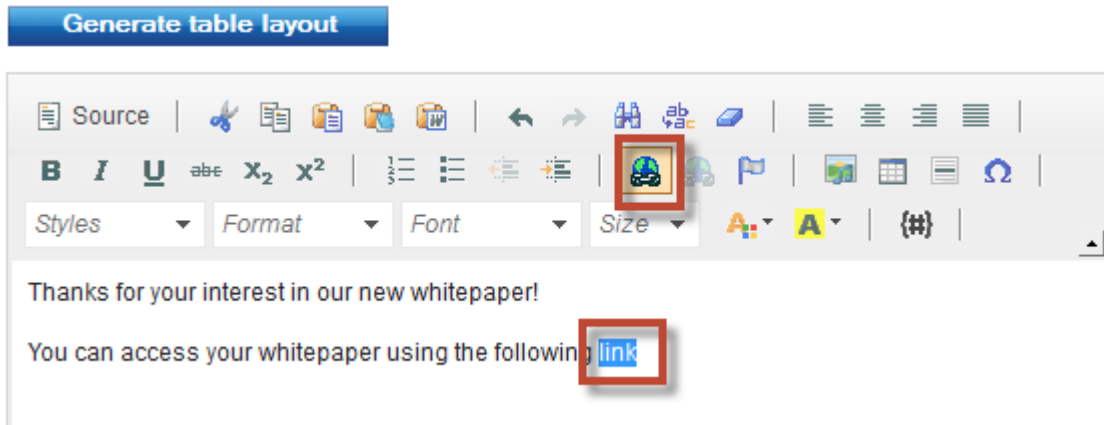
Generate table layout



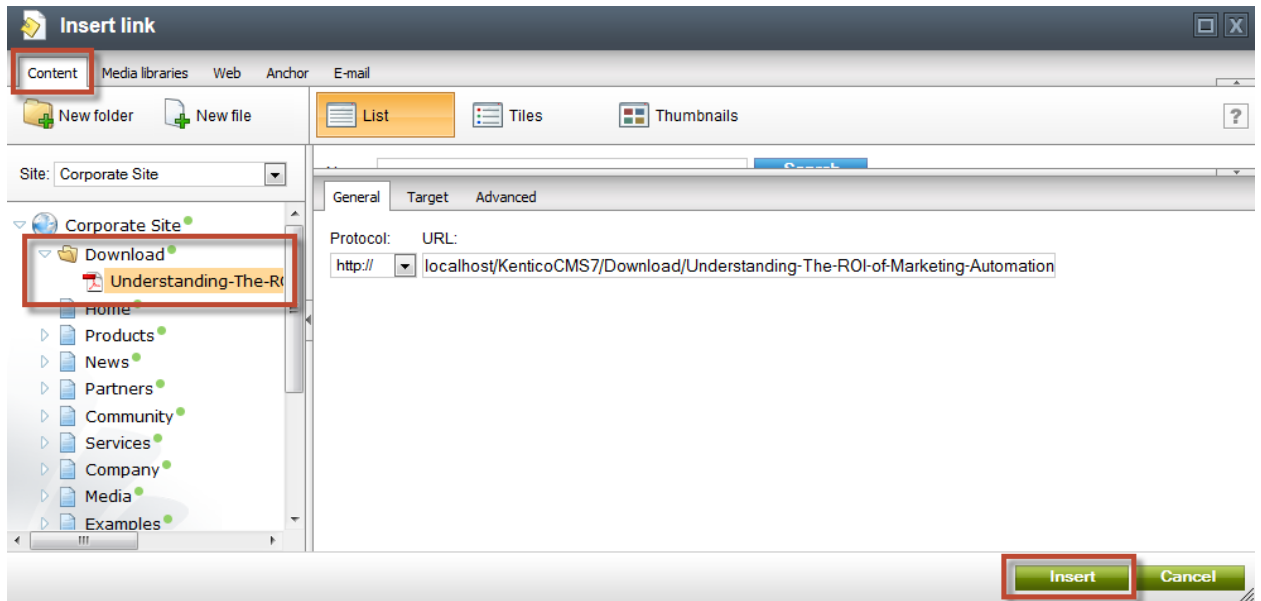
The screenshot displays the Kentico editor interface. At the top, there is a blue button labeled "Generate table layout". Below it is a rich text editor toolbar with various icons for text formatting, alignment, and insertion. The main editing area contains two lines of text: "Thanks for your interest in our new whitepaper!" and "You can access your whitepaper using the following link". This text area is highlighted with a red border. To the right of the editor is a panel titled "Available fields:" which lists several fields: "WhitePaperCampaign", "EmailAddress", "FormInserted", and "FormUpdated". The "WhitePaperCampaign" field is currently selected and highlighted in blue.

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9. In the **Message** field select the word **link** and in the WYSIWYG editor click the **Insert/ Edit link (World icon)** as shown in the following screenshot.

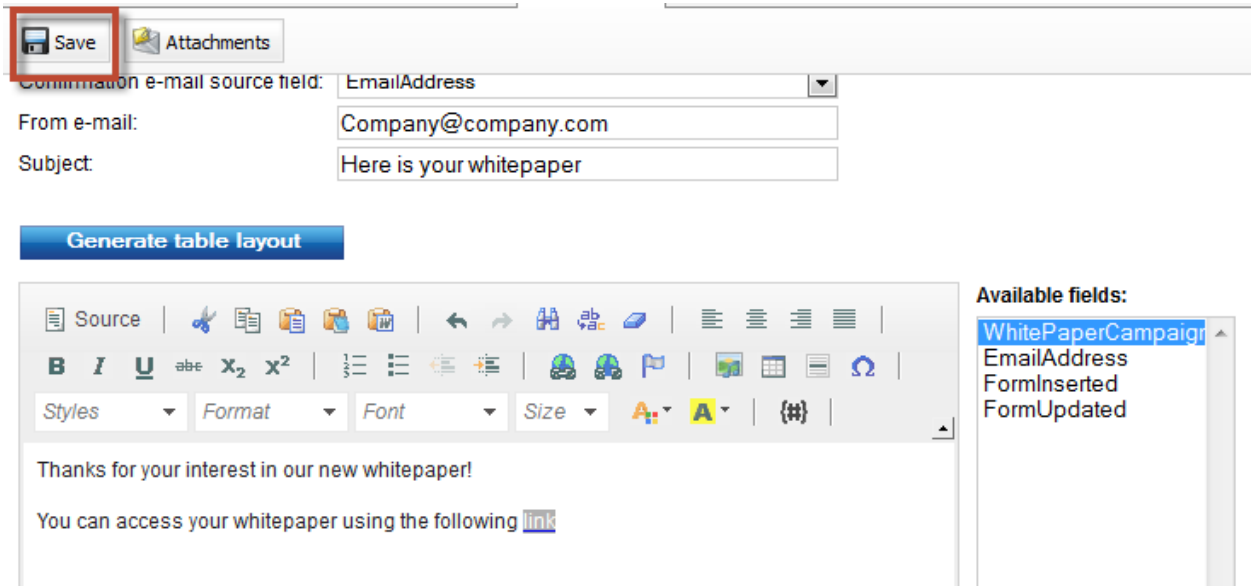


10. In the **Insert link** screen select the Content tab, expand the **Download**, then select the Whitepaper link and then click **Insert** as shown in the following screenshot.



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11. In the Message field validate that you see the completed email and then click **Save** as shown in the following screenshot.



The screenshot shows an email composition window. At the top left, there is a **Save** button with a floppy disk icon, which is highlighted with a red rectangular box. Next to it is an **Attachments** button with a folder icon. Below these buttons, there are three input fields: 'Confirmation e-mail source field' with a dropdown menu showing 'EmailAddress', 'From e-mail' with the text 'Company@company.com', and 'Subject' with the text 'Here is your whitepaper'. Below the form is a blue button labeled 'Generate table layout'. Underneath is a rich text editor with a toolbar containing various icons for text formatting (bold, italic, underline, text color, background color, text size, font size), alignment, and other actions. The editor contains the text: 'Thanks for your interest in our new whitepaper! You can access your whitepaper using the following [link](#)'. To the right of the editor is a list of 'Available fields' with a scrollable area containing: WhitePaperCampaign, EmailAddress, FormInserted, and FormUpdated.

12. In the **Form properties** screen select the **Data** tab and then click the **New record** button as shown in the following screenshot.



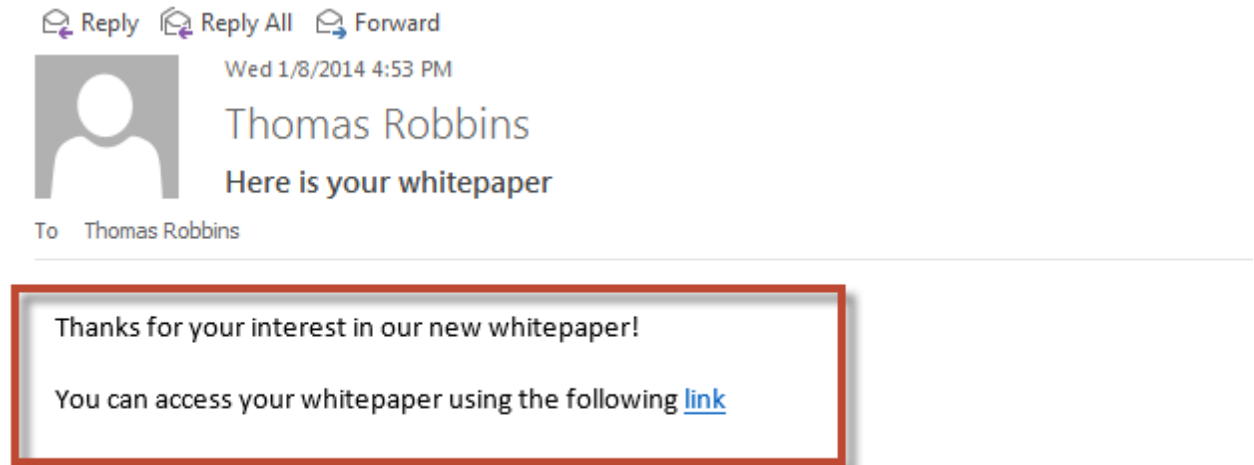
The screenshot shows the 'Form Properties' screen. At the top, there is a header with a document icon and the text 'Form Properties'. Below this is a breadcrumb trail: '> Forms > White Paper Campaign'. A horizontal menu contains several tabs: 'Data', 'General', 'Fields', 'Form', 'Notification e-mail', 'Autoresponder', 'Security', 'Alternative forms', 'On-line marketing', and 'Versions'. The 'Data' tab is highlighted with a red rectangular box. Below the tabs is a toolbar with two buttons: 'New record' with a plus sign and document icon, and 'Select displayed fields' with a grid icon. Both buttons are highlighted with red rectangular boxes. Below the toolbar, the text 'No data found.' is displayed.

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13. In the **New record** screen in the **E-mail** field enter your email address and then click **Save** as shown in the following screenshot.

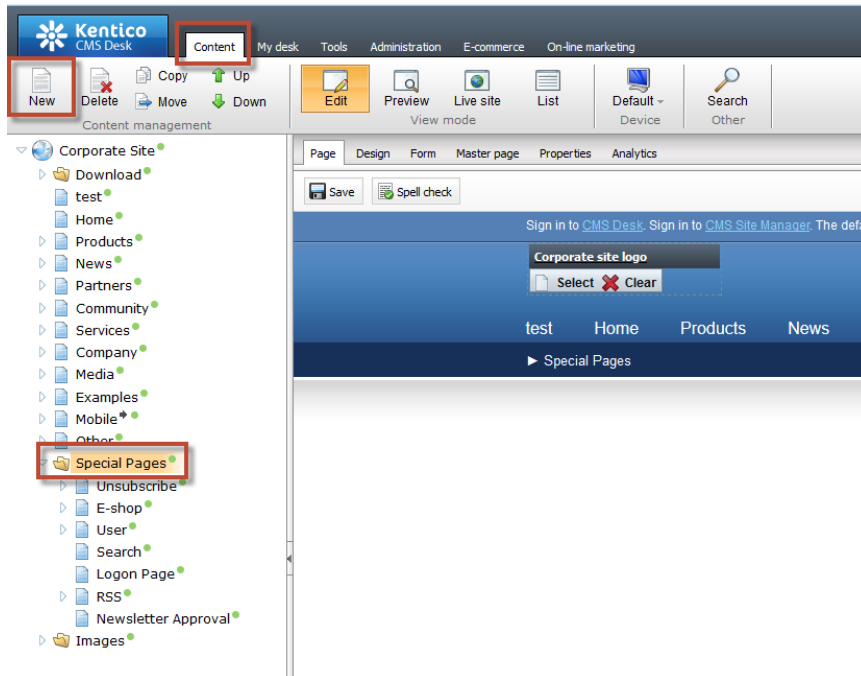
The screenshot shows the 'Form Properties' interface for a 'White Paper Campaign'. The 'Data' tab is selected, and the 'New record' screen is displayed. The 'Send notification e-mail' and 'Send autoresponder e-mail' checkboxes are checked. The 'Save' button is highlighted with a red box. Below it, the 'WhitePaperCampaignID:' label is visible, followed by an 'Email:' input field containing the text 'myaddress@company.com', which is also highlighted with a red box.

14. Validate that you receive the email as shown in the following screenshot.

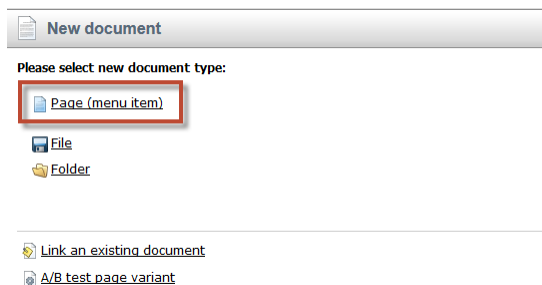


Lab 9-3: Create the landing page

1. Log into **CMS Desk**, select the **Content** tab, in the Content tree select the folder **Special Pages** and then in the **Content management** menu select **New** as shown in the following screenshot.

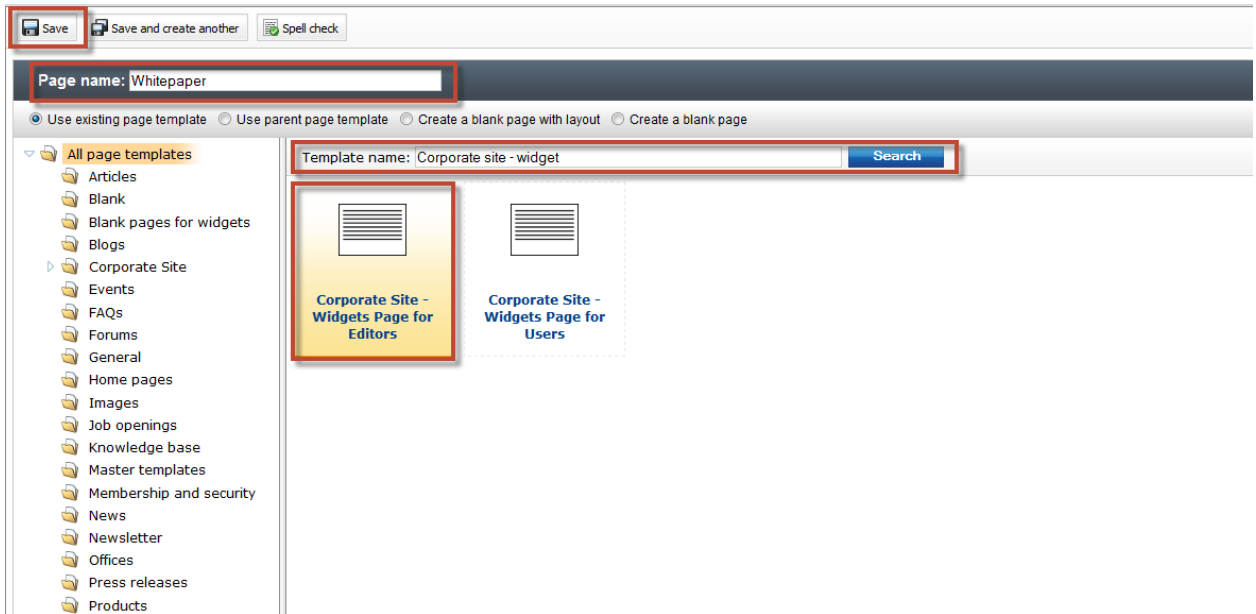


2. In the **New document** screen select **Page (Menu item)** as shown in the following screenshot.

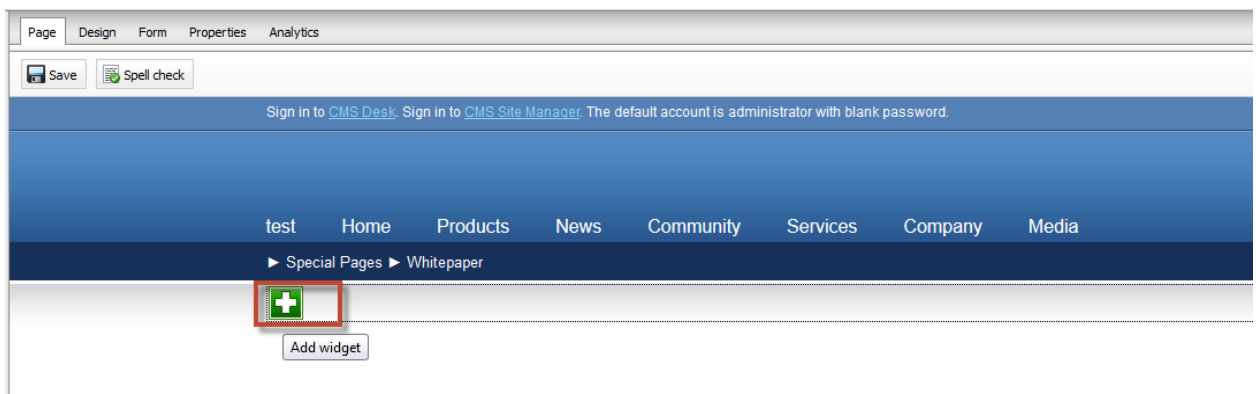


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3. In the New page dialog in the **Page name** field enter **Whitepaper**, in the **Template name** enter **Corporate site – widget**, click **Search**, select the **Corporate Site – Widget Page for Editors** page and then click **Save** as shown in the following screenshot.

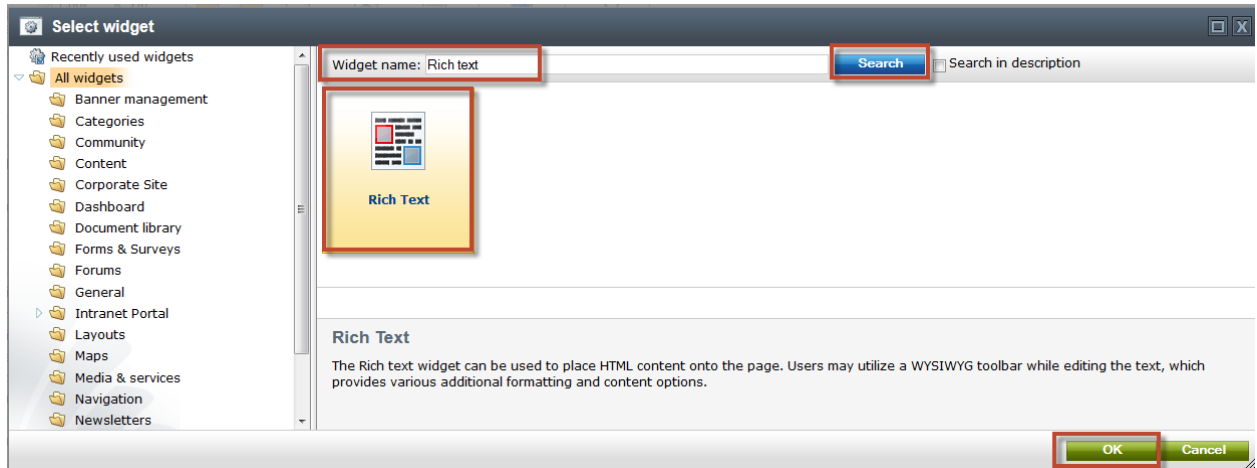


4. On the **Whitepaper** page click the **Add widget button (+)** as shown in the following screenshot.



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- In the **Select widget** dialog in the **Widget name** field enter **Rich text**, then click **Search**, select the **Rich text** widget and then click **Ok** as shown in the following screenshot.

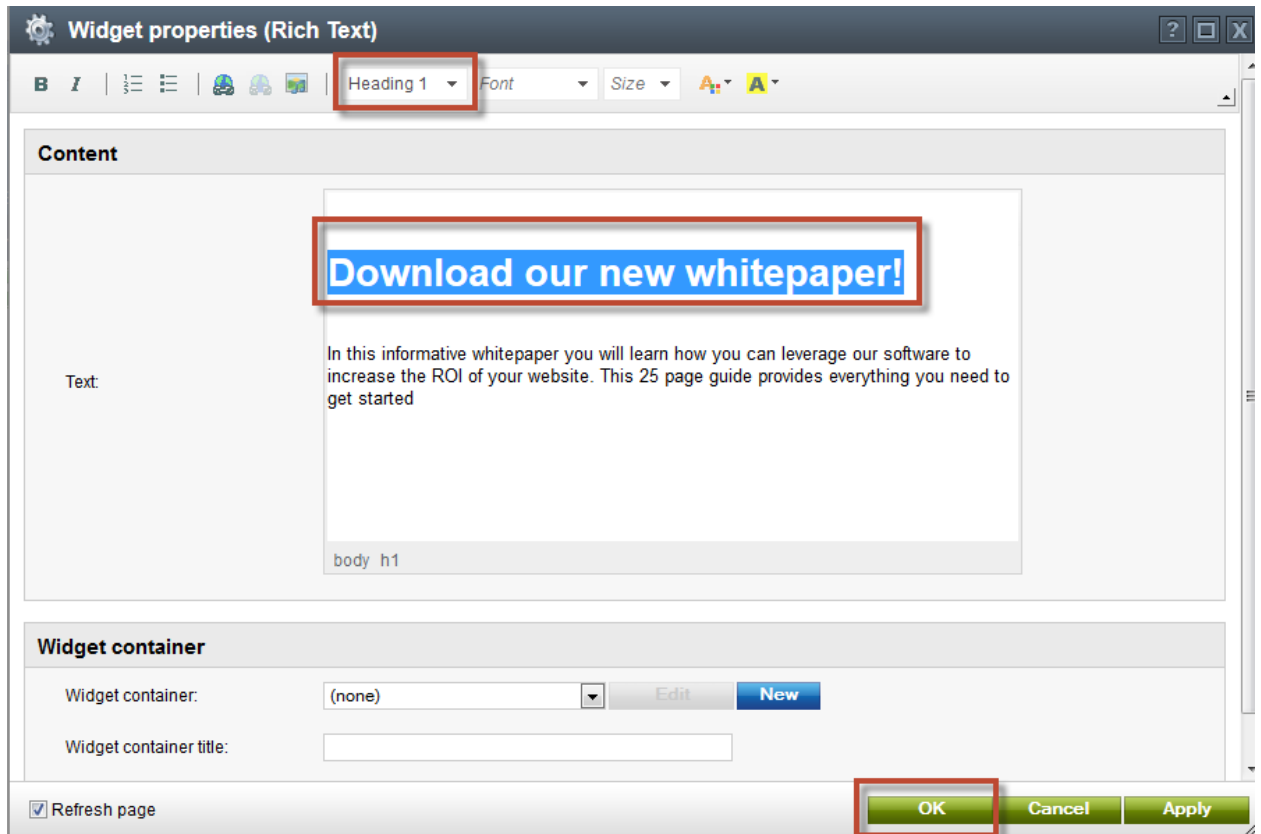


- In the **Widget properties (Rich Text)** screen update the following field.

Section	Field	Value
Content	Text	Download our new whitepaper! In this informative whitepaper you will learn how you can leverage our software to increase the ROI of your website. This 25 page guide provides everything you need to get started

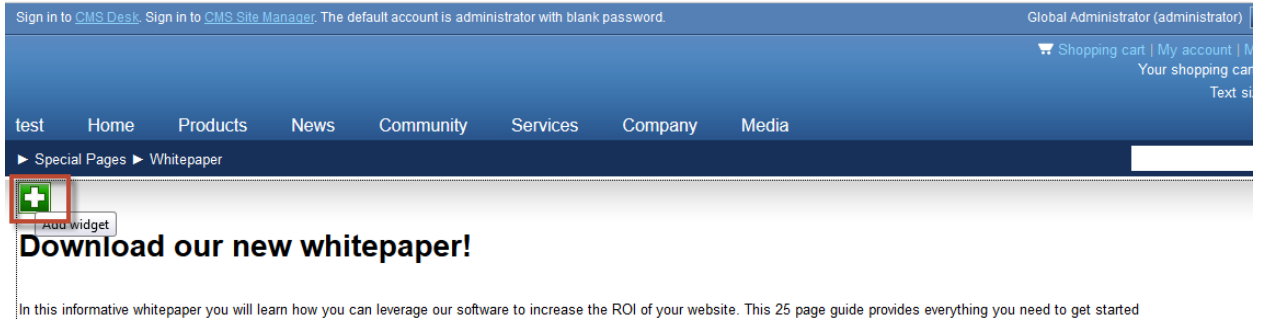
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7. In the **Widget properties (Rich Text)** screen select the **Download our new whitepaper!** text, in the WYSIWYG editor in the **Format** drop down select **Heading** and then click **Ok** as shown in the following screenshot.

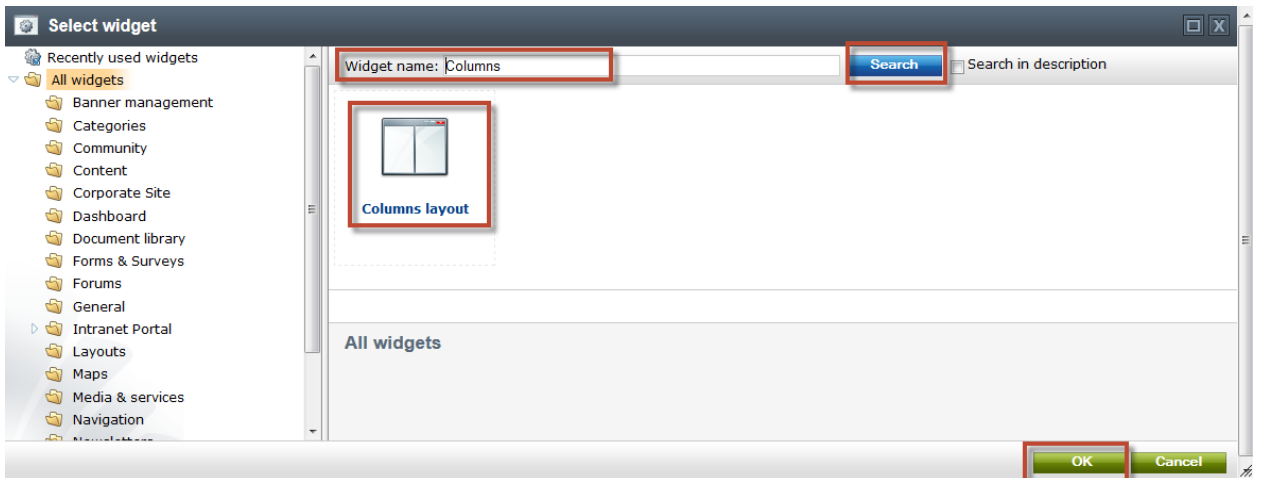


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8. On the Whitepaper page click **Add widget** as shown in the following screenshot



9. In the **Select widget** screen in the **Widget name** field enter **Columns**, then select the **Columns layout** widget and then select **Ok** as shown in the following screenshot.

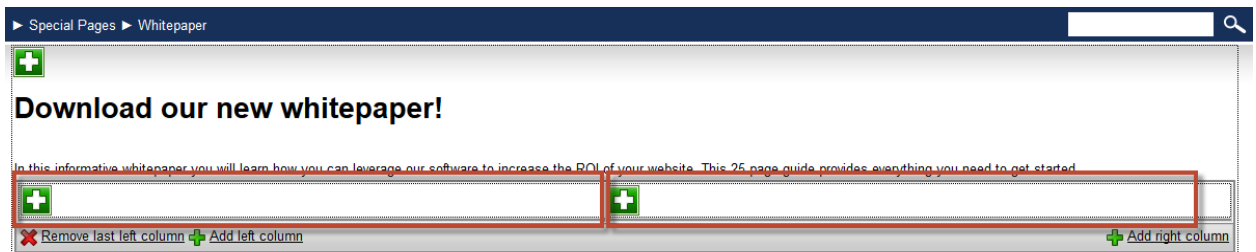


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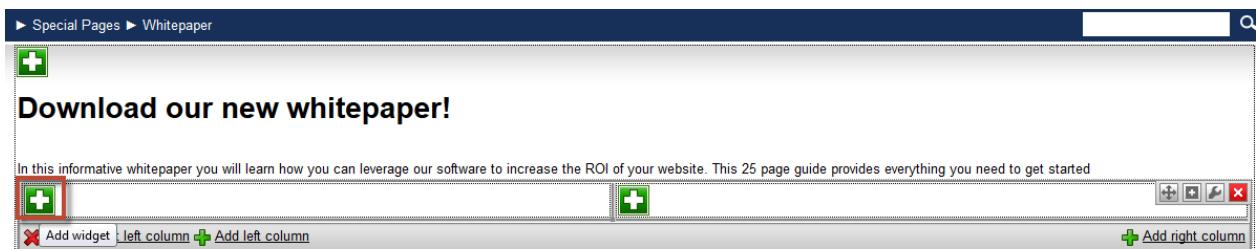
10. In the **Widget properties (Columns layout)** screen update the following fields and then select **Ok**.

Section	Field	Value
Layout settings	Number of right columns	0

11. On the **Whitepaper** page resize the Columns layout to an equal width as shown in the following screenshot.

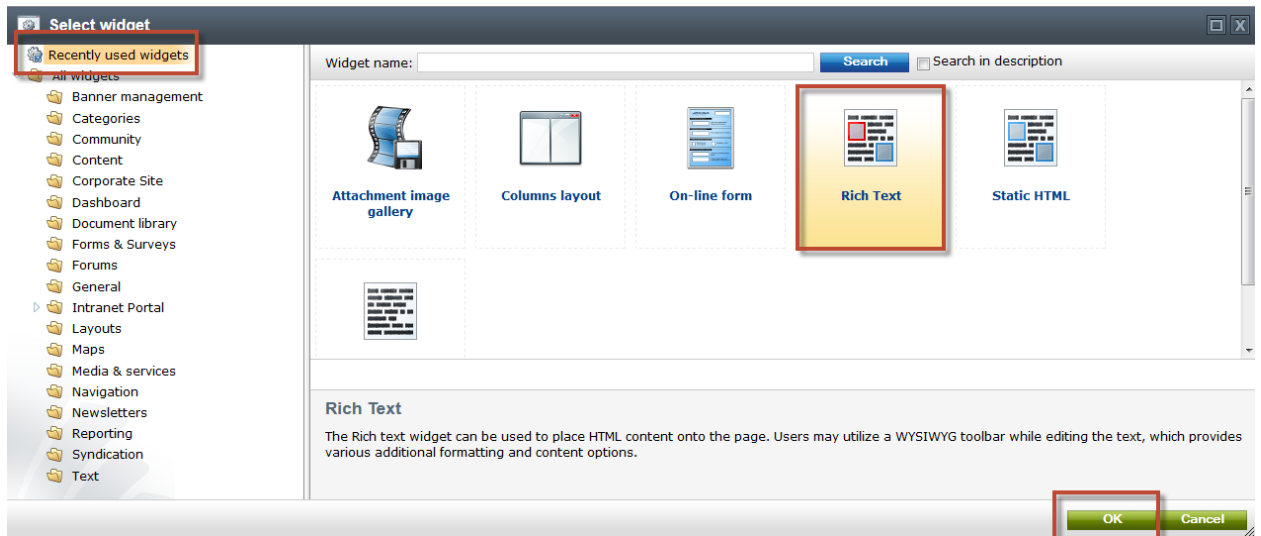


12. In the Columns layout widget on the left select the **Add widget (+)** button as shown in the following screenshot.

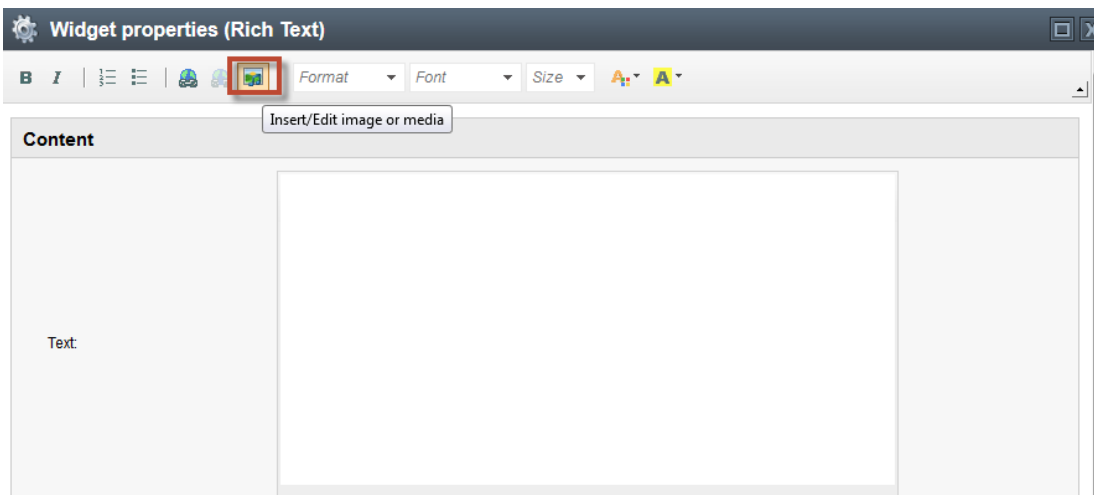


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13. In the **Select widget** screen in the folder list click the **Recently used widgets** folder, then click the **Rich text** widget and then select **Ok** as shown in the following screenshot.

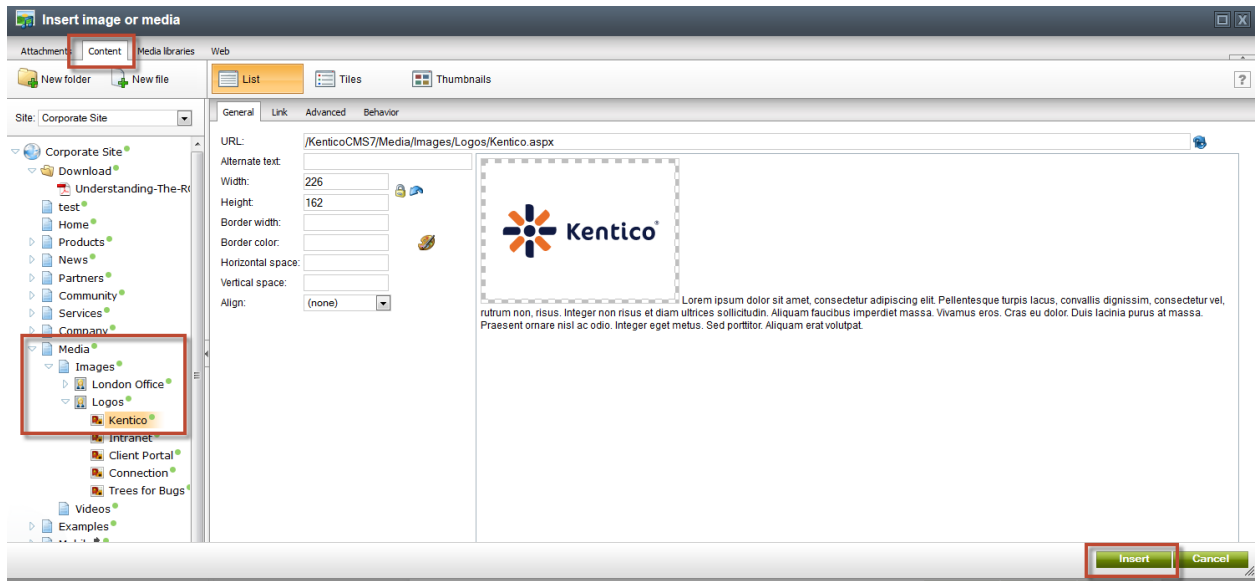


14. In the **Widget properties (Rich Text)** screen in the WYSIWYG menu select the **Insert/Edit image or media (Picture)** icon as shown in the following screenshot.

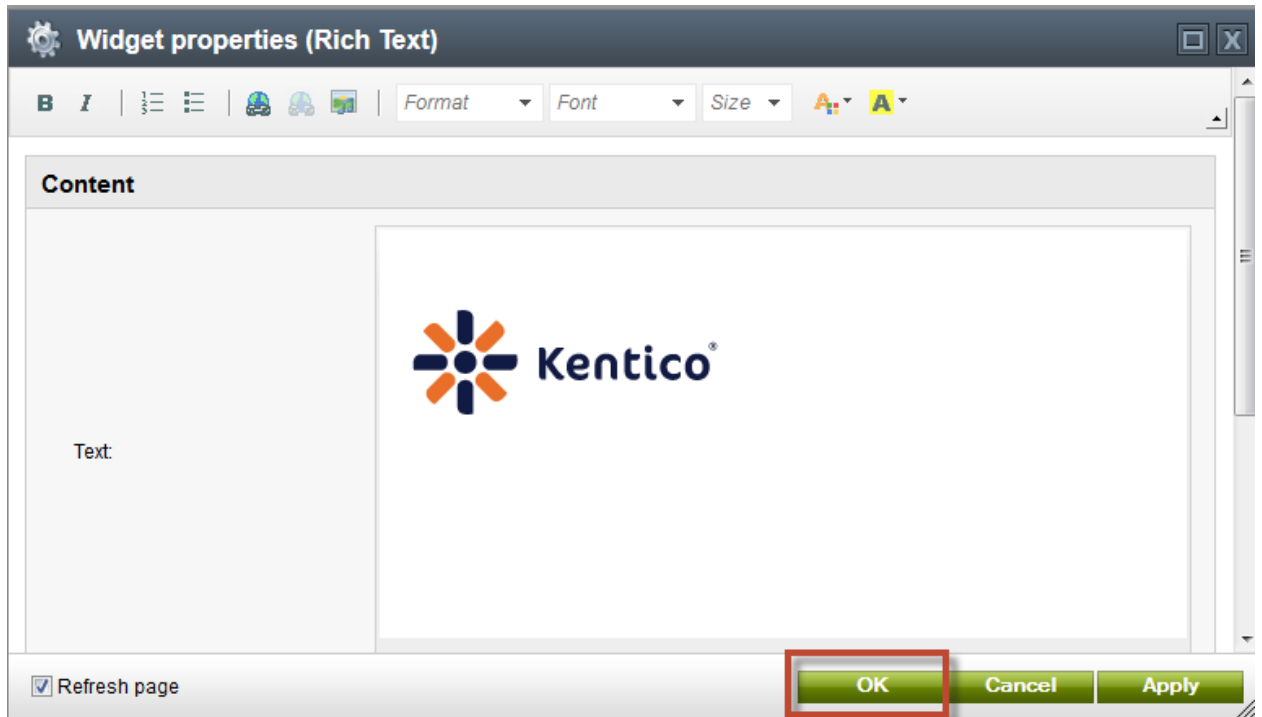


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15. In the **Insert image or media** screen select the **Content** tab, then in the Content tree expand **Media**, then Image, then **Logos**, select **Kentico** and then click **Insert** as shown in the following screenshot.

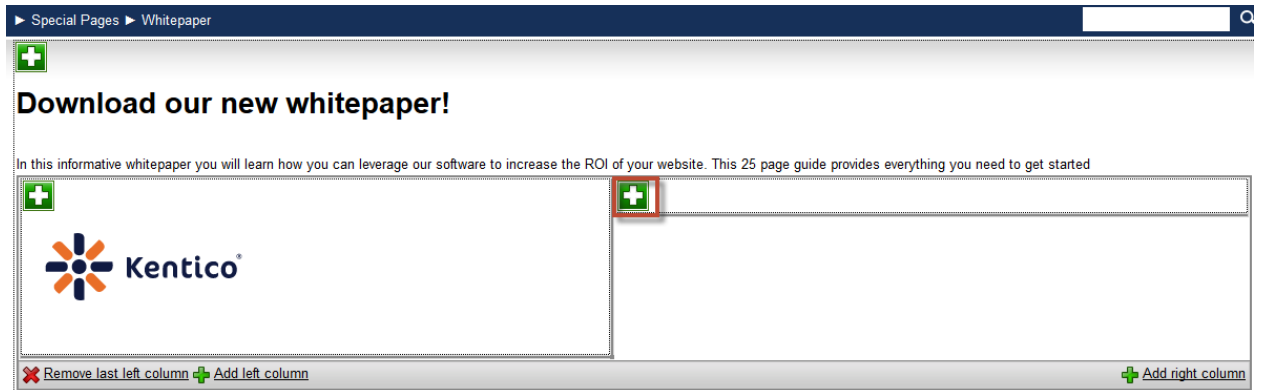


16. In the **Widget properties (Rich Text)** select **Ok** as shown in the following screenshot.

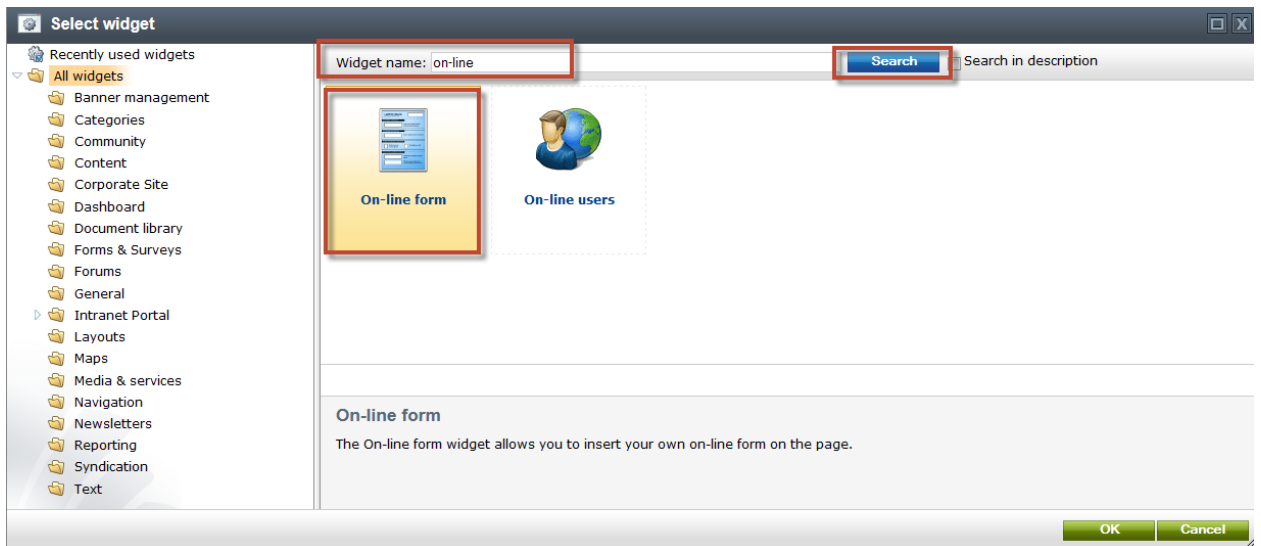


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17. In the Columns layout widget on the right select the **Add widget (+)** button as shown in the following screenshot.



18. In the **Select widget** screen in the **Widget name** field enter **On-line**, then click **Search**, select the **On-line form** widget and then click **Ok** as shown in the following screenshot.



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19. In the **Widget properties (On-line form)** dialog in the **BizForm Settings** section for the **Form name** field and then click **Select** as shown in the following screenshot.

The screenshot shows a dialog box titled "Widget properties (On-line form)". It is divided into three sections: "BizForm settings", "Conversion tracking", and "Widget container". In the "BizForm settings" section, there is a "Form name*" label followed by an empty text input field. To the right of the input field are two buttons: "Select" (highlighted with a red box) and "Clear". The "Conversion tracking" section contains two rows. The first row has "Track conversion name:" followed by an empty text input field and three buttons: "Select", "Edit", and "New". The second row has "Conversion value:" followed by an empty text input field. The "Widget container" section is currently empty.

20. In the **Select forms** screen click the **White Paper Campaign** as shown in the following screenshot.

The screenshot shows a "Select forms" screen. At the top, there is a search bar with the placeholder text "Form name or its part:" and a "Search" button. Below the search bar is a list of forms. The first form is "Contact Us" and the second is "White Paper Campaign", which is highlighted with a red box. To the right of the list is a "Items per page:" dropdown menu set to "10". At the bottom right of the screen is a "Cancel" button.

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21. In the **Widget properties (On-line form)** select **Ok** as shown in the following screenshot.

Widget properties (On-line form)

BizForm settings

Form name*:

Conversion tracking

Track conversion name:

Conversion value:

Widget container

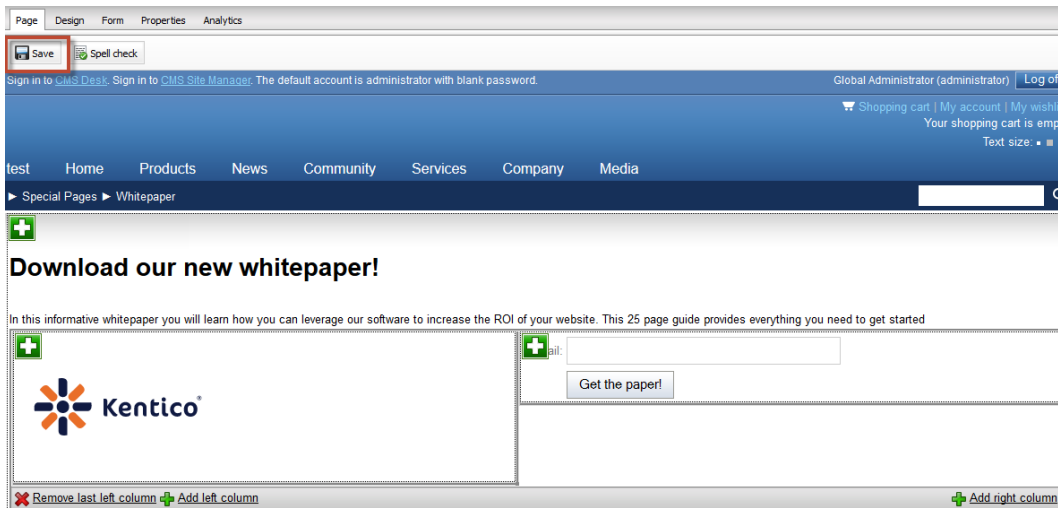
Widget container:

Container title:

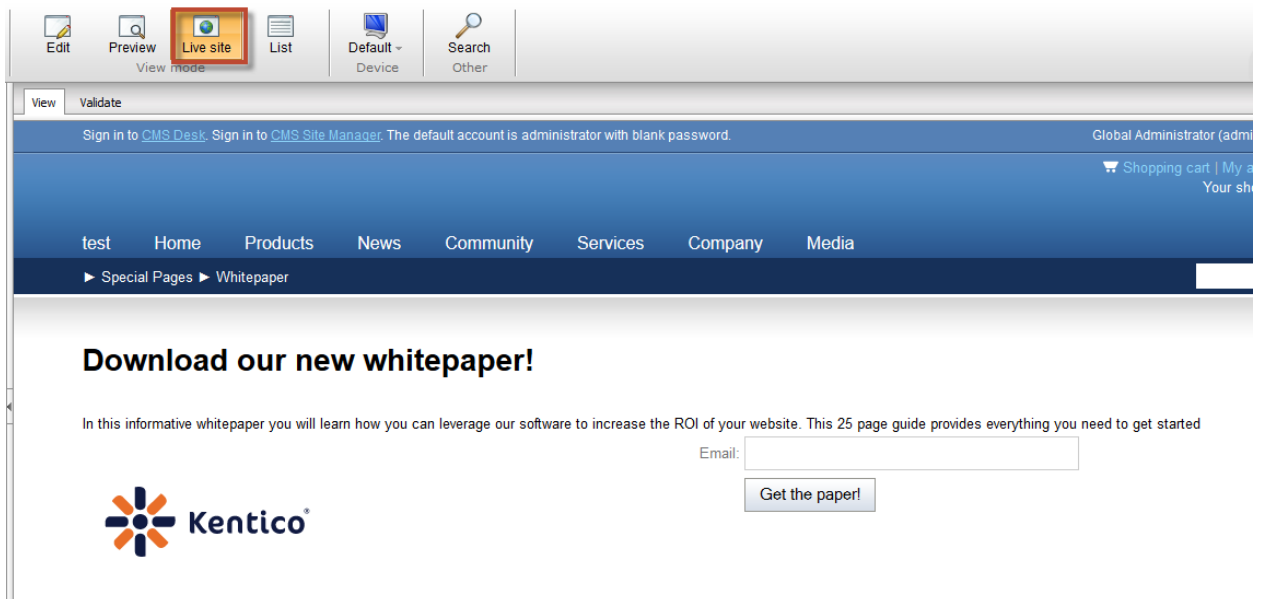
Refresh page

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22. On the **Whitepaper** page select **Save** as shown in the following screenshot.

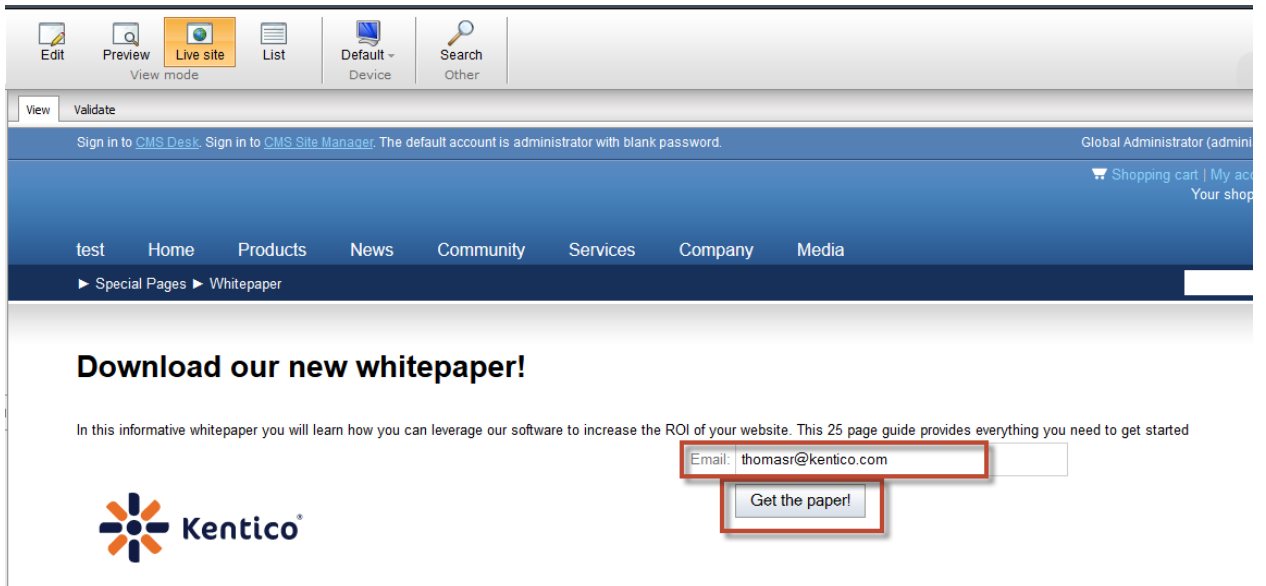


23. In the **View mode** tab select the **Live site** button as shown in the following screenshot.

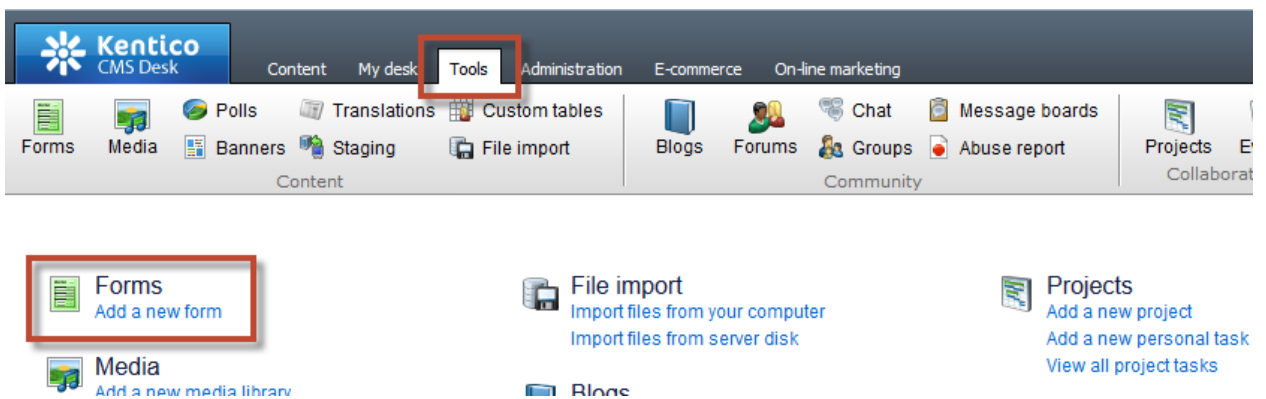


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24. On the Live site in the **Email** field enter your email address and then click the **Get the paper!** button as shown in the following screenshot.

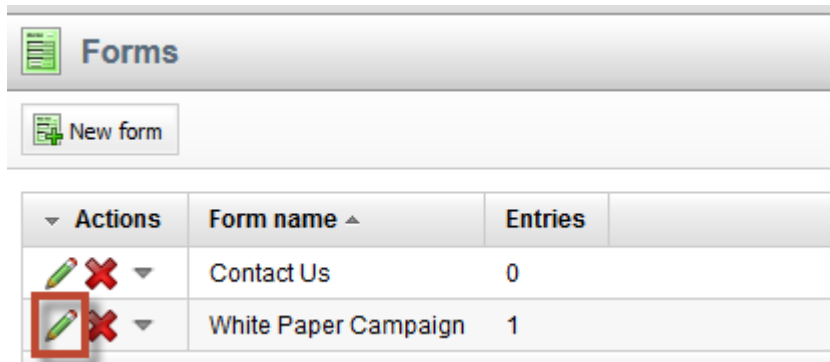





25. Select the **Tools** tab and then **Forms** as shown in the following screenshot.



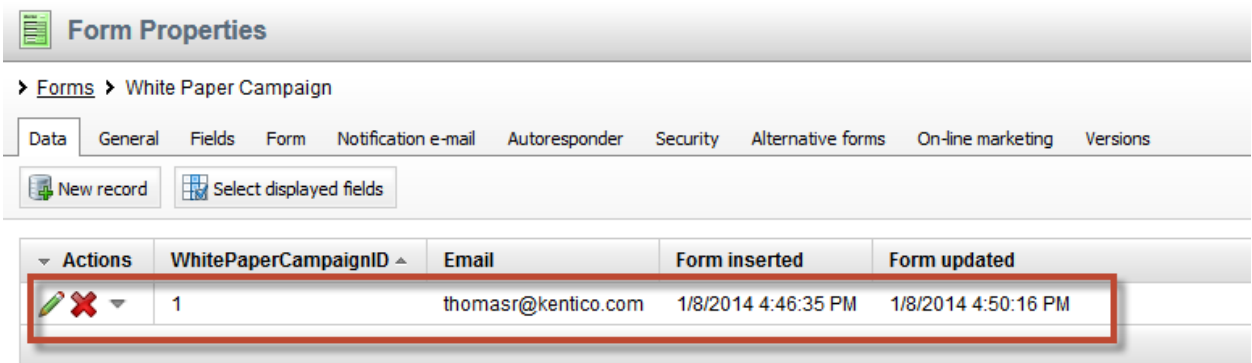
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26. In the **Forms** screen for the **White paper Campaign** for select the **Edit (Pencil)** icon as shown in the following screenshot.



Actions	Form name ^	Entries
 	Contact Us	0
 	White Paper Campaign	1

27. Validate that you see the contact information as shown in the following screenshot.





Form Properties

> Forms > White Paper Campaign

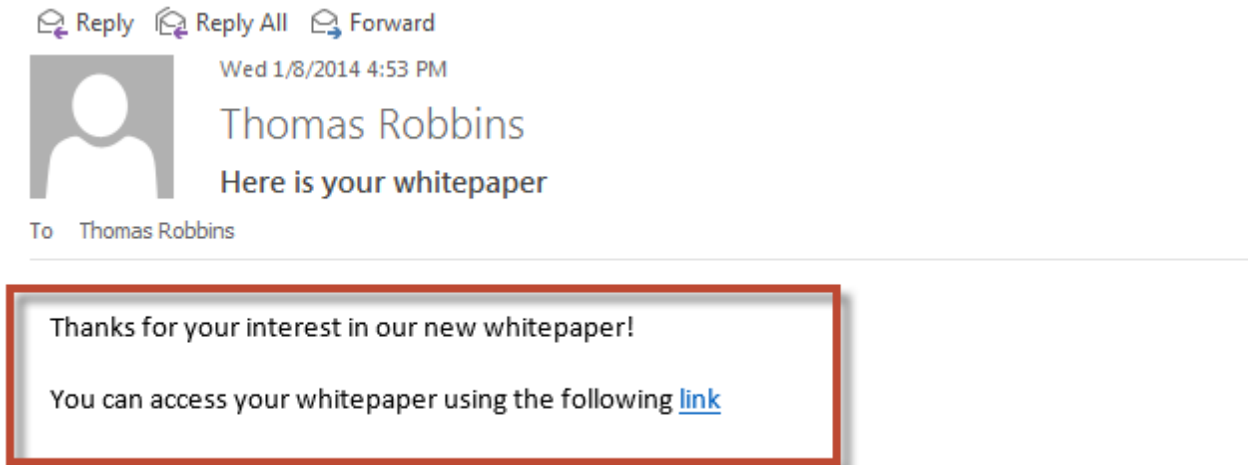
Data General Fields Form Notification e-mail Autoresponder Security Alternative forms On-line marketing Versions

New record Select displayed fields

Actions	WhitePaperCampaignID ^	Email	Form inserted	Form updated
 	1	thomasr@kentico.com	1/8/2014 4:46:35 PM	1/8/2014 4:50:16 PM

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28. Validate that you receive the email as shown in the following screenshot.



Summary

In this set of Hands on Labs we looked at how to create a landing page that allows a user to enter their email in exchange for a free whitepaper. Specifically, we covered the following.

- Uploading a whitepaper
- Creating a custom table using an autoresponder
- Creating the landing page

Key Resources:

- <http://devnet.kentico.com/Documentation.aspx>