

Kentico CMS Hands on Lab



## **Kentico CMS Version 7 Hands on Labs**

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## **Hands on Lab: 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:

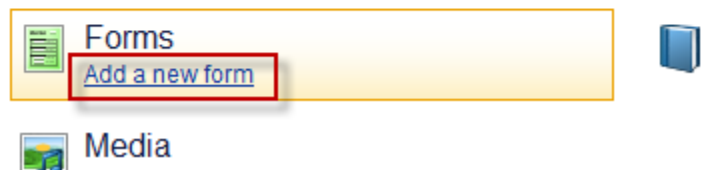
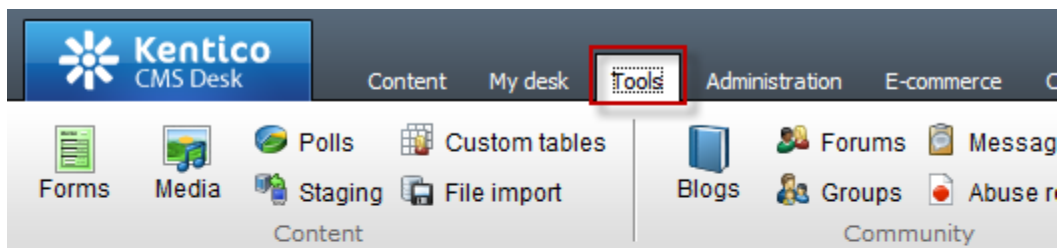
- Create an Online form for collecting customer information
- Create a squeeze page for collecting customer information
- Create a Services campaign
- Create conversions
- Create a lead score
- Optimize a campaign using A/B tests

## Lab 1: 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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2. 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.

**New Form**

> Forms > New Form

**Save**

Form display name: **Campaign Contacts**

Form code name: (automatic)

Table name: Form\_CorporateSite\_ (automatic)

3. 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

4. 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

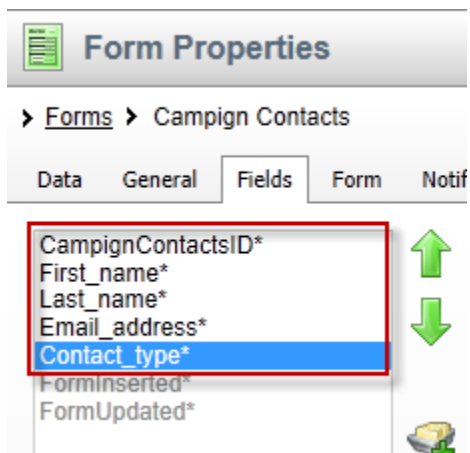


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7. Select the **Add new attribute (+)** button, update the following fields, and then click the **Save** button.

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 validate 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. The 'Log on-line marketing activity' checkbox is checked. An information box states: 'The following section allows mapping of the form's fields to contact objects. Data submitted through the form can then be used to initialize or update contact information.' Below this, the checkbox 'Overwrite existing contact information with submitted data. If unchecked, only empty values of a contact are filled.' is checked and highlighted with a red box. The 'General' section contains four dropdown menus: 'First name' (none), 'Last name' (none), 'Middle name' (none), and 'Salutation' (none).

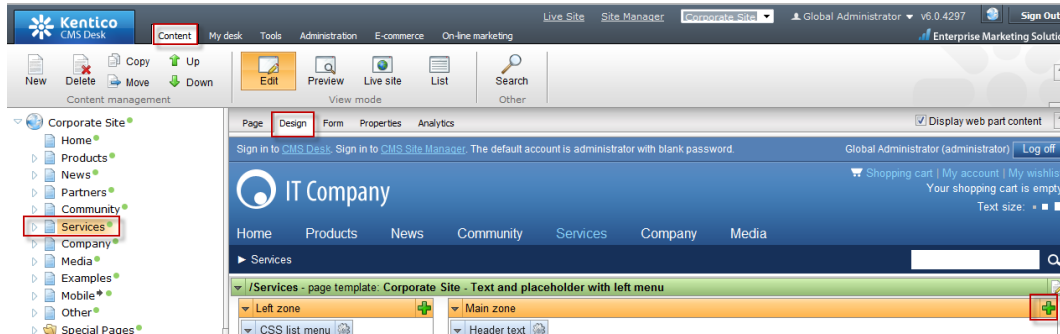
10. In the **On-line marketing** tab update the following fields and then click the **Save** button

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

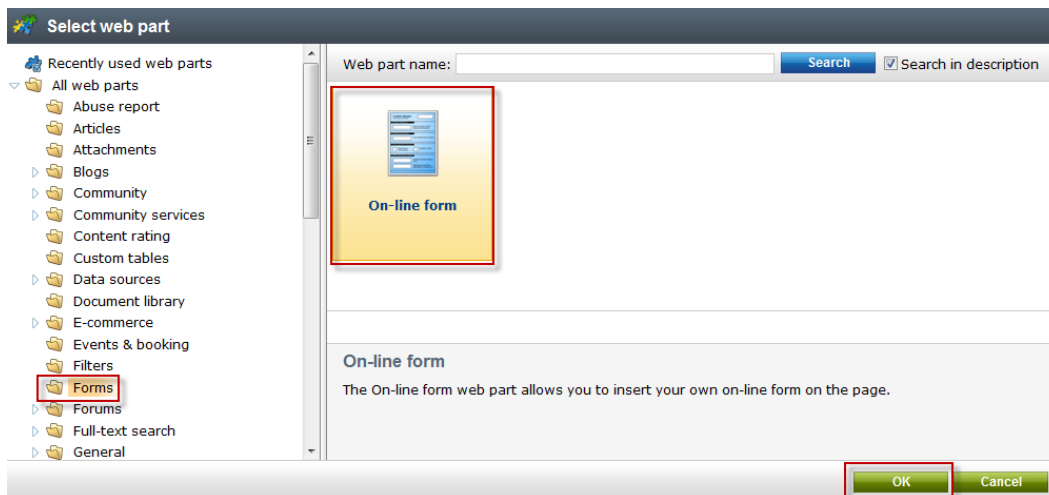
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### Lab 1-2: Inserting the online form

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.

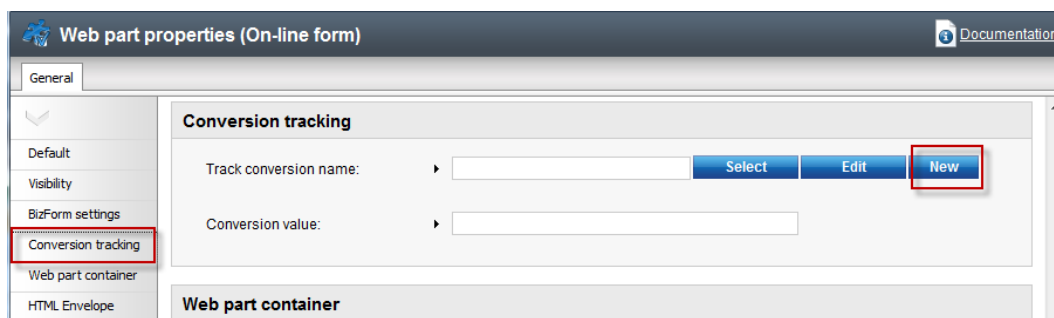


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3. In the **Web part properties (On-line form)** update the following value.

Section	Field	Value
<b>BizForm settings</b>	<b>Form name</b>	<b>Campaign_Contacts</b>

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

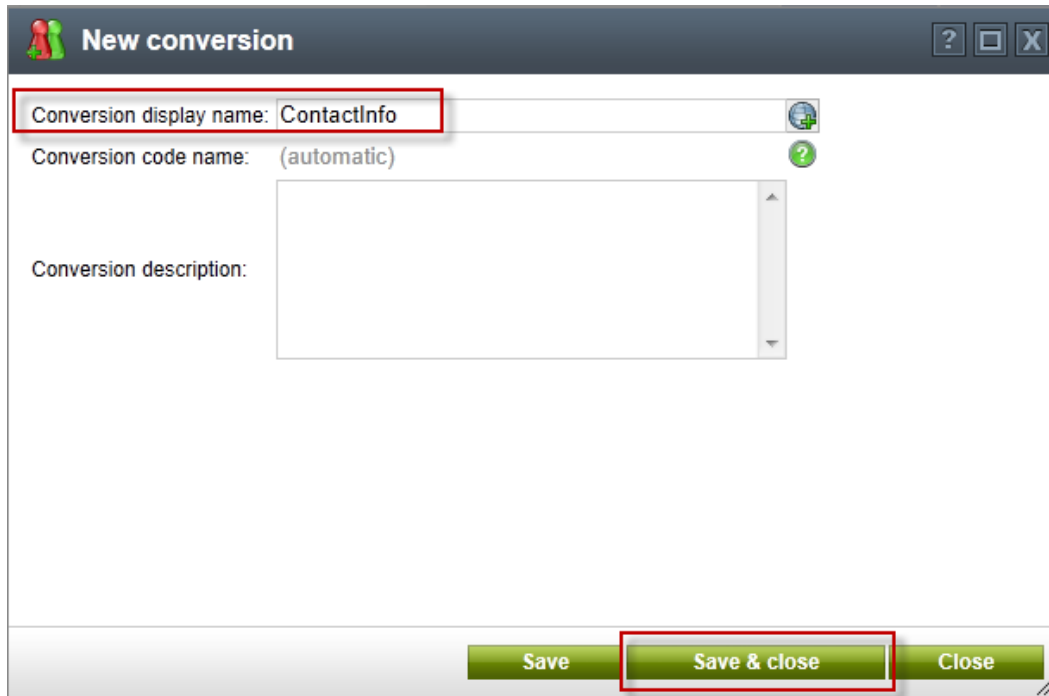


### What is a conversion?

*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 dialog box titled "New conversion". It has three main input fields: "Conversion display name" with the value "ContactInfo", "Conversion code name" with the value "(automatic)", and "Conversion description" which is empty. At the bottom of the dialog, there are three buttons: "Save", "Save & close", and "Close". The "Save & close" button is highlighted with a red rectangular box.

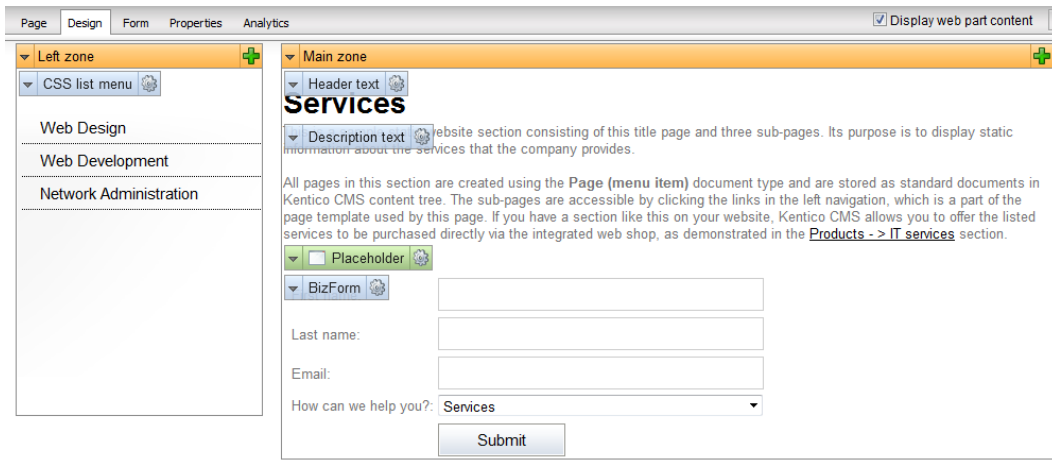
6. In the **Web part properties (On-line form)** screen in the **Conversion value** field enter **20** and then select **Ok** as shown in the following screenshot.



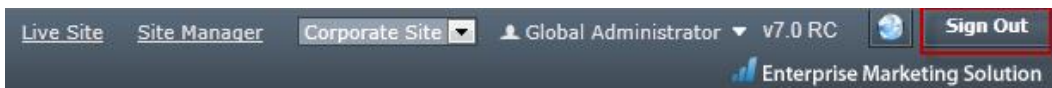
The screenshot shows a dialog box titled "Web part properties (On-line form)". On the left is a sidebar with a tree view containing "Default", "Visibility", "BizForm settings", "Conversion tracking", "Web part container", and "HTML Envelope". The "Conversion tracking" section is expanded, showing a "Track conversion name" dropdown set to "ContactInfo" with "Select", "Edit", and "New" buttons. Below it, the "Conversion value" field contains the number "20" and is highlighted with a red box. At the bottom, there are three buttons: "OK", "Cancel", and "Apply". The "OK" button is highlighted with a red box.

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7. Validate 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.

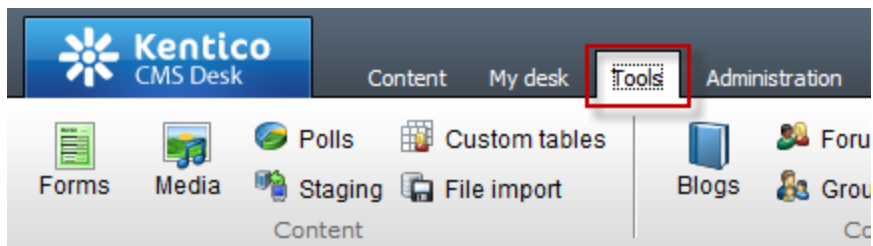
### Services

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.

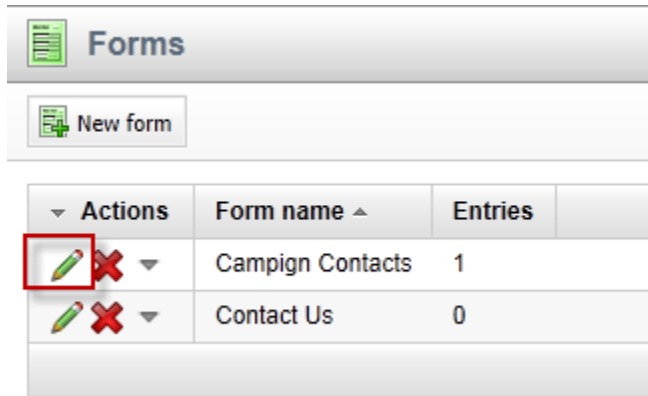
We will contact you shortly!





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



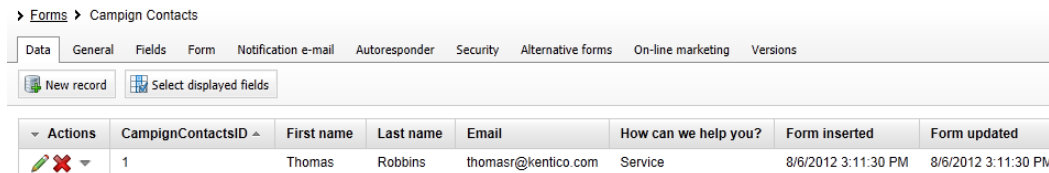
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12. In the **Forms** screen select the **Edit icon (pencil)** for **Campaign Contacts** as shown in the following screenshot.



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 interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing' (highlighted with a red box). Below this, there are icons for 'My dashboard', 'Web analytics', 'Scoring', 'Campaigns', 'Activities', 'Contacts', 'Accounts', and 'On-line us'. The 'Web analytics' section is expanded, showing a tree view with 'Web analytics' (highlighted), 'Dashboard', 'Visitors', 'Traffic sources', 'Content', 'Campaigns & conversions' (highlighted), 'Campaigns', 'Conversions' (highlighted), 'Overview' (highlighted), 'Conversion details', 'Browser capabilities', and 'Optimization'. The main content area displays the 'Conversions - Overview' report, which includes a 'Report' tab, 'Conversions' sub-tab, and buttons for 'Save', 'Print', 'Delete data', and 'Subscribe'. The report shows a 'Goal' of 'Conversions count' and a 'Conversion' of '(all)'. Below the report, there is a table with the following data:

Conversion	Count	Value
Sample conversion	528	9382
Services page	11	170
ContactInfo	2	40

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



## Lab 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.

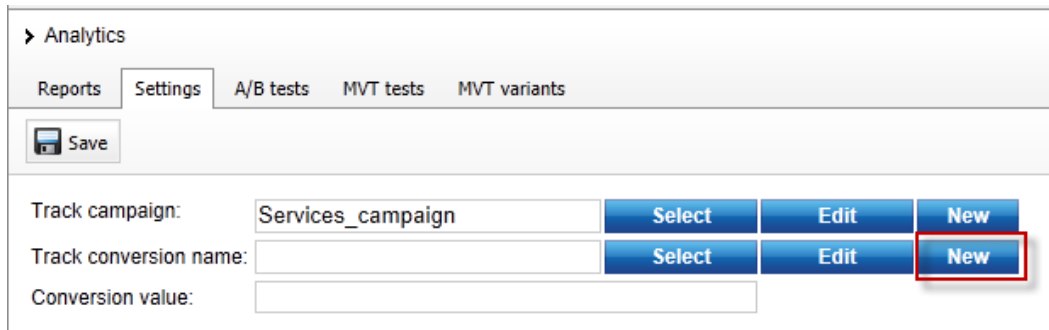
The screenshot shows the Kentico CMS interface. At the top, there is a navigation bar with tabs: Page, Design, Form, Properties, and Analytics. The Analytics tab is selected and highlighted with a red box. Below this, there is a sub-navigation bar with tabs: Reports, Settings, A/B tests, MVT tests, and MVT variants. The Settings tab is also selected and highlighted with a red box. Below the sub-navigation bar, there is a 'Save' button. In the main content area, there is a 'Track campaign' section with three rows of input fields and buttons. The first row has a text input field, a 'Select' button, an 'Edit' button, and a 'New' button. The second row has a text input field, a 'Select' button, an 'Edit' button, and a 'New' button. The third row has a text input field. 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

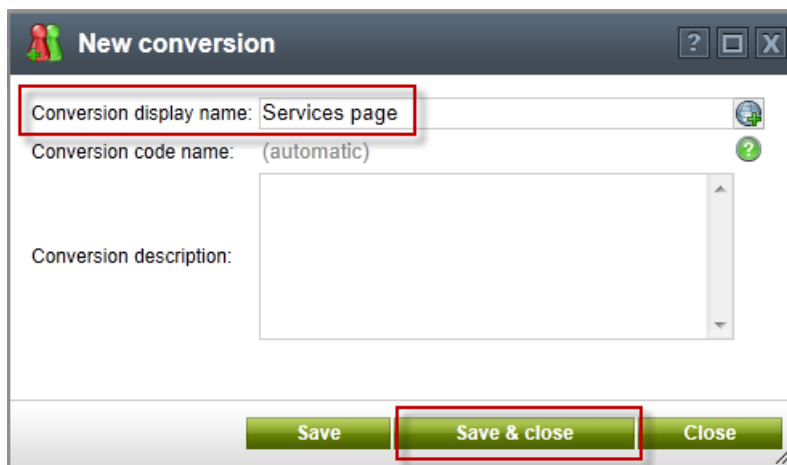
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3. In the **Track conversion name** click the **New** button as shown in the following screenshot.



The screenshot shows the 'Analytics' section of the Kentico CMS interface. It includes tabs for 'Reports', 'Settings', 'A/B tests', 'MVT tests', and 'MVT variants'. A 'Save' button is visible. Below, the 'Track campaign' is set to 'Services\_campaign'. The 'Track conversion name' field is empty, and its 'New' button is highlighted with a red box. The 'Conversion value' field is also empty.

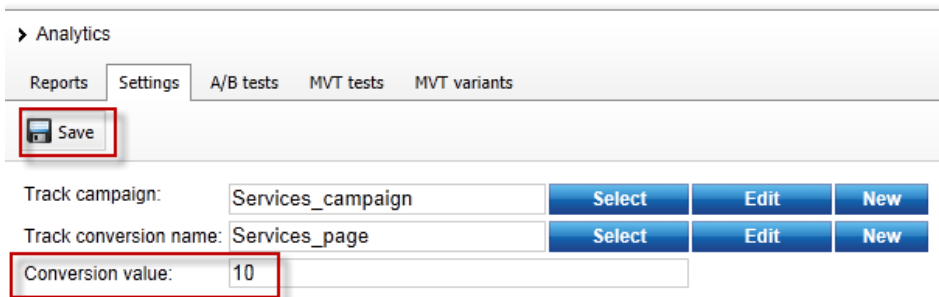
4. In the **New conversion** dialog in the **Conversion display name** field enter **Services page** and then select **Save & close** as shown in the following screenshot.



The screenshot shows the 'New conversion' dialog box. The 'Conversion display name' field contains the text 'Services page' and is highlighted with a red box. The 'Conversion code name' is set to '(automatic)'. The 'Conversion description' field is empty. At the bottom, the 'Save & close' button is highlighted with a red box.

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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

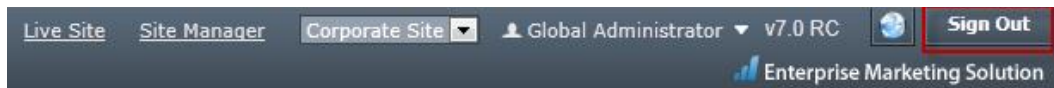


### Why another conversion?

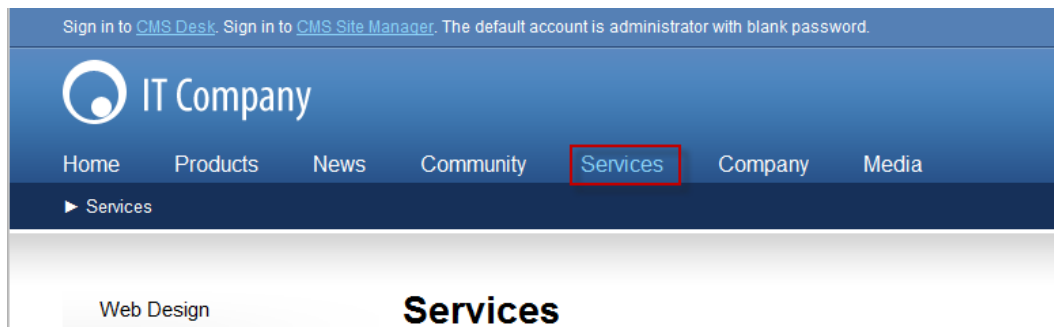
*The Services page campaign includes two tracked conversions. The first we created earlier with the online form. The Service page conversion tracks the traffic to the Services page.*

## Lab 2-2: Creating Campaign Data

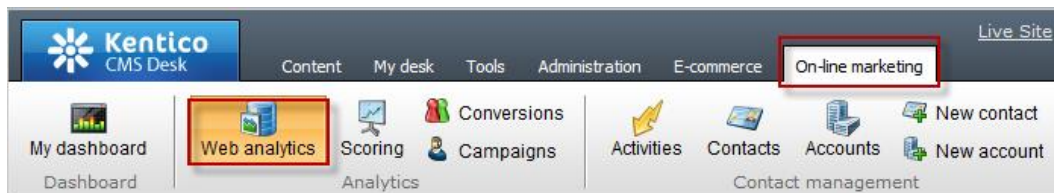
1. In the upper right hand corner click the **Sign out** button as shown in the following screenshot.



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

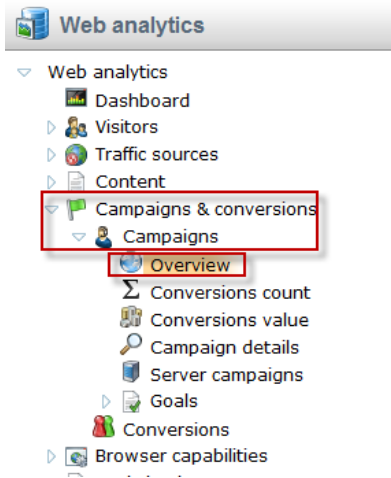


3. Log into **CMS Desk**, select the **On-line marketing** tab, and then the **Web analytics** button as shown in the following screenshot.

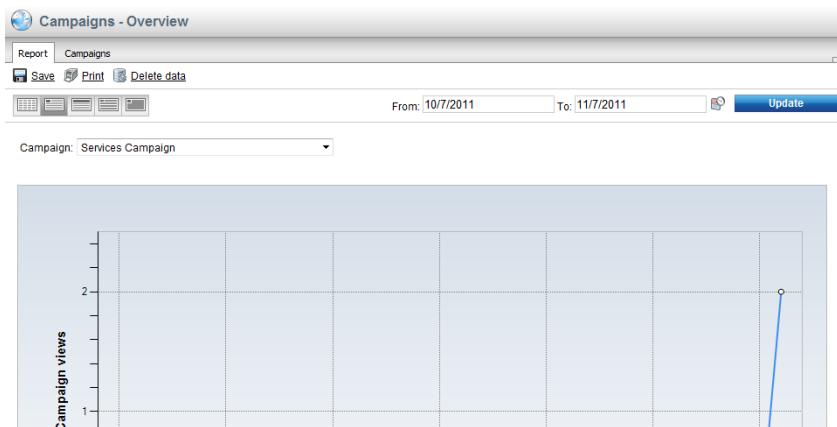


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4. In the **Web analytics** list expand **Campaigns & conversion**, then expand **Campaigns** and then select the **Overview** report as shown in the following screenshot.

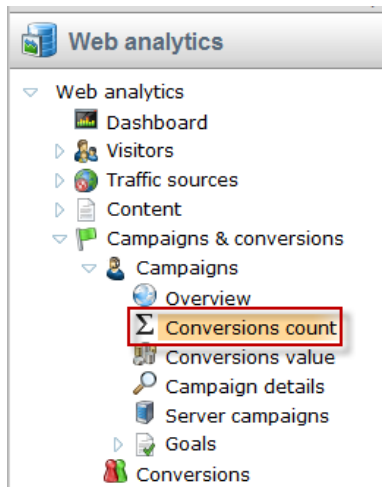


5. In the **Campaign** drop down select the **Services campaign** and validate that you see a report similar to the following screenshot.



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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 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.

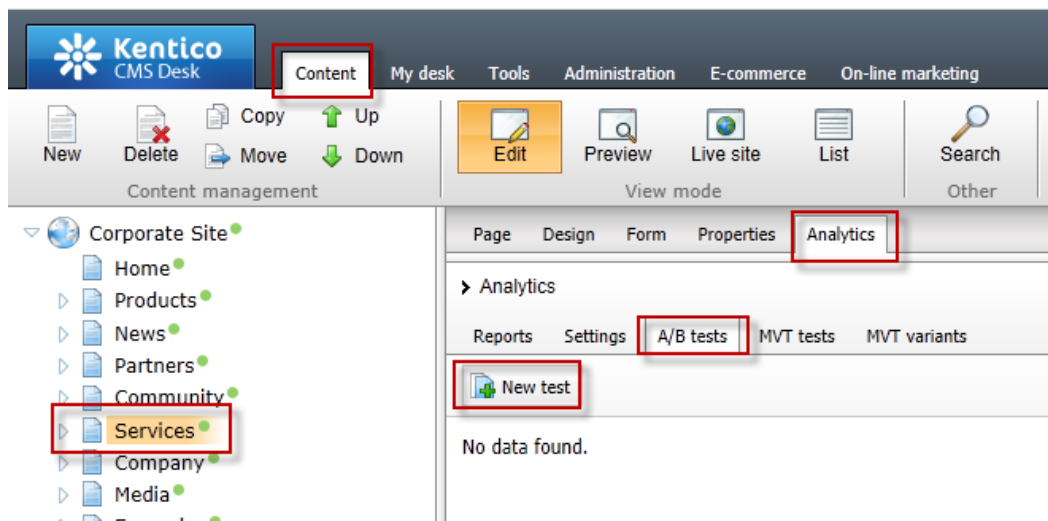


#### What's the difference between A/B and MVT Testing?

*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





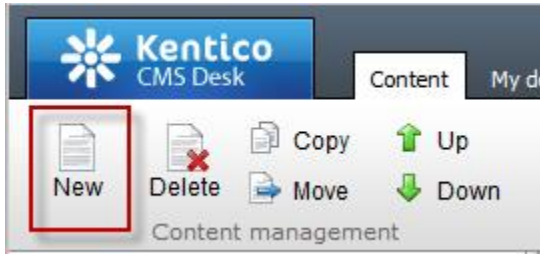
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2. In the **New test** screen update the following fields and then select the **Save** button.

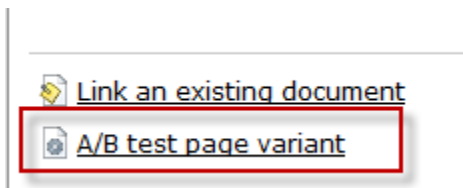
Field	Value
Display name	AB Services
Target number of conversions	100
Test from	Now
Test to	Now + 2 weeks
Test enabled	Checked

### Lab 3-2: creating the variant page

1. 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.

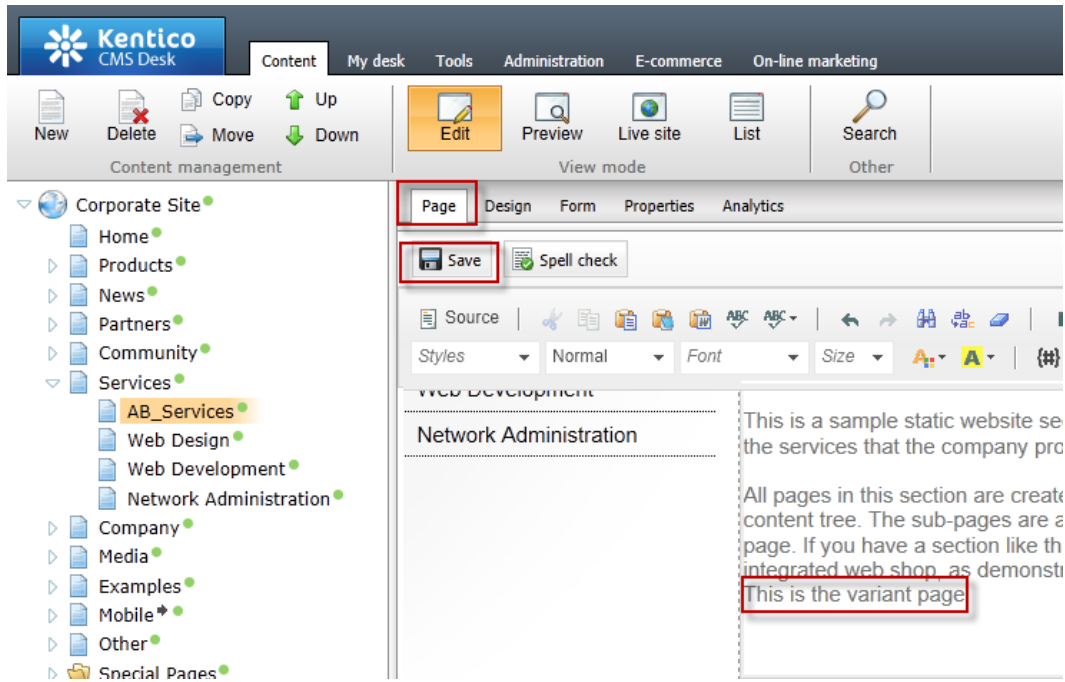


3. Update the following fields and then select the **Save** button.

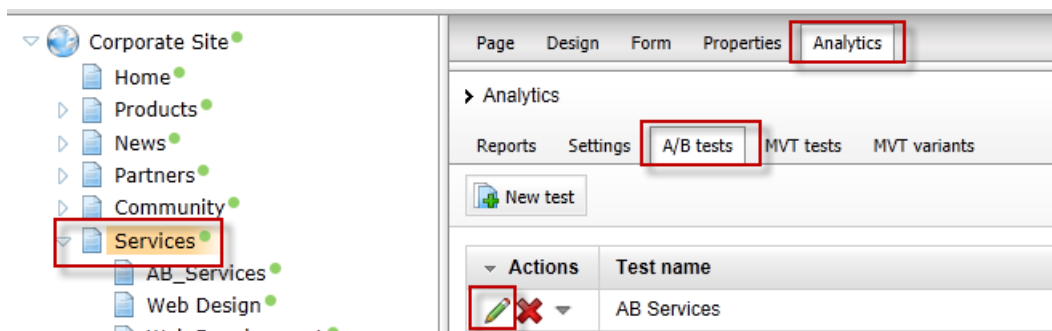
Field	Value
Document name	AB_Services
Assign to A/B test	AB Services

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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.

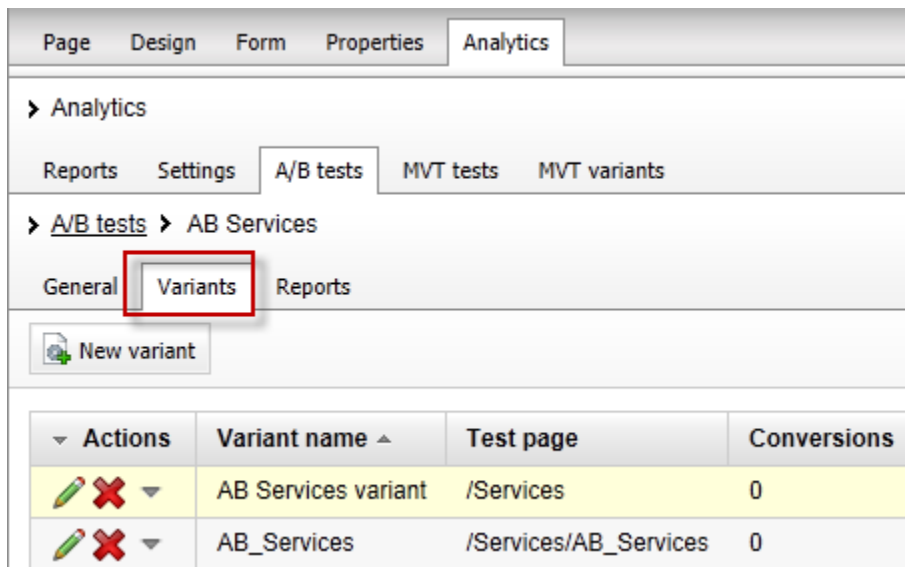


5. In the Content tree select the **Services** page, then select the **Analytics** tab, then the **A/B tests** tab and for the **AB Services** test click the **Edit (pencil)** icon as shown in the following screenshot.







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



The screenshot shows the Kentico CMS interface with the 'Analytics' tab selected. Under 'Analytics', the 'A/B tests' sub-tab is active, and within it, the 'AB Services' test is selected. The 'Variants' sub-tab is highlighted with a red box. Below the navigation, there is a 'New variant' button and a table listing the current variants.

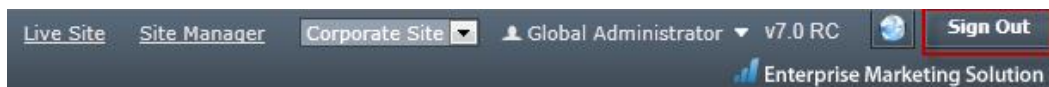
Actions	Variant name	Test page	Conversions
 	AB Services variant	/Services	0
 	AB_Services	/Services/AB_Services	0



### What is this?

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

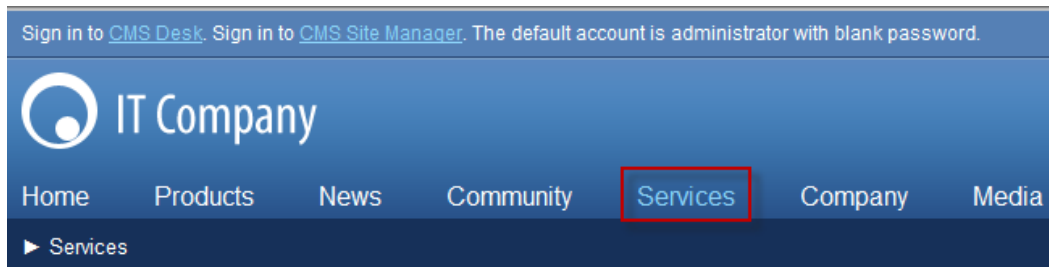
7. In the upper right hand corner click the **Sign out** button as shown in the following screenshot.



The screenshot shows the footer of the Kentico CMS interface. The 'Sign Out' button is highlighted with a red box. Other elements include 'Live Site', 'Site Manager', 'Corporate Site' (dropdown), 'Global Administrator' (dropdown), 'v7.0 RC', and 'Enterprise Marketing Solution'.

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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 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

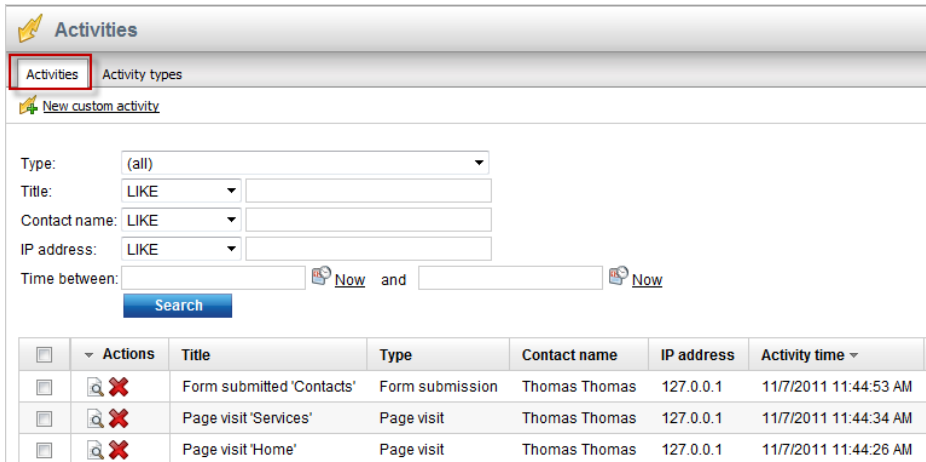
1. From the **Live site** select the **Services** page, in the **Contact form** enter your contact information and click the **Submit** button as shown in the following screenshot

All pages in this section are created using the **Page (menu item)** document type and all pages are accessible by clicking the links in the left navigation, which is a part of the page 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 CMS 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

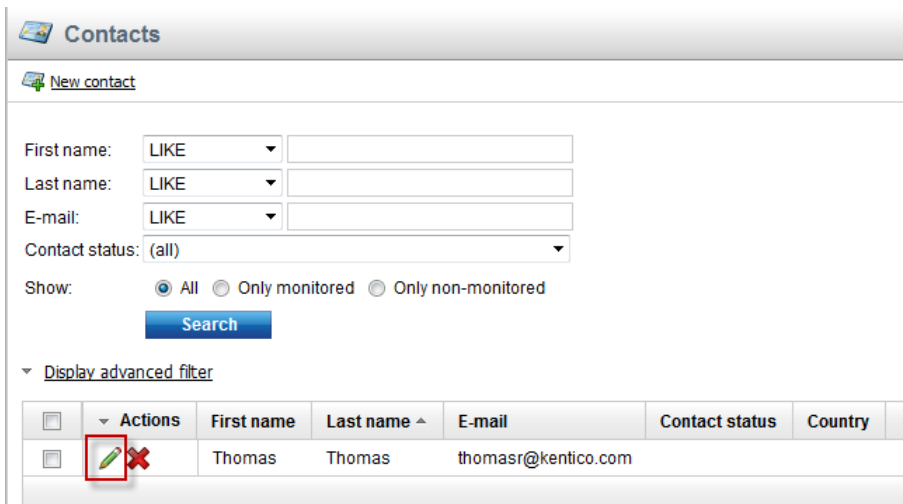
Contact name: LIKE

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 CMS Hands on Lab

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

The screenshot shows the 'Contact properties' form for a contact named Thomas Robbins. The form is organized into several sections: 'General', 'Personal info', and 'Contact settings'. The 'General' section contains fields for First name (Thomas), Last name (Robbins), Middle name, Salutation, Title before, and Title after. The 'Personal info' section includes Birthday (with a 'Now' button), Job title, Gender (set to 'unknown'), and Created (11/7/2011 11:44:26 AM). The 'Contact settings' section features Contact status (set to '(none)'), Contact owner (with 'Select' and 'Clear' buttons), Track activities (checked), and Campaign (set to 'Services Campaign'). A 'Save' button is located at the top left of the form area.

**Contact properties**

> **Contacts** > Thomas Robbins

General Accounts Membership Activities IPs Contact groups Scoring Merge

Save

The changes were saved.

**General**

First name:  Last name:

Middle name:  Salutation:

Title before:  Title after:

**Personal info**

Birthday:  Now Job title:

Gender: (unknown) Job title:

Created: 11/7/2011 11:44:26 AM

**Contact settings**

Contact status: (none)

Contact owner:

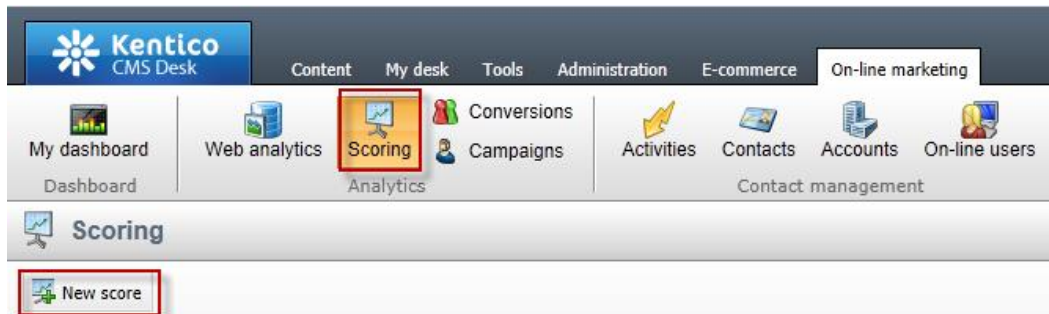
Track activities:

Campaign: Services Campaign

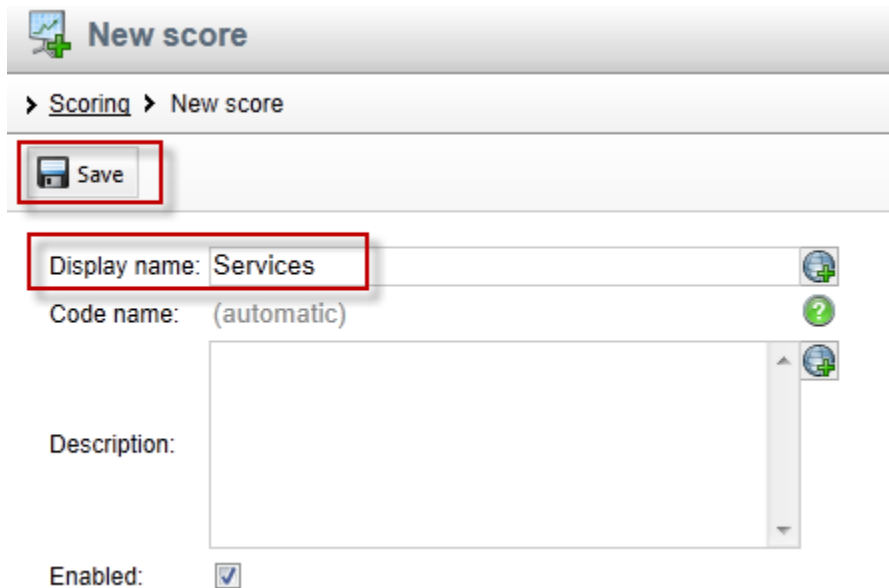


## Lab 4-2: Creating the scoring rules

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 CMS Hands on Lab

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

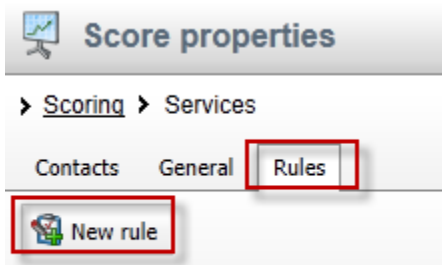
Field	Value
Send notification at score	20
Notification e-mail address	Your email



### 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 CMS 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 CMS 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: Custom Table: Create and Display**

### **Lab overview**

#### *System Requirements:*

- Kentico CMS 7 with the Sample Corporate Site

#### *Intended Lab Audience:*

- CMS Designers
- CMS Developers

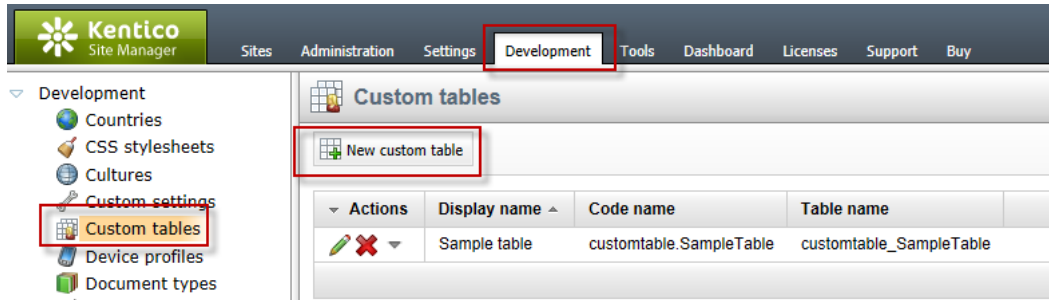
### **Lab introduction**

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 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 CMS 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 CMS 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 CMS 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\***  
**Email\***  
ItemCreatedBy  
ItemCreatedWhen  
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 CMS 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 CMS 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

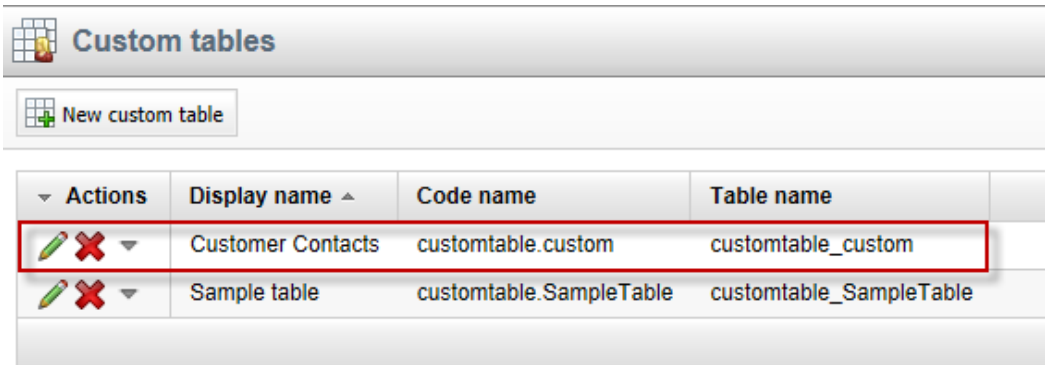
**Save**





Custom table display name:  

Custom table code name:  namespace:  custom table

## Kentico CMS Hands on Lab

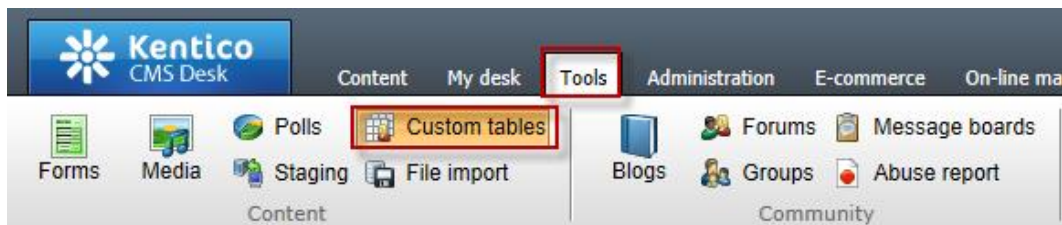
13. In the **Custom tables** screen validate that the **Customer Contacts** custom table is displayed as shown in the following screenshot.



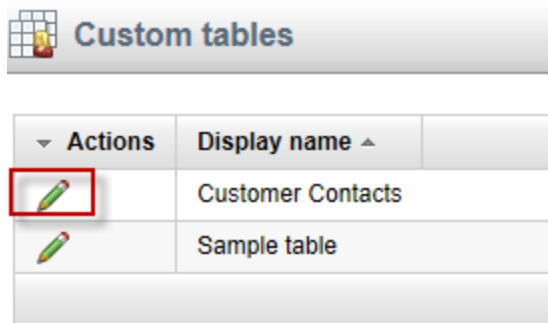
Actions	Display name	Code name	Table name
 	Customer Contacts	customtable.custom	customtable_custom
 	Sample table	customtable.SampleTable	customtable_SampleTable

## Lab 2: Adding custom table data

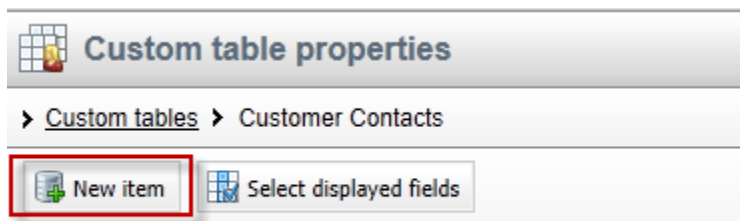
1. As **Administrator** log into **CMS Desk**, select the **Tools** tab, then select the **Custom tables** button as shown in the following screenshot.



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 CMS Hands on Lab

4. 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

5. 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

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

**Edit item**

**Data** Edit item

Save Create another

Name: Ted Thomas

Title: Marketing VP

Email: ted@company.com

## Kentico CMS 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.

**Custom table properties**

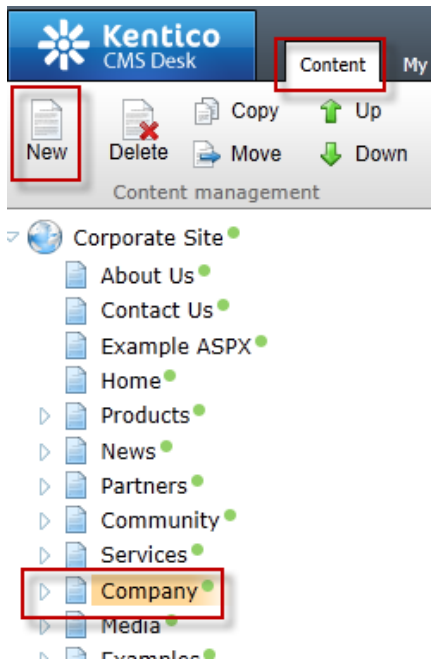
› [Custom tables](#) › Customer Contacts

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)

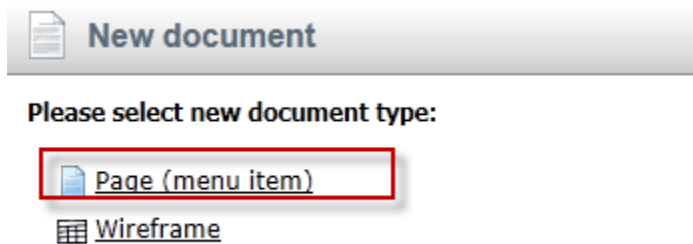


### Lab 3: Creating the display page

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.

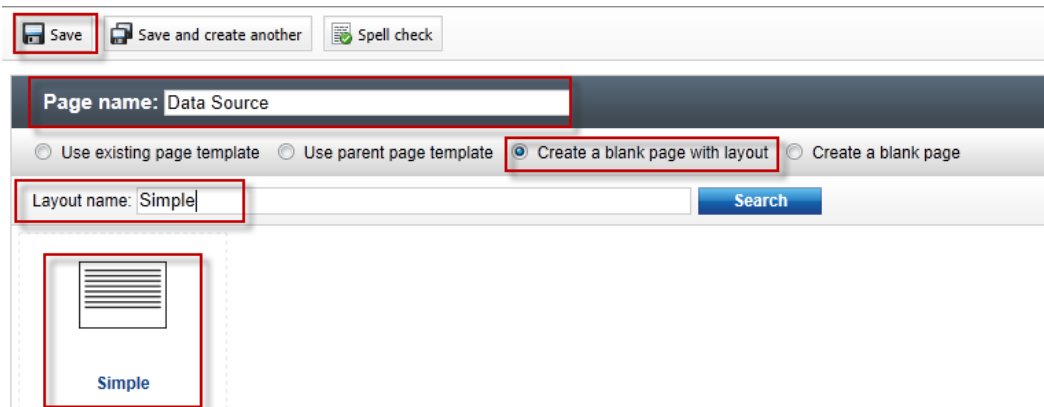


2. In the New document screen click the **Page (menu item)** as shown in the following screenshot.



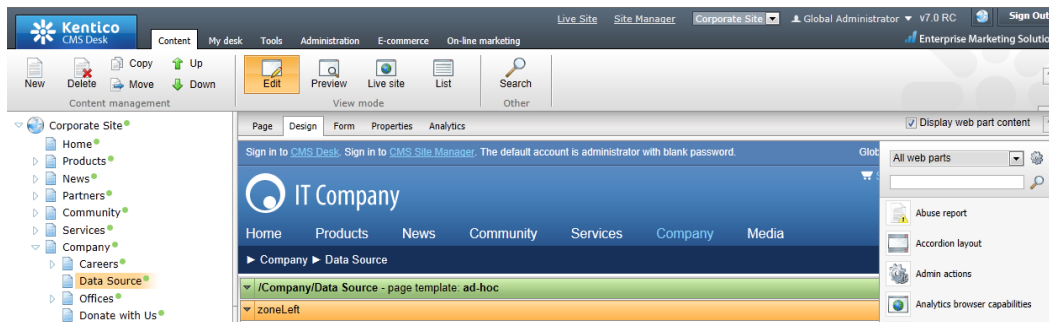
## Kentico CMS Hands on Lab

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.



The screenshot shows the 'New Page' form in Kentico CMS. At the top, there are buttons for 'Save', 'Save and create another', and 'Spell check'. Below these, the 'Page name' field is set to 'Data Source'. There are three radio buttons: 'Use existing page template', 'Use parent page template', and 'Create a blank page with layout' (which is selected). The 'Layout name' field is set to 'Simple', and a 'Search' button is to its right. Below the form, a preview area shows a page template icon with the word 'Simple' underneath it.

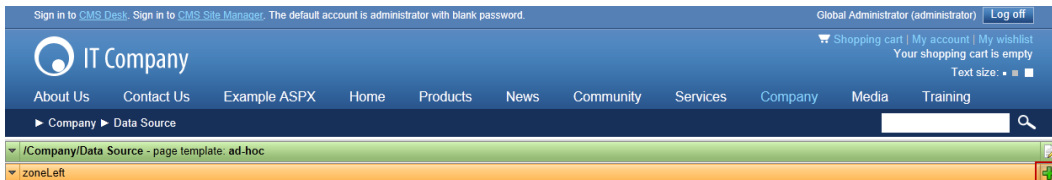
4. Validate that you see the new Data Source page as shown in the following screenshot.



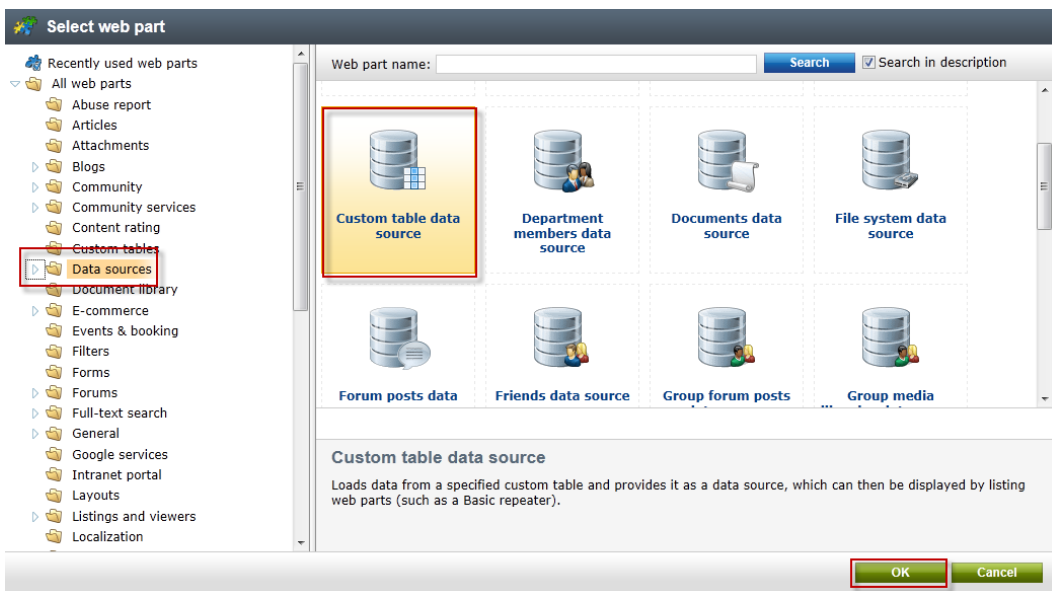
The screenshot shows the Kentico CMS desktop interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The main content area shows a preview of the 'Data Source' page. The page has a blue header with the 'IT Company' logo and navigation links: 'Home', 'Products', 'News', 'Community', 'Services', 'Company', and 'Media'. Below the header, the breadcrumb trail is 'Company > Data Source'. The page content area is currently empty, showing only the page template name 'ad.hoc' and a 'zoneLeft' area. The right sidebar contains 'All web parts' with options like 'Abuse report', 'Accordion layout', 'Admin actions', and 'Analytics browser capabilities'.

## Lab 4: Displaying custom table data

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

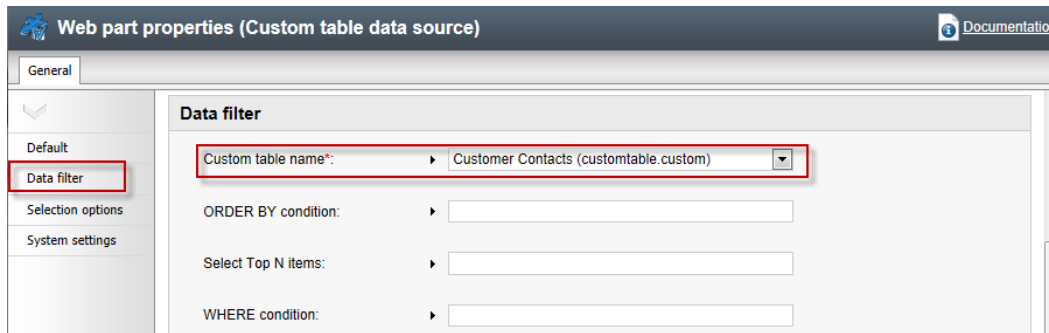


2. In the **Select web part** screen select **Data sources**, then select the **Custom table data source** web part, and then click **OK** as shown in the following screenshot.



## Kentico CMS Hands on Lab

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.

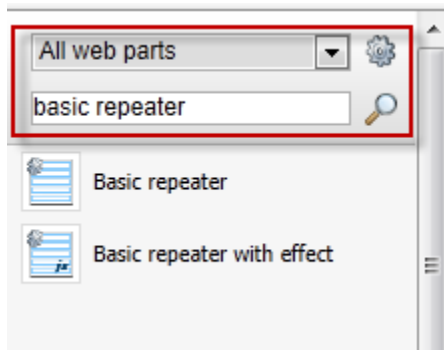


### What is a data sources web part?

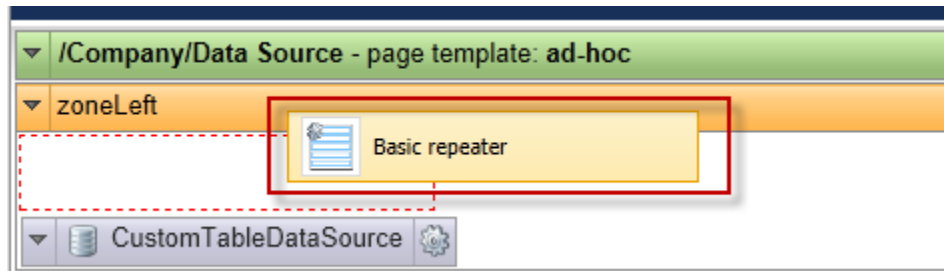
*Data source web parts are used to connect and retrieve data from back end data sources like custom tables. They retrieve data and pass them to display web parts. This separation is designed to provide page based flexibility in data retrieval and display. Data sources provide reusable sources of data. 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.*

## Kentico CMS Hands on Lab

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

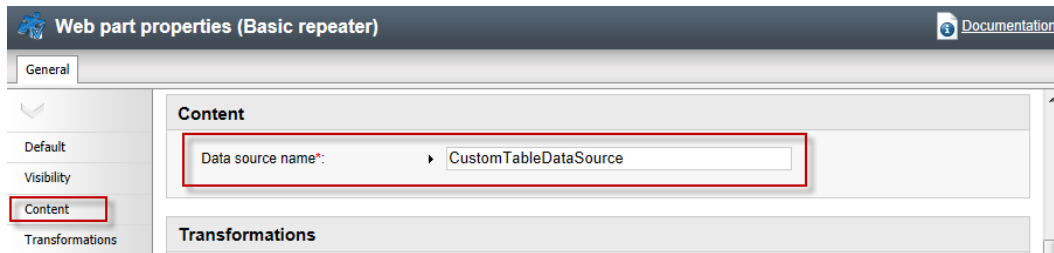


5. From the all web parts list drag the **Basic repeater** web part into the **ZoneLeft** web part zone as shown in the following screenshot.



## Kentico CMS Hands on Lab

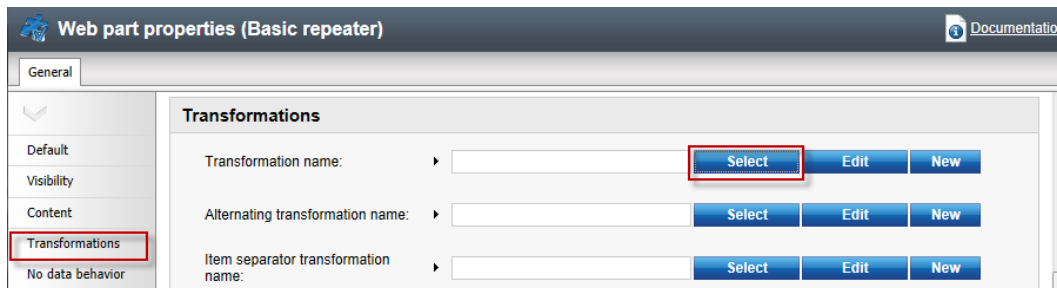
6. In the **Web part properties (Basic repeater)** select the **Content** tab, and in the **Data source name** field enter **CustomTableDataSource** as shown in the following screenshot.



### 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

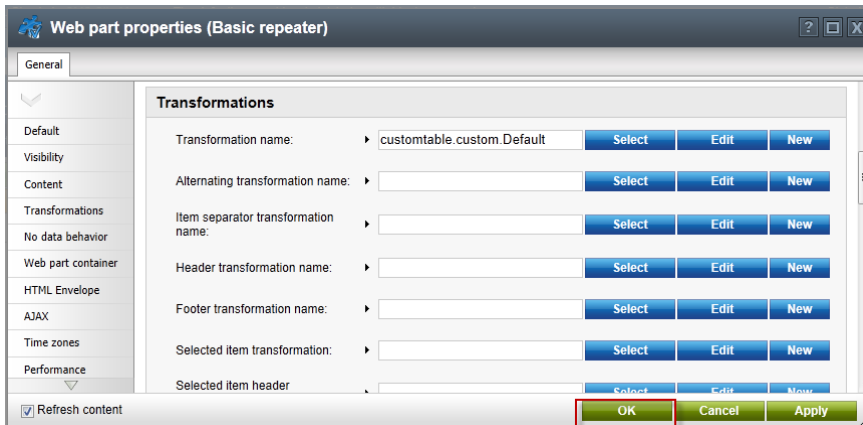


### Where did these come from?

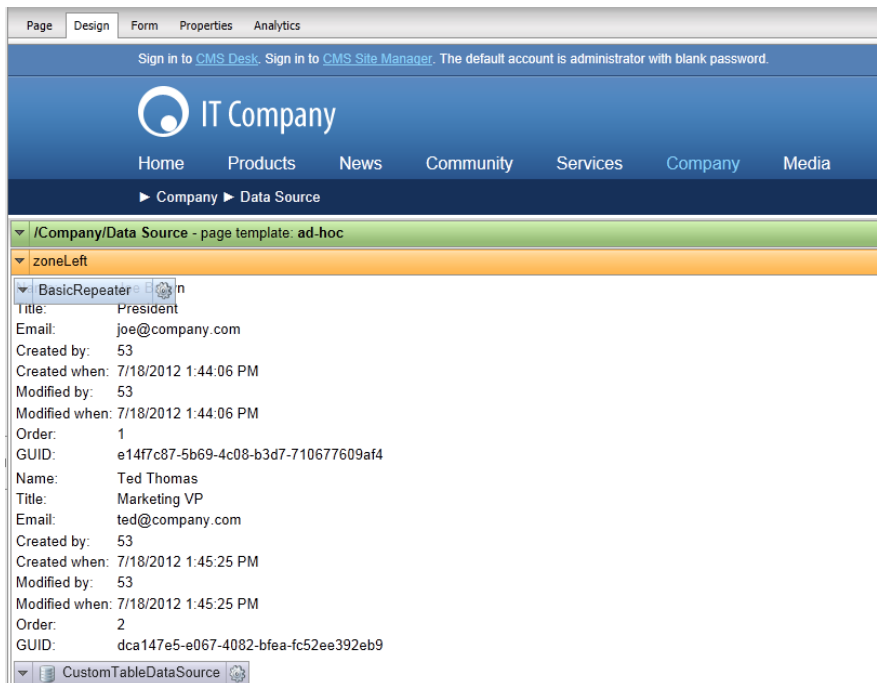
When we created the custom table the system automatically creates a Default and Preview transformation

## Kentico CMS Hands on Lab

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



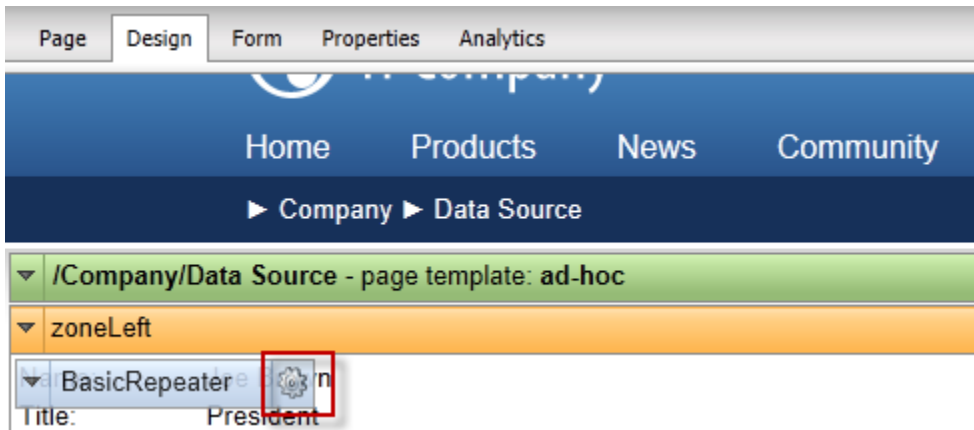
10. Validate that the data is displayed as shown in the following screenshot.



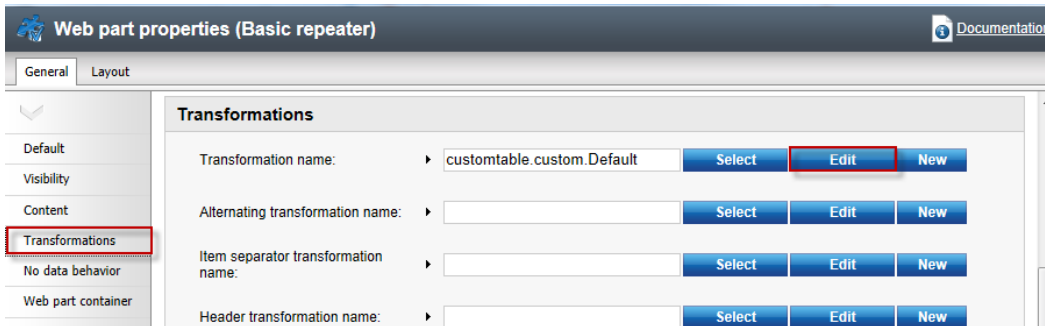


## Lab 5: Editing the default Transformation

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.

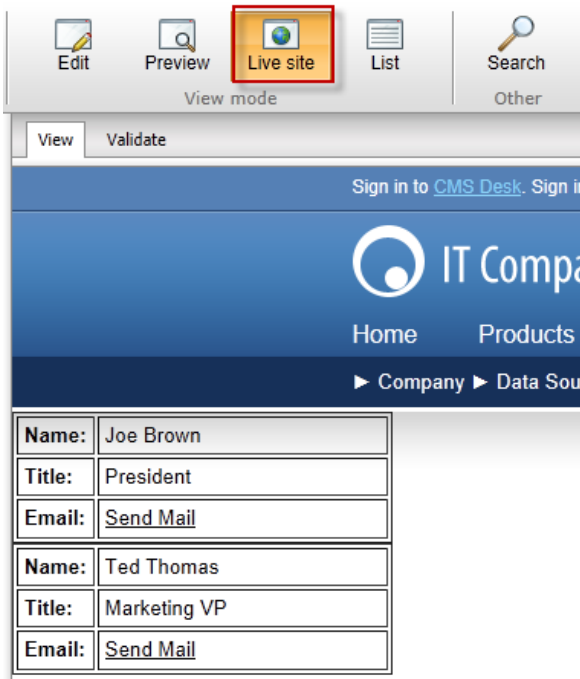


## Kentico CMS Hands on Lab

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.

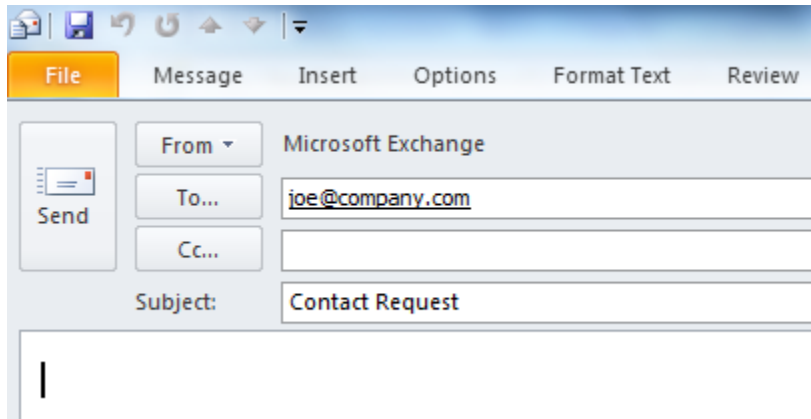


The screenshot shows the Kentico CMS interface. At the top, there is a 'View mode' toolbar with buttons for 'Edit', 'Preview', 'Live site' (highlighted with a red box), 'List', and 'Search'. Below the toolbar, there is a 'View' tab and a 'Validate' button. The main content area displays a blue header with the text 'Sign in to CMS Desk. Sign in' and the logo for 'IT Comp'. Below the header, there are navigation links for 'Home' and 'Products', and a breadcrumb trail 'Company > Data Sou'. The main content area displays a table with contact information for two individuals:

<b>Name:</b>	Joe Brown
<b>Title:</b>	President
<b>Email:</b>	<a href="#">Send Mail</a>
<b>Name:</b>	Ted Thomas
<b>Title:</b>	Marketing VP
<b>Email:</b>	<a href="#">Send Mail</a>

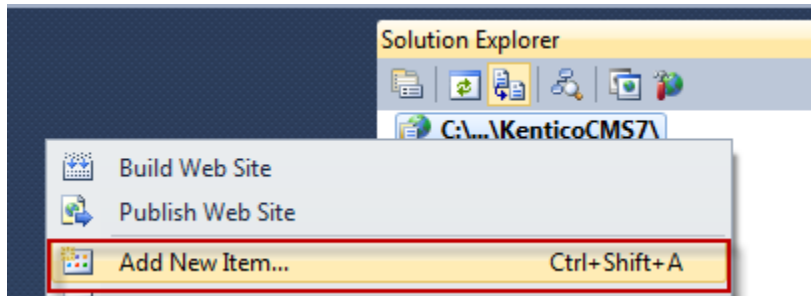
## Kentico CMS Hands on Lab

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

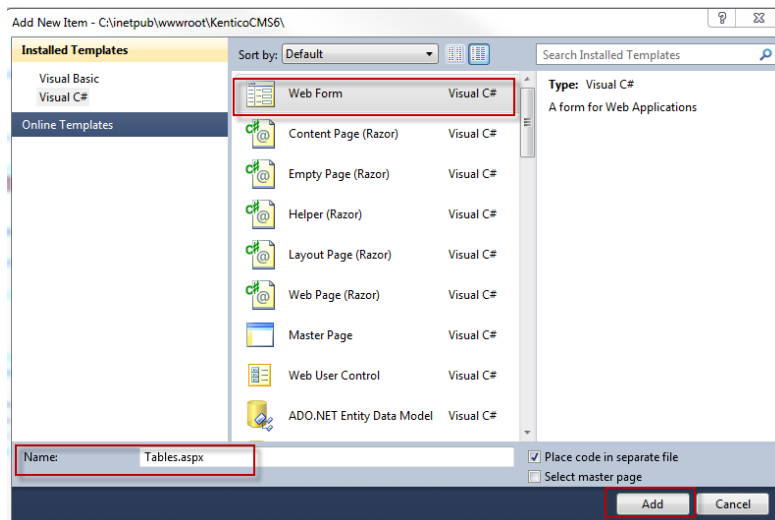


## Lab 6: Adding custom table data with the API

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.

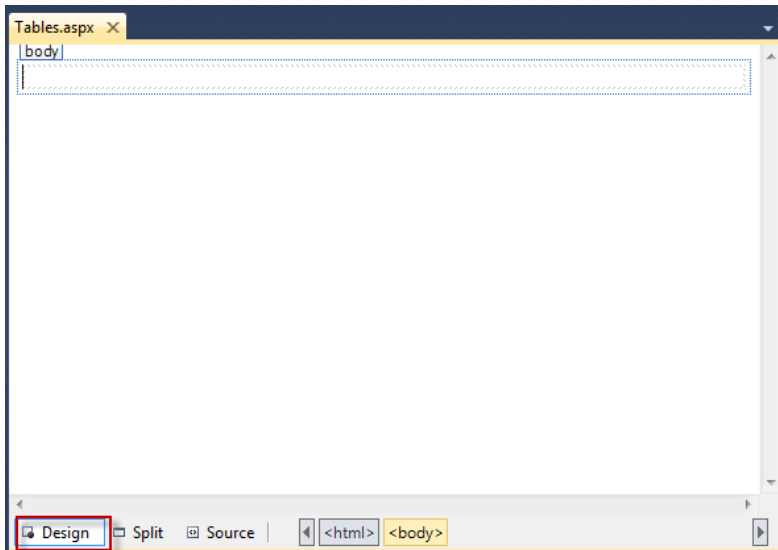


2. In the **Add new item** dialog select **Web form**, in the **Name** field enter **Tables.aspx**, and then click the **Add** button as shown in the following screenshot.

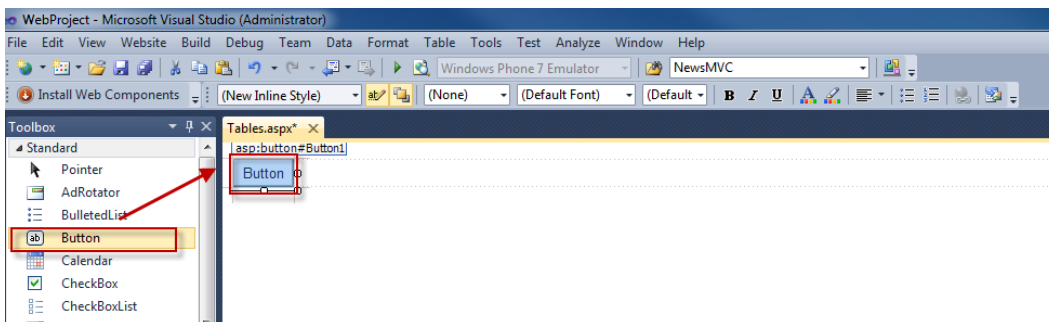


## Kentico CMS Hands on Lab

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.

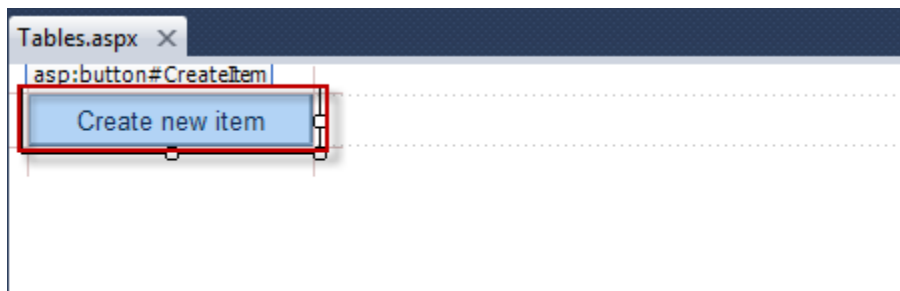


## Kentico CMS Hands on Lab

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 CMS Hands on Lab

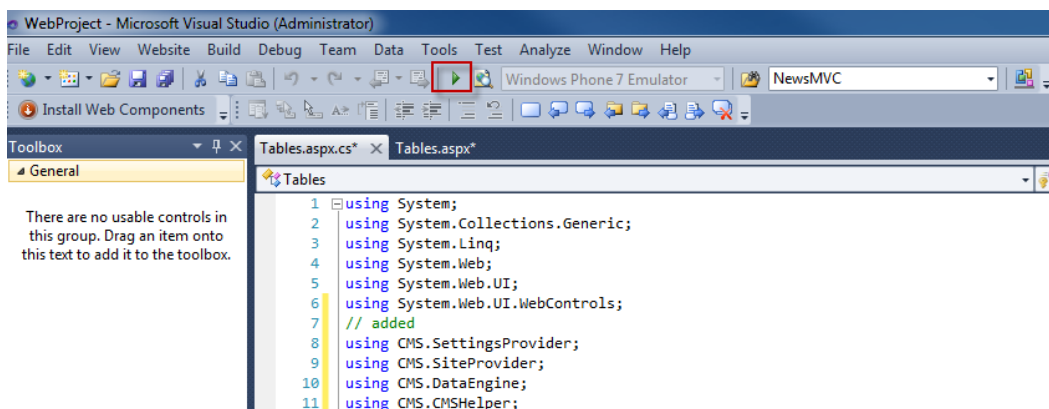
8. In the **Createitem\_click** event replace any existing code with the following and then select **Save (CTRL+S)**.

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

        DataClassInfo customTableClassInfo =
DataClassInfoProvider.GetDataClass(customtablename);

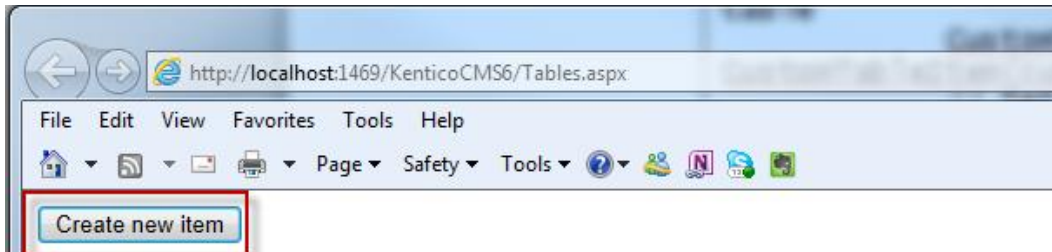
        if (customTableClassInfo == null)
        {
            throw new Exception("table does not exist.");
        }
        else
        {
            // Create item
            CustomTableItem item =
CustomTableItem.New(customTableClassInfo.ClassName, ctiProvider);
            // Set values
           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

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

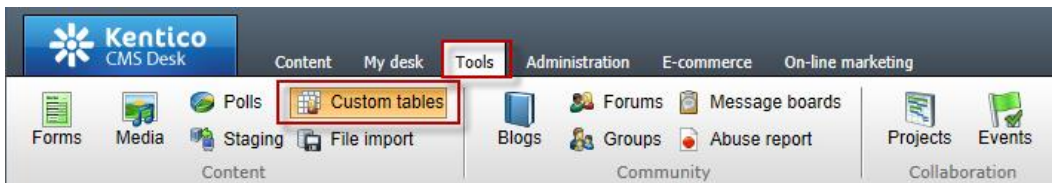


## Kentico CMS Hands on Lab

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 CMS Hands on Lab

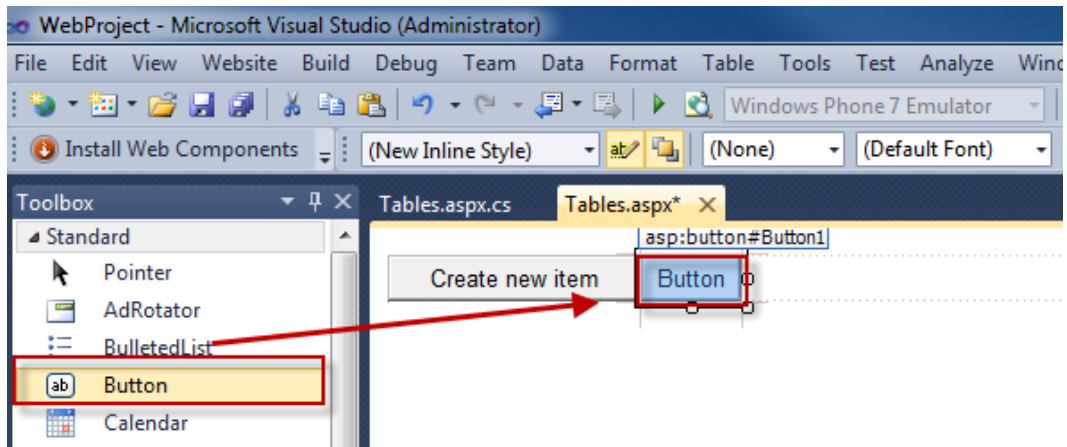
13. In the Custom table properties validate that the new custom table item is available as shown in the following screenshot.

The screenshot displays the 'Custom table properties' interface for 'Customer Contacts'. It includes a breadcrumb trail, buttons for 'New item' and 'Select displayed fields', and 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	Thom Robbins	Dish washer	thomasr@kentico.com	Global Administrator (administrator)

## Lab 7: Editing custom table data using the API

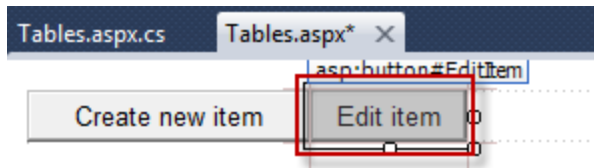
1. On the Tables.aspx form on the Design tab from the **Toolbox** drag a **Button** control onto the form as shown in the following screenshot.



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.



## Kentico CMS Hands on Lab

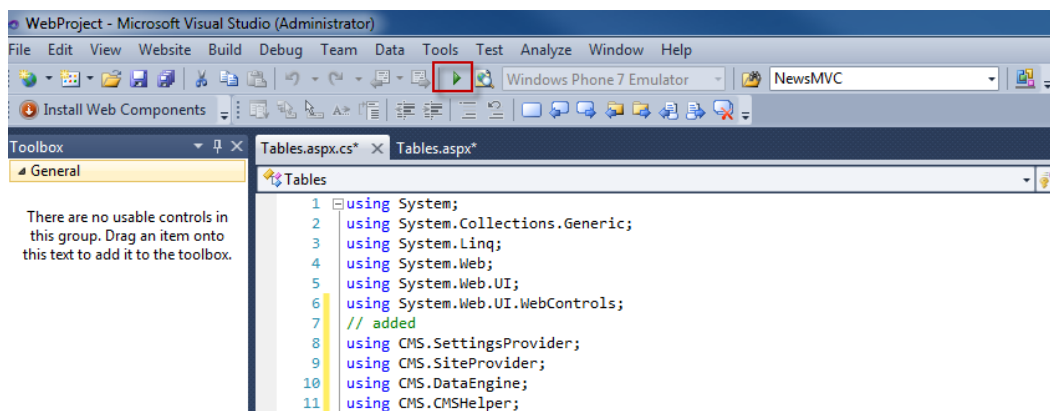
4. In the **EditItem\_Click** event replace any code with the following and then select **Save (CTRL+S)**.

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

    DataClassInfo customTableClassInfo =
DataClassInfoProvider.GetDataClass(customtablename);

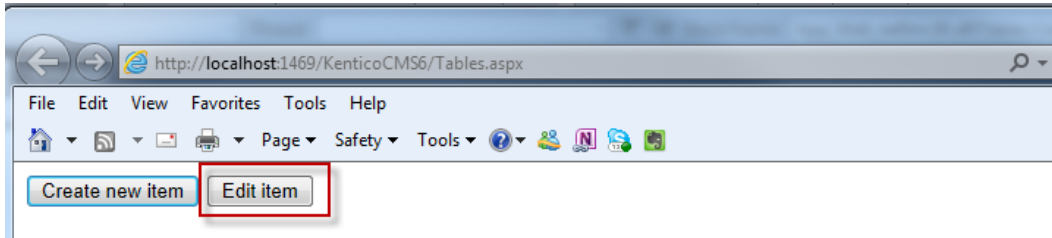
    if (customTableClassInfo == null)
    {
        throw new Exception("table does not exist.");
    }
    else
    {
        // Provide ID of item you want to edit
        int itemId = 5;
        // Get custom table item with given ID
        CustomTableItem item = ctiProvider.GetItem(itemId,
customTableClassInfo.ClassName);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

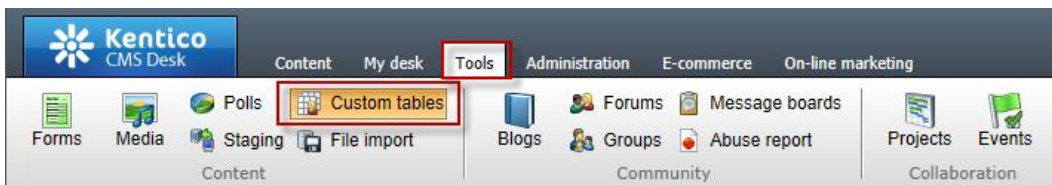


## Kentico CMS Hands on Lab

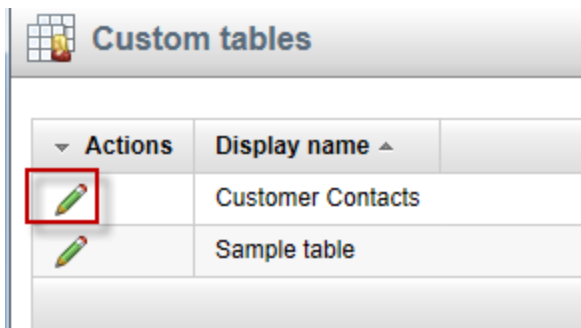
6. In the running application click the **Edit item** button as shown in the following screenshot.



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

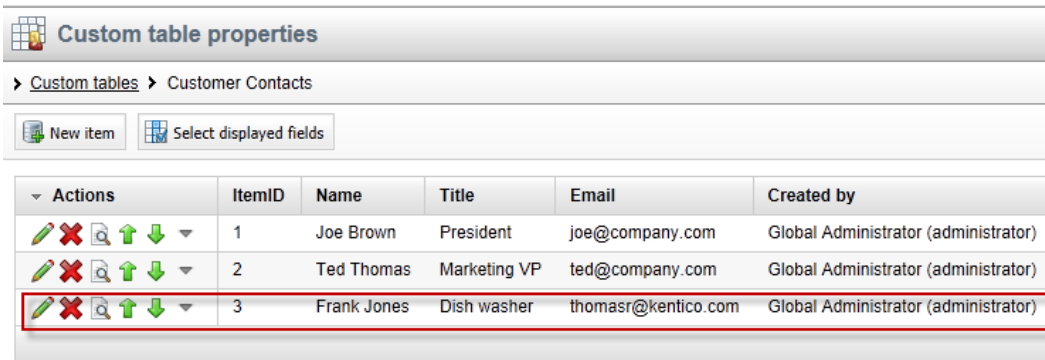

















8. In the Custom tables menu select the **Edit (Pencil)** icon for the **Customer Contacts** table as shown in the following screenshot.



## Kentico CMS Hands on Lab

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



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: Integrating Twitter with Kentico CMS**

### **Lab Overview**

#### *System Requirements:*

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

#### *Intended Lab Audience:*

- Content Administrators
- CMS Designers

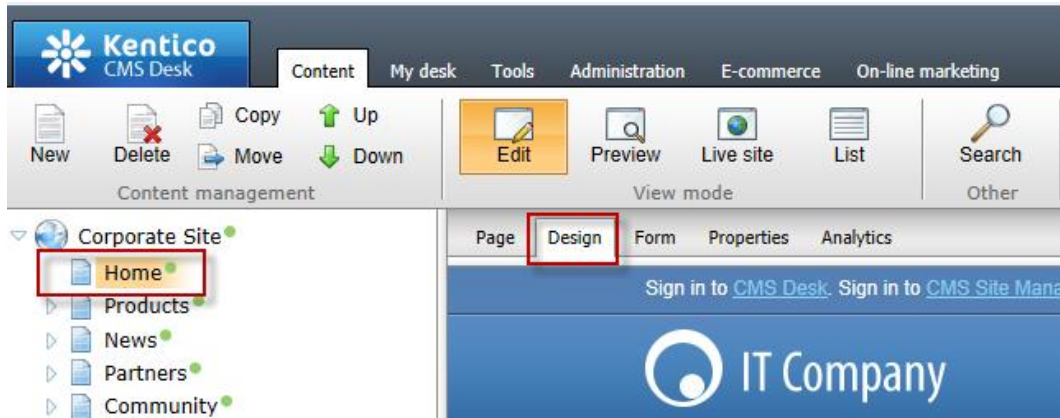
### **Lab Introduction**

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:

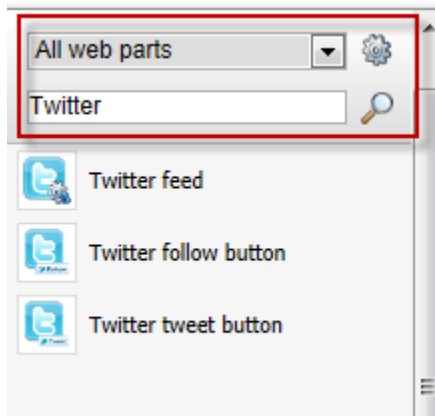
- Add the Twitter feed web part
- Add the Twitter follow button web part
- Add the Twitter tweet button web part
- Update the Home page template

## Lab 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.

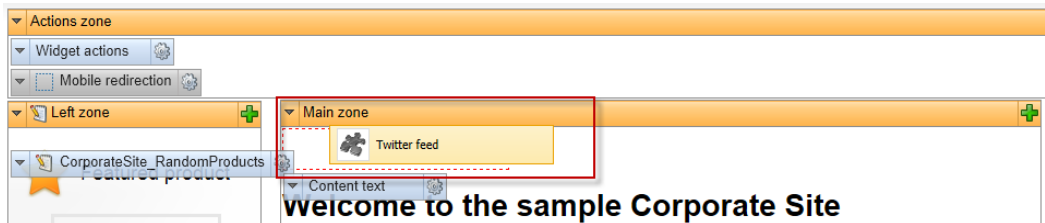


2. In the web part toolbar with **All web parts** selected enter **Twitter**, then click the **Search (magnify)** button as shown in the following screenshot.



## Kentico CMS 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	User name	Your company twitter name
General	Number of tweets	3
General	Poll for new results	Checked



## Kentico CMS Hands on Lab

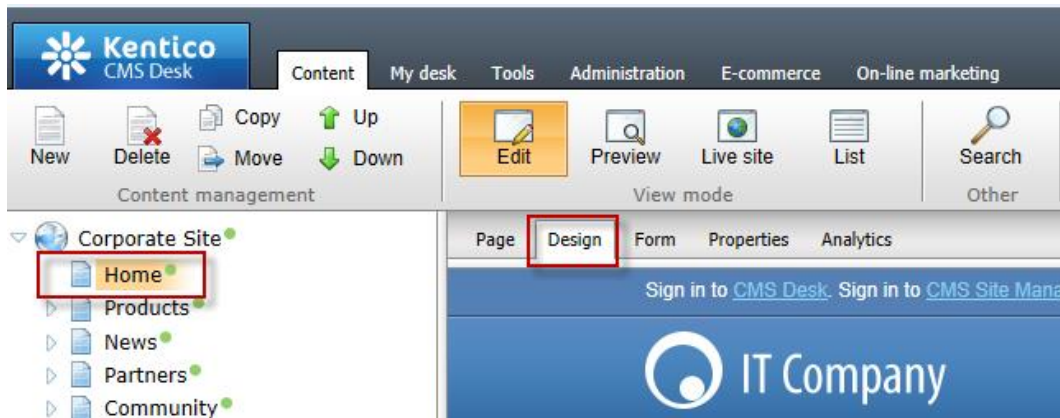
5. In the Design tab validate that you see the **TwitterFeed** web part as shown in the following screenshot.

The screenshot displays the Kentico CMS Design tab interface. At the top, there are tabs for Page, Design (selected), Form, Properties, and Analytics. Below the tabs are several web part zones:

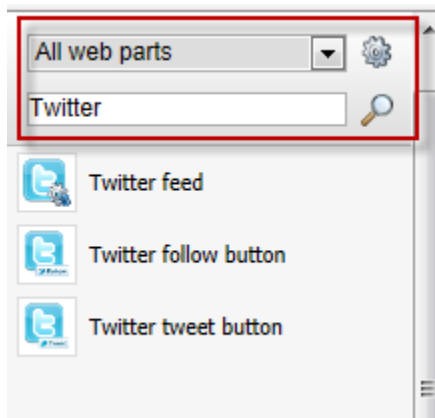
- Widget actions:** Contains a gear icon.
- Mobile redirection:** Contains a dashed box icon and a gear icon.
- Left zone:** Contains a plus icon and a dropdown menu with "CorporateSite\_RandomProducts" selected. Below this is a "Featured product" section with an image of a laptop and a price of "\$2199.00". Below the product is a "NewsletterSubscription" web part with input fields for "First Name:", "Last Name:", and "E-mail:", and a "Subscribe" button.
- Main zone:** Contains a "TwitterFeed" web part. The feed displays three tweets from KenticoCMS:
  - Tweet 1: "KenticoCMS Five Steps to Online Marketing Success [Infographic]: Your customers are looking for great relevan... bit.ly/NN2YOV #kentico #cms" (9 hours ago)
  - Tweet 2: "KenticoCMS New E-learning Solution Built on Kentico CMS: Creating E-learning websites has never been easier! ... bit.ly/NESZjG #kentico #cms" (10 hours ago)
  - Tweet 3: "KenticoCMS Kentico Partners with Learning Academy Systems to Power E-Learning bit.ly/NVKgIx #kentico #CMS #elearning #CPDAcademy #LMS" (12 hours ago)At the bottom of the TwitterFeed web part is a Twitter logo and the text "Join the conversation".

## Lab 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.

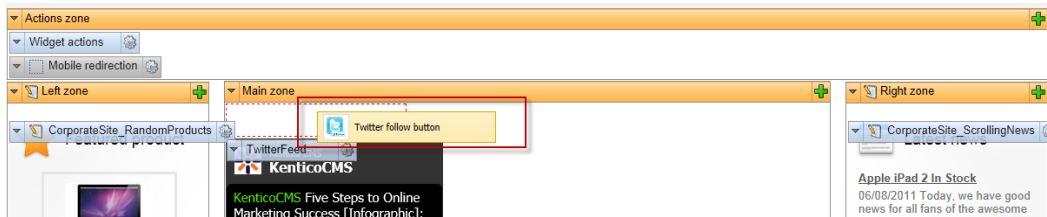


2. In the web part toolbar with **All web parts** selected enter **Twitter**, then click the **Search (magnify)** button as shown in the following screenshot.



## Kentico CMS 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

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



## Kentico CMS Hands on Lab

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

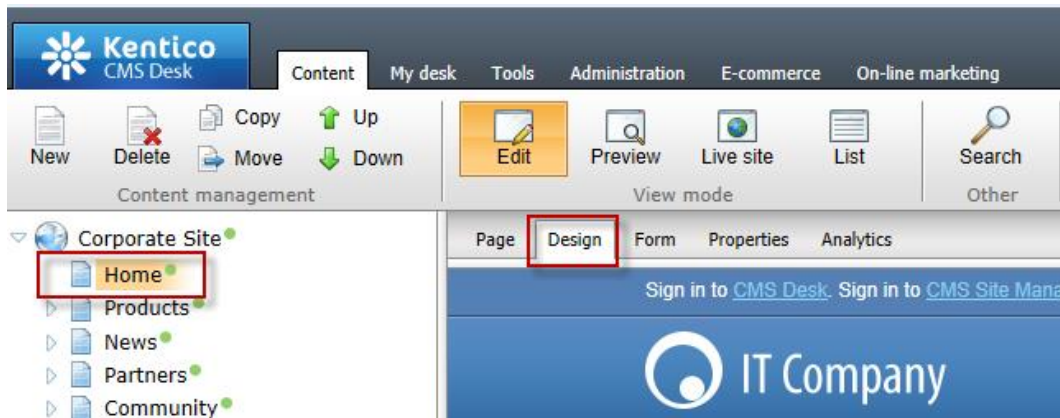


7. Validate that you receive the Twitter screen as shown in the following screenshot.

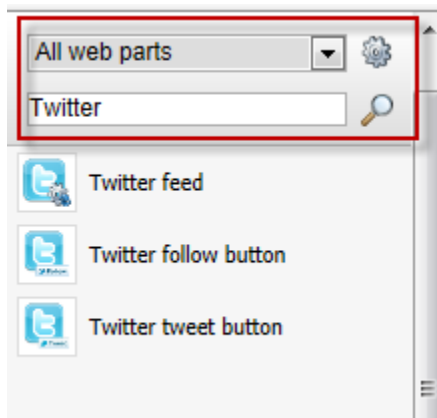


### Lab3: Twitter tweet button web part

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.

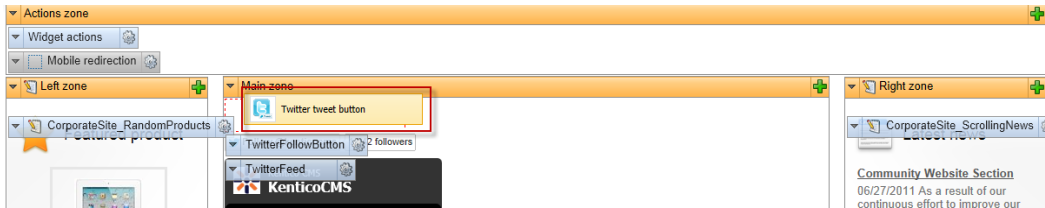


2. In the web part toolbar with **All web parts** selected enter **Twitter**, then click the **Search (magnify)** button as shown in the following screenshot.



## Kentico CMS Hands on Lab

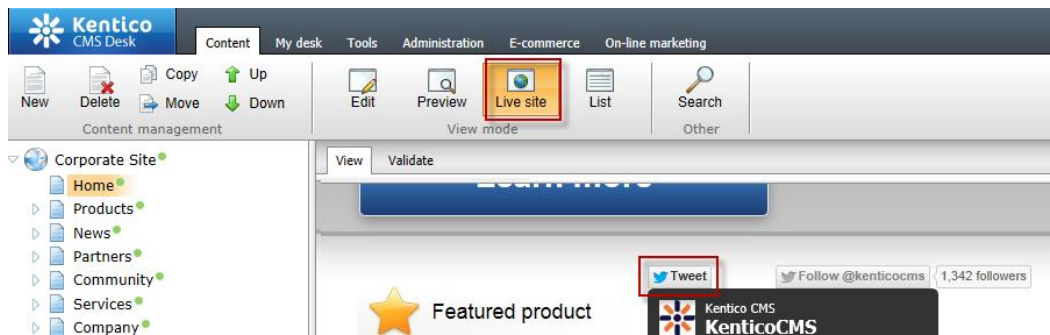
- From the Web part toolbar drag the **Twitter tweet button** web part into the **Main zone** web part zone as shown in the following screenshot.



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

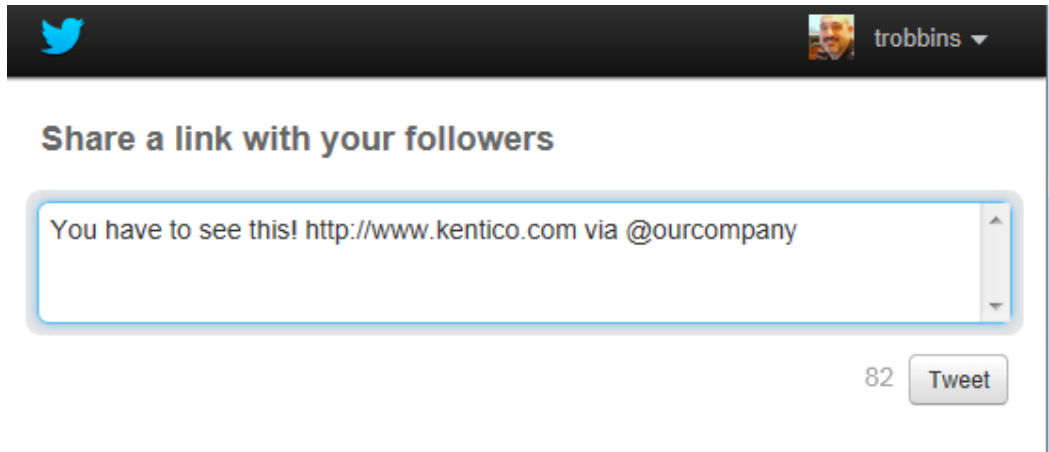
Tab	Field	Value
General	Type	Share a link
General	Default tweet text	You have to see this
General	Via	ourcompany
Share a link	URL to share	http://www.kentico.com

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



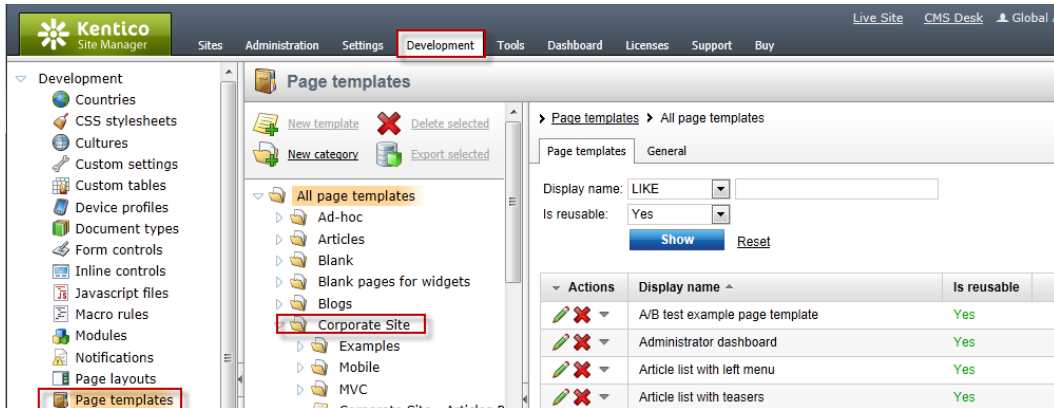
Kentico CMS Hands on Lab

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

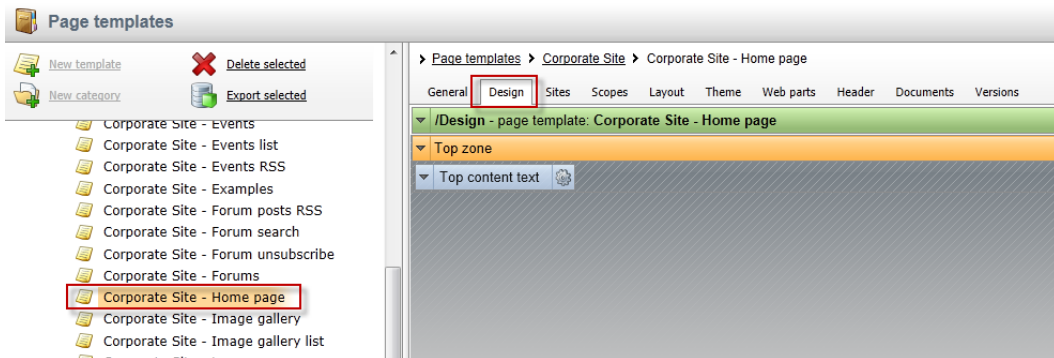


## Lab 4: Update the Home page template

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.



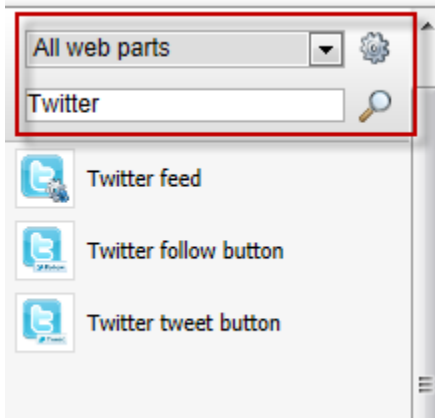
2. In the **Corporate Site** page template list select the **Corporate Site – Home page** template and then click the **Design** tab as shown in the following screenshot.



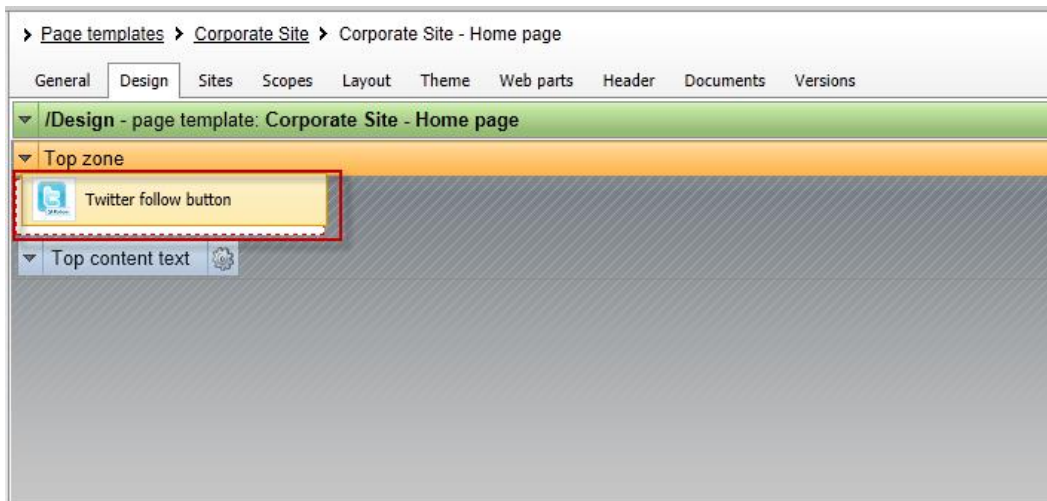


## Kentico CMS Hands on Lab

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 CMS Hands on Lab

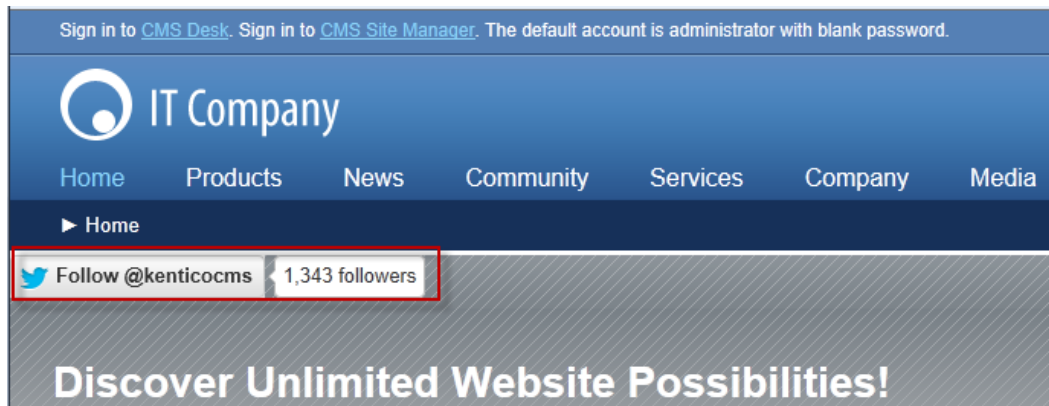
- In the **Web part properties (Twitter follow button)** update the following fields and then select **Ok**.

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: UI Personalization**

### **Lab Overview**

*System Requirements:*

- Kentico CMS 7 installed with the Sample Corporate Site

*Intended Lab Audience:*

- CMS Designers
- CMS Developers
- Content Administrators

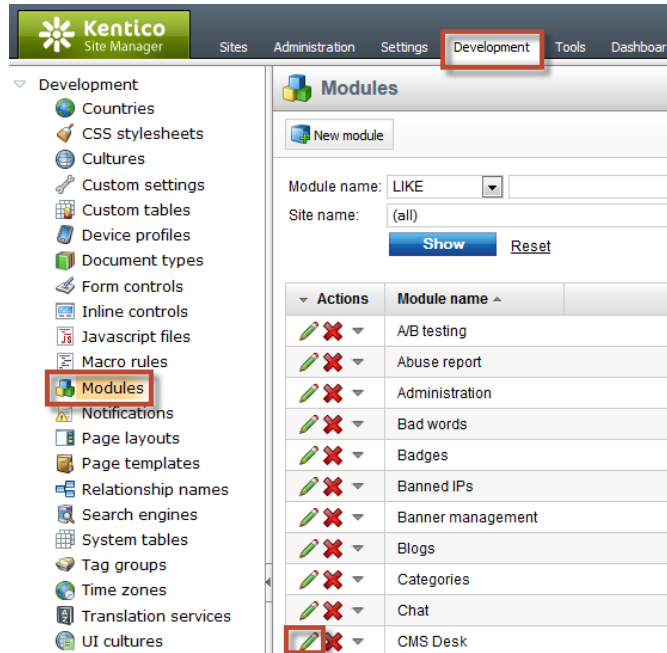
### **Lab Introduction**

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

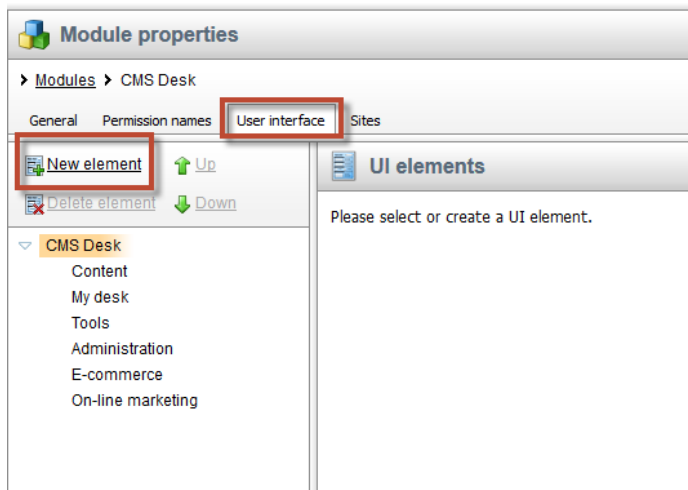
## Lab 1: Adding a new tab to CMS Desk

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 CMS 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.

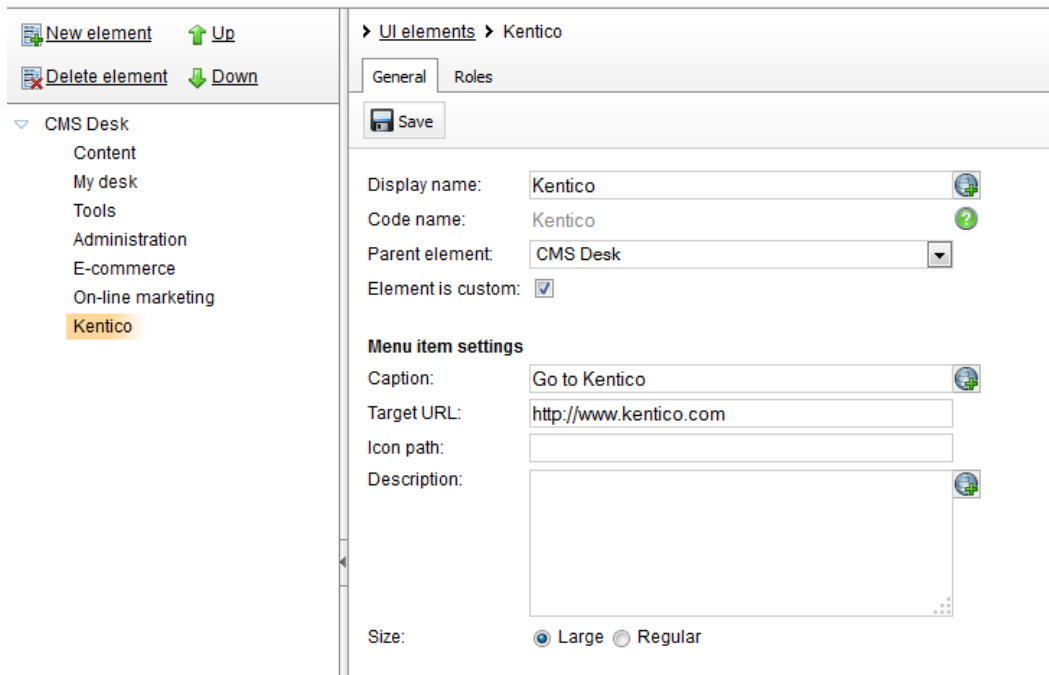


3. In the New element screen update the following fields and then select **Save**.

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

## Kentico CMS Hands on Lab

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



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



## **Hands on Lab: 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**

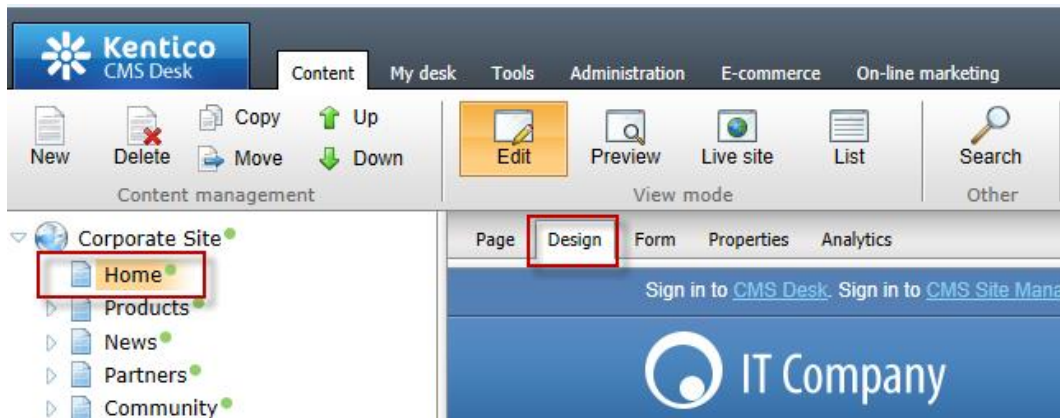
Facebook has become an internet marketing sensation, with third party estimates of almost 200 million users and reports that almost two thirds of these log in daily. For many marketers, Facebook has become an essential ingredient for online and integrated marketing campaigns. Facebook provides marketers 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:

- Explore the available Facebook resources

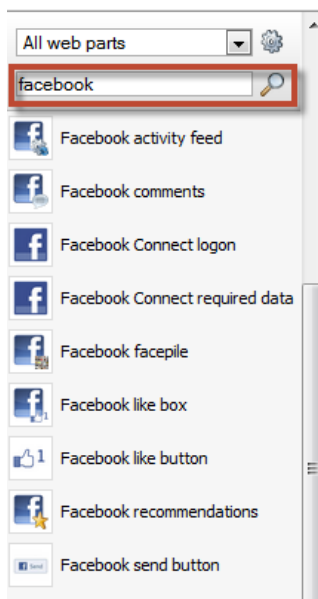


## Lab 1: Adding a Facebook Recommendations web part

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.

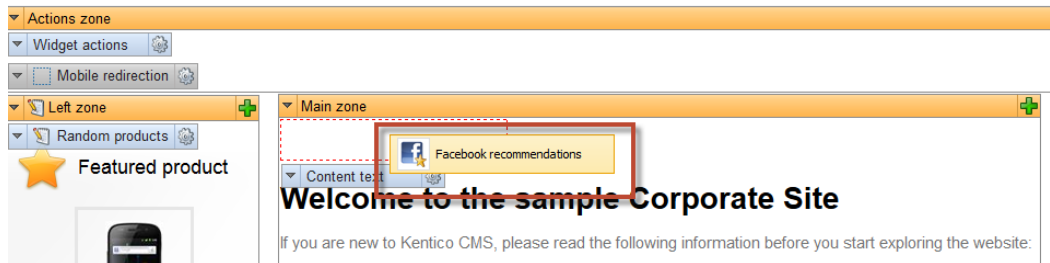


2. In the web part toolbar with **All web parts** selected enter **Facebook**, then click the **Search (magnify)** button as shown in the following screenshot.



## Kentico CMS 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	<a href="http://www.kentico.com">http://www.kentico.com</a>

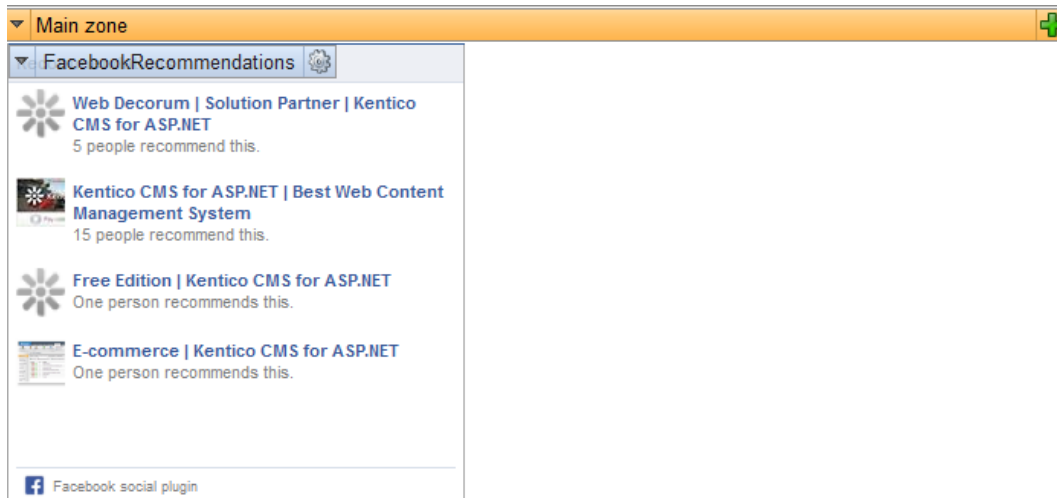


### Facebook recommendations web part

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

## Kentico CMS Hands on Lab

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



## 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