# Kentico CMS Version 7 Hands on Labs

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Twitter: @trobbins
Email: Thomasr@Kentico.com
Blog: http://devnet.kentico.com/Blogs/Thomas-Robbins.aspx

For more information http://www.kentico.com

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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:

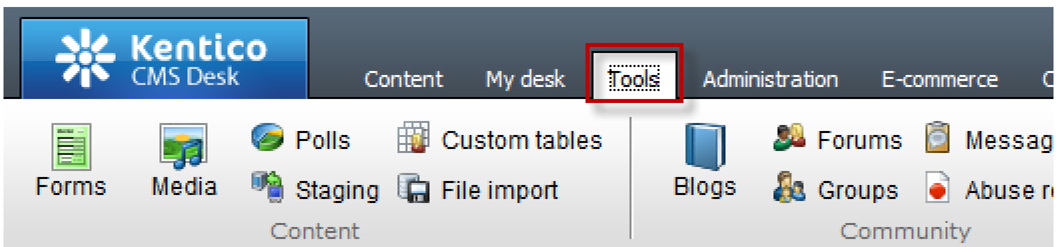
- Create an Online form for collecting customer information
- Create a squeeze page for collecting customer information
- Create a Services campaign
- Create conversions
- Create a lead score
- Optimize a campaign using A/B tests

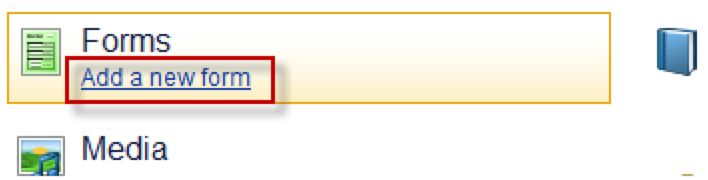
# Lab 1: Creating the online form

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.

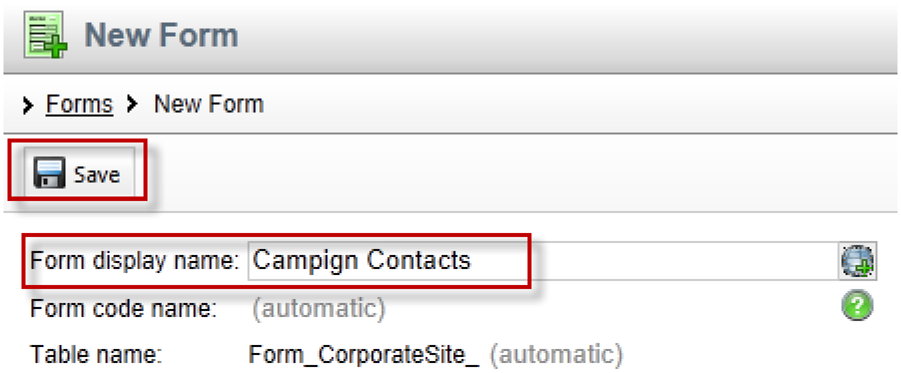
## Lab 1-1: Creating an online form

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.



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.




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** |

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** |

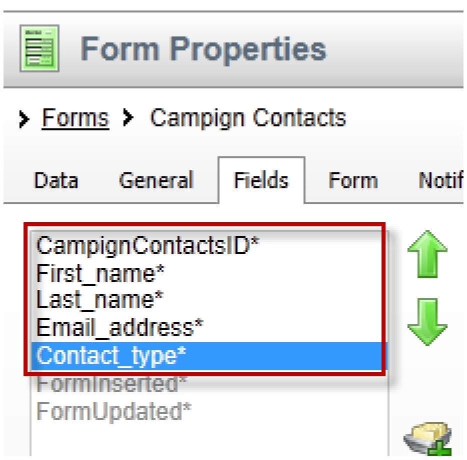
6. Select the **Add new attribute (+)** button, update the following fields, and then click the **Save** button.

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

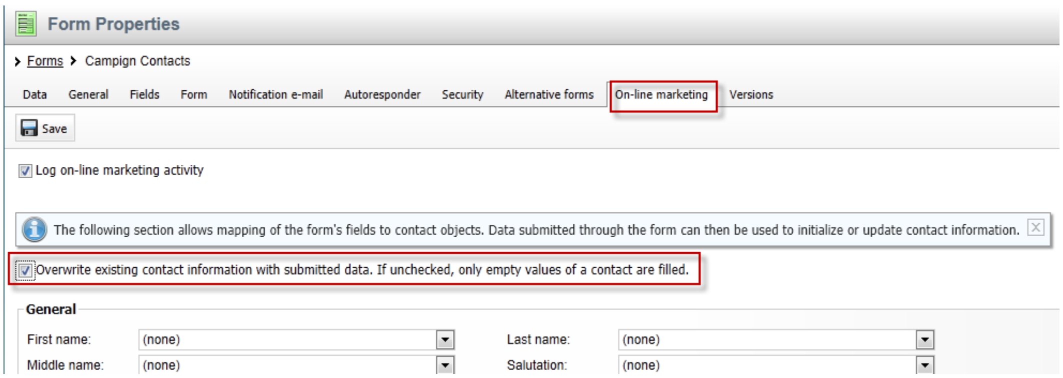
7. Select the **Add new attribute (+)** button, update the following fields, and the click the **Save** button.

| 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.



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.

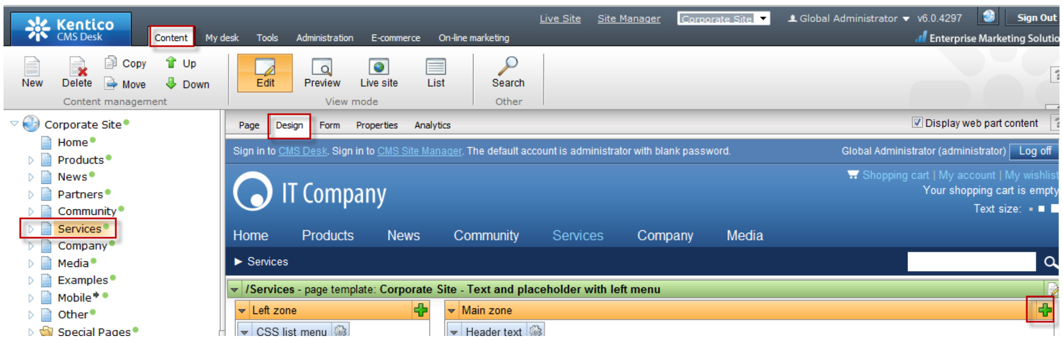



10. In the **On-line marketing** tab update the following fields and then click the **Save** button

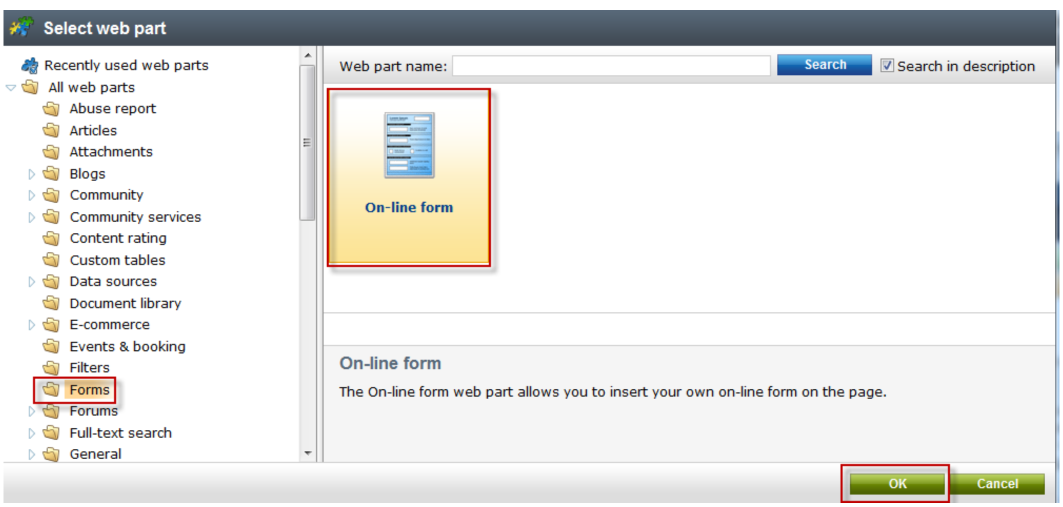
| Section | Field | Value |
|---|---|---|
| **General** | **First name** | **First_name** |
| **General** | **Last name** | **Last_name** |
| **Address** | **E-mail** | **Email_address** |

# 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.



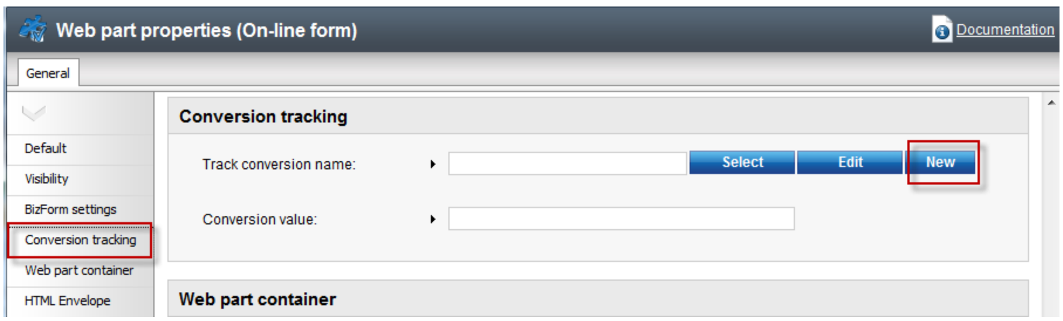

2. In the **Select web part** screen select the **Forms** folder, the **Online form** web part and then **Ok** as shown in the following screenshot.

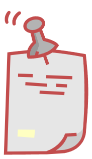


3. In the **Web part properties (On-line form)** update the following value.

| Section | Field | Value |
|---|---|---|
| **Bizform settings** | **Form name** | **Campaign_Contacts** |

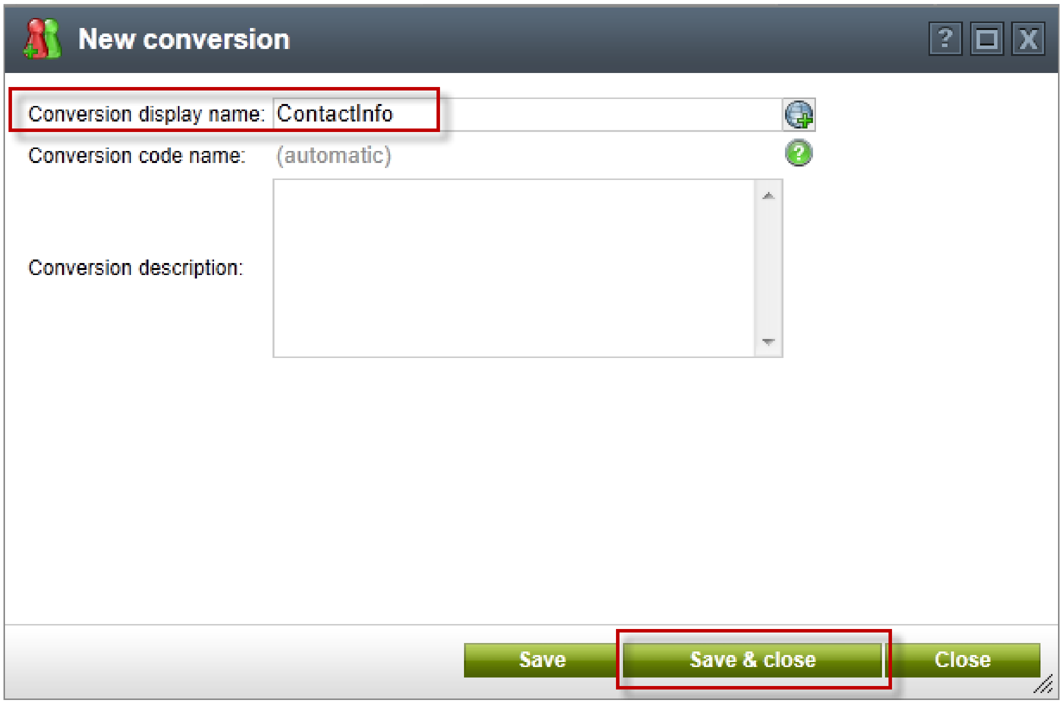
4. Select the **Conversion tracking** tab and then click the **New** button as shown in the following screenshot.



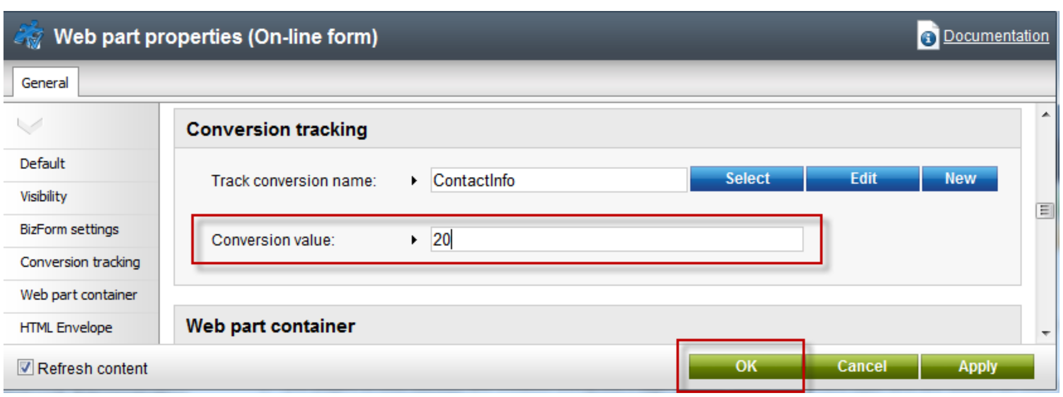


**What is a conversion?**

*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.*

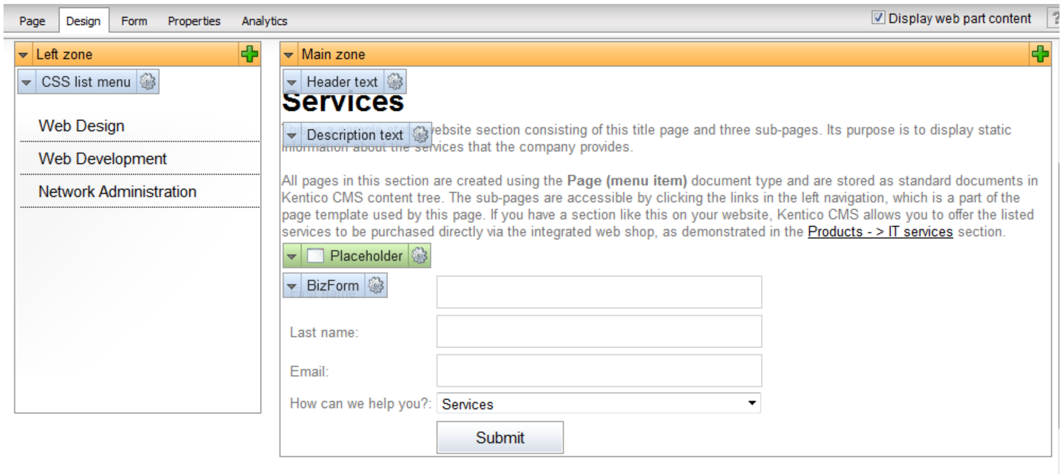
5. In the **New conversion** screen in the **Conversion display name** field enter **ContactInfo** and then select **Save& close** as shown in the following screenshot.



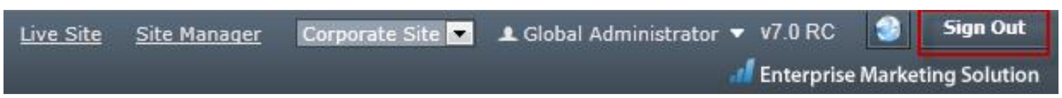

6. In the **Web part properties (On-line form)** screen in the **Conversion value** field enter **20** and then select **Ok** as shown in the following screenshot.



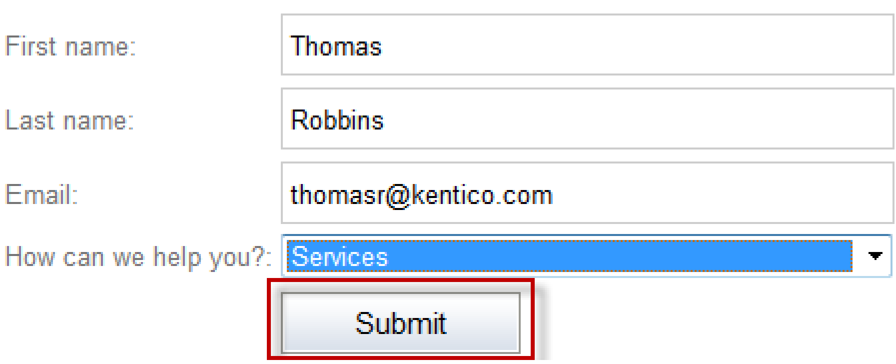
7. Validate that you see the screen as shown in the following screenshot.



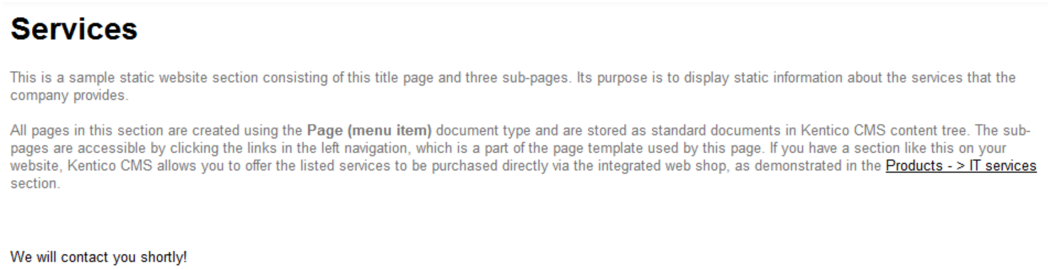

8. In the upper right hand corner click the **Sign out** button as shown in the following screenshot.




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.



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



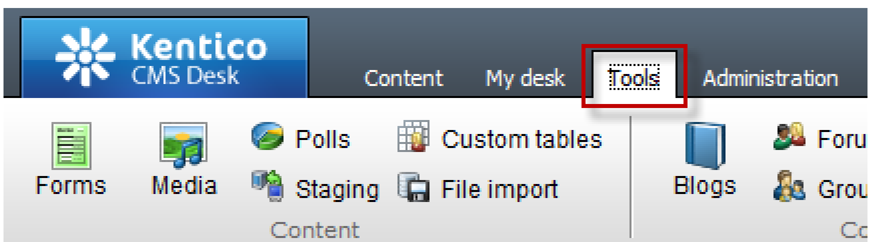
## Services

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.

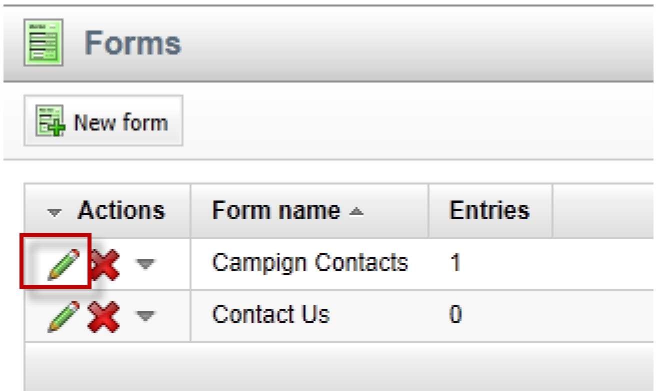
All pages in this section are created using the **Page (menu item)** document type and are stored as standard documents in Kentico CMS content tree. The sub-pages are accessible by clicking the links in the left navigation, which is a part of the page template used by this page. If you have a section 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!

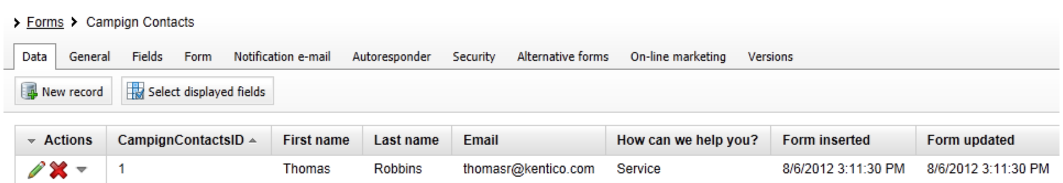
11. Log into **CMS Desk**, select the **Tools** tab, then select **Forms** as shown in the following screenshot



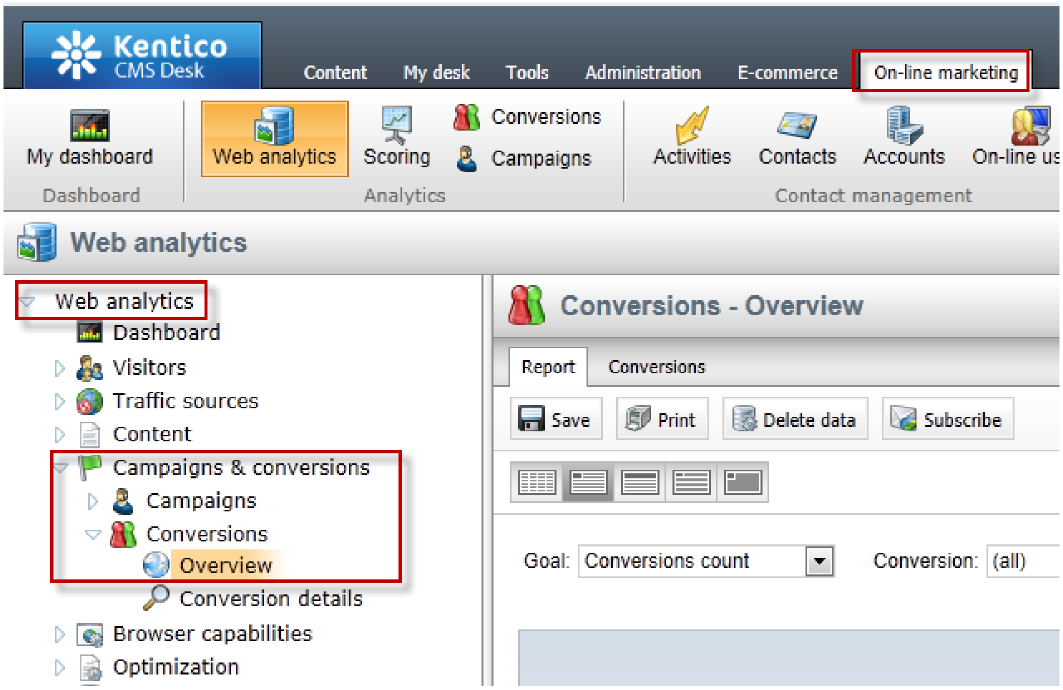

12. In the **Forms** screen select the **Edit icon (pencil)** for **Campaign Contacts** as shown in the following screenshot.



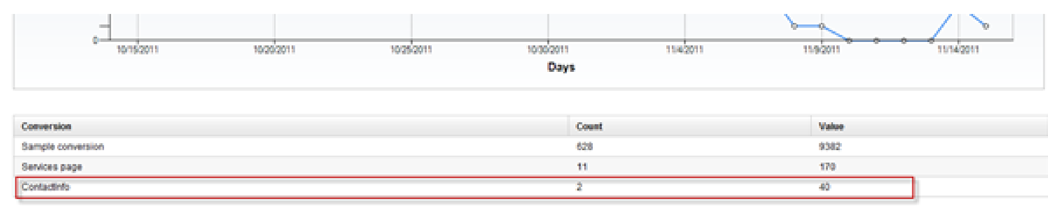

13. Validate that you see the data as shown in the following screenshot.



14. 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.




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

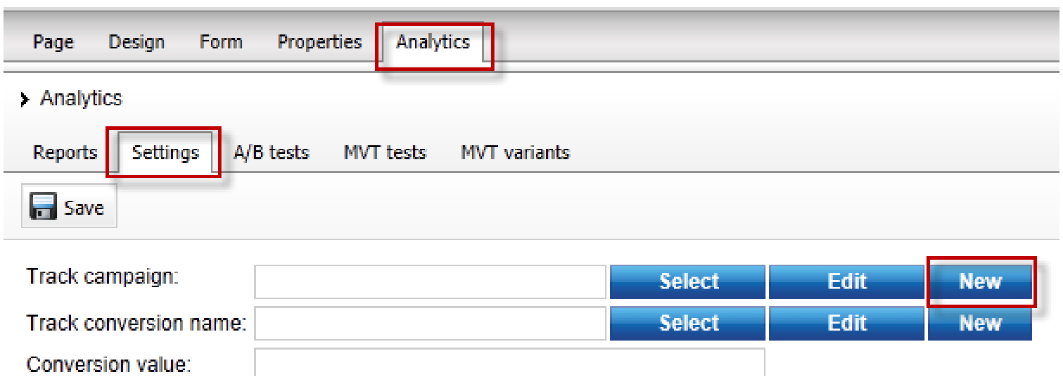


# Lab 2: Creating the Services campaign

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

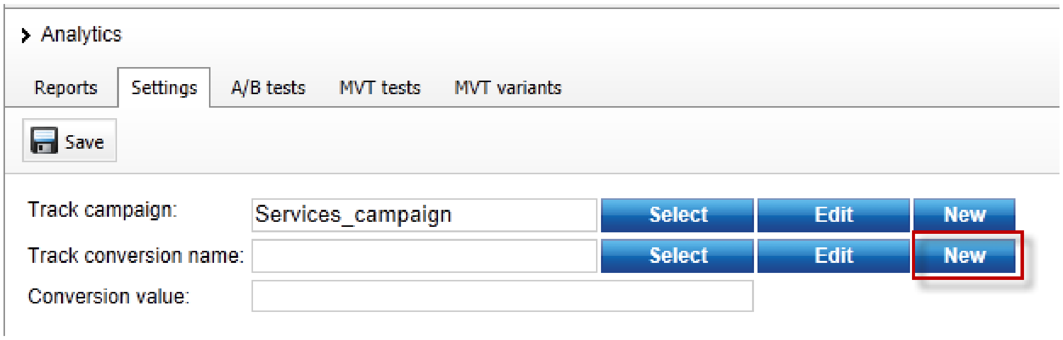
1. Select the **Content** tab, in the Content tree select the **Services** page, then click the **Analytics** tab, **Settings** tab and in **Track campaign** select the **New** button as shown in the following screenshot.



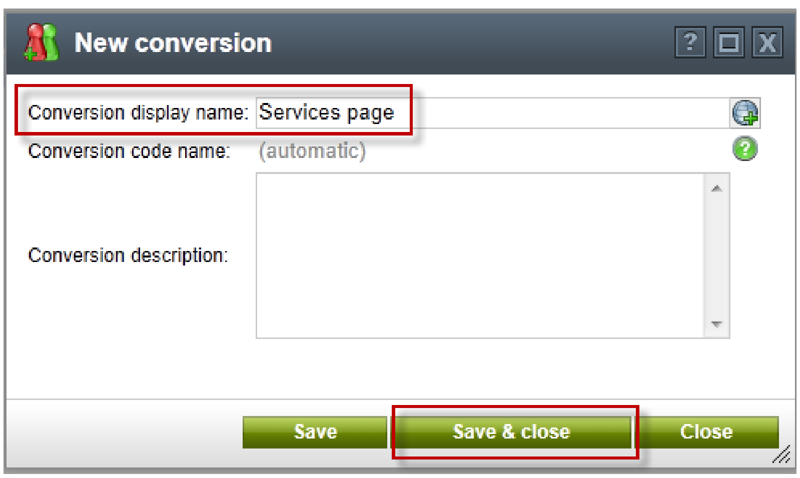

2. In the **New campaign** dialog update the following fields and select **Save & close.**

| 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** |

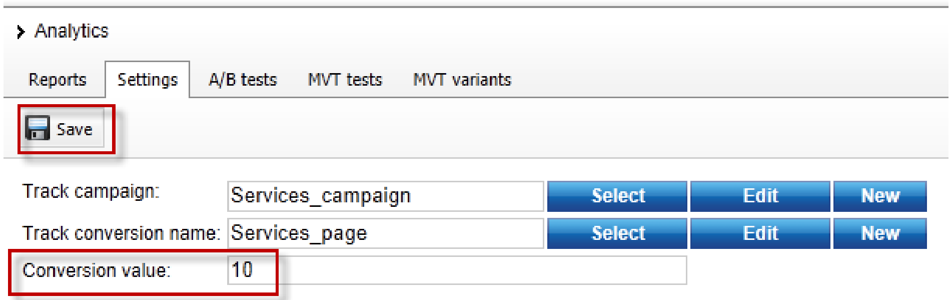
3. In the **Track conversion name** click the **New** button as shown in the following screenshot.

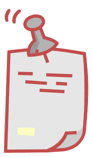



4. In the **New conversion** dialog in the **Conversion display name** field enter **Services page** and then select **Save & close** as shown in the following screenshot.



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



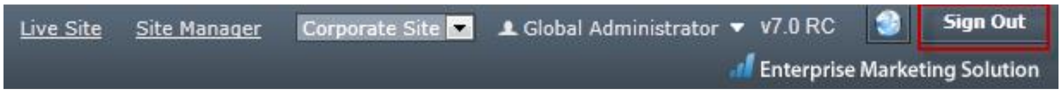



**Why another conversion?**

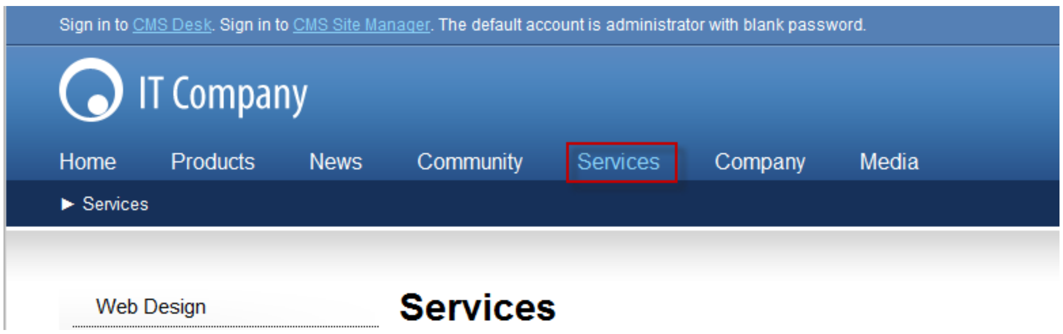
*The Services page campaign includes two tracked conversions. The first we created earlier with the online form. The Service page conversion tracks the traffic to the Services page.*

# Lab 2-2: Creating Campaign Data

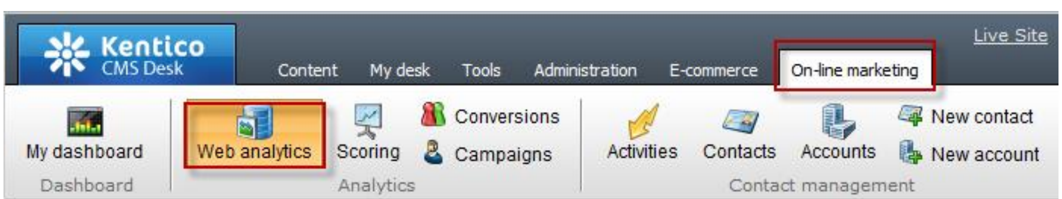
1. In the upper right hand corner click the **Sign out** button as shown in the following screenshot.



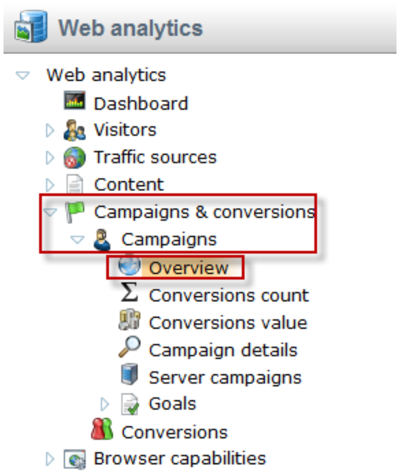

2. On the **Live** site select the **Services** page as shown in the following screenshot.



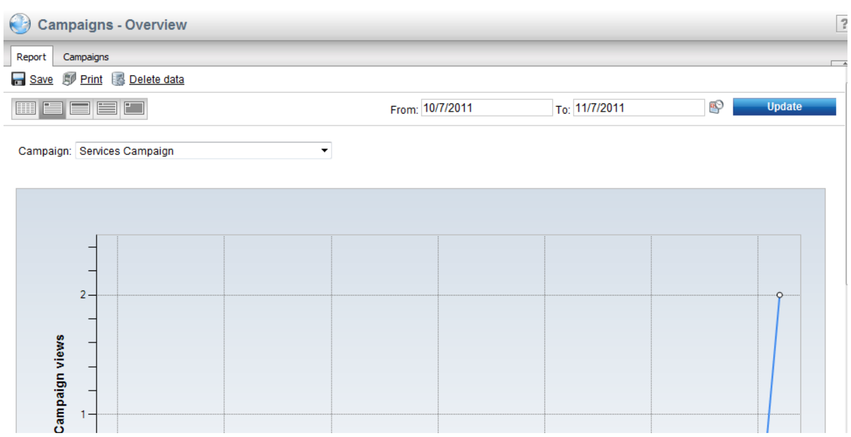

3. Log into **CMS Desk**, select the **On-line marketing** tab, and then the **Web analytics** button as shown in the following screenshot.



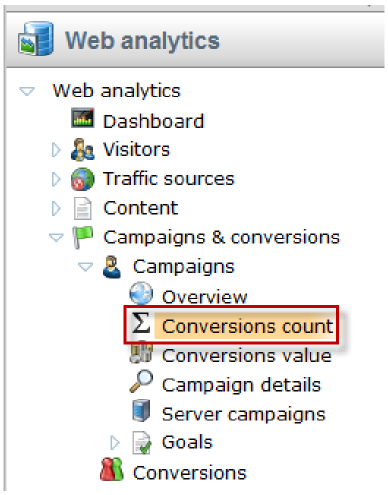
4. In the **Web analytics** list expand **Campaigns & conversion**, then expand **Campaigns** and then select the **Overview** report as shown in the following screenshot.



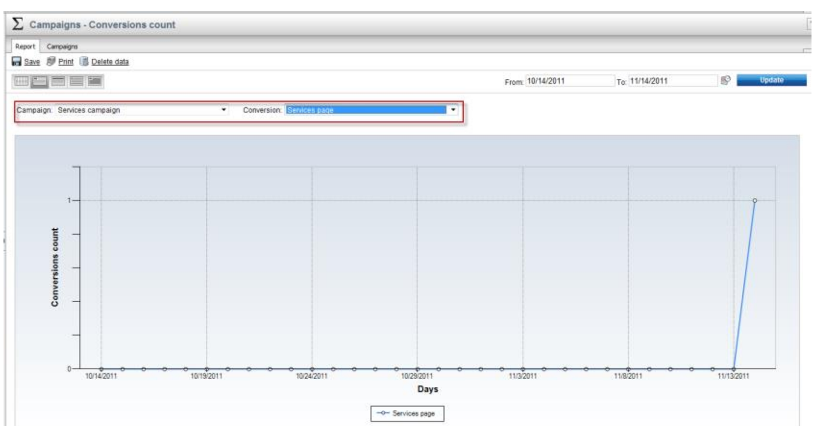

5. In the **Campaign** drop down select the **Services campaign** and validate that you see a report similar to the following screenshot.



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

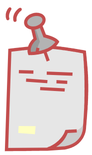



7. In the **Campaign** dropdown select the **Services campaign**, then in the **Conversion** dropdown select the **Service page** and validate that you see a report similar to the following screenshot.



# 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.

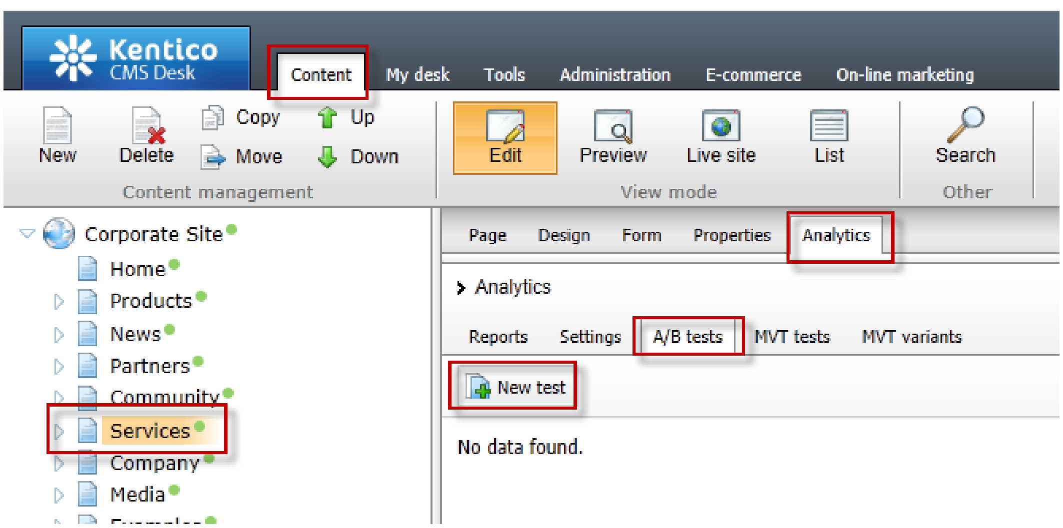


**What's the difference between A/B and MVT Testing?**

*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

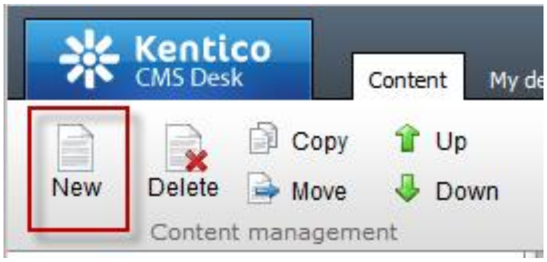


2. In the **New test** screen update the following fields and then select the **Save** button.

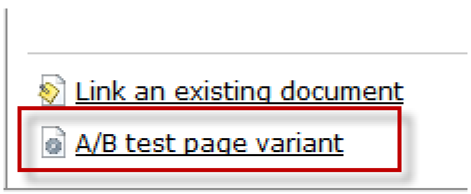
| Field | Value |
| --- | --- |
| **Display name** | **AB Services** |
| **Target number of conversions** | **100** |
| **Test from** | **Now** |
| **Test to** | **Now + 2 weeks** |
| **Test enabled** | **Checked** |

## Lab 3-2: creating the variant page

1. Select the **New** button as shown in the following screenshot.



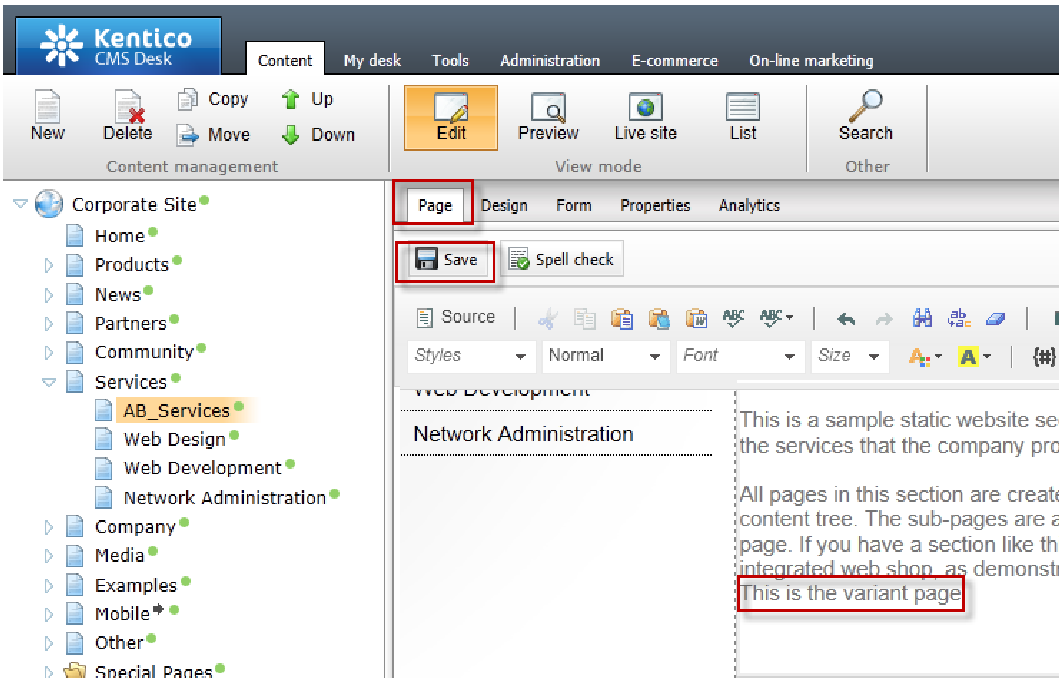

2. In the **New document** screen at the bottom select the **A/B test page variant** link as shown in the following screenshot.



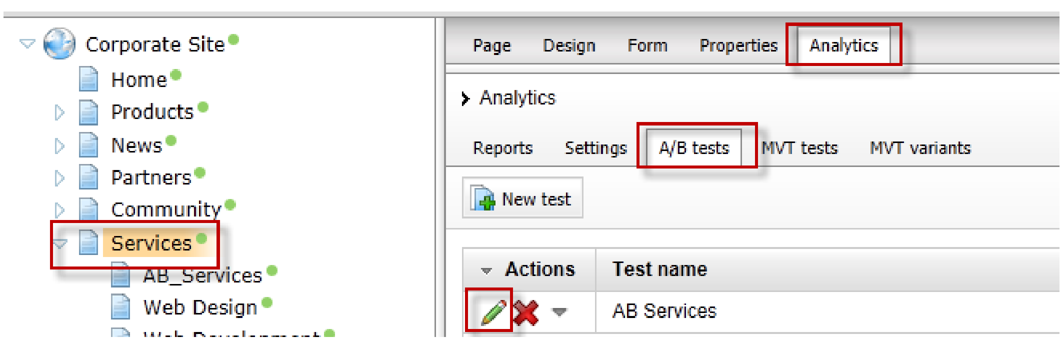

3. Update the following fields and then select the **Save** button.

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

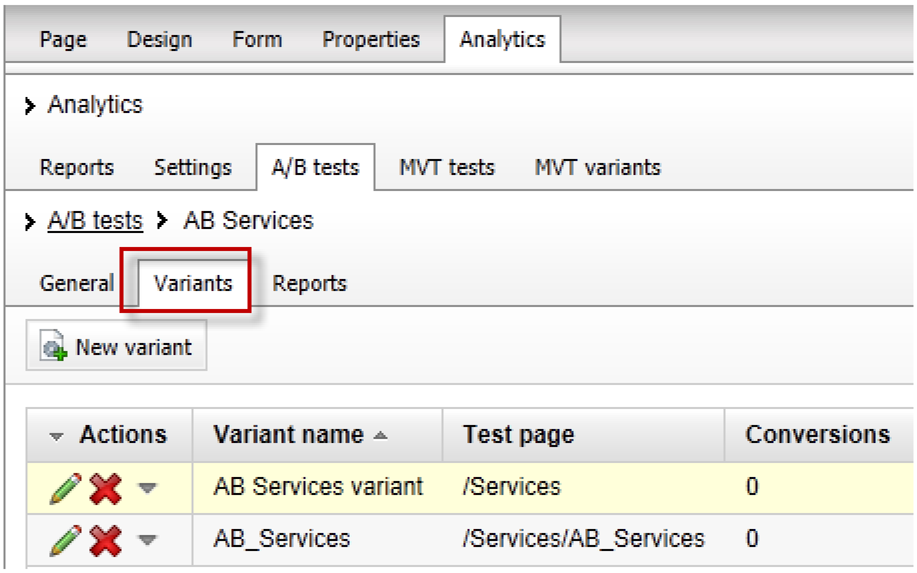
4. Select the **Page** tab in the Editable region add the text **This is the variant page** and then select the **Save** button as shown in the following screenshot.

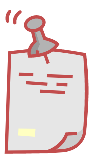


5. In the Content tree select the **Services** page, then select the **Analytics** tab, then the **A/B tests** tab and for the **AB Services** test click the **Edit (pencil)** icon as shown in the following screenshot.



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

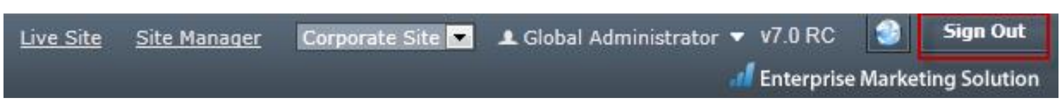


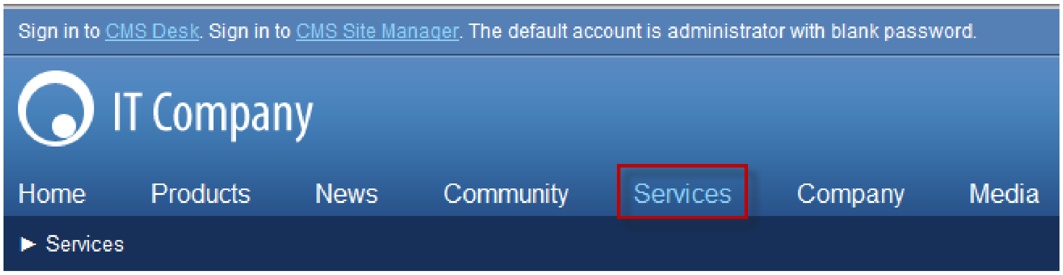
**What is this?**

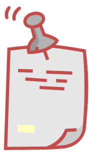
*The variants tab shows the current page variants that are included as part of the running AB Services test.*

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



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




**It's random!**

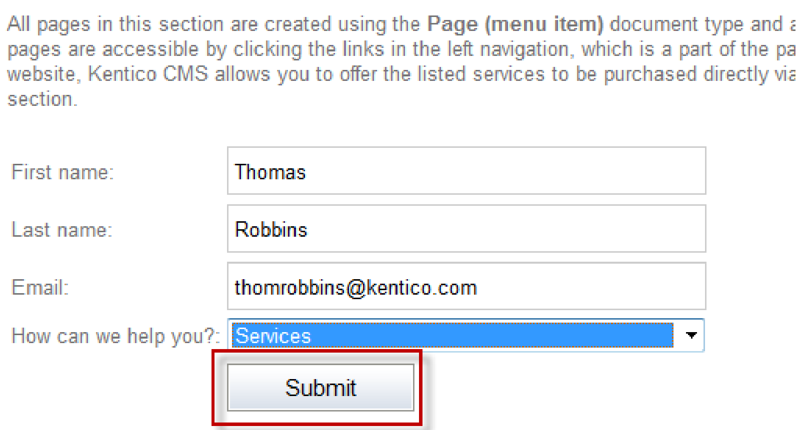
*Remember the page received is random. Once you receive the Services page the cookie distributed to your machine will always open the same page. If you have a second browser available go ahead and try it!*

# Lab 4: Scoring contacts

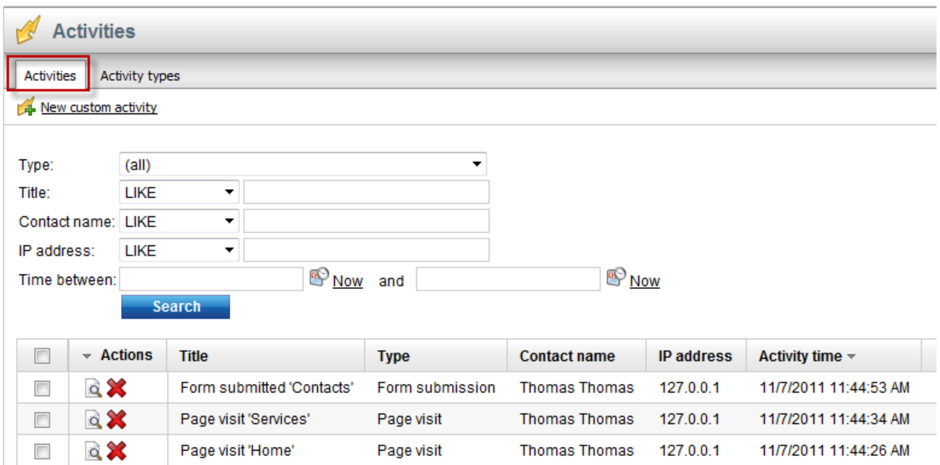
With the campaign running and proper demand generation our page will begin to receive site visits and contact form submissions. Once leads are collected they can be scored to show the weighting of their potential opportunities for our sales staff. In this lab we will enter our contact information and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

## Lab 4-1: Creating the contact

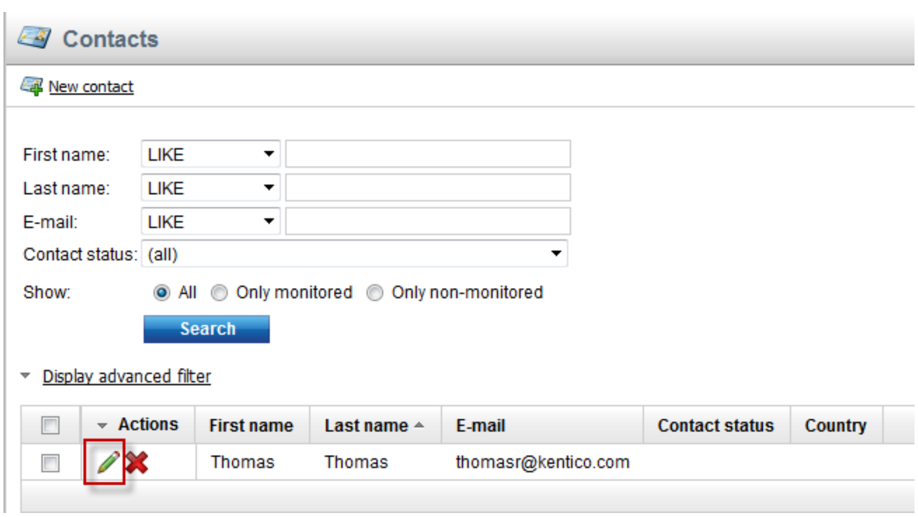
1. From the **Live site** select the **Services** page, in the **Contact form** enter your contact information and click the **Submit** button as shown in the following screenshot



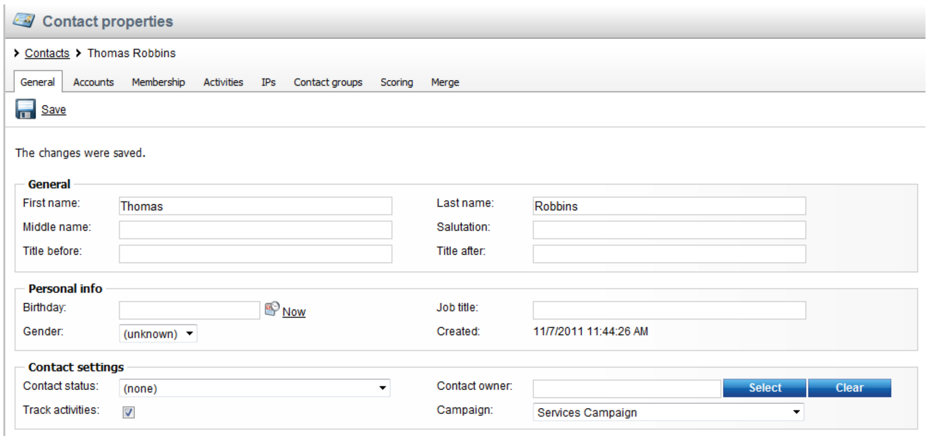
2. Log into **CMS Desk** as **Administrator** select the **On-line marketing** tab, click the **Activities** tab and validate that you see the form submission as shown in the following screenshot




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

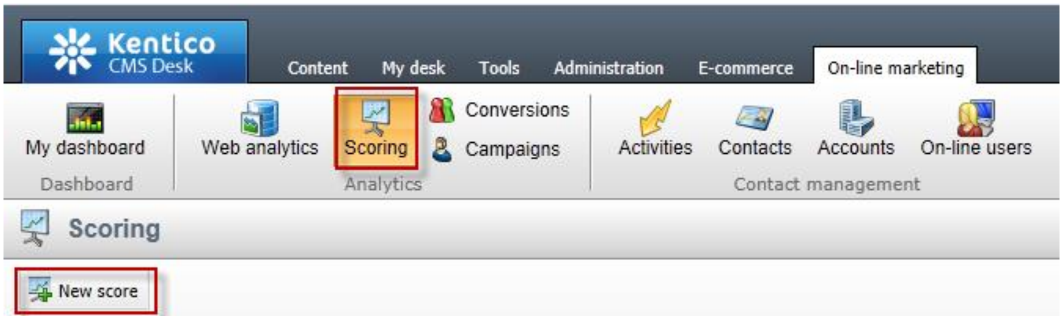


4. Validate that you see the **Contact properties** as shown in the following screenshot

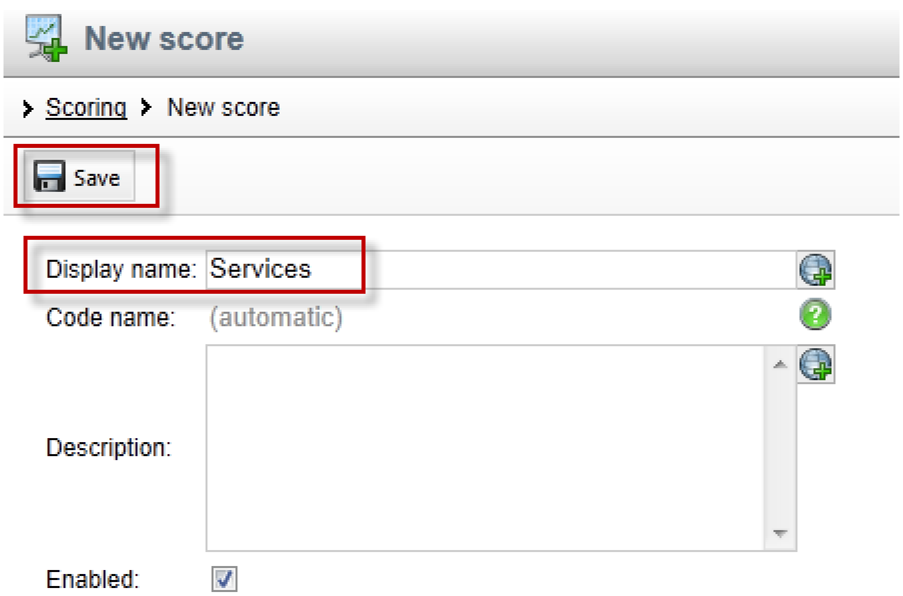


## Lab 4-2: Creating the scoring rules

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

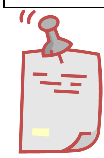



2. In the **New score** screen in the **Display name** field enter **Services** and then click the **Save** button as shown in the following screenshot.



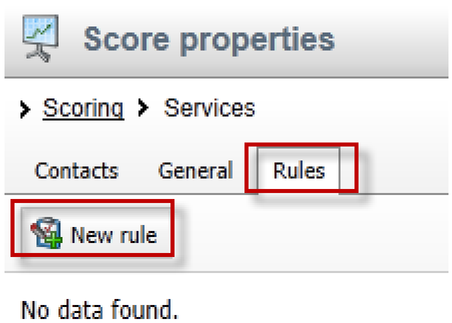
3. In the **General** tab update the following fields and select the **Save** button.

| 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



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

| Field | Value |
|---|---|
| **Display name** | **Campaign contacts** |
| **Value** | **20** |
| **Rule Type** | **Activity** |

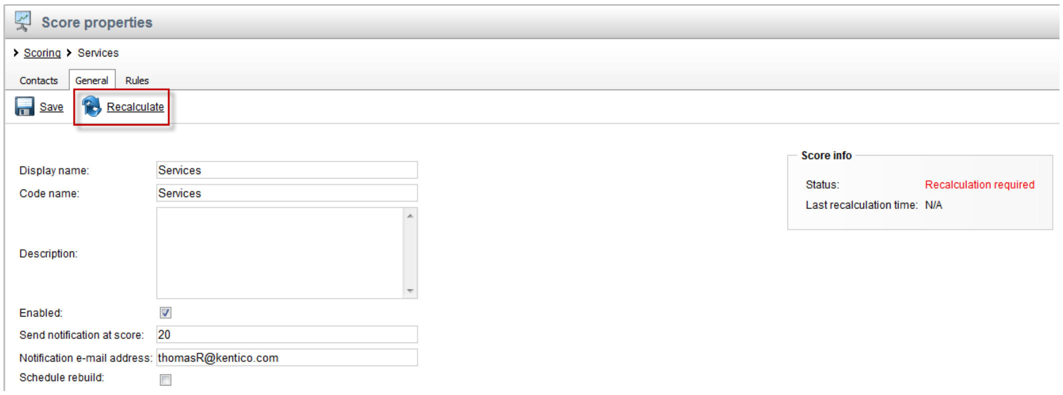
**What is the rule type?**

*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.*

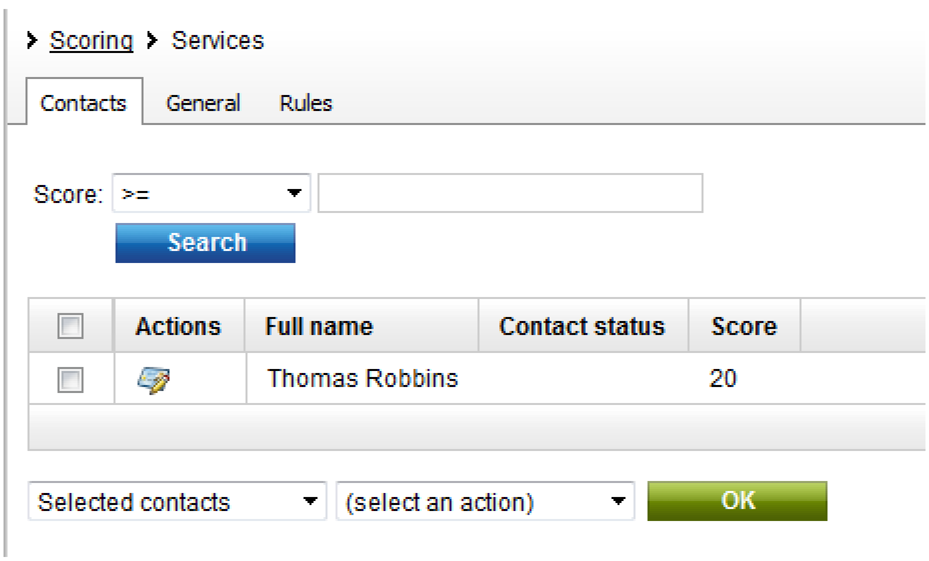
6. Update the following fields and then select the **Save** button.

| Section | Field | Value |
|---|---|---|
| **Rule Settings** | **Activity** | **Form Submission** |
| **Activity details** | **Form** | **Campaign Contacts** |

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




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



# 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

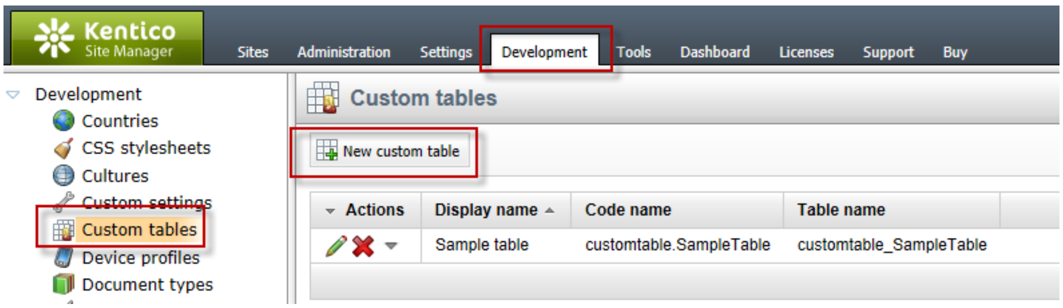
## Lab introduction

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

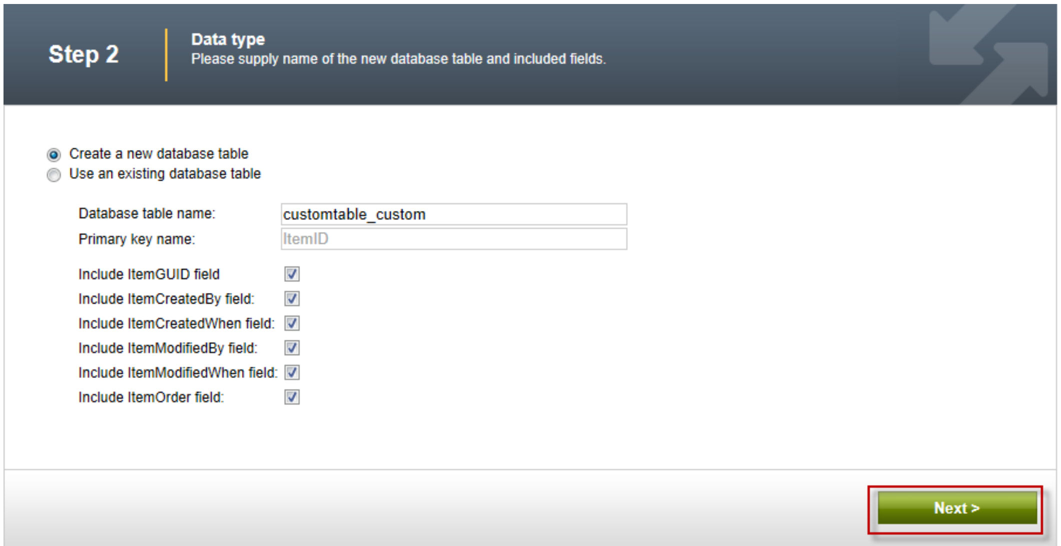
1. As **Administrator** log into **CMS Site Manager**, select the **Development** tab, then select **Custom tables**, and click **New custom table** as shown in the following screenshot.



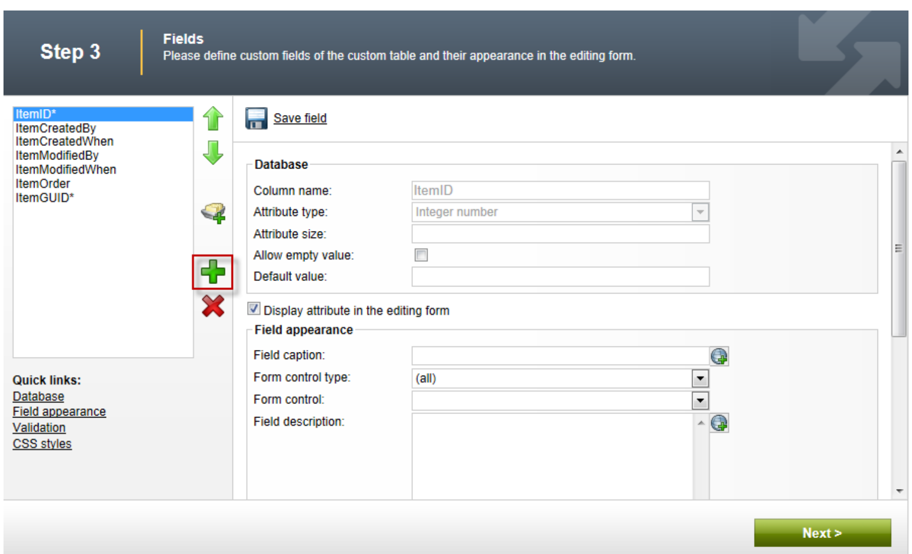

2. In **Step 1- General** update the following fields and then click **Next.**

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

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




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



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** |

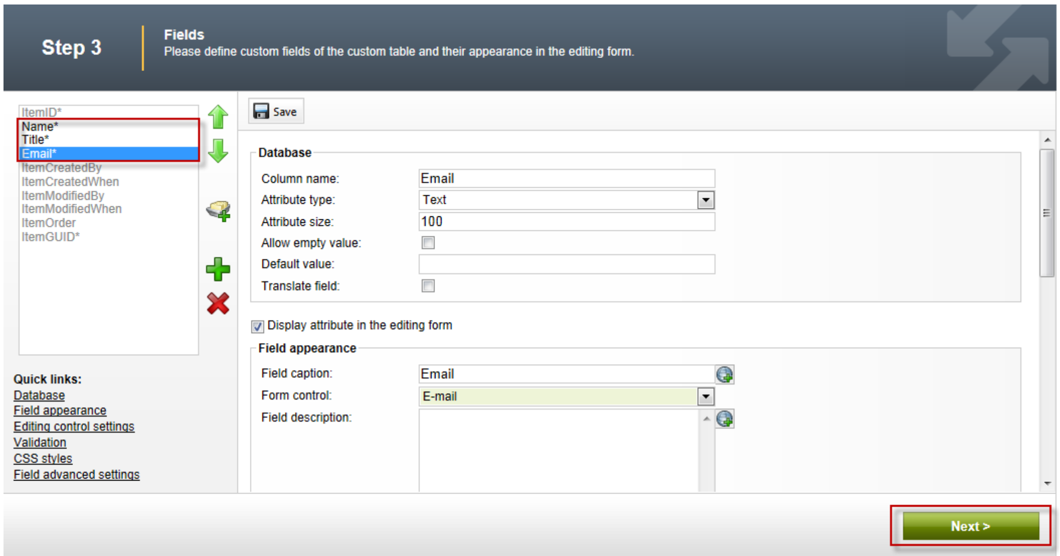
6. Select the **New attribute (+)** button, update the following fields and then click **Save.**

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

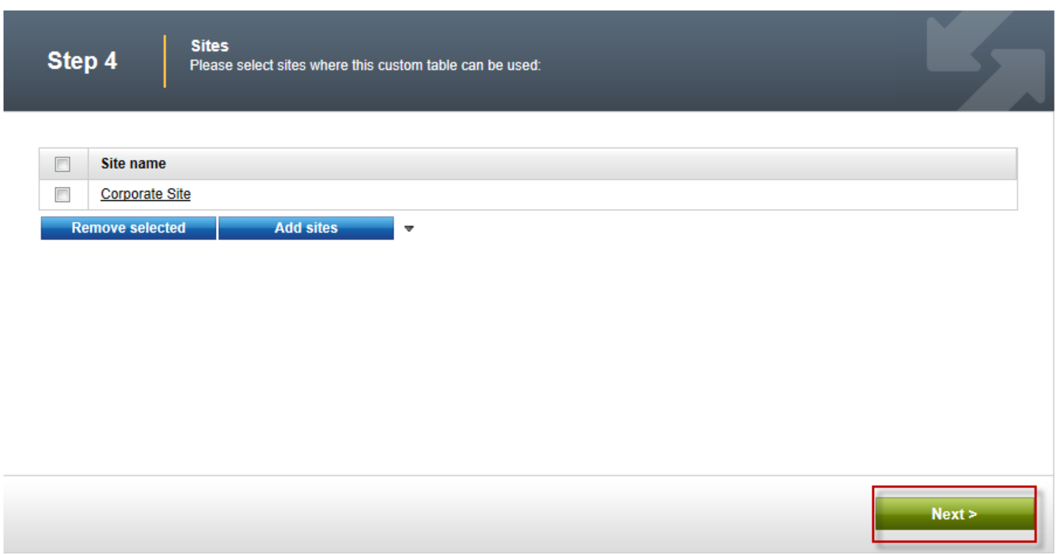
7. Select the **New attribute (+)** button, update the following fields, and then click **Save.**

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

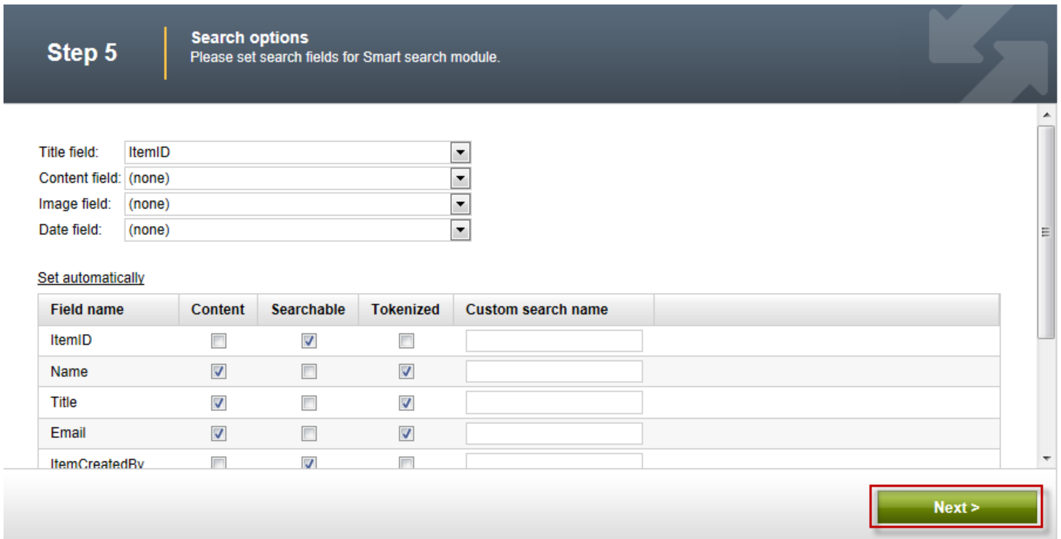
8. In **Step 2 – Fields** validate that you see the new fields and then click the **Next** button as shown in the following screenshot.



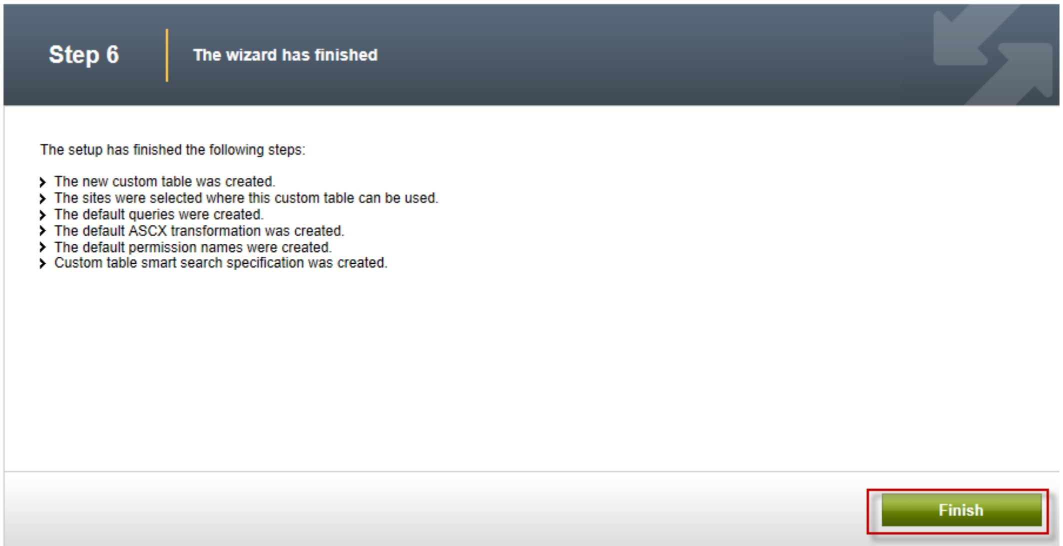

9. In **Step 4 – Sites** click the **Next** button as shown in the following screenshot.



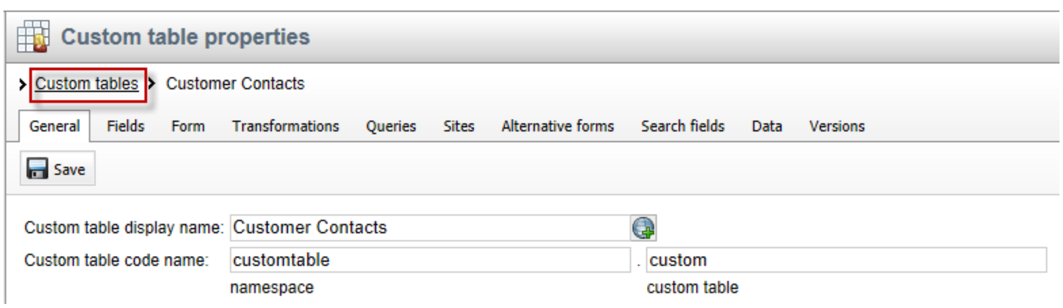
10. In **Step 5 – Search options** click the **Next** button as shown in the following screenshot.



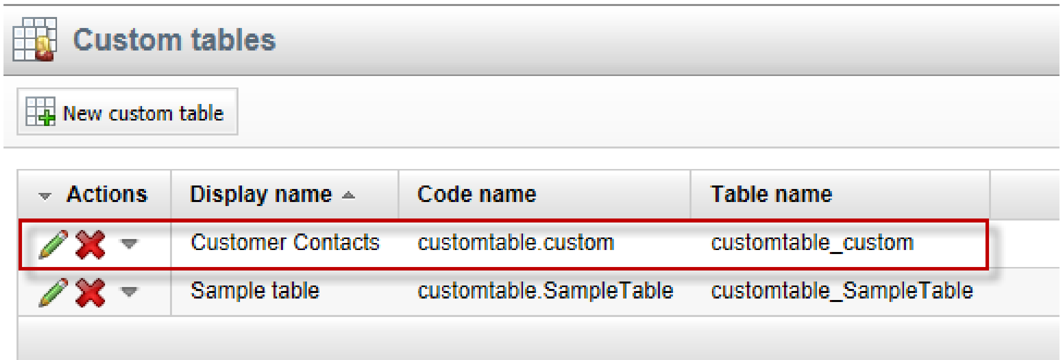

11. In **Step 6 – The wizard has finished** click the **Finish** button as shown in the following screenshot.




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

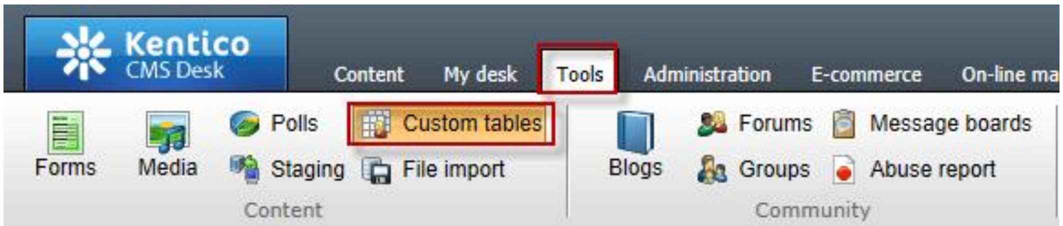


13. In the **Custom tables** screen validate that the **Customer Contacts** custom table is displayed as shown in the following screenshot.

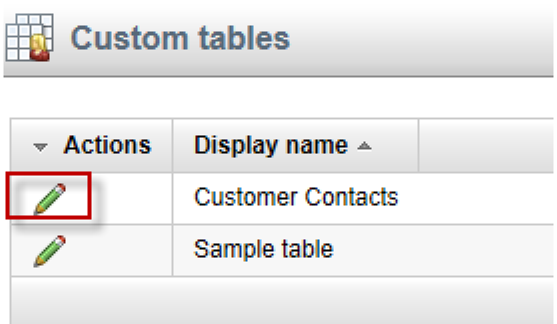


# Lab 2: Adding custom table data

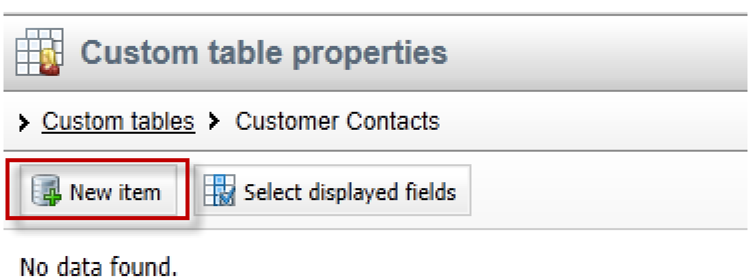
1. As **Administrator** log into **CMS Desk**, select the **Tools** tab, then select the **Custom tables** button as shown in the following screenshot.




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.



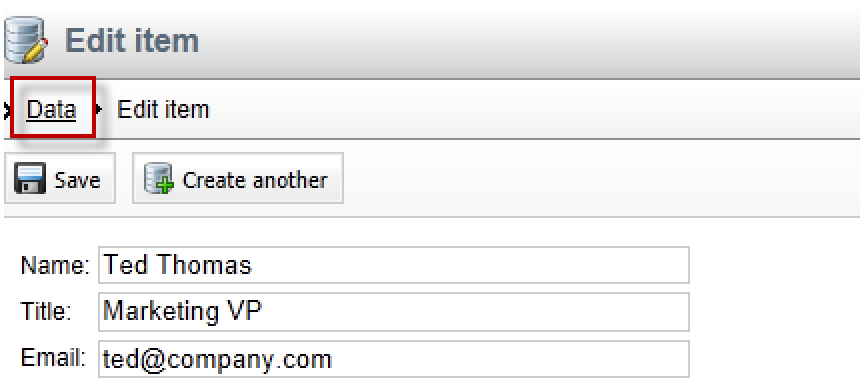
4. In the **New item** screen update the following fields and then select the **Save** button.

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

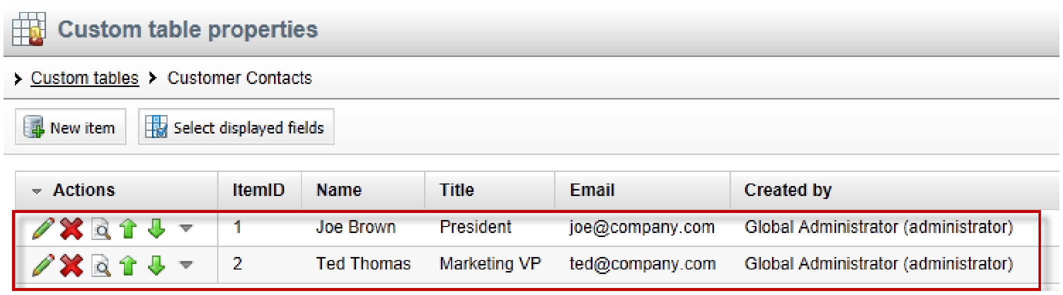
5. In the Edit item screen click the **Create another** button, update the following fields, and then click the **Save** button.

| 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.

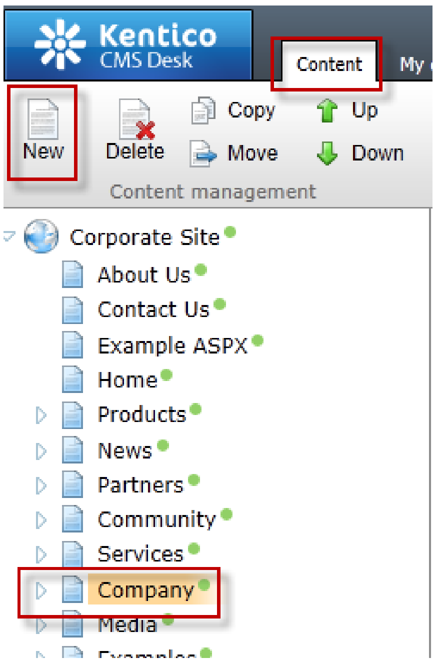


7. In the Custom table properties screen validate that the two items just entered are visible as shown in the following screenshot.

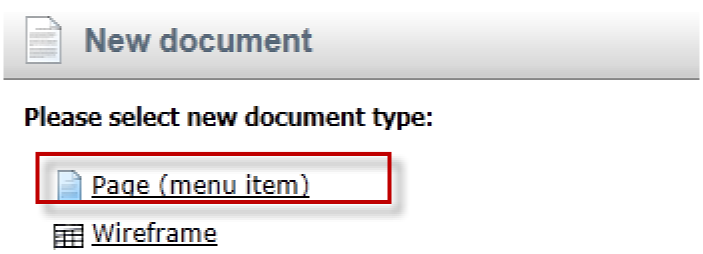


# Lab 3: Creating the display page

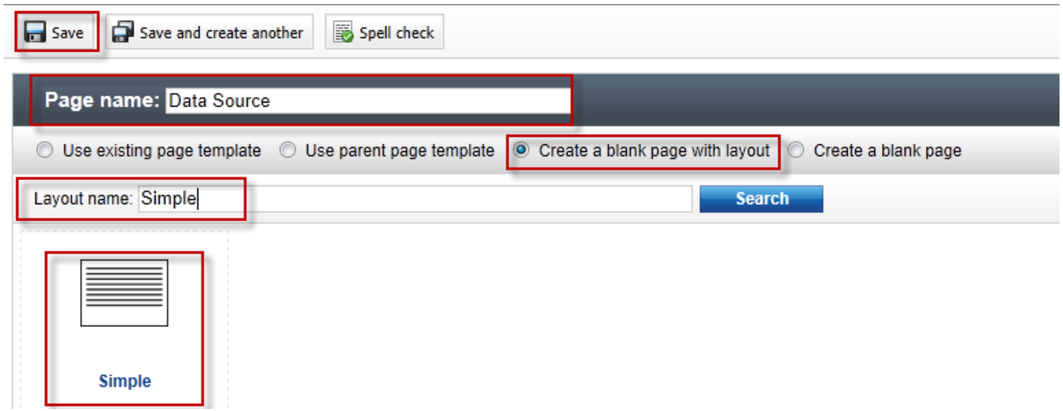
1. In CMS Desk select the **Content** tab, in the Content tree select **Company** and then click the **New (Paper)** icon, as shown in the following screenshot.



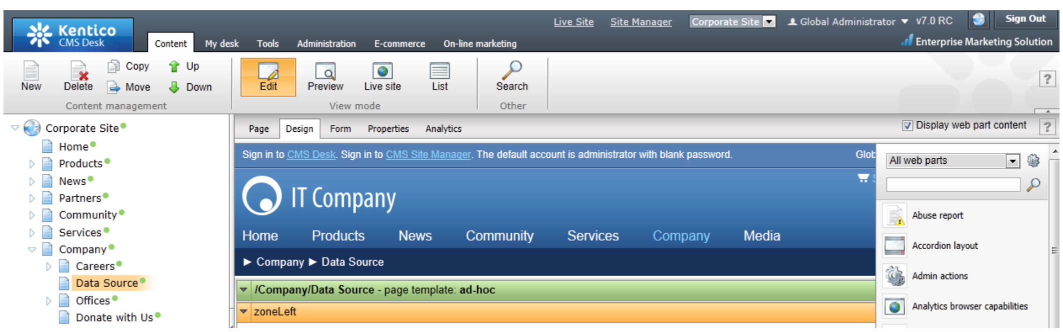

2. In the New document screen click the **Page (menu item)** as shown in the following screenshot.



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.

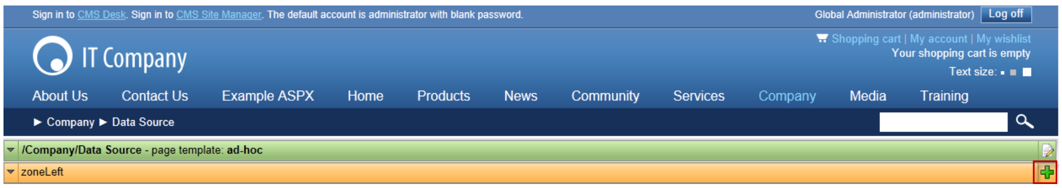



4. Validate that you see the new Data Source page as shown in the following screenshot.

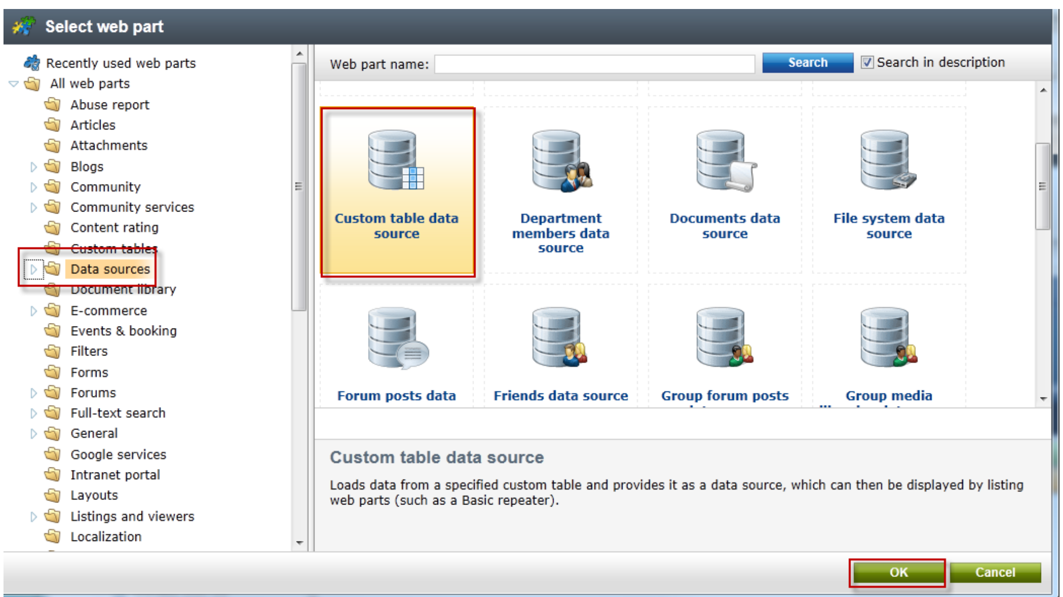


# Lab 4: Displaying custom table data

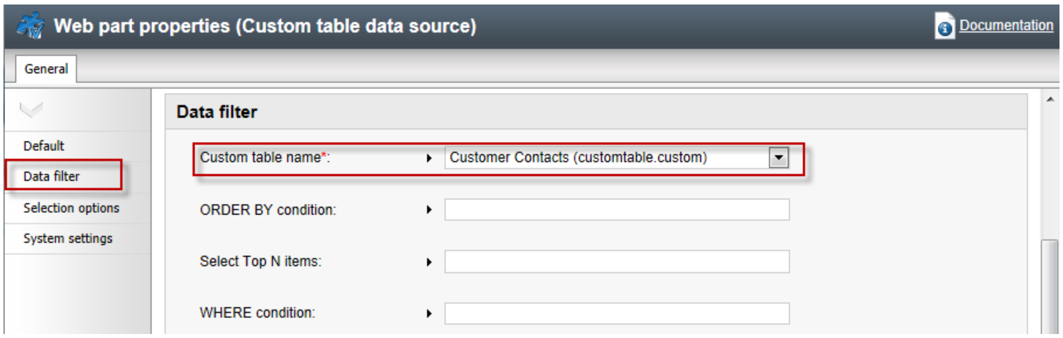
1. In the **zoneLeft** web part zone, click the **Add web part icon (+)** as shown in the following screenshot.

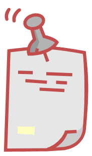



2. In the **Select web part** screen select **Data sources**, then select the **Custom table data source** web part, and then click **OK** as shown in the following screenshot.



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.

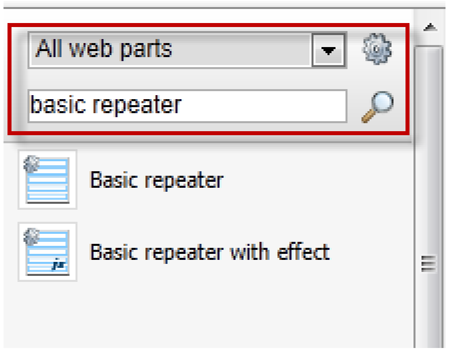


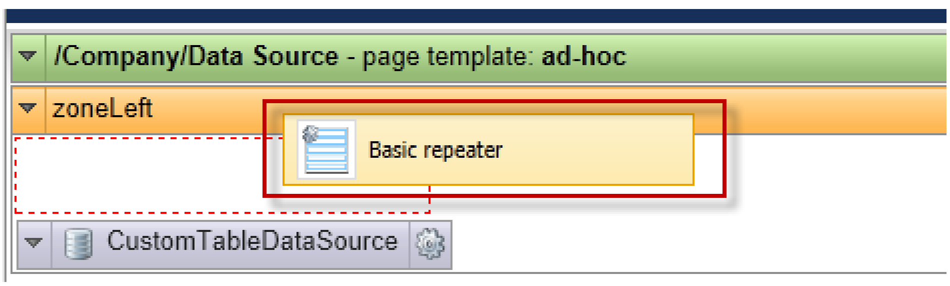
**What is a data sources web part?**

*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.*

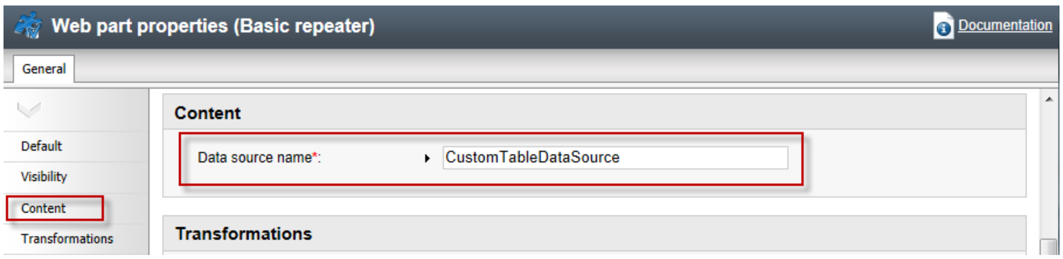
4. In the All web parts list enter **Basic repeater** and then click **Search (magnifying glass)** as shown in the following screenshot.

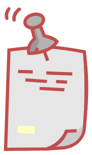



5. From the all web parts list drag the **Basic repeater** web part into the **ZoneLeft** web part zone as shown in the following screenshot.



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.

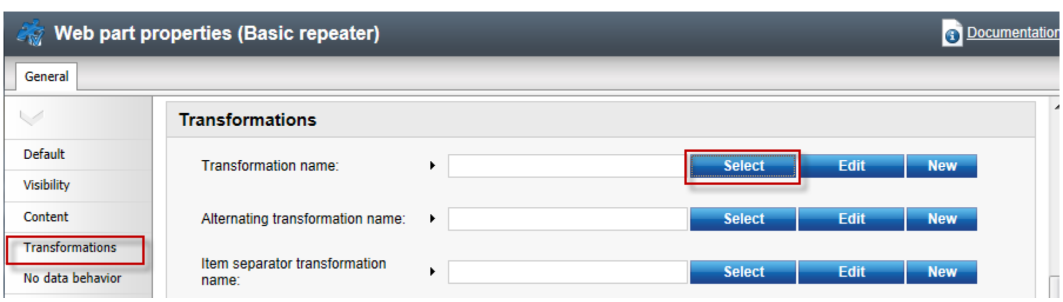


**Connecting to Data Sources**

*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.*

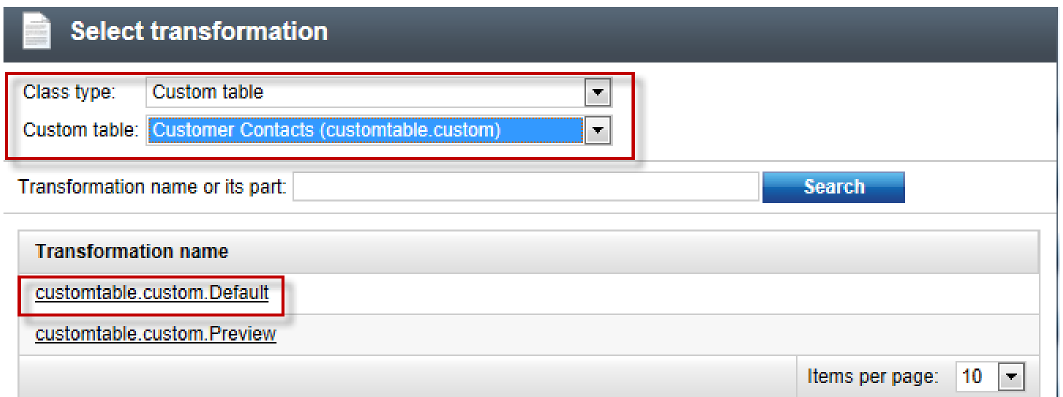
7. In the **Web part properties (Basic repeater)** screen select the **Transformation** tab, and in the **Transformation name** field click the **Select** button as shown in the following screenshot.



**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.*

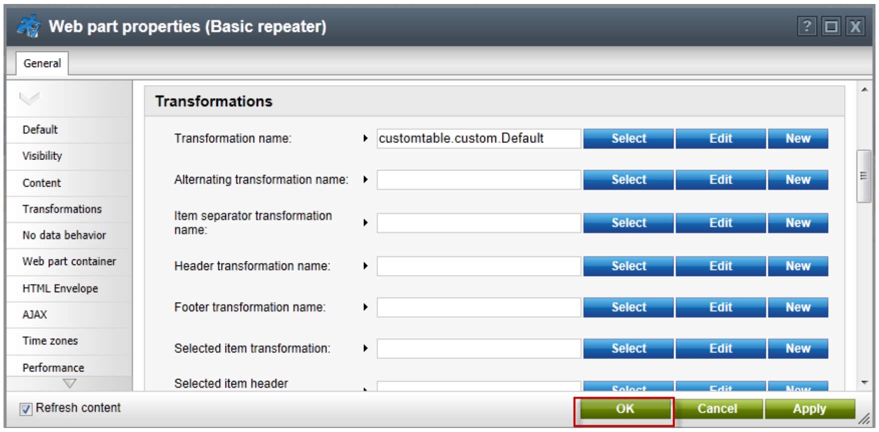
8. In the **Select transformation** dialog in the **Class type** drop down select **Custom table**, in the **Custom table** drop down select **Customer Contacts (customtable.custom)**, then click the **customtable.custom Default** transformation as shown in the following screenshot.



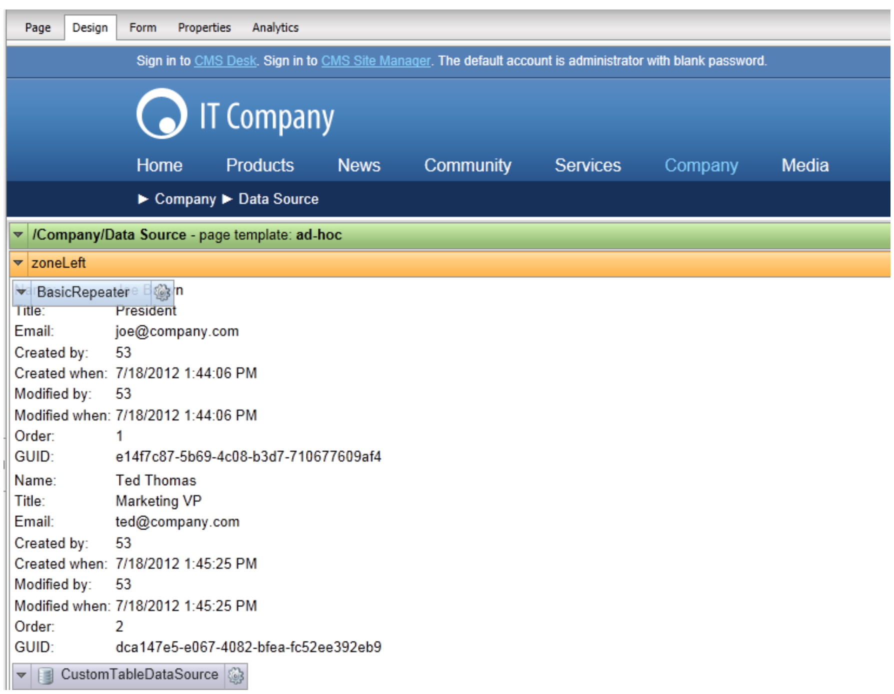

**Where did these come from?**

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

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

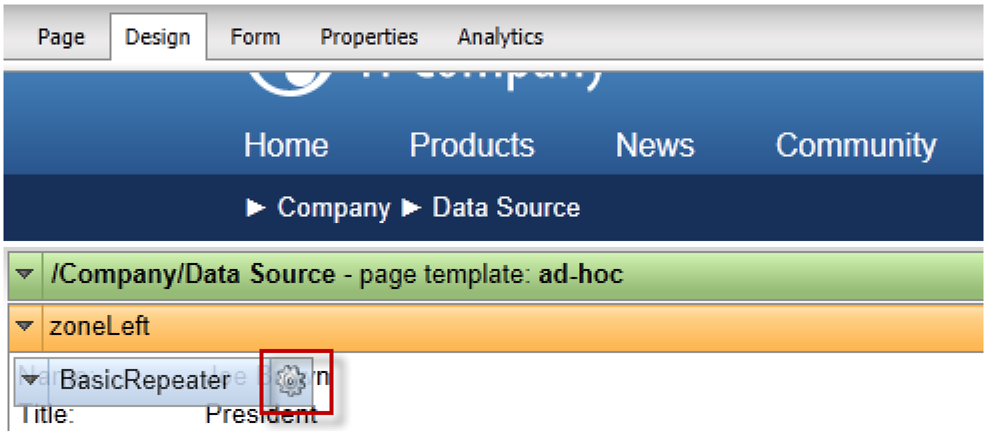



10. Validate that the data is displayed as shown in the following screenshot.

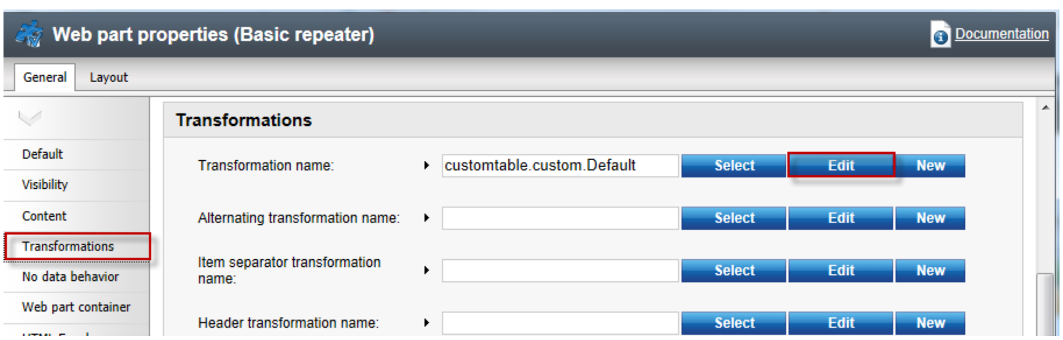


# Lab 5: Editing the default Transformation

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



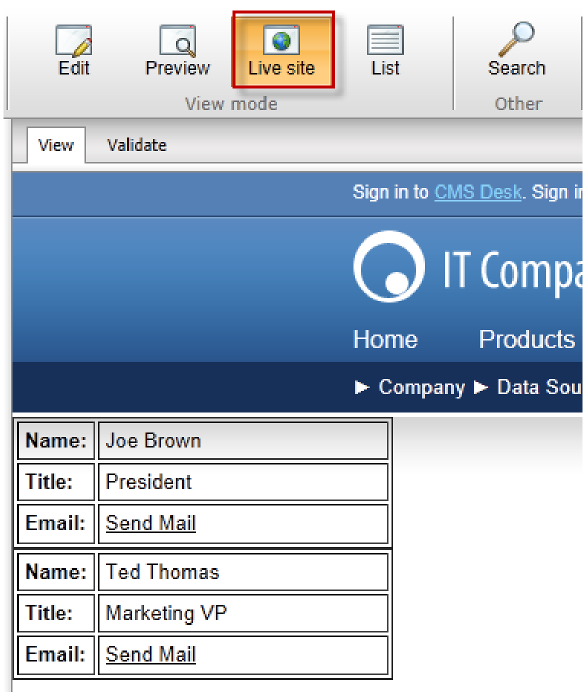

2. In the **Web part properties (Basic repeater)** screen select the **Transformation** tab, in the **Transformation name** field select the **Edit** button as shown in the following screenshot.



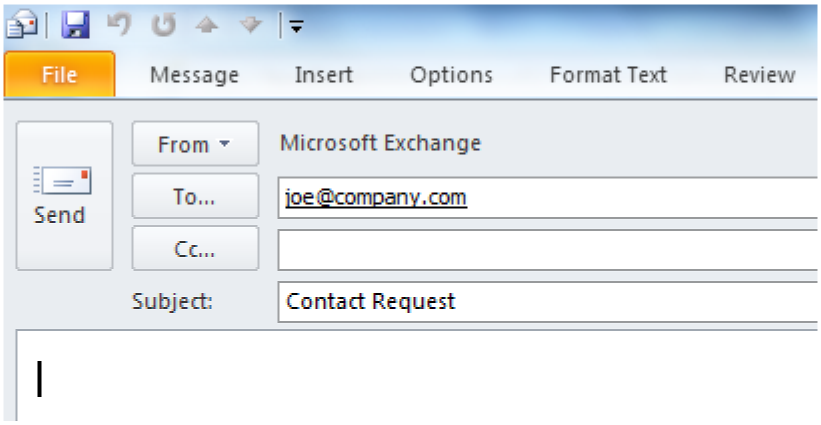
3. In the **Edit transformation** dialog within the **Code** window replace the existing code with the following, then select **Save & close**, and in the **Web part properties (basic repeater)** window click **OK.**

```
<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.

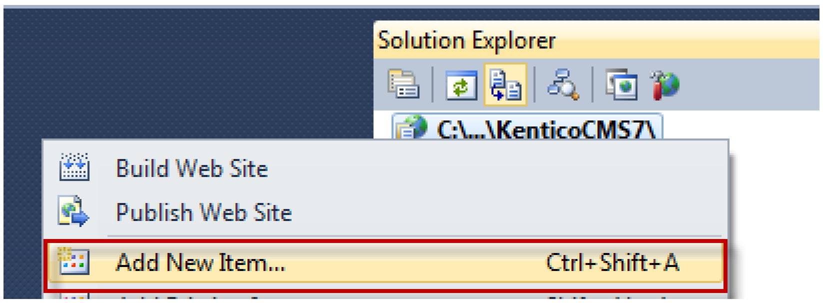


5. On the Live site click the **Send Mail** link for **Joe Brown** and validate that you see the email as shown below.

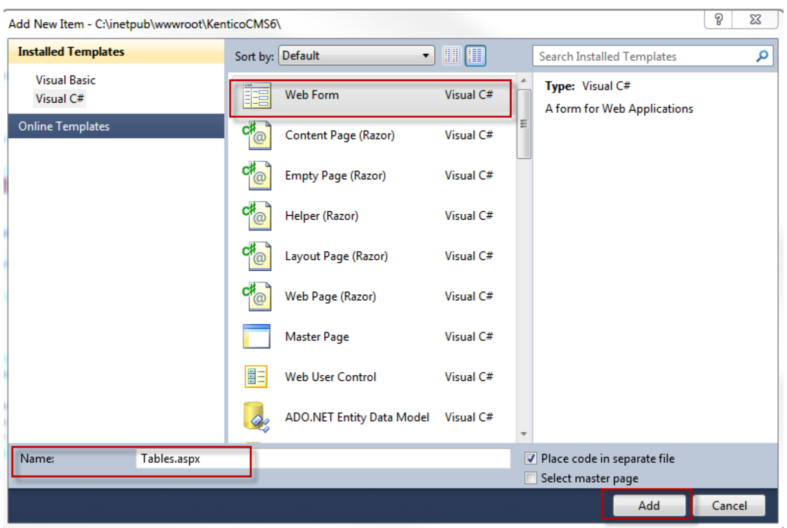


# Lab 6: Adding custom table data with the API

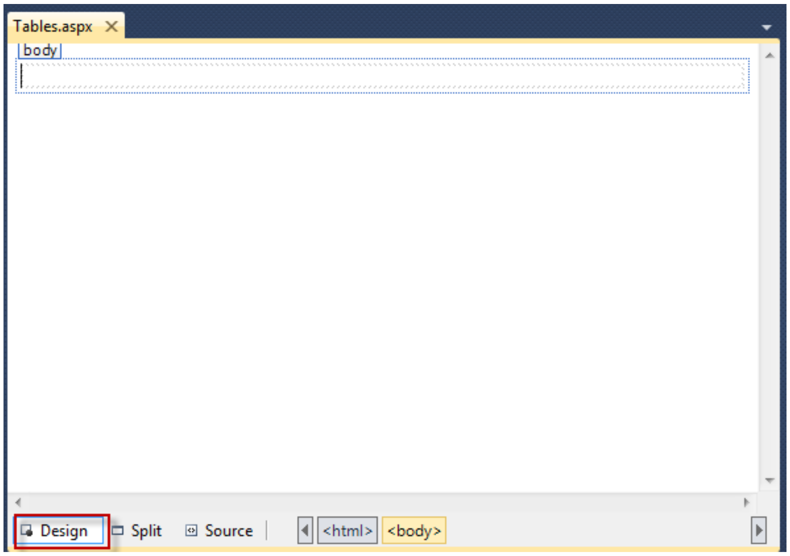
1. In Visual Studio open the Kentico CMS Web project in the **Solution Explorer** right click on the project root and select **Add new item** as shown in the following screenshot.



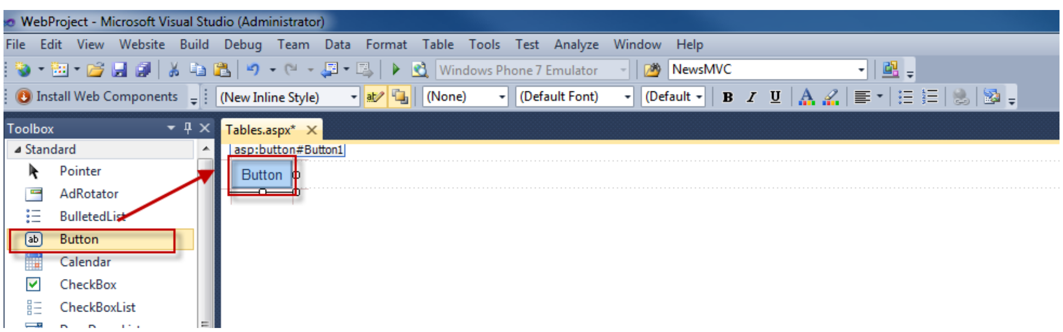

2. In the **Add new item** dialog select **Web form**, in the **Name** field enter **Tables.aspx**, and then click the **Add** button as shown in the following screenshot.



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



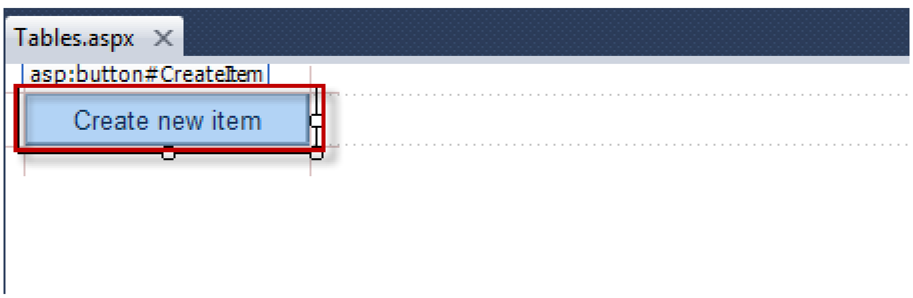

4. From the Toolbox drag the **Button** control onto **Tables.aspx** as shown in the following screenshot.



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.



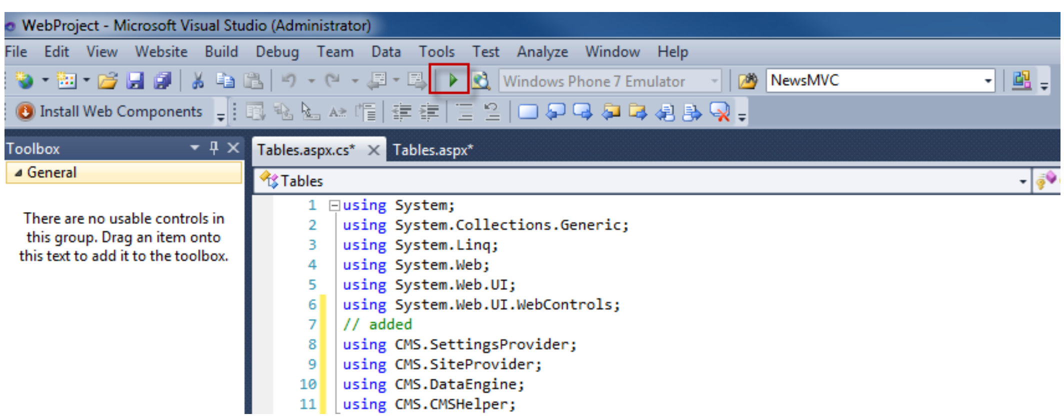

7. At the top of the Tables.aspx web form add the following **Using** statements.

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

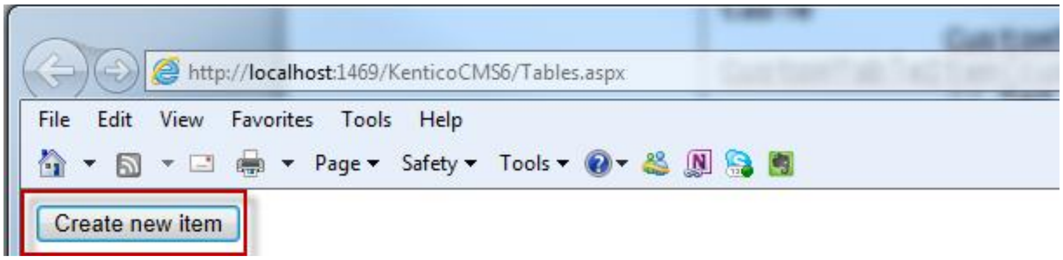
8. In the **Createitem_click** event replace any existing code with the following and then select **Save (CTRL+S).**

```
        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.

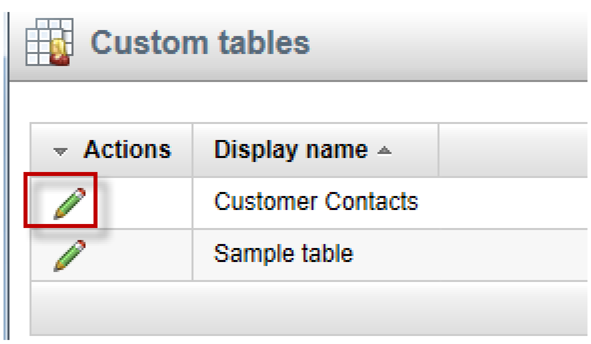


10. In the running application click the **Create new item** button as shown in the following screenshot.

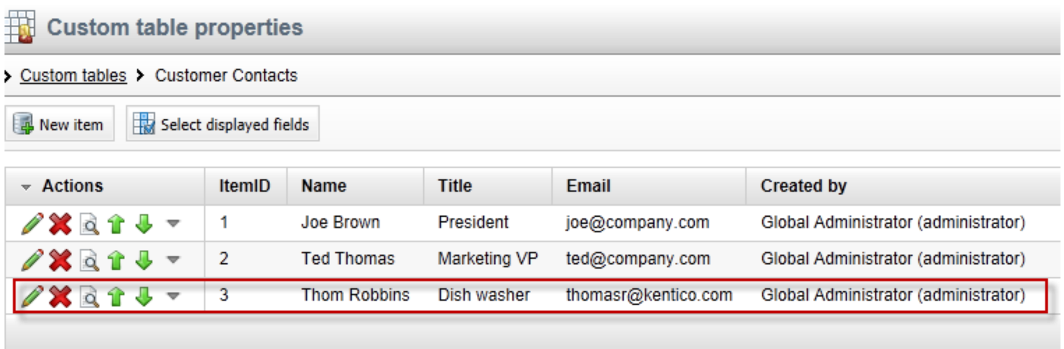



11. Log into CMS Desk then select the **Tools** tab and then select **Custom tables** as shown in the following screenshot.


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

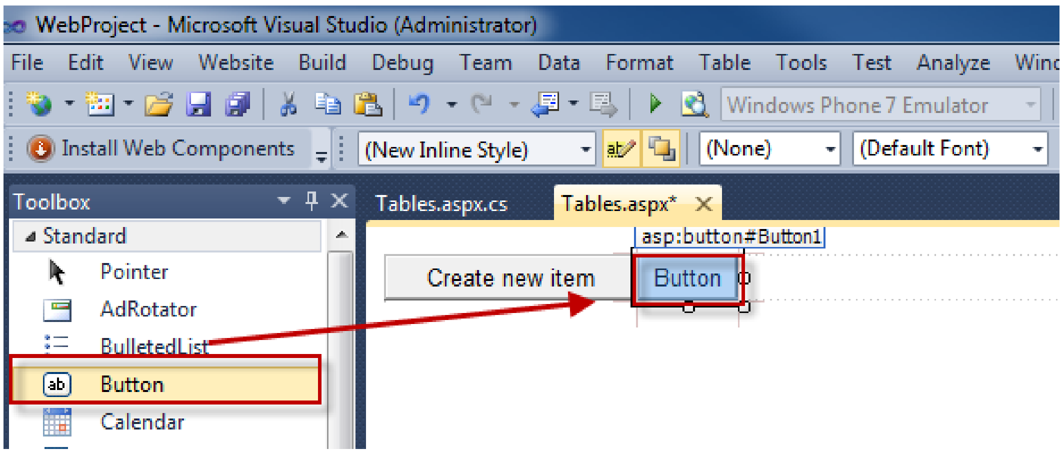


13. In the Custom table properties validate that the new custom table item is available as shown in the following screenshot.



# Lab 7: Editing custom table data using the API

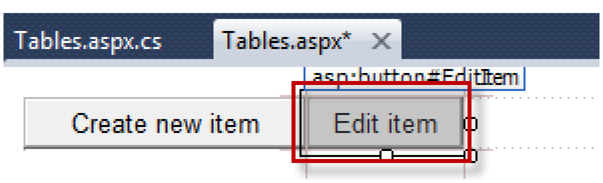
1. On the Tables. aspx form on the Design tab from the **Toolbox** drag a **Button** control onto the form as shown in the following screenshot.




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

| Field | Value |
|---|---|
| **ID** | **EditItem** |
| **Text** | **Edit item** |

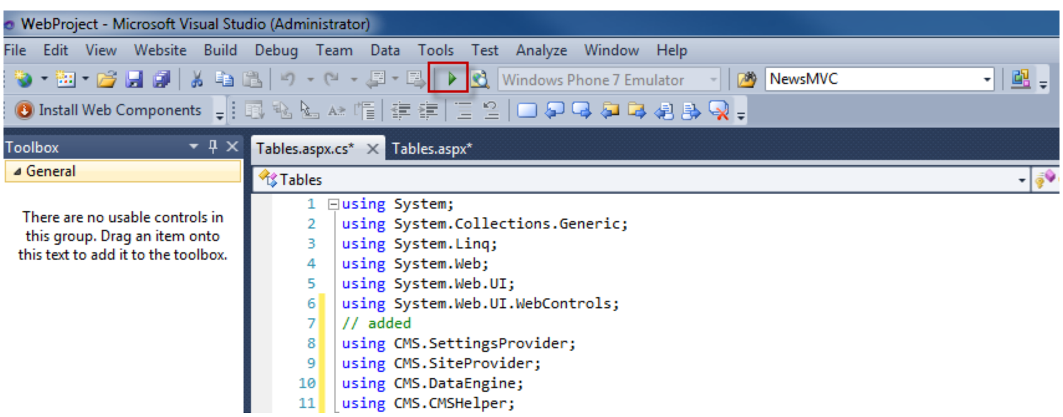
3. Double click the **Edit item** button as shown in the following screenshot.



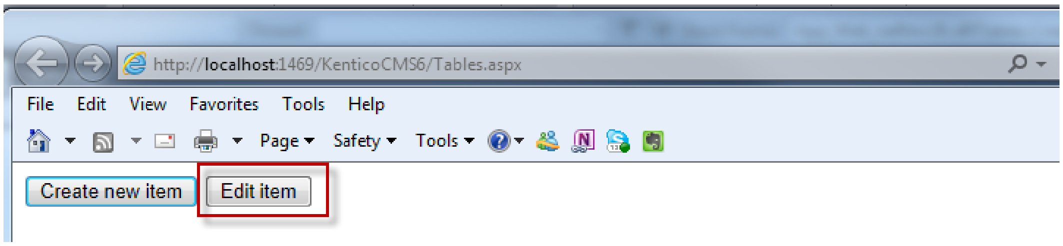
4. In the **EditItem_Click** event replace any code with the following and then select **Save (CTRL+S).**

```
  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.

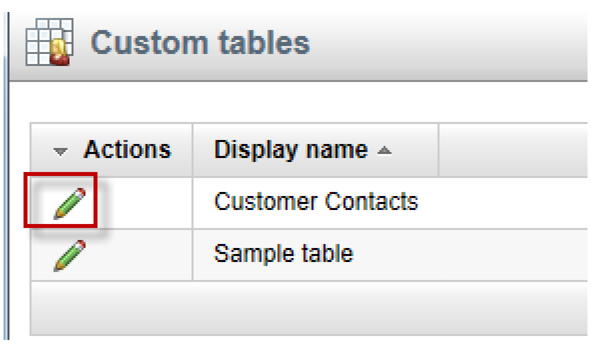


6. In the running application click the **Edit item** button as shown in the following screenshot.

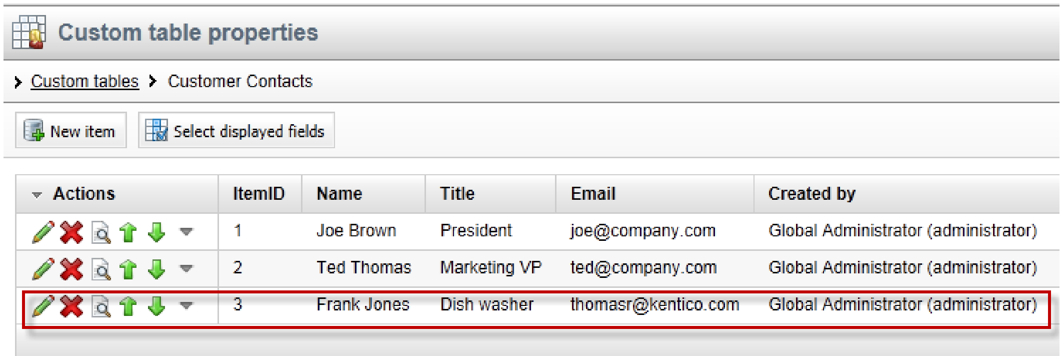



7. Log into CMS Desk then select the **Tools** tab and then select **Custom tables** as shown in the following screenshot.


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



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



Custom table properties

› Custom tables › Customer Contacts

New item | Select displayed fields

| 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

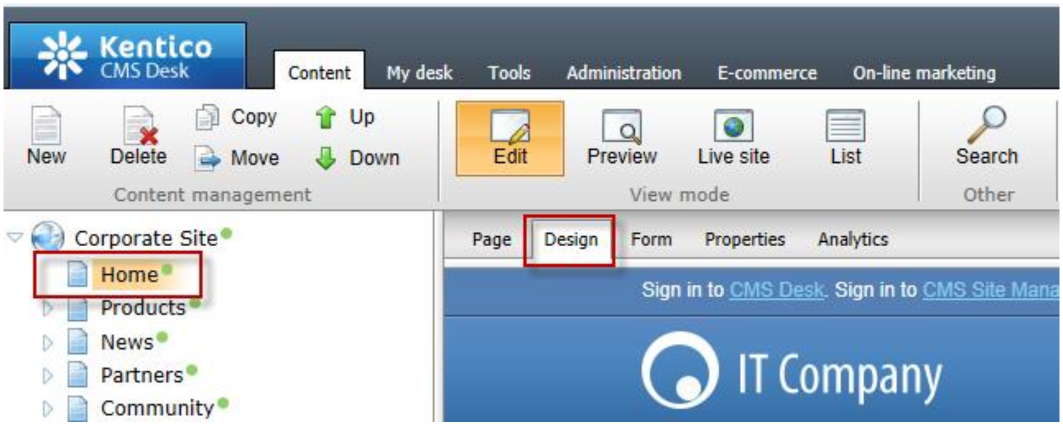
## Lab Introduction

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:

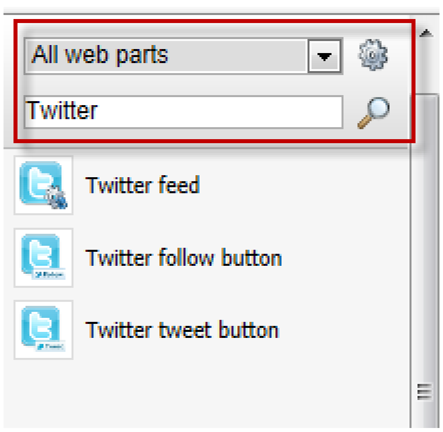
- Add the Twitter feed web part
- Add the Twitter follow button web part
- Add the Twitter tweet button web part
- Update the Home page template

## Lab 1: Twitter feed web part

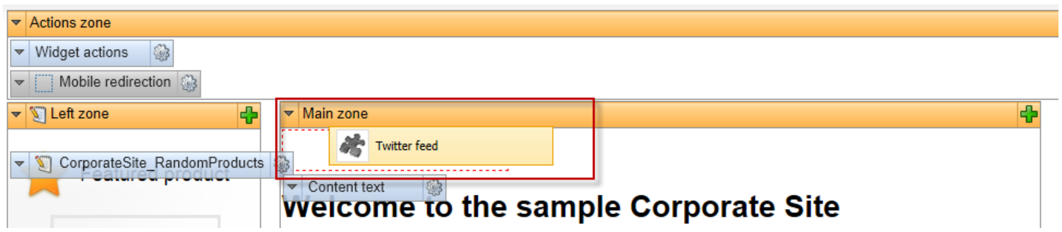
1. Log into **CMS Desk** as **Administrator**, in the Content tree select the **Home** page, and then select the **Design** tab as shown in the following screenshot.




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.



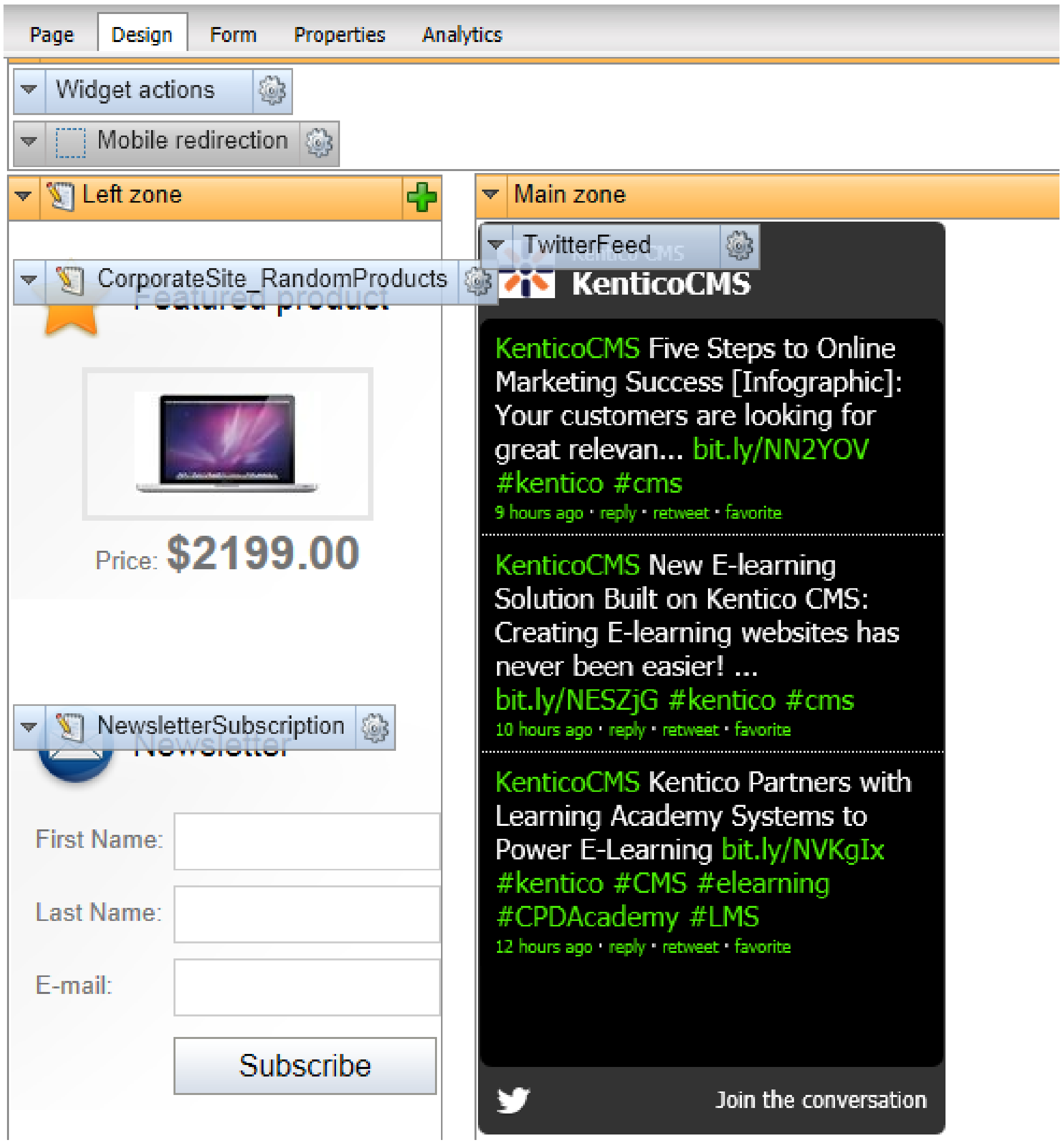
3. From the Web part toolbar drag the **Twitter feed** web part into the **Main zone** web part zone as shown in the following screenshot.




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

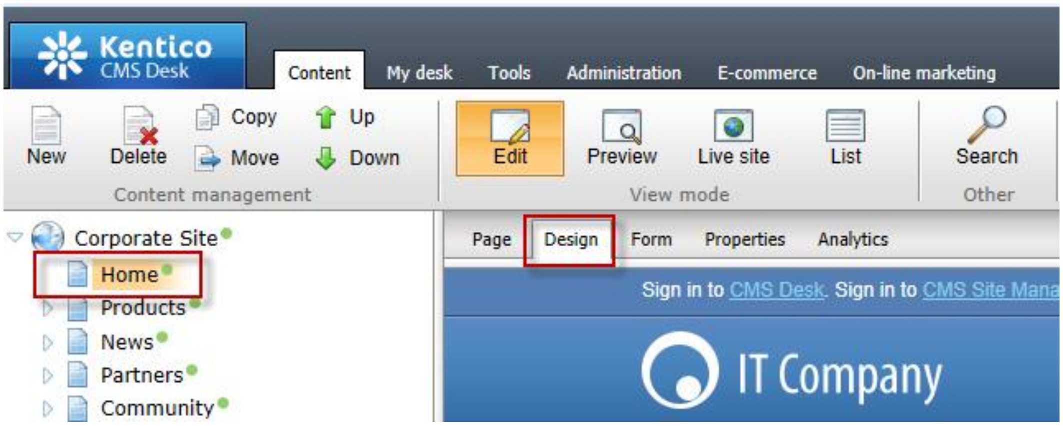
| Tab | Field | Value |
|---|---|---|
| **General** | **User name** | **Your company twitter name** |
| **General** | **Number of tweets** | **3** |
| **General** | **Poll for new results** | **Checked** |

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

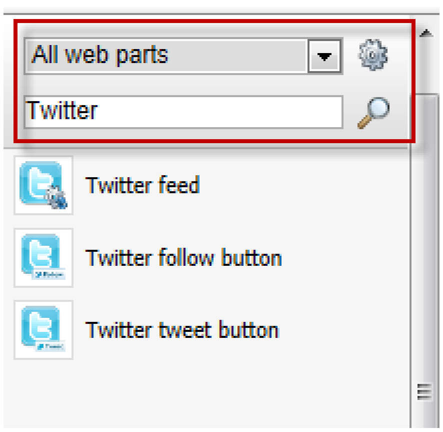


# Lab 2: Twitter follow button web part

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.



3. 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.


4. 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** |

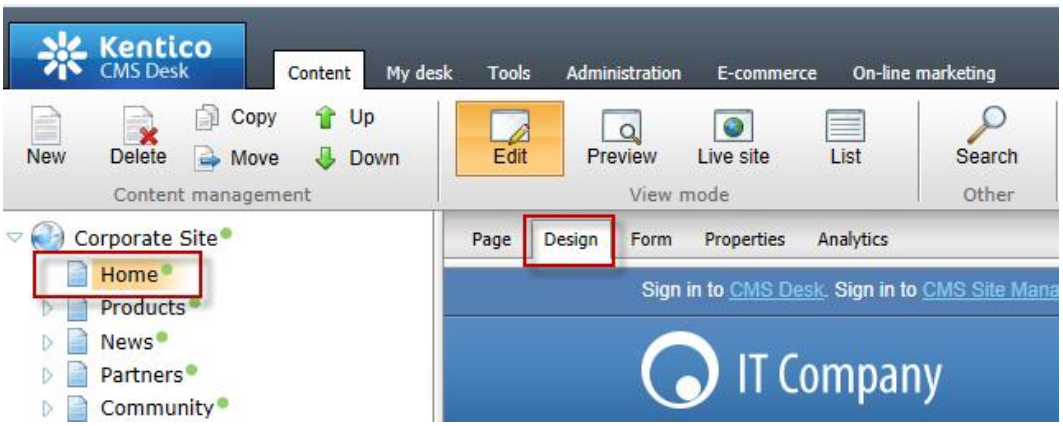
5. In the Design tab validate that you see the **TwitterFollowButton** as shown in the following screenshot.

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

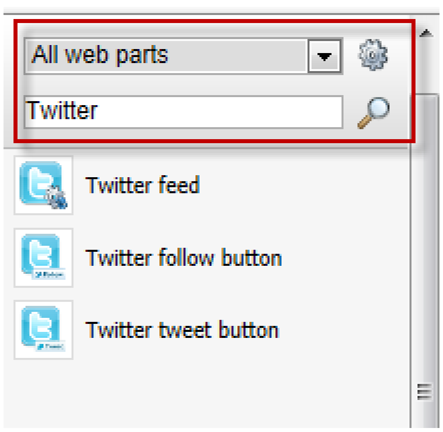

7. Validate that you receive the Twitter screen as shown in the following screenshot.

# 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.

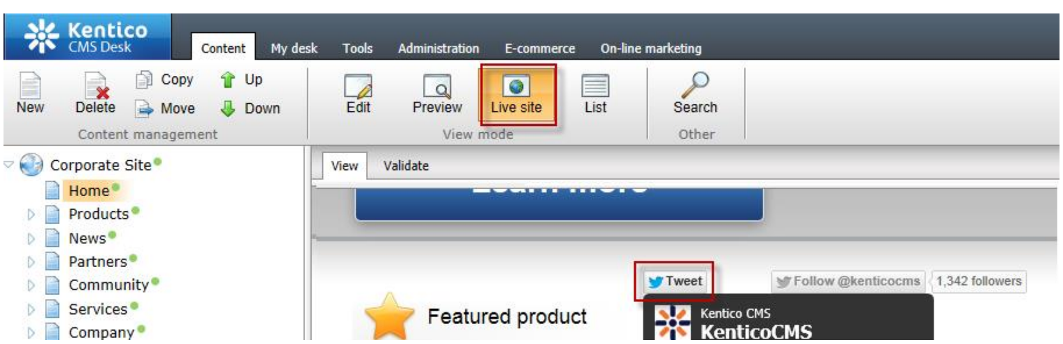


3. From the Web part toolbar drag the **Twitter tweet button** web part into the **Main zone** web part zone as shown in the following screenshot.

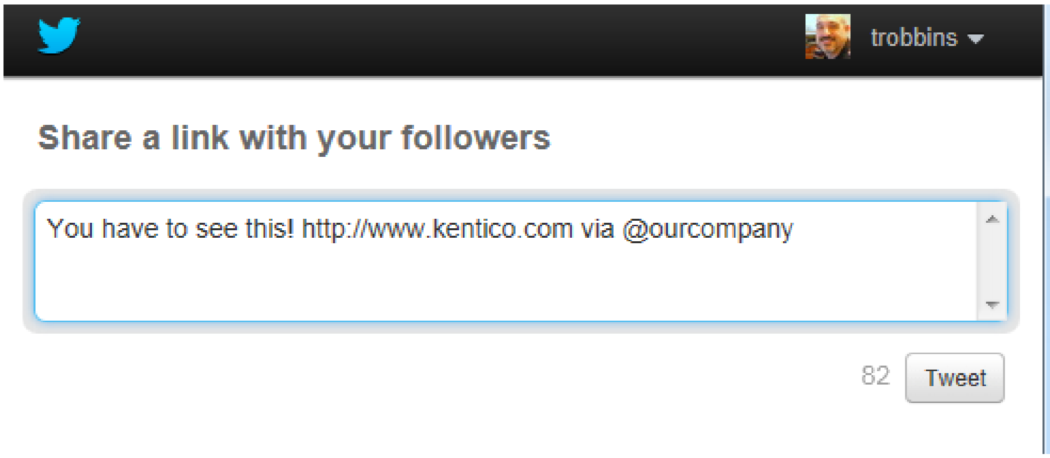

4. In the **Web part properties (Twitter tweet button)** update the following fields and then select **Ok**

| 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** |

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

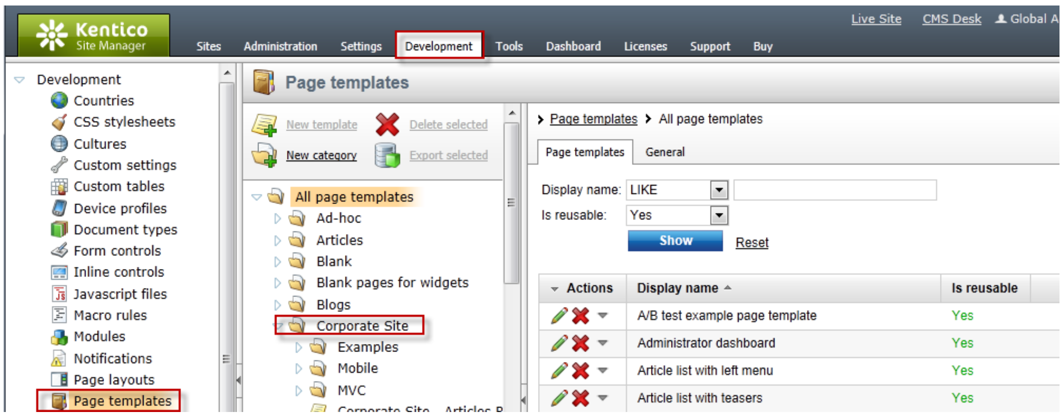


6. Validate that you see the Twitter **Share a link with your followers** screen as shown in the following screenshot.

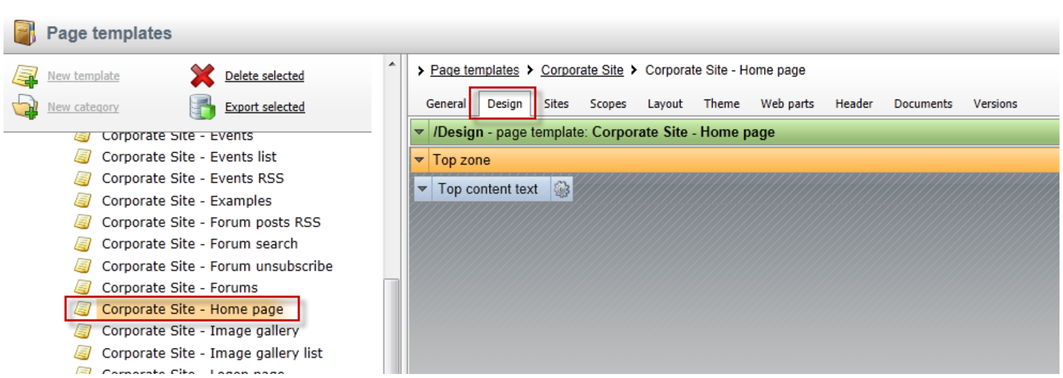


# Lab 4: Update the Home page template

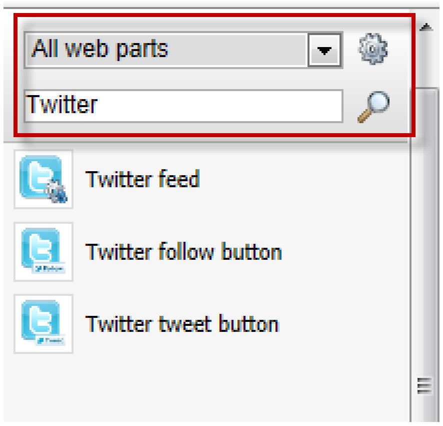
1. Log into **CMS Site Manager** as **Administrator**, select the **Development** tab, then click **Page templates**, in the **Page templates** list then expand **Corporate Site** as shown in the following screenshot.



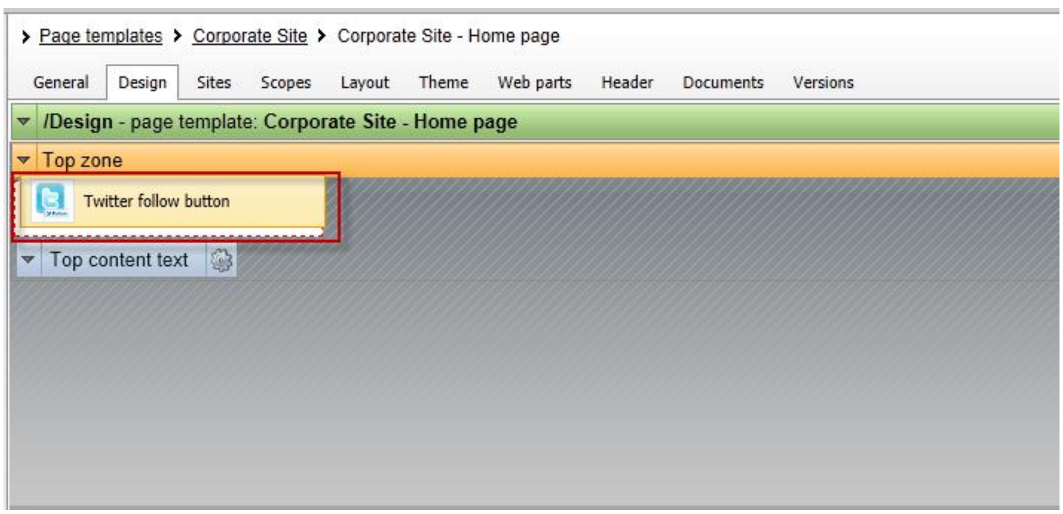

2. In the **Corporate Site** page template list select the **Corporate Site – Home page** template and then click the **Design** tab as shown in the following screenshot.



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.



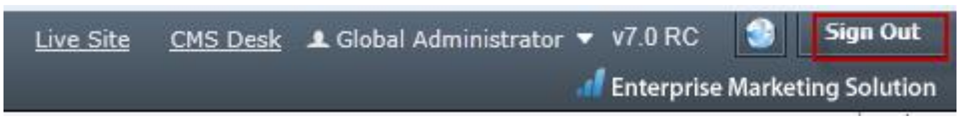

4. From the Web part toolbar drag the **Twitter follow button** web part into the **Top zone** web part zone as shown in the following screenshot.



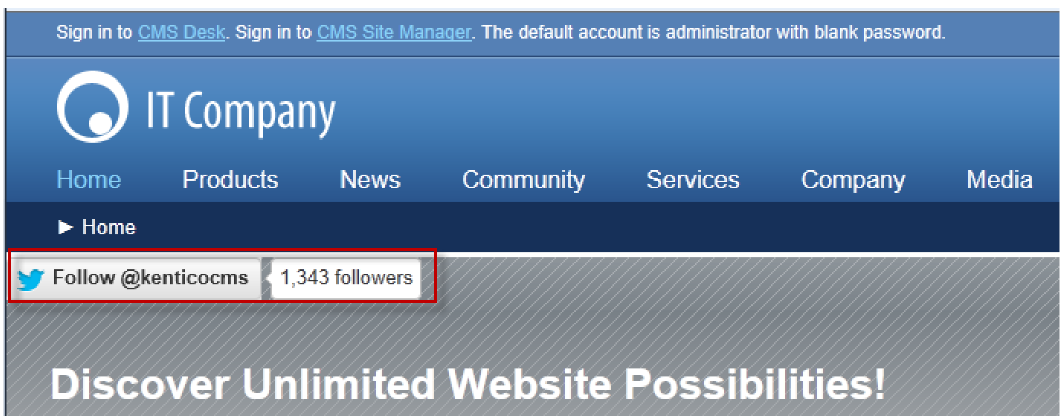
5. In the **Web part properties (Twitter follow button)** update the following fields and then select **Ok**.

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

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




7. 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

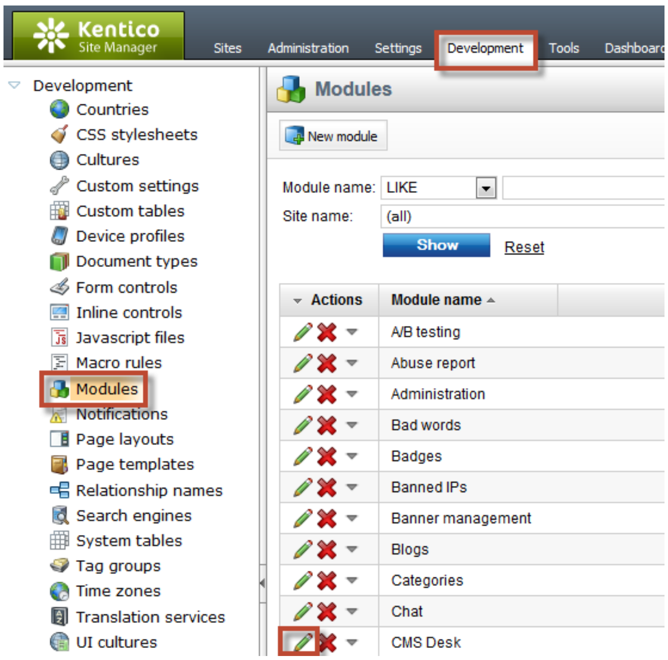
## Lab Introduction

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:

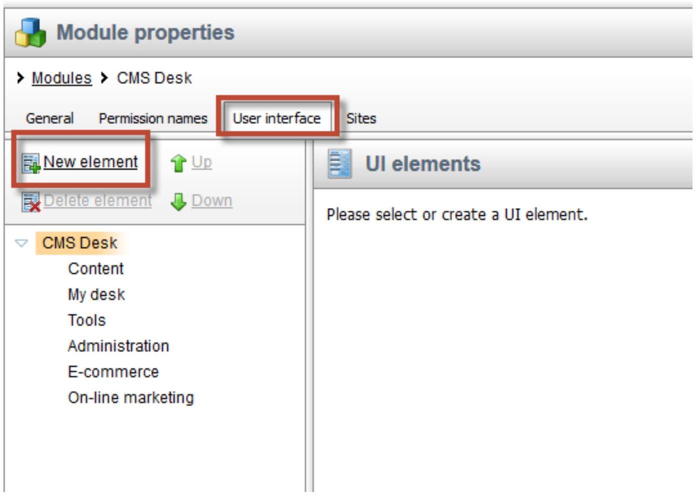
- Explore CMS Desk
- Add a new tab to CMS Desk

# 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.



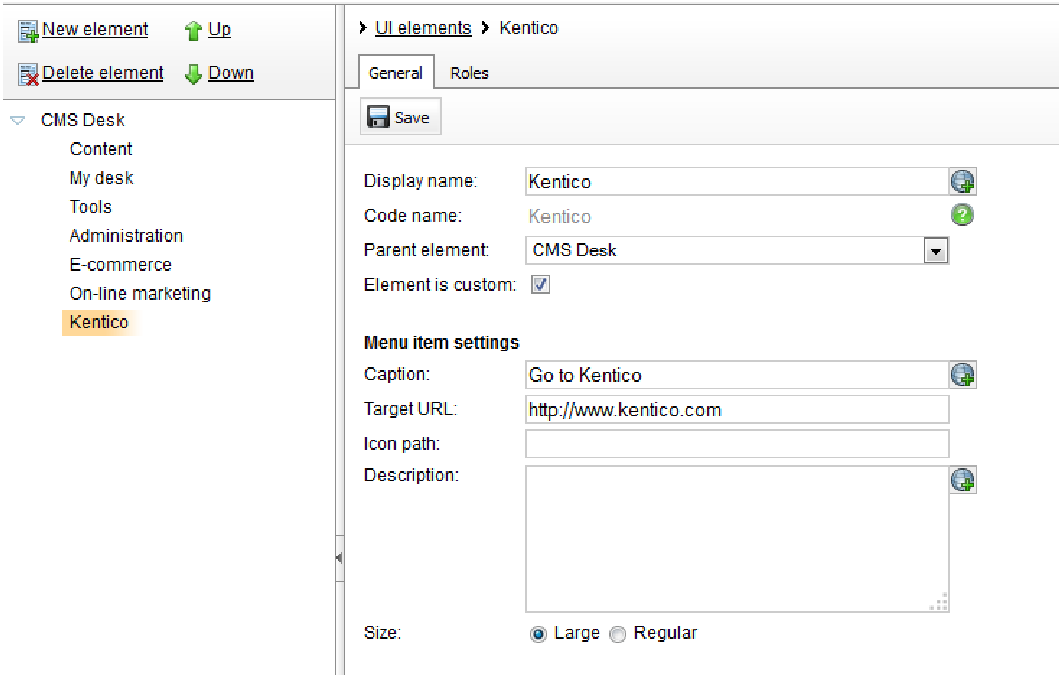
2. In the Modules screen switch to the **User interface** tab and then click the **New element** button as shown in the following screenshot.




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** |

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

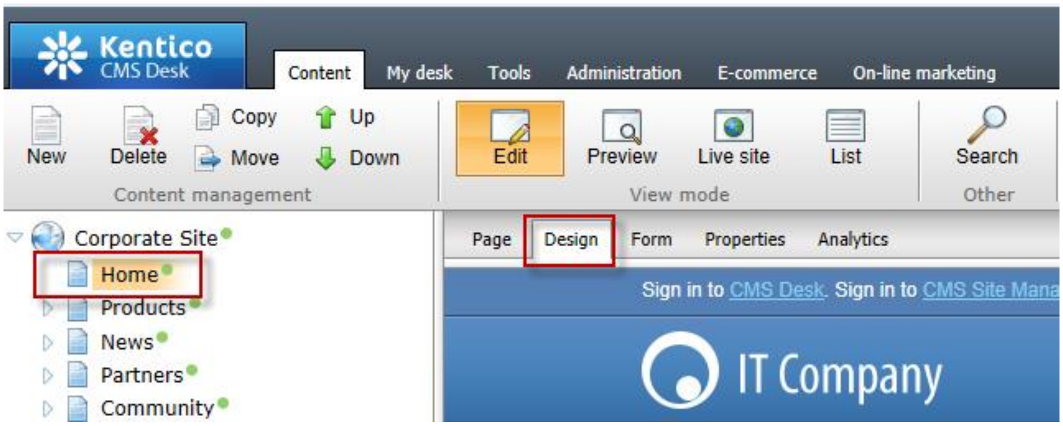
## Lab Introduction

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:

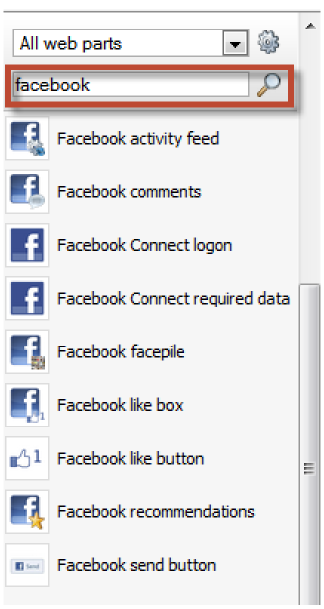
- Explore the available Facebook resources

# Lab 1: Adding a Facebook Recommendations web part

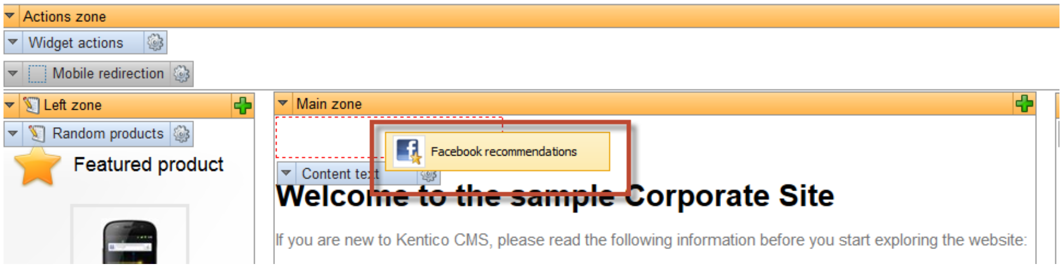
1. Log into **CMS Desk** as **Administrator**, in the Content tree select the **Home** page, and then select the **Design** tab as shown in the following screenshot.




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.

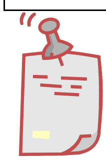


3. From the Web part toolbar drag the **Facebook recomendations** web part into the **Main zone** web part zone as shown in the following screenshot.




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

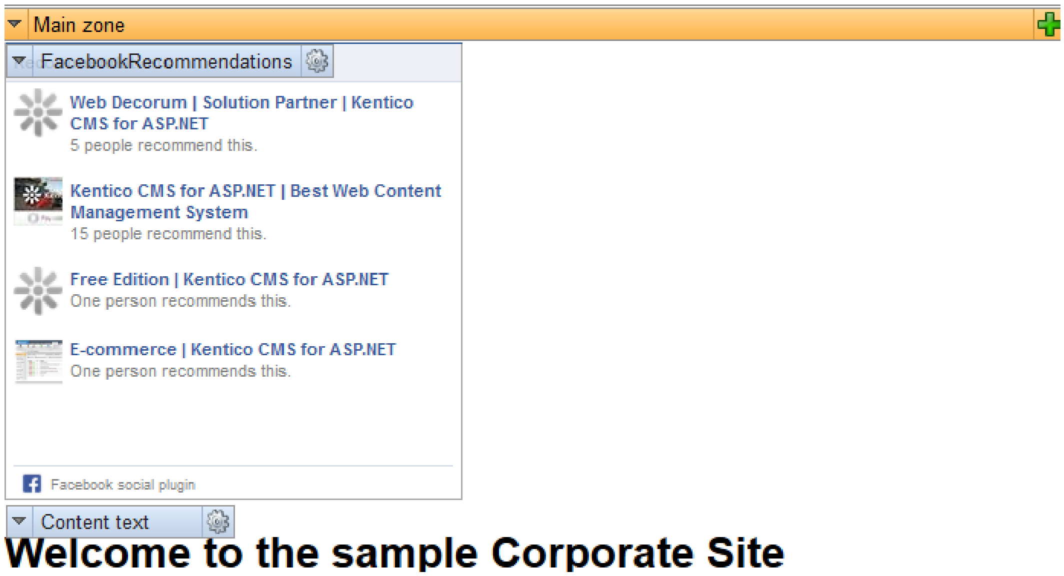
| Tab | Field | Value |
|---|---|---|
| **Settings** | **Doman** | **http://www.kentico.com** |



**Facebook recommendations web part**

*This will evaluate the current logged in user against the [http://www.kentico.com](http://www.kentico.com) domain.*

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




## 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