

Kentico CMS Hands on Lab



Kentico CMS Version 7 Hands on Labs

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Hands on Lab 1: Kentico Enterprise Marketing Solution: Campaigns

Lab Overview

System Requirements:

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

Intended Lab Audience:

- Online Marketers
- CMS Designers

Lab Introduction

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

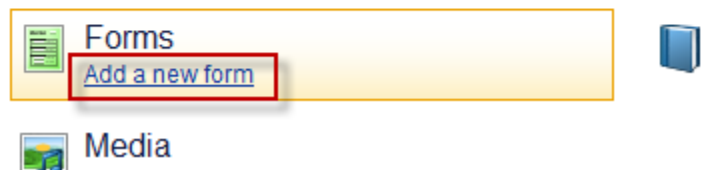
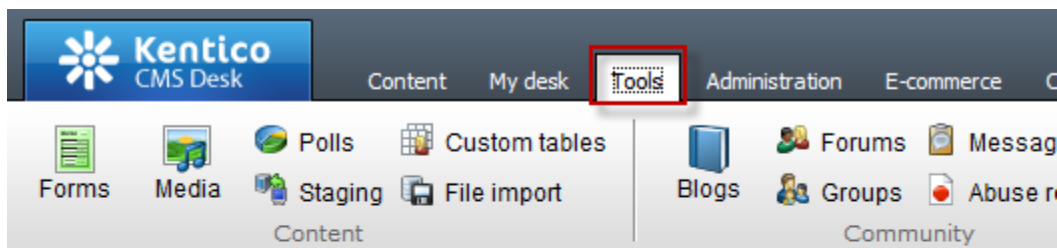
- Create an Online form for collecting customer information
- Create a squeeze page for collecting customer information
- Create a Services campaign
- Create conversions
- Create a lead score
- Optimize a campaign using A/B tests

Lab 1-1: Creating the online form

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

Lab 1-1: Creating an online form

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



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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.

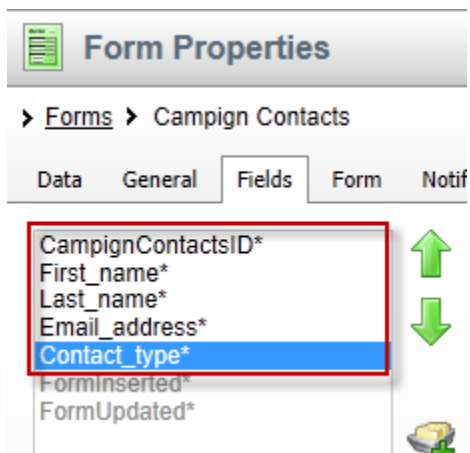
Section	Field	Value
Simple mode	Column name	Email_address
Simple mode	Field caption	Email
Simple mode	Field type	E-mail

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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 confirm the list of fields as shown in the following screenshot.



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

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

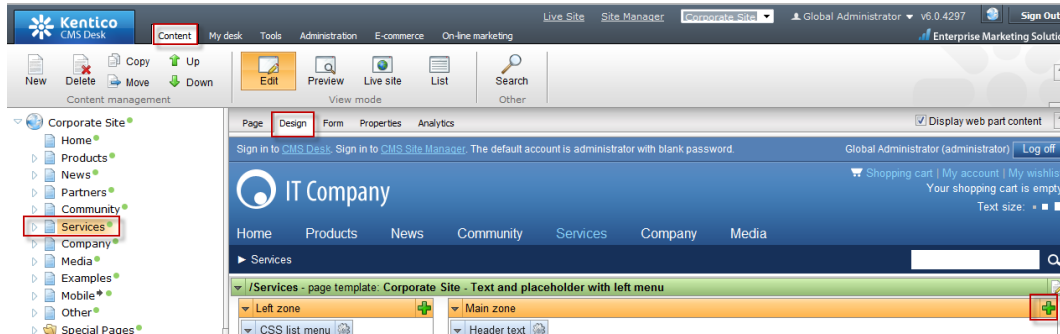
10. In the **On-line marketing** tab update the following fields and then click the **Save** button

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

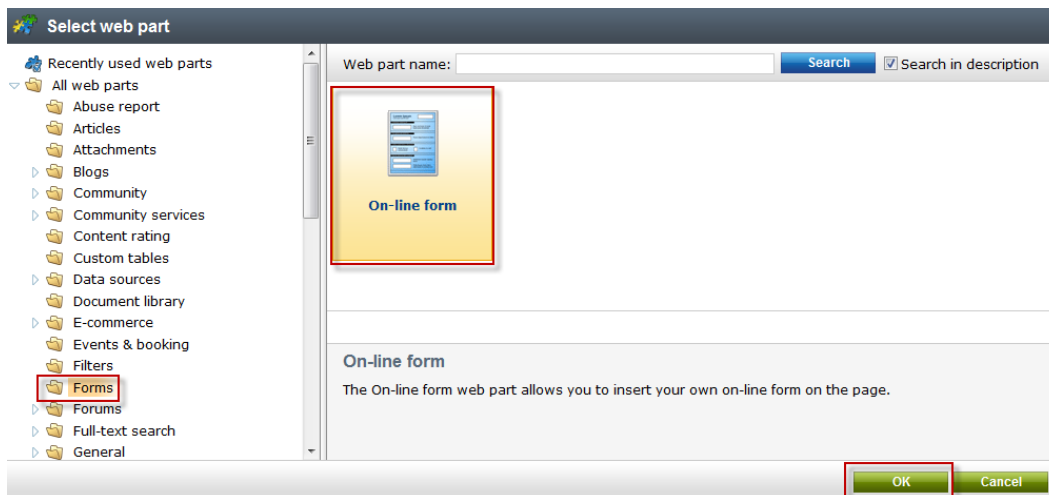
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Lab 1-2: Inserting the online form

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



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

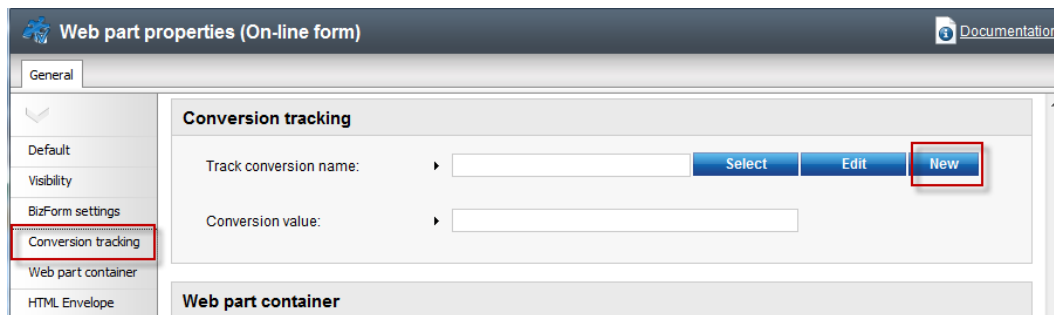


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3. In the **Web part properties (On-line form)** update the following value.

Section	Field	Value
BizForm settings	Form name	Campaign_Contacts

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

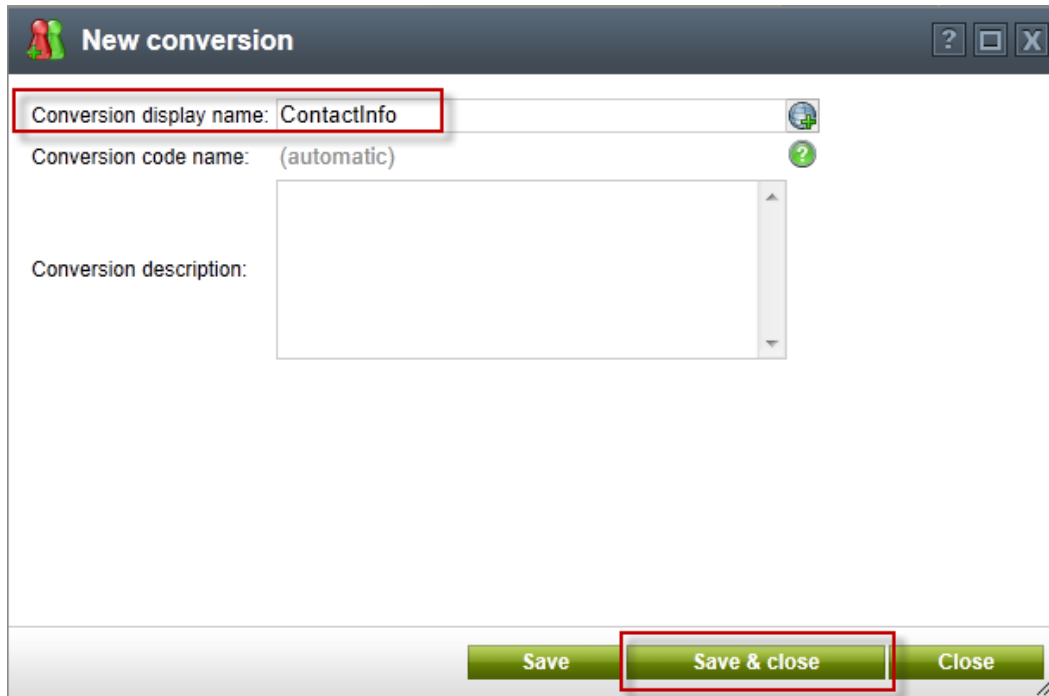


What is a conversion?

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 a dark header bar with a red pin icon and the title. Below the header, there are three main sections: "Conversion display name" with a text input field containing "ContactInfo", "Conversion code name" with a dropdown menu showing "(automatic)", and "Conversion description" with a large empty text area. 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.

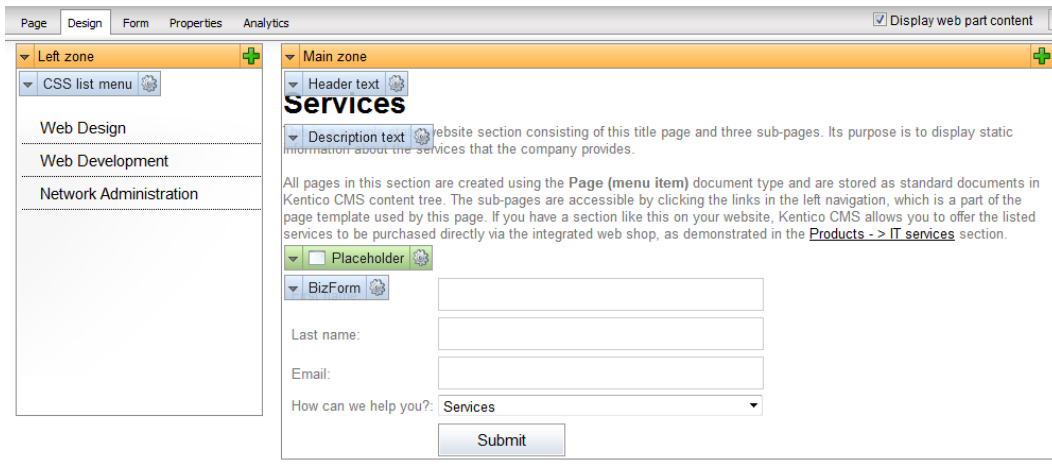
6. In the **Web part properties (On-line form)** screen in the **Conversion value** field enter **20** and then select **Ok** as shown in the following screenshot.



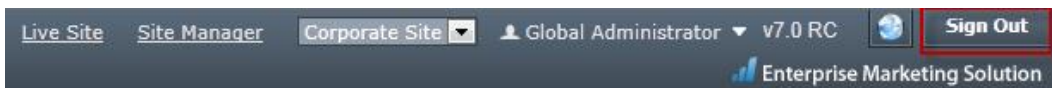
The screenshot shows a dialog box titled "Web part properties (On-line form)". It has a dark header bar with a blue icon and the title. Below the header, there is a "General" tab. On the left side, there is a vertical navigation pane with several categories: "Default", "Visibility", "BizForm settings",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

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



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



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

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

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

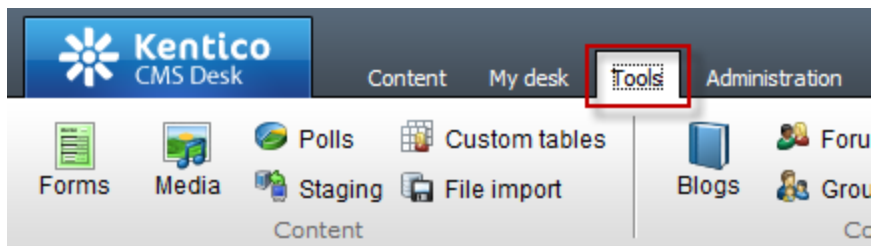
Services

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.

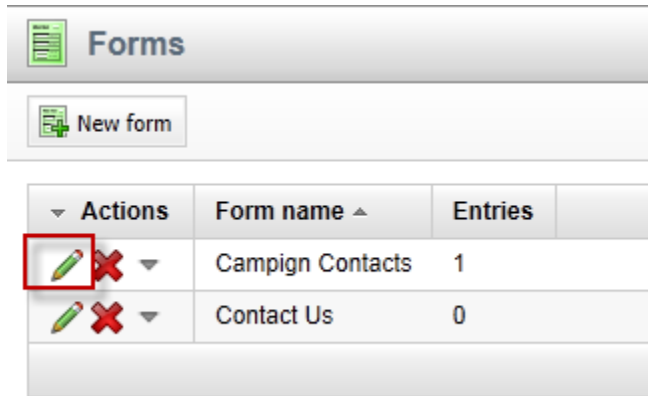
We will contact you shortly!





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



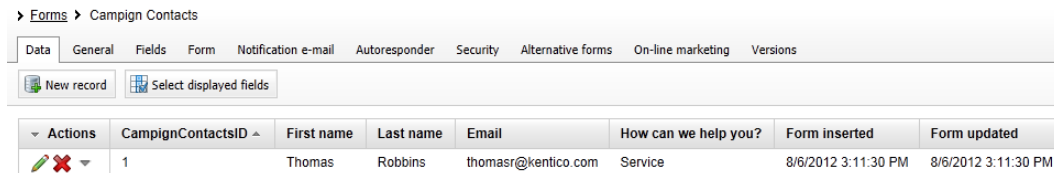
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12. In the **Forms** screen select the **Edit icon (pencil)** for **Campaign Contacts** as shown in the following screenshot.





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

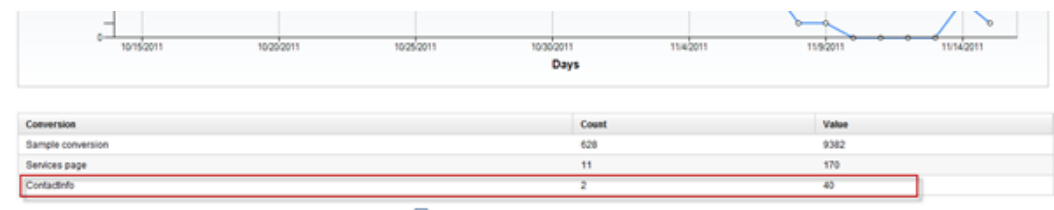
Actions	CampaignContactsID ^	First name	Last name	Email	How can we help you?	Form inserted	Form updated
 	1	Thomas	Robbins	thomasr@kentico.com	Service	8/6/2012 3:11:30 PM	8/6/2012 3:11:30 PM

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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 is a secondary navigation bar with 'My dashboard', 'Web analytics' (highlighted with a red box), 'Scoring', 'Campaigns', 'Activities', 'Contacts', 'Accounts', and 'On-line us'. The main content area is titled 'Web analytics' and contains a left-hand navigation tree. The tree is expanded to show 'Web analytics' (highlighted with a red box), 'Dashboard', 'Visitors', 'Traffic sources', 'Content', 'Campaigns & conversions' (highlighted with a red box), 'Campaigns', 'Conversions' (highlighted with a red box), and 'Overview' (highlighted with a red box). The right-hand side of the interface shows the 'Conversions - Overview' report. The report title is 'Conversions - Overview'. Below the title are buttons for 'Report', 'Conversions', 'Save', 'Print', 'Delete data', and 'Subscribe'. There are also icons for a grid, list, and print. The report shows a 'Goal' of 'Conversions count' and a 'Conversion' of '(all)'. The main content area of the report is currently blank.

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



Lab 1-2: Creating the Services campaign

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

Lab 2-1: Create a document campaign

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

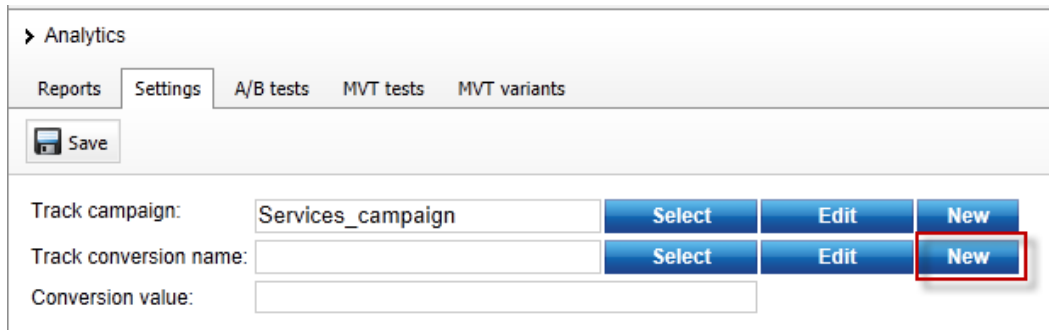
The screenshot shows the Kentico CMS interface with the 'Analytics' tab selected. Under 'Analytics', the 'Settings' sub-tab is active. In the 'Track campaign' section, there are three rows of controls. The first row has a text input field, a 'Select' button, an 'Edit' button, and a 'New' button (highlighted with a red box). 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 for 'Conversion value'.

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

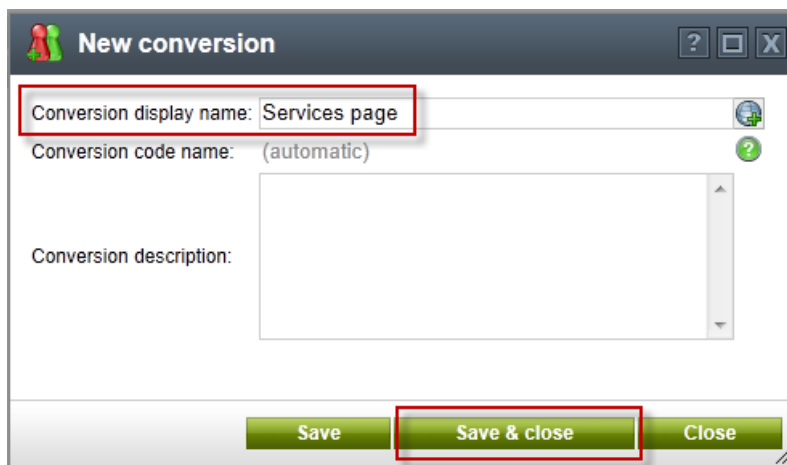
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3. In the **Track conversion name** click the **New** button as shown in the following screenshot.



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 the 'New' button next to it is highlighted with a red box. The 'Conversion value' field is also empty.

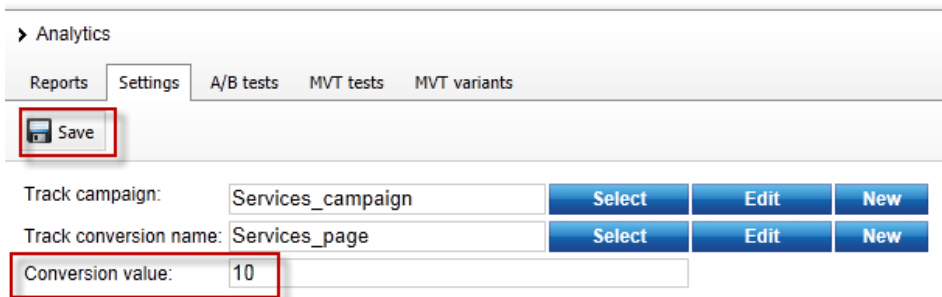
4. In the **New conversion** dialog in the **Conversion display name** field enter **Services page** and then select **Save & close** as shown in the following screenshot.



The screenshot shows the 'New conversion' dialog box. The 'Conversion display name' field is highlighted with a red box and contains the text 'Services page'. 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

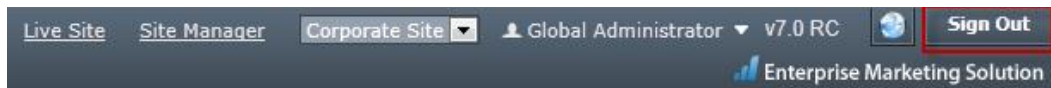


Why another conversion?

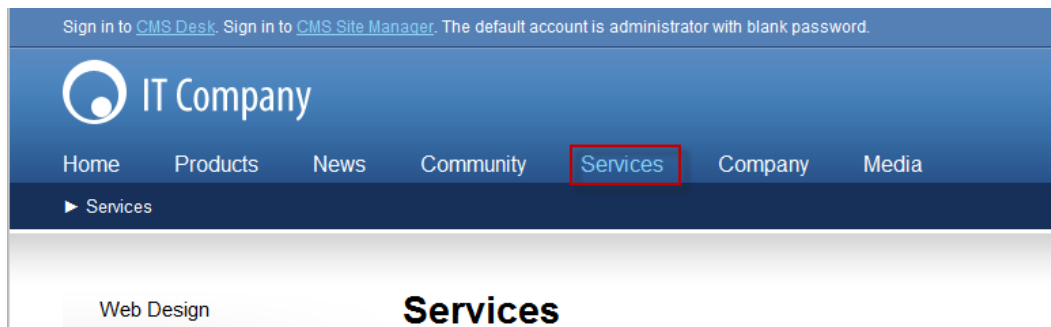
The Services page campaign includes two tracked conversions. The first we created earlier with the online form. The Service page conversion tracks the traffic to the Services page.

Lab 2-2: Creating Campaign Data

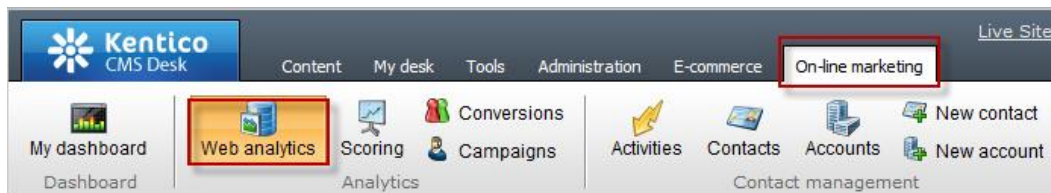
1. In the upper right hand corner click the **Sign out** button as shown in the following screenshot.



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

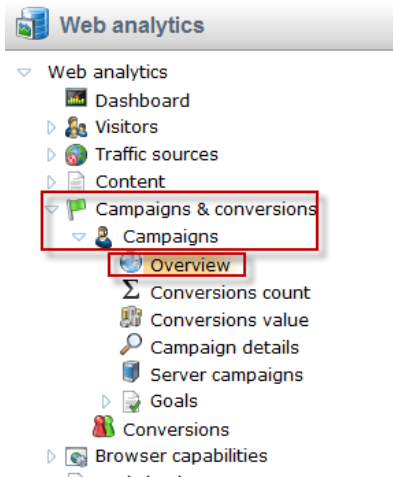


3. Log into **CMS Desk**, select the **On-line marketing** tab, and then the **Web analytics** button as shown in the following screenshot.

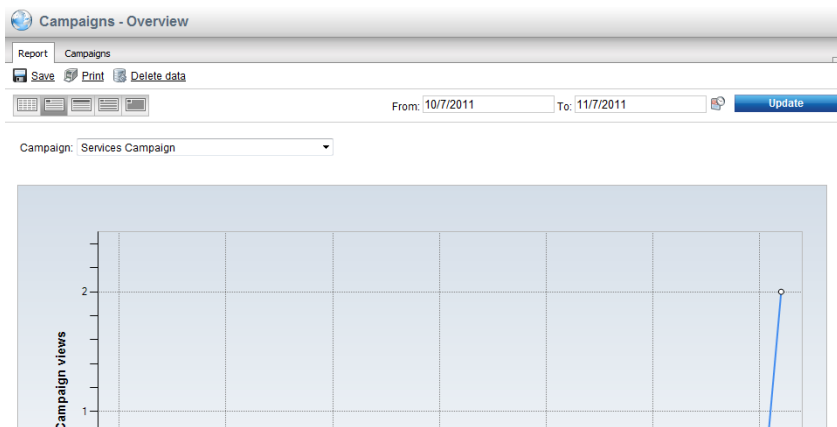


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4. In the **Web analytics** list expand **Campaigns & conversion**, then expand **Campaigns** and then select the **Overview** report as shown in the following screenshot.

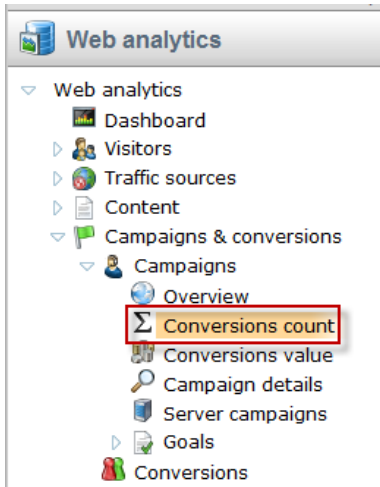


5. In the **Campaign** drop down select the **Services campaign** and validate that you see a report similar to the following screenshot.



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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 1-3: Optimizing Campaigns with A/B testing

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



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

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

Lab 3-1: Creating the A/B test

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

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

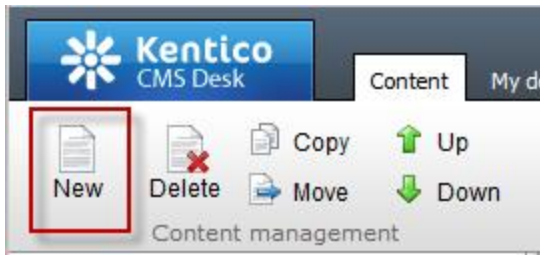
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2. In the **New test** screen update the following fields and then select the **Save** button.

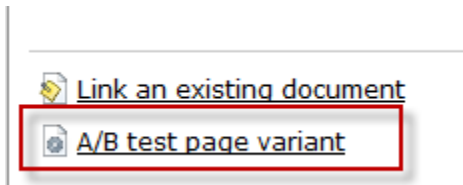
Field	Value
Display name	AB Services
Target number of conversions	100
Test from	Now
Test to	Now + 2 weeks
Test enabled	Checked

Lab 3-2: creating the variant page

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



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

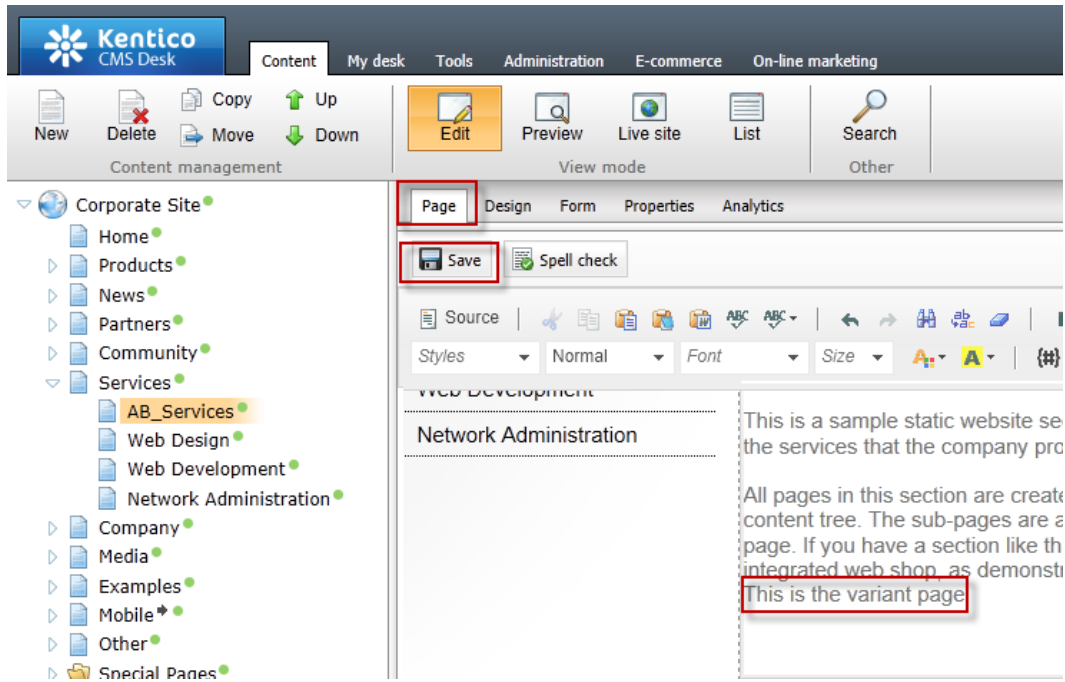


3. Update the following fields and then select the **Save** button.

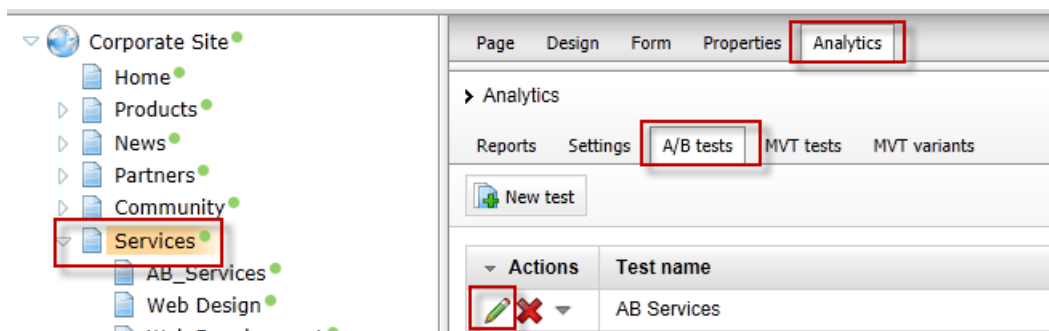
Field	Value
Document name	AB_Services
Assign to A/B test	AB Services

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

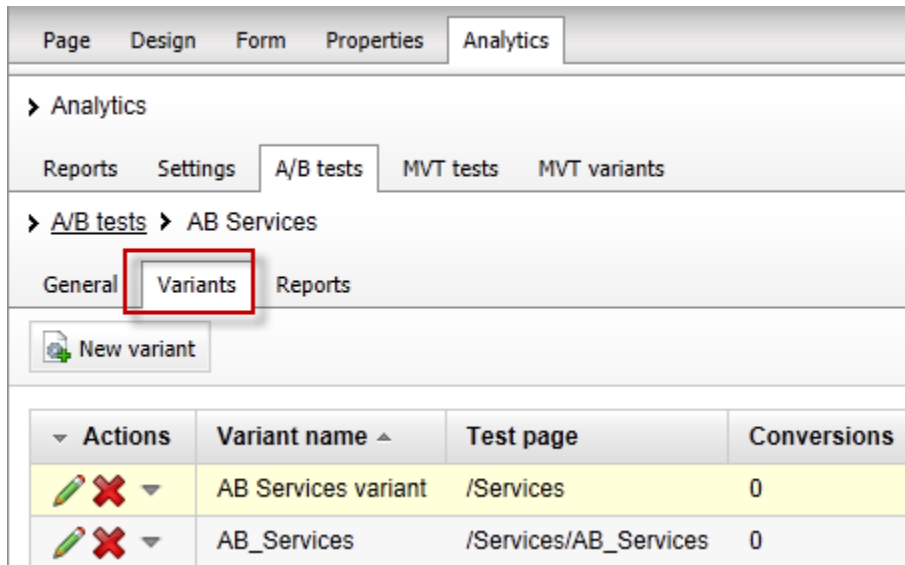


5. In the Content tree select the **Services** page, then select the **Analytics** tab, then the **A/B tests** tab and for the **AB Services** test click the **Edit (pencil)** icon as shown in the following screenshot.



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



The screenshot shows the Kentico 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 tabs is a 'New variant' button. A table lists the current variants for the 'AB Services' test:

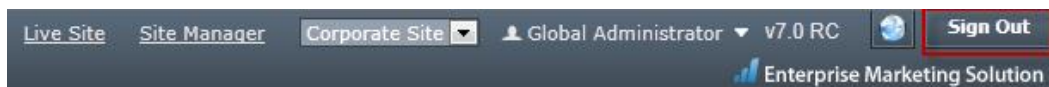
Actions	Variant name	Test page	Conversions
	AB Services variant	/Services	0
	AB_Services	/Services/AB_Services	0



What is this?

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

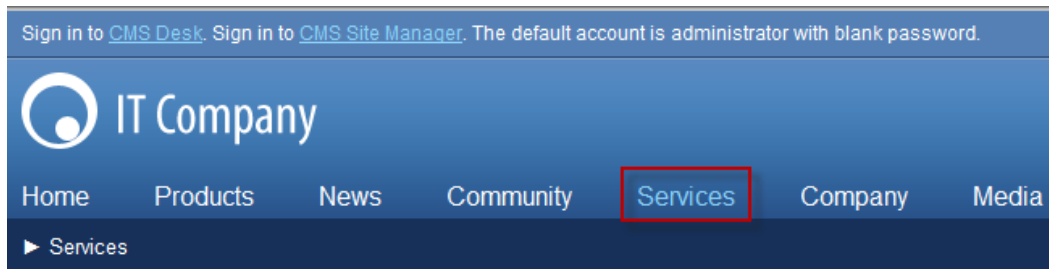
7. In the upper right hand corner click the **Sign out** button as shown in the following screenshot.



The screenshot shows the footer of the Kentico CMS interface. The 'Sign Out' button is highlighted with a red box. Other elements in the footer include 'Live Site', 'Site Manager', 'Corporate Site', 'Global Administrator', '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 1-4: Scoring contacts

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

Lab 4-1: Creating the contact

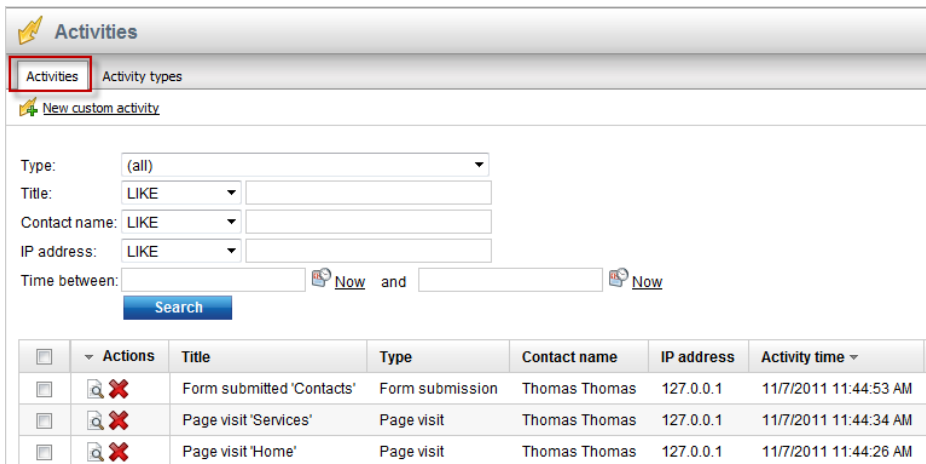
1. From the **Live site** select the **Services** page, in the **Contact form** enter your contact information and click the **Submit** button as shown in the following screenshot

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

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

Kentico 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

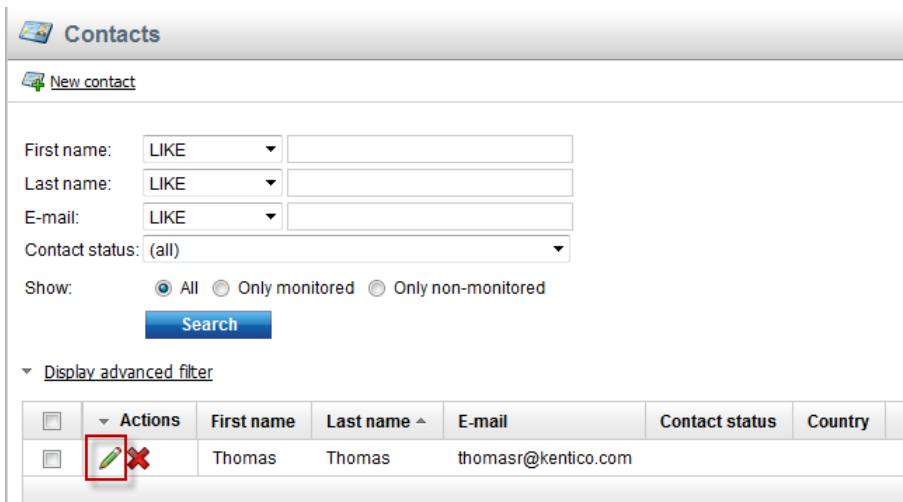
Contact name: LIKE

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), Gender (unknown), Job title, and Created (11/7/2011 11:44:26 AM). The 'Contact settings' section features Contact status (none), Track activities (checked), Contact owner (with Select and Clear buttons), and Campaign (Services Campaign).

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

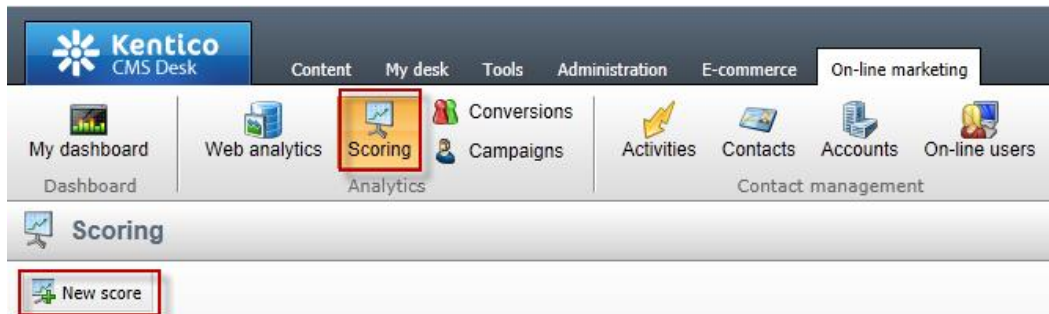
Contact settings

Contact status: (none) Contact owner:

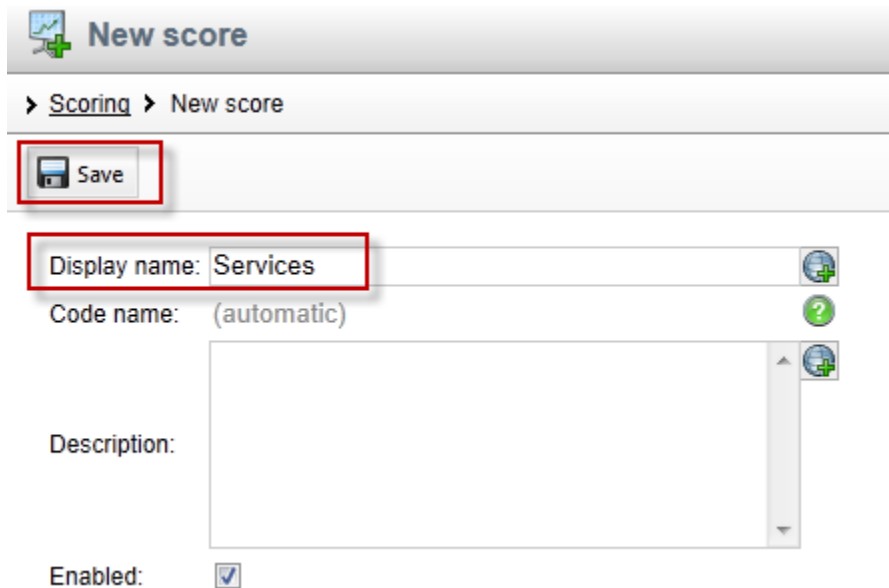
Track activities: Campaign: Services Campaign

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 2: Custom Table: Create and Display

Lab overview

System Requirements:

- Kentico CMS 7 with the Sample Corporate Site

Intended Lab Audience:

- CMS Designers
- CMS Developers

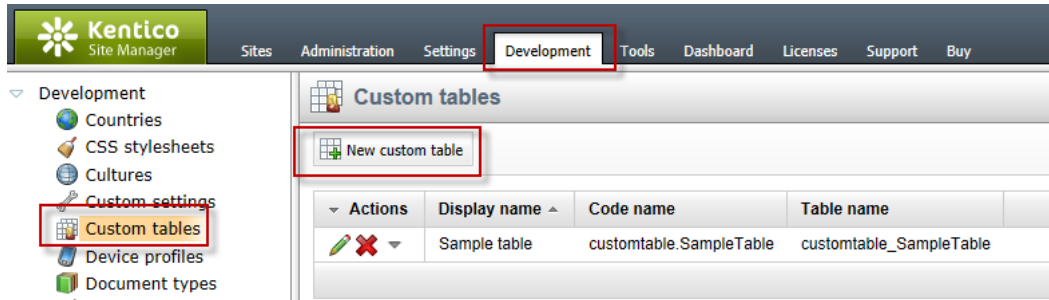
Lab introduction

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

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

Lab 2-1: Creating a custom table

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



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

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

Kentico 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"/>

Next >

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

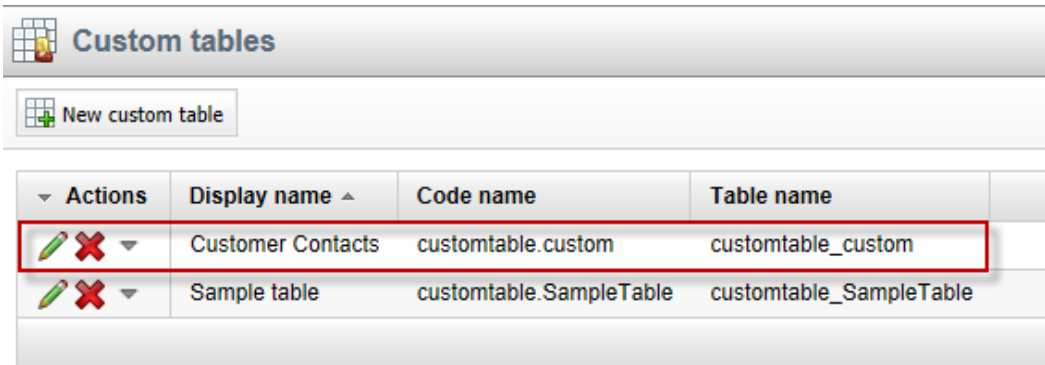
Save

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.

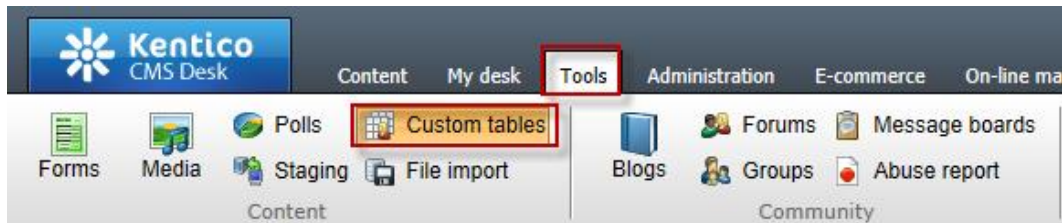


The screenshot shows the 'Custom tables' interface. At the top, there is a header with a grid icon and the text 'Custom tables'. Below this is a button labeled 'New custom table' with a plus icon. The main content is a table with the following structure:

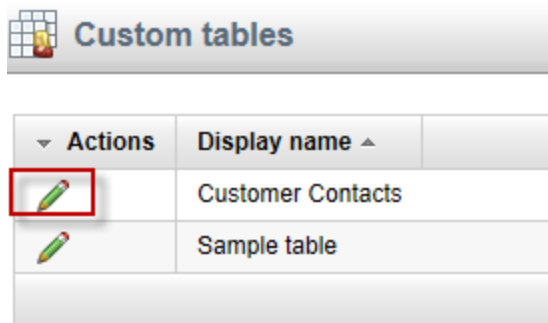
Actions	Display name	Code name	Table name
 	Customer Contacts	customtable.custom	customtable_custom
 	Sample table	customtable.SampleTable	customtable_SampleTable

Lab 2-2: Adding custom table data

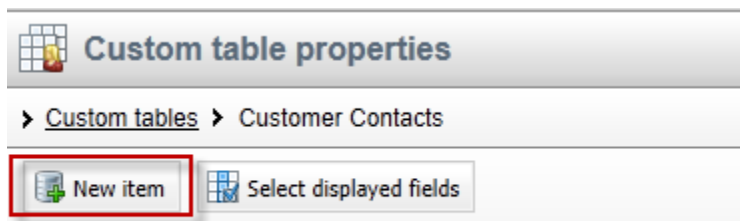
1. As **Administrator** log into **CMS Desk**, select the **Tools** tab, then select the **Custom tables** button as shown in the following screenshot.



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



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



No data found.

Kentico 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

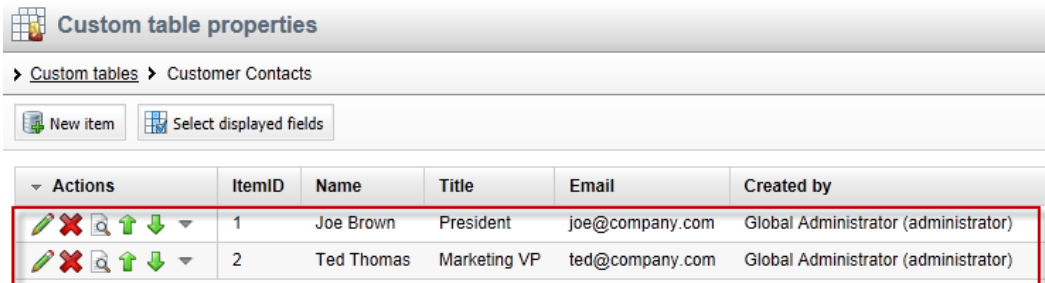
Name:

Title:











Email:

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.

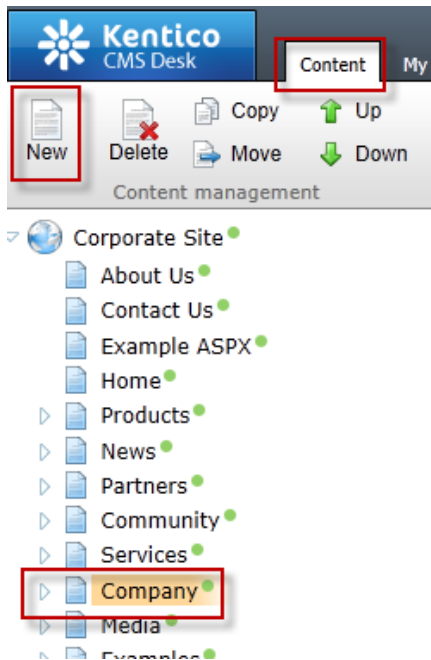


The screenshot shows the 'Custom table properties' interface. At the top, there is a breadcrumb trail: 'Custom tables > Customer Contacts'. Below this, there are two buttons: 'New item' and 'Select displayed fields'. The main content is a table with the following columns: 'Actions', 'ItemID', 'Name', 'Title', 'Email', and 'Created by'. The table contains two rows of data, both of which are highlighted with a red border. The first row has ItemID 1, Name 'Joe Brown', Title 'President', Email 'joe@company.com', and Created by 'Global Administrator (administrator)'. The second row has ItemID 2, Name 'Ted Thomas', Title 'Marketing VP', Email 'ted@company.com', and Created by 'Global Administrator (administrator)'. Each row has a set of action icons in the 'Actions' column: a pencil (edit), a red X (delete), a magnifying glass (search), and two green arrows (up/down) with a dropdown arrow.

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

Lab 2-3: Creating the display page

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



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



Kentico 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'. The 'Page name' field is filled with 'Data Source'. Below this, there are three radio buttons: 'Use existing page template', 'Use parent page template', and 'Create a blank page with layout' (which is selected). To the right of these is 'Create a blank page'. Below the radio buttons is the 'Layout name' field, which contains 'Simple', and a 'Search' button. At the bottom, there is a preview of the 'Simple' page template, which is a rectangular box with horizontal lines representing text and the word 'Simple' below it.

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

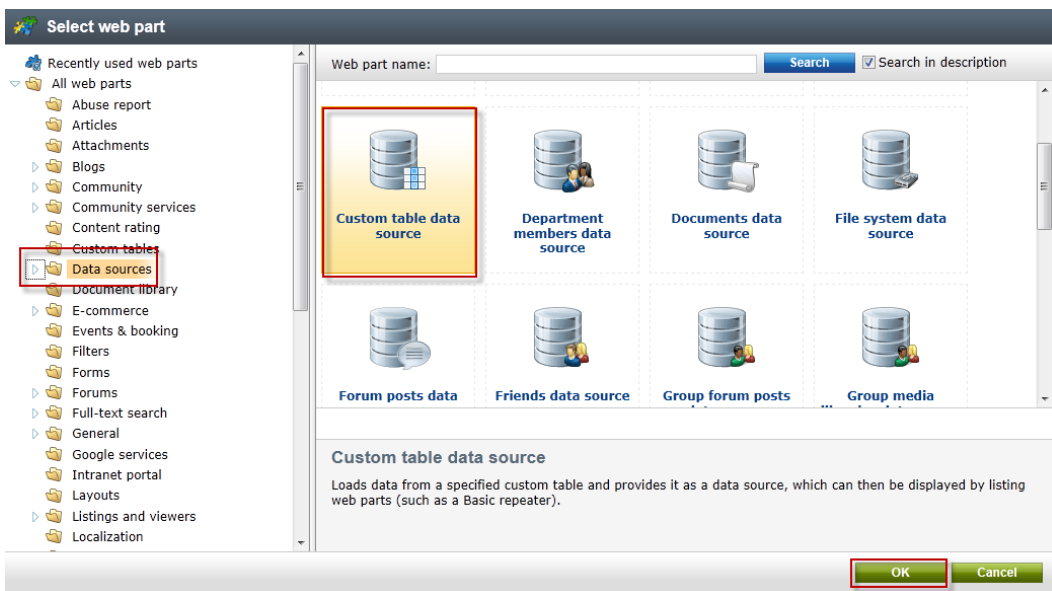
The screenshot shows the Kentico CMS desktop interface. The top navigation bar includes 'Content', 'My desk', 'Tools', 'Administration', 'E-commerce', and 'On-line marketing'. The left sidebar shows a tree view of the site structure, with 'Data Source' highlighted under the 'Company' folder. The main content area displays the 'Data Source' page. The page header features the 'IT Company' logo and a navigation menu with links for 'Home', 'Products', 'News', 'Community', 'Services', 'Company', and 'Media'. Below the header, the breadcrumb trail reads 'Company > Data Source'. The page content area shows a green bar with the text '/Company/Data Source - page template: ad.hoc' and an orange bar with the text 'zoneLeft'. On the right side, there is a 'All web parts' panel with a search box and several web parts listed: 'Abuse report', 'Accordion layout', 'Admin actions', and 'Analytics browser capabilities'.

Lab 2-4: Displaying custom table data

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

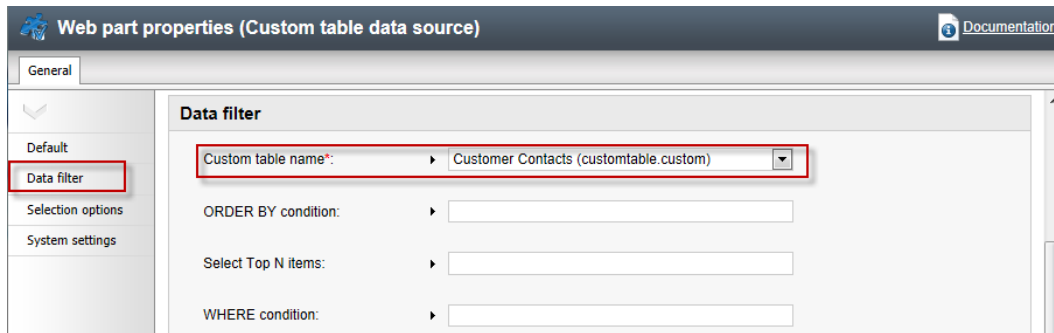


2. In the **Select web part** screen select **Data sources**, then select the **Custom table data source** web part, and then click **OK** as shown in the following screenshot.



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.

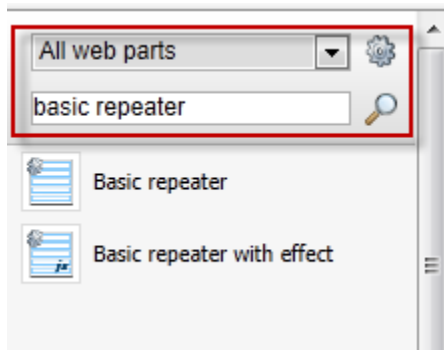


What is a data sources web part?

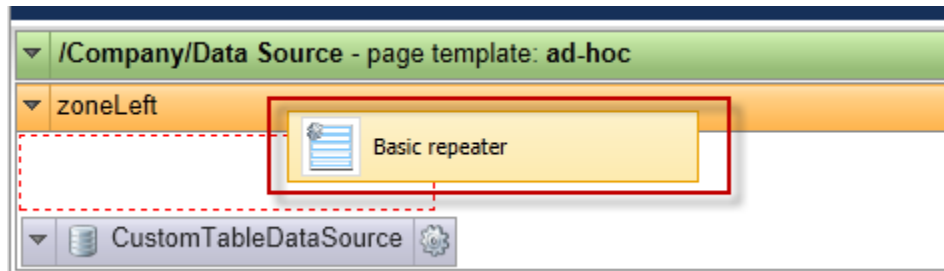
Data source web parts are used to connect and retrieve data from back end data sources like custom tables. They retrieve data and pass them to display web parts. This separation is designed to provide page based flexibility in data retrieval and display. Data sources provide reusable sources of data.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

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

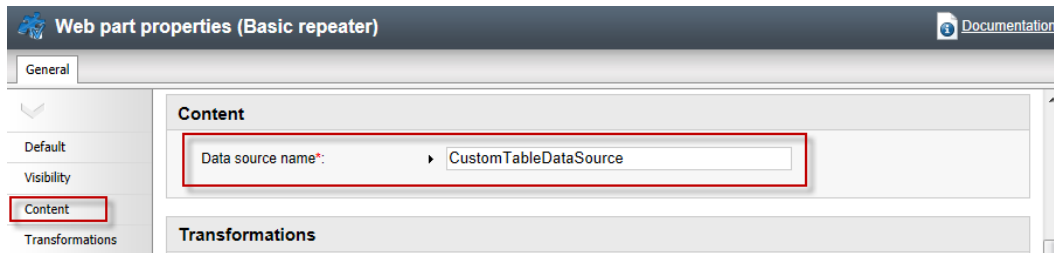


5. From the all web parts list drag the **Basic repeater** web part into the **ZoneLeft** web part zone as shown in the following screenshot.



Kentico CMS Hands on Lab

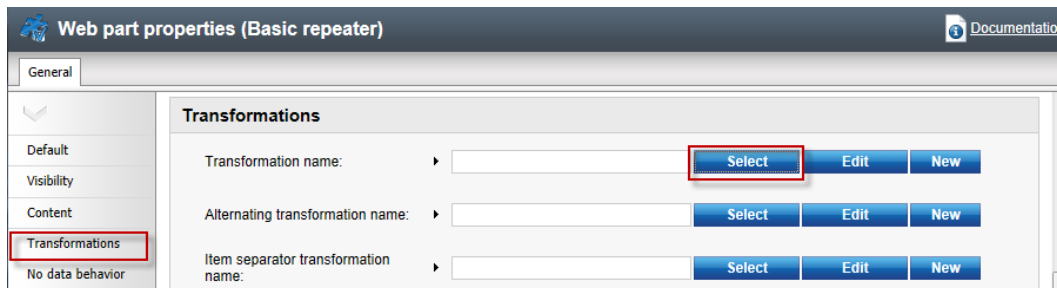
6. In the **Web part properties (Basic repeater)** select the **Content** tab, and in the **Data source name** field enter **CustomTableDataSource** as shown in the following screenshot.



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

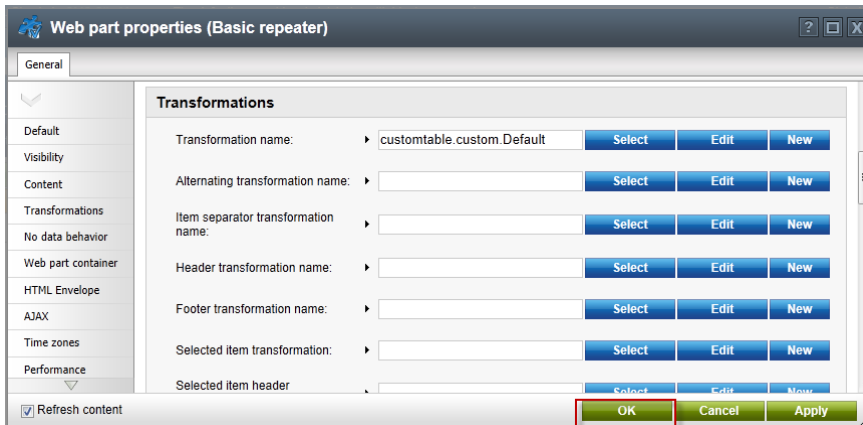


Where did these come from?

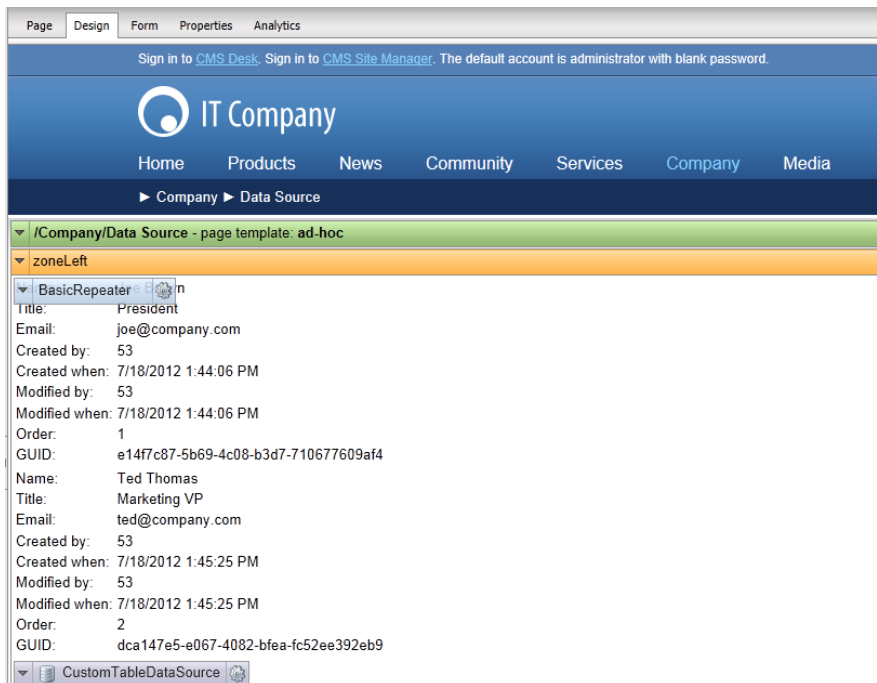
When we created the custom table the system automatically creates a Default and Preview transformation

Kentico CMS Hands on Lab

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

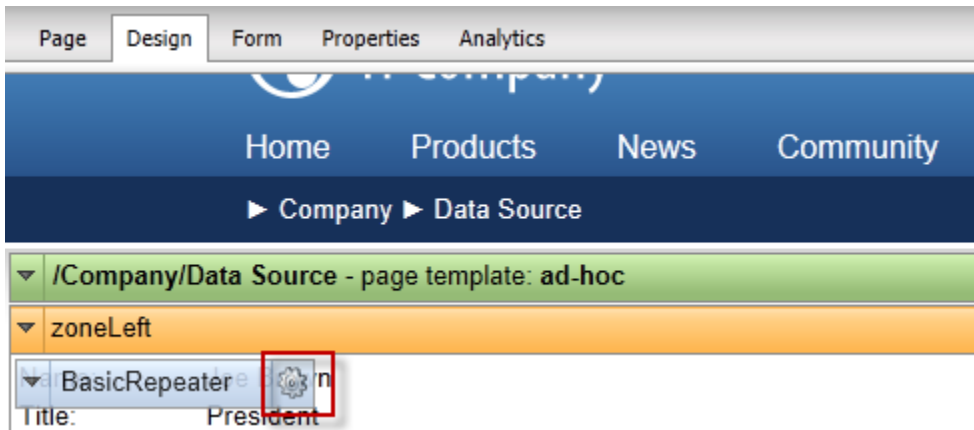


10. Validate that the data is displayed as shown in the following screenshot.

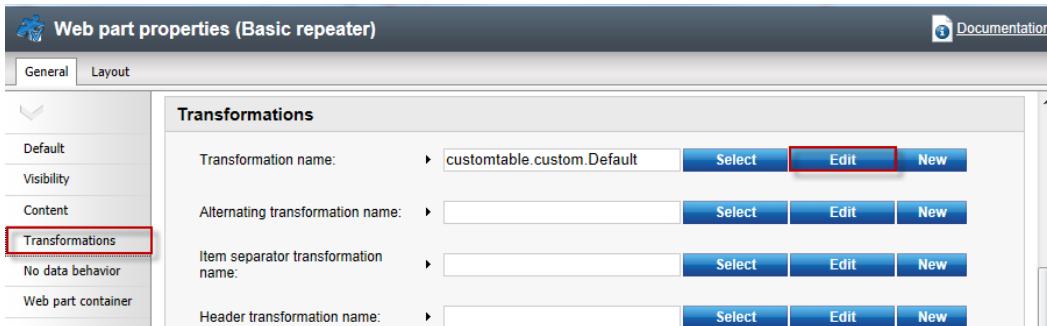


Lab 2-5: Editing the default Transformation

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



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

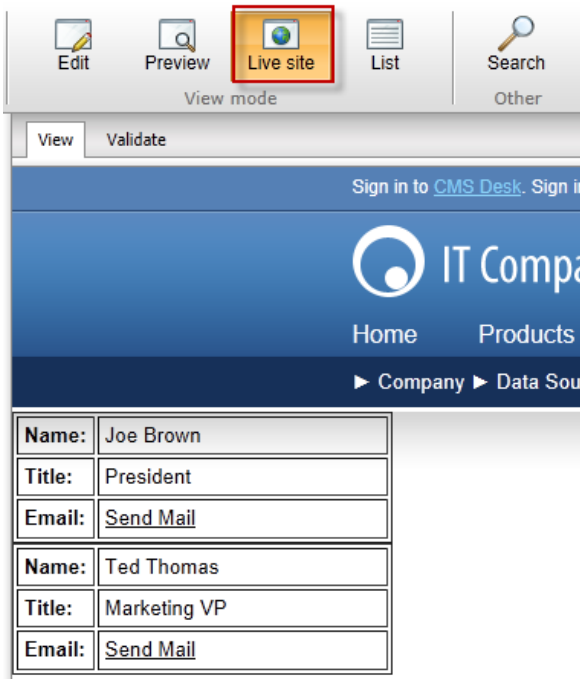


Kentico CMS Hands on Lab

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.

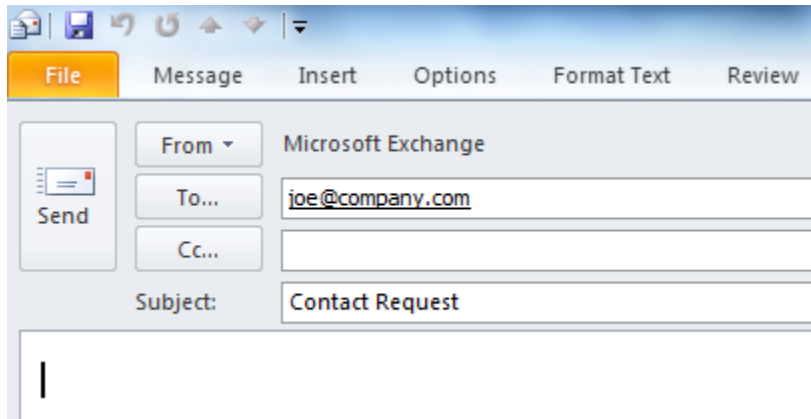


The screenshot shows the Kentico CMS interface. At the top, there is a 'View mode' toolbar with buttons for 'Edit', 'Preview', 'Live site' (highlighted with a red box), 'List', and 'Search'. Below the toolbar, there is a 'View' tab and a 'Validate' button. The main content area displays a blue header 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:

Name:	Joe Brown
Title:	President
Email:	Send Mail
Name:	Ted Thomas
Title:	Marketing VP
Email:	Send Mail

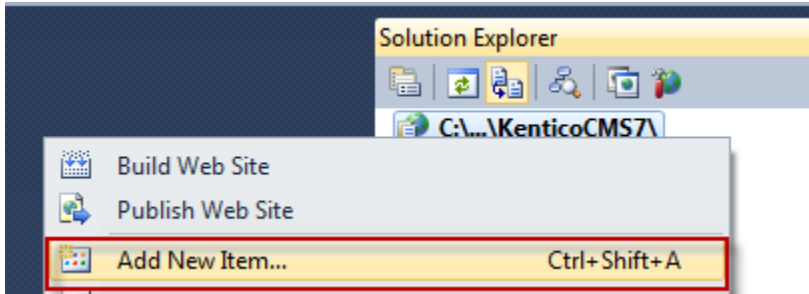
Kentico CMS Hands on Lab

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

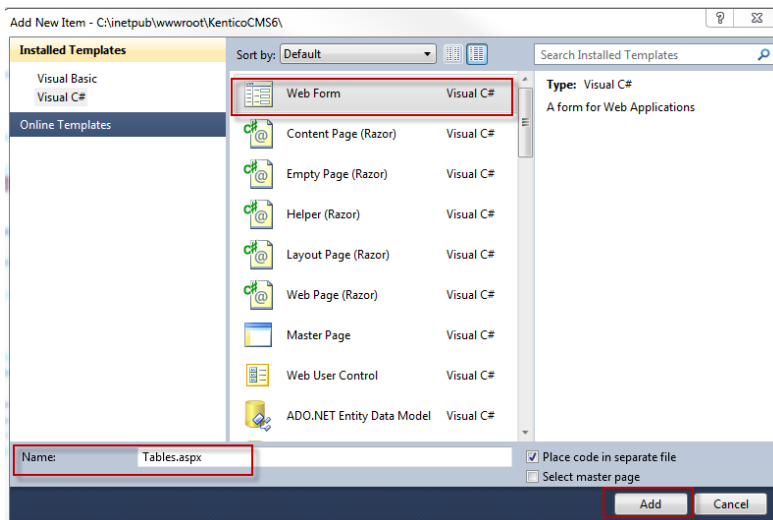


Lab 2-6: Adding custom table data with the API

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

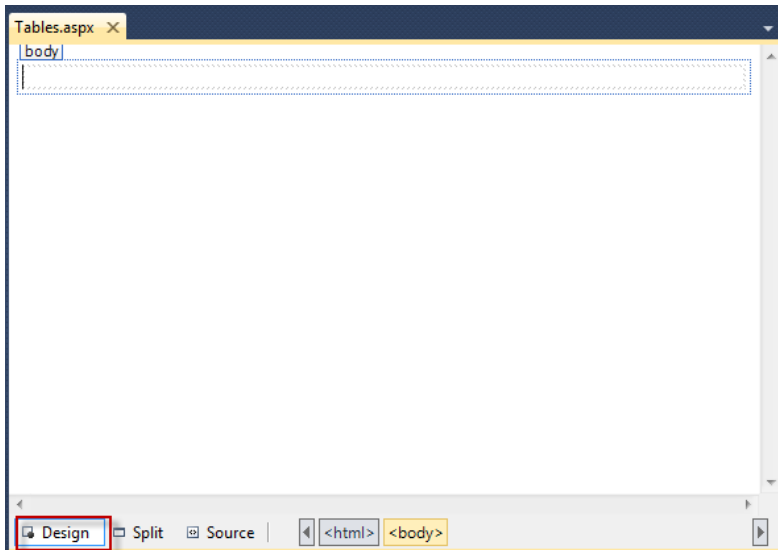


2. In the **Add new item** dialog select **Web form**, in the **Name** field enter **Tables.aspx**, and then click the **Add** button as shown in the following screenshot.

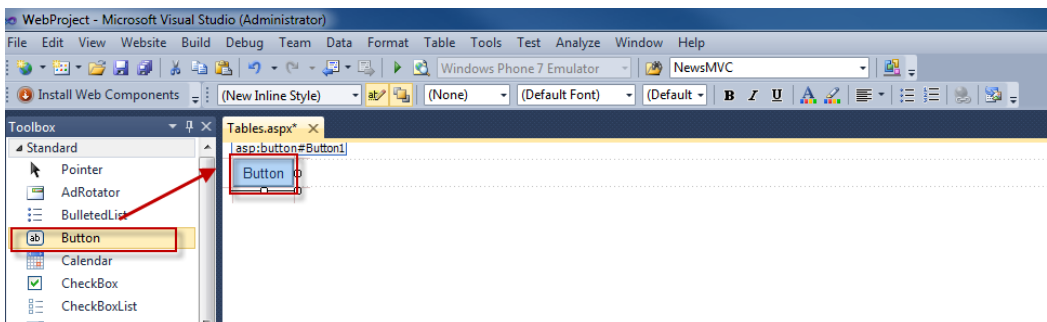


Kentico CMS Hands on Lab

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.

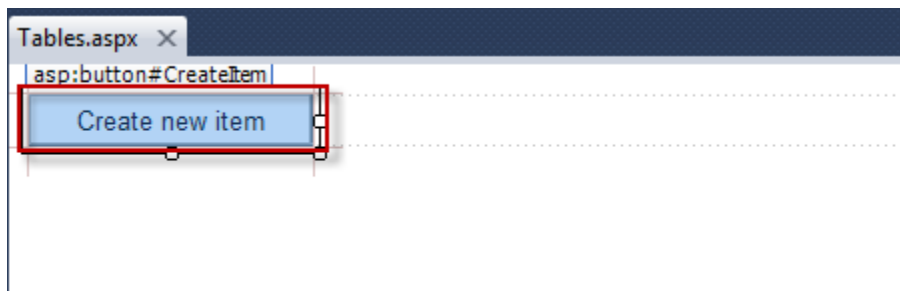


Kentico CMS Hands on Lab

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

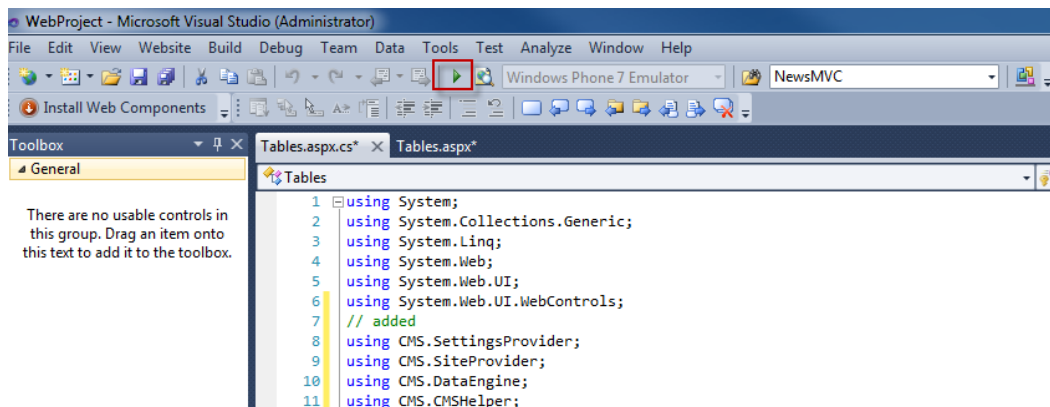
- In the **Createitem_click** event replace any existing code with the following and then select **Save (CTRL+S)**.

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

        DataClassInfo customTableClassInfo =
DataClassInfoProvider.GetDataClass(customtablename);

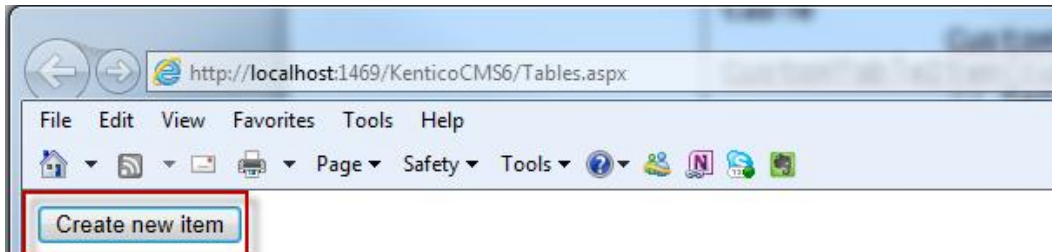
        if (customTableClassInfo == null)
        {
            throw new Exception("table does not exist.");
        }
        else
        {
            // Create item
            CustomTableItem item =
CustomTableItem.New(customTableClassInfo.ClassName, ctiProvider);
            // Set values
           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

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

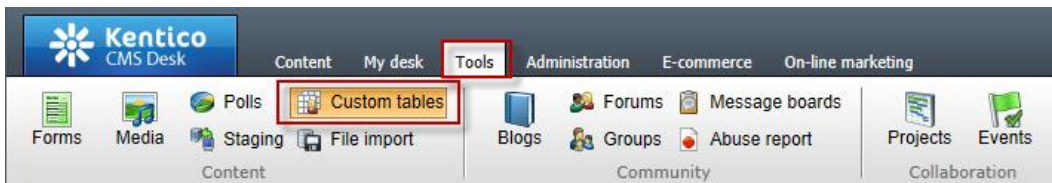


Kentico CMS Hands on Lab

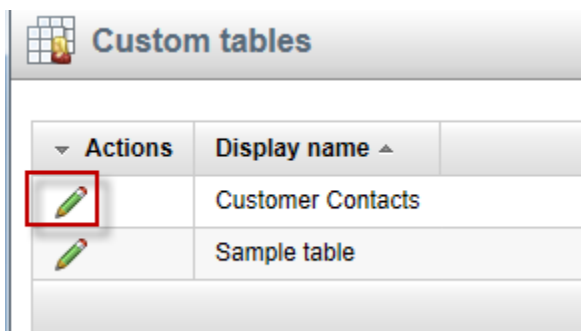
10. In the running application click the **Create new item** button as shown in the following screenshot.



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

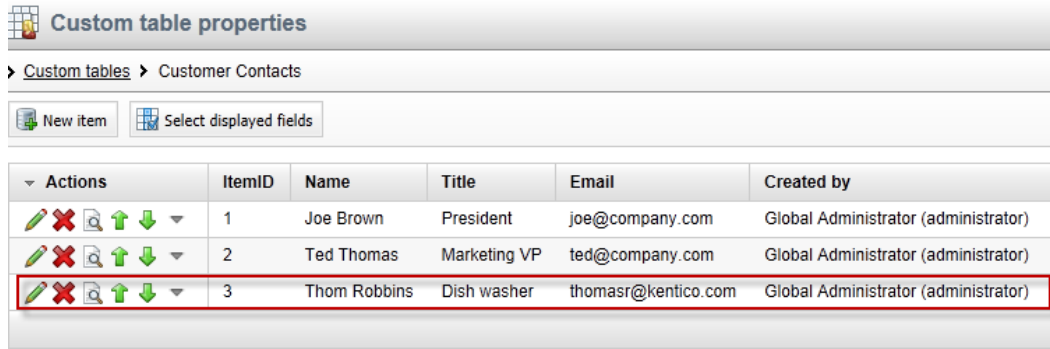


12. In the Custom tables menu select the **Edit (Pencil)** icon for the **Customer Contacts** table as shown in the following screenshot.


















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.

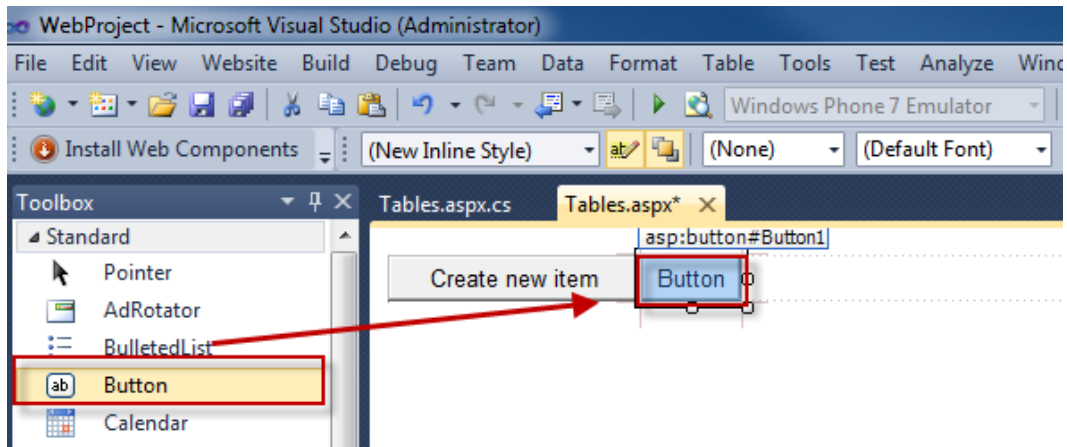


The screenshot displays the 'Custom table properties' interface for 'Customer Contacts'. It includes a breadcrumb trail, buttons for 'New item' and 'Select displayed fields', and a table with the following data:

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 2-7: Editing custom table data using the API

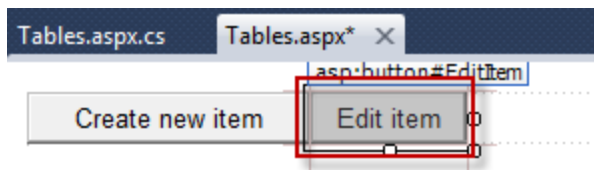
1. On the Tables.aspx form on the Design tab from the **Toolbox** drag a **Button** control onto the form as shown in the following screenshot.



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

Field	Value
ID	EditItem
Text	Edit item

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



Kentico CMS Hands on Lab

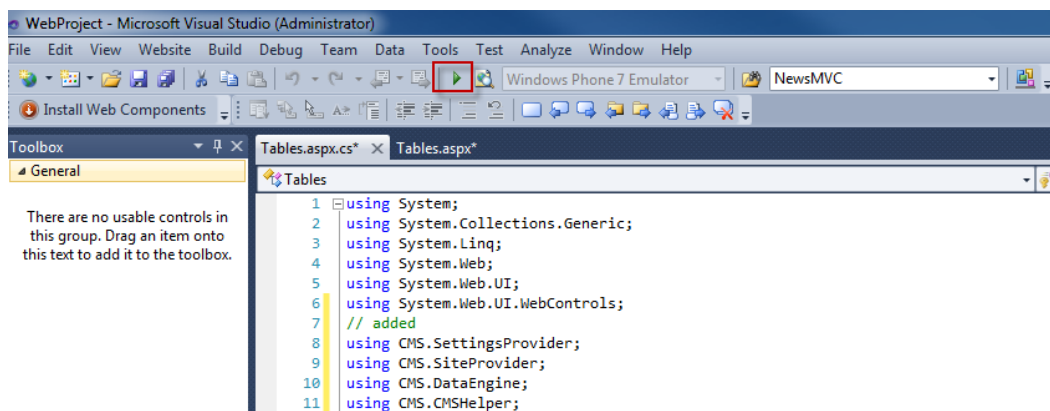
4. In the **EditItem_Click** event replace any code with the following and then select **Save (CTRL+S)**.

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

    DataClassInfo customTableClassInfo =
DataClassInfoProvider.GetDataClass(customtablename);

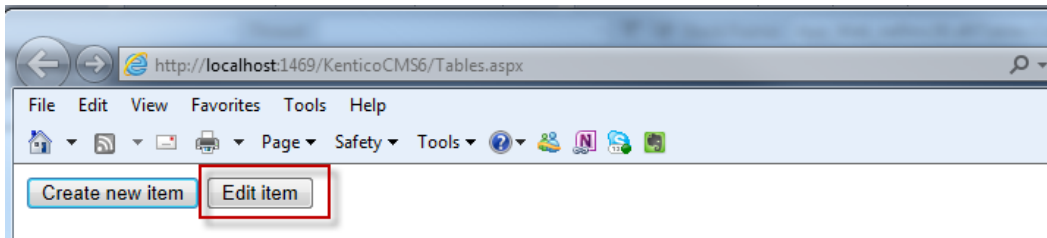
    if (customTableClassInfo == null)
    {
        throw new Exception("table does not exist.");
    }
    else
    {
        // Provide ID of item you want to edit
        int itemId = 5;
        // Get custom table item with given ID
        CustomTableItem item = ctiProvider.GetItem(itemId,
customTableClassInfo.ClassName);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

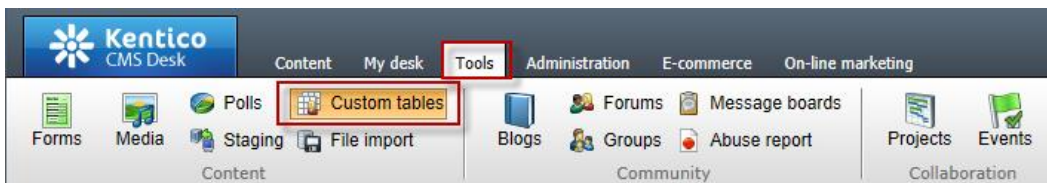


Kentico CMS Hands on Lab

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.

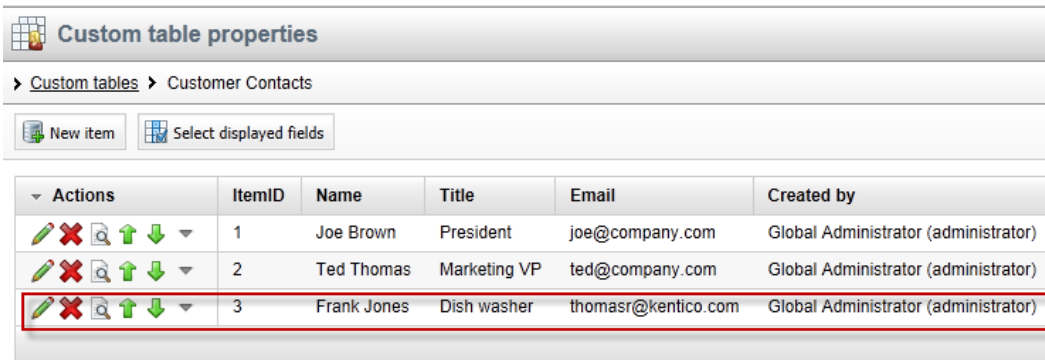


8. In the Custom tables menu select the **Edit (Pencil)** icon for the **Customer Contacts** table as shown in the following screenshot.


















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.



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

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

Summary

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

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

Key Resources:

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

Hands on Lab 3: 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

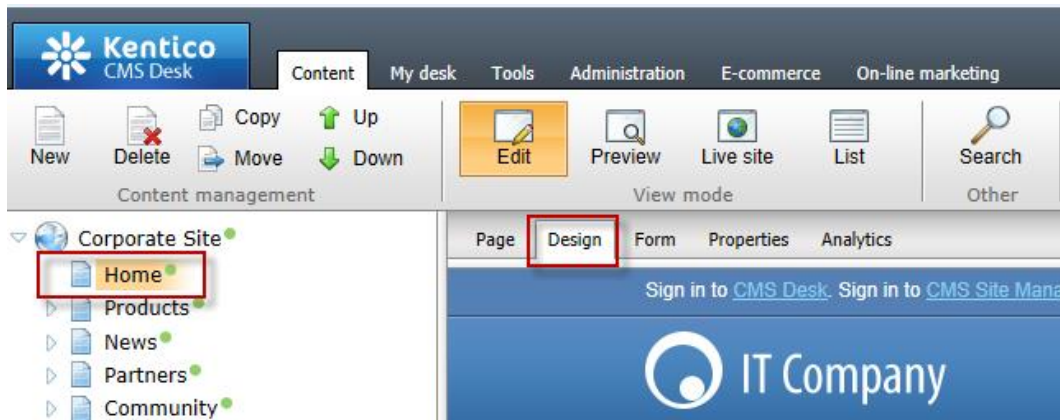
Lab Introduction

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:

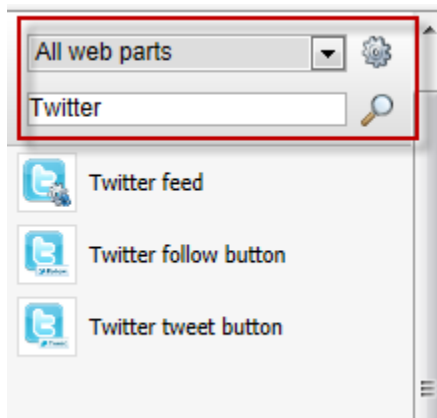
- Add the Twitter feed web part
- Add the Twitter follow button web part
- Add the Twitter tweet button web part
- Update the Home page template

Lab 3-1: Twitter feed web part

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

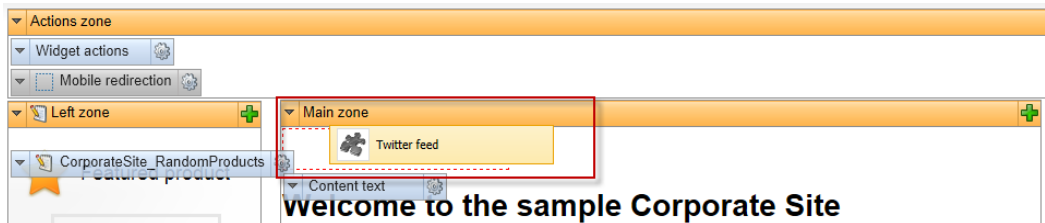


2. In the web part toolbar with **All web parts** selected enter **Twitter**, then click the **Search (magnify)** button as shown in the following screenshot.



Kentico 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

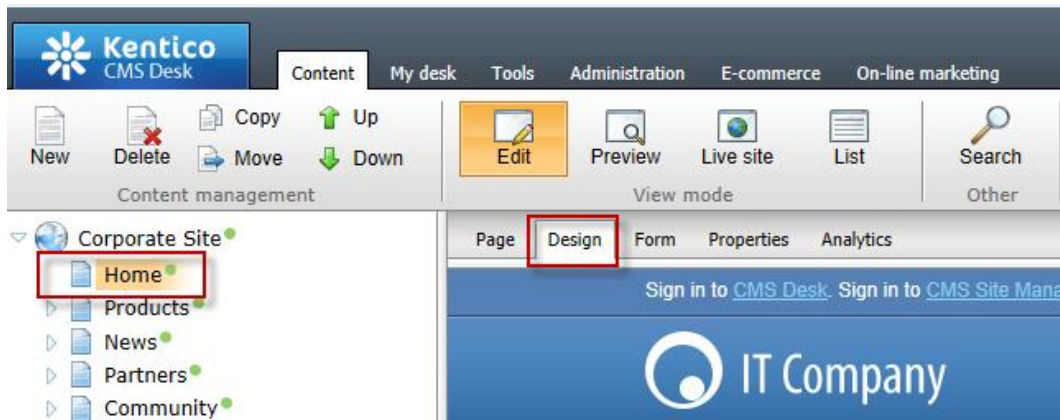
5. In the Design tab validate that you see the **TwitterFeed** web part as shown in the following screenshot.

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:

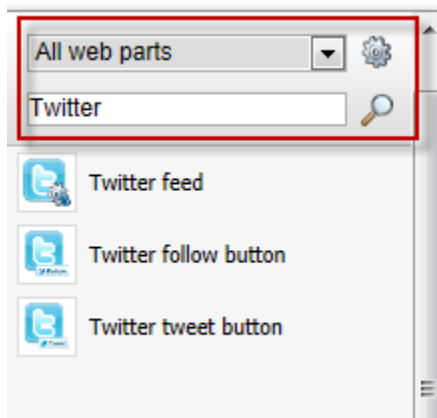
- Widget actions:** Contains a gear icon for settings.
- Mobile redirection:** Contains a dashed box icon and a gear icon for settings.
- Left zone:** Contains a gear icon and a plus sign. It includes:
 - CorporateSite_RandomProducts:** A product card for a laptop with a price of \$2199.00.
 - NewsletterSubscription:** A form with fields for First Name, Last Name, and E-mail, and a Subscribe button.
- Main zone:** Contains a gear icon and a plus sign. It includes:
 - TwitterFeed:** A social media feed showing three tweets from KenticoCMS. The tweets discuss online marketing success, new e-learning solutions, and partnerships with Learning Academy Systems.

Lab 3-2: Twitter follow button web part

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

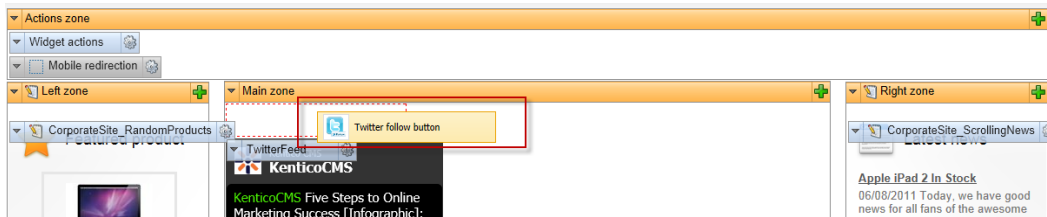


2. In the web part toolbar with **All web parts** selected enter **Twitter**, then click the **Search (magnify)** button as shown in the following screenshot.



Kentico 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**.

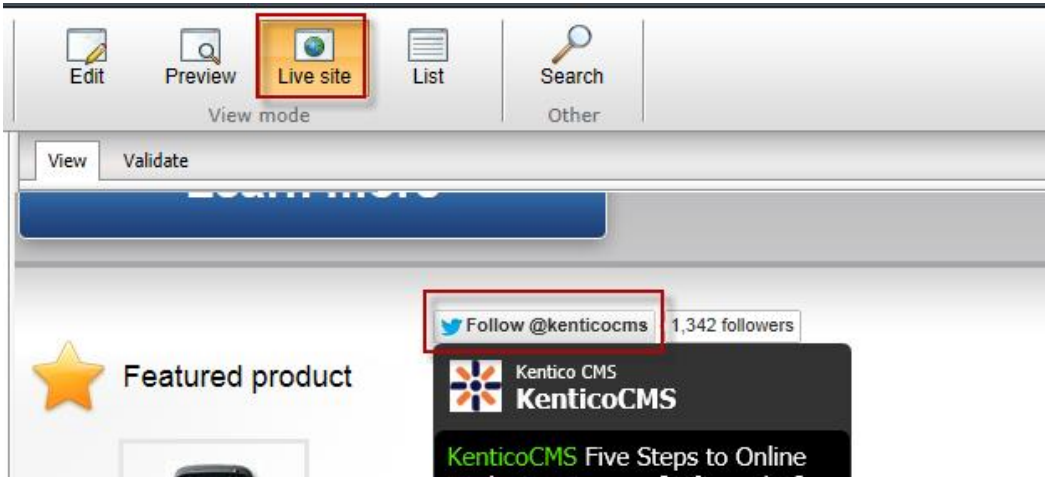
Tab	Field	Value
General	User to follow	Your company twitter name
Design	Display followers count	Checked
Design	Show screen name	Checked

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



Kentico CMS Hands on Lab

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

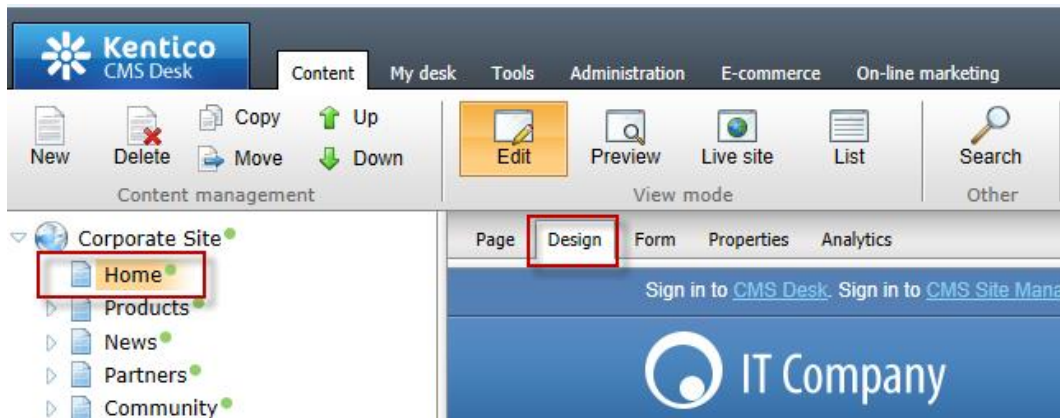


- Validate that you receive the Twitter screen as shown in the following screenshot.

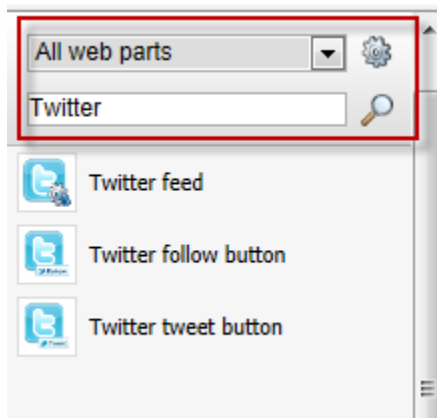


Lab3-3: Twitter tweet button web part

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

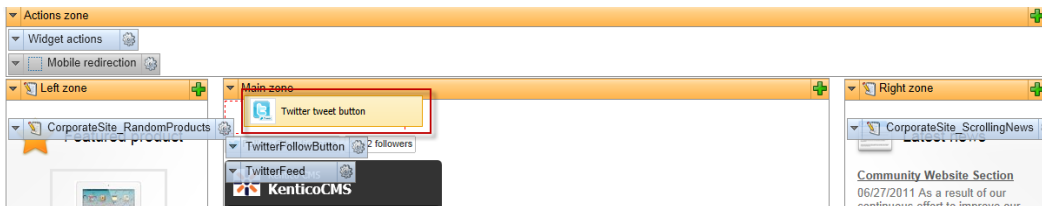


2. In the web part toolbar with **All web parts** selected enter **Twitter**, then click the **Search (magnify)** button as shown in the following screenshot.



Kentico CMS Hands on Lab

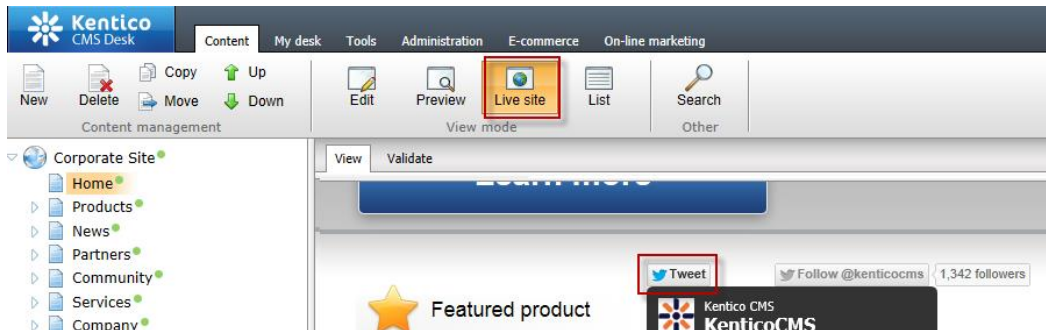
- From the Web part toolbar drag the **Twitter tweet button** web part into the **Main zone** web part zone as shown in the following screenshot.



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

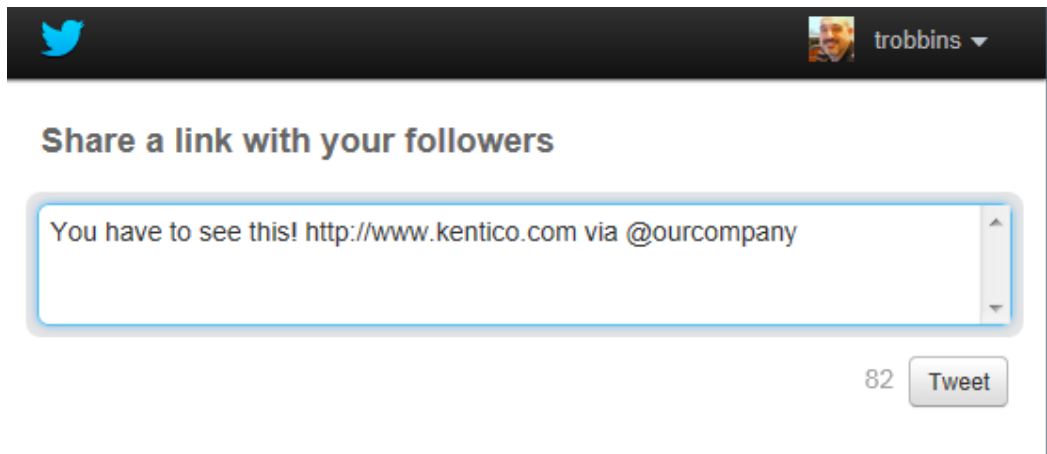
Tab	Field	Value
General	Type	Share a link
General	Default tweet text	You have to see this
General	Via	ourcompany
Share a link	URL to share	http://www.kentico.com

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



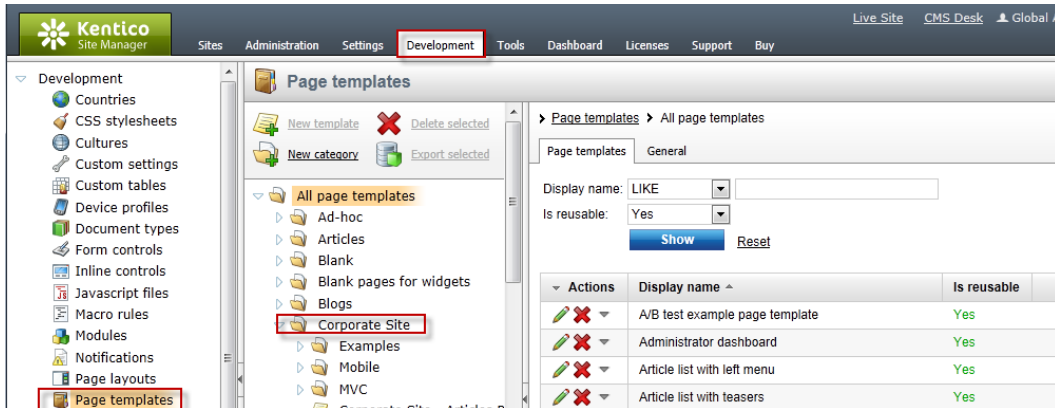
Kentico CMS Hands on Lab

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

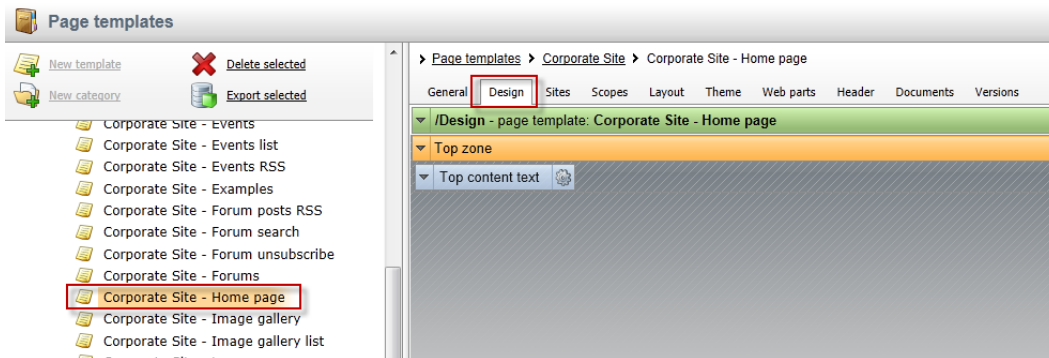


Lab 3-4: Update the Home page template

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

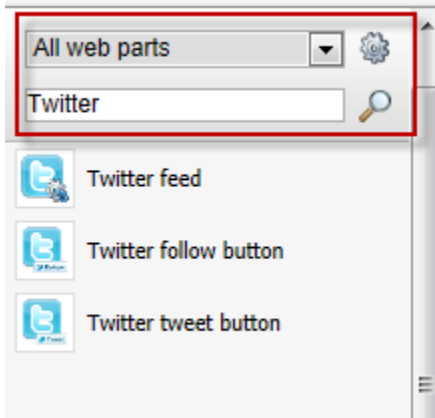


2. In the **Corporate Site** page template list select the **Corporate Site – Home page** template and then click the **Design** tab as shown in the following screenshot.

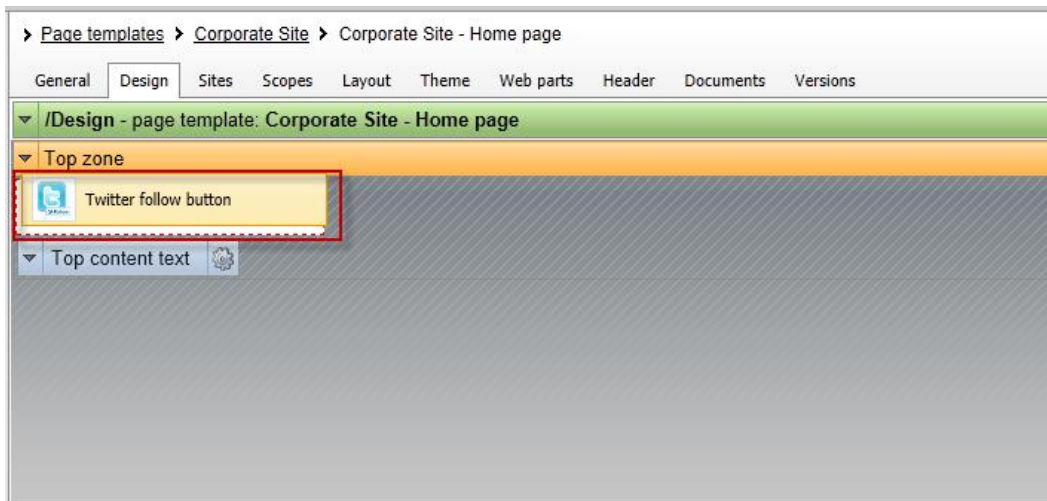


Kentico CMS Hands on Lab

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.

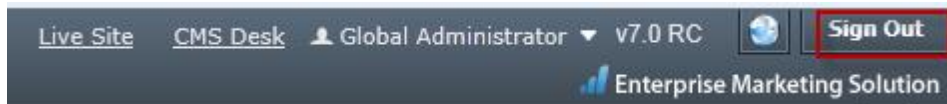


Kentico CMS Hands on Lab

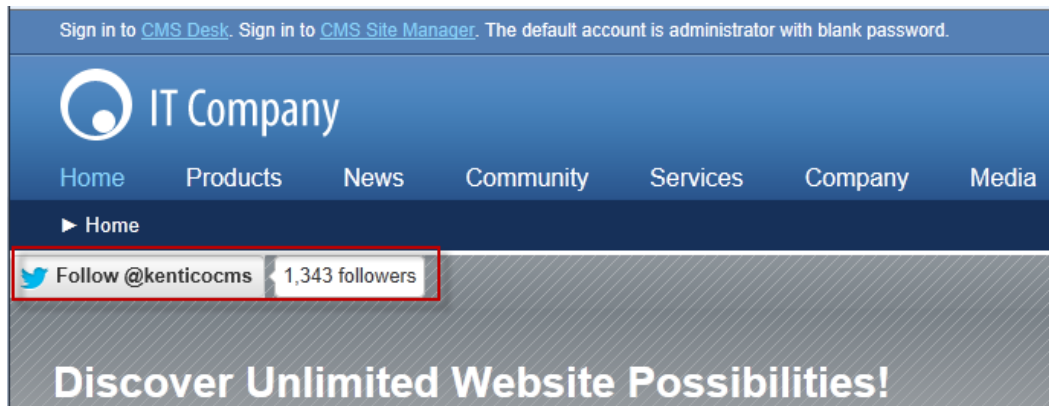
- In the **Web part properties (Twitter follow button)** update the following fields and then select **Ok**.

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 4: UI Personalization

Lab Overview

System Requirements:

- Kentico CMS 7 installed with the Sample Corporate Site

Intended Lab Audience:

- CMS Designers
- CMS Developers
- Content Administrators

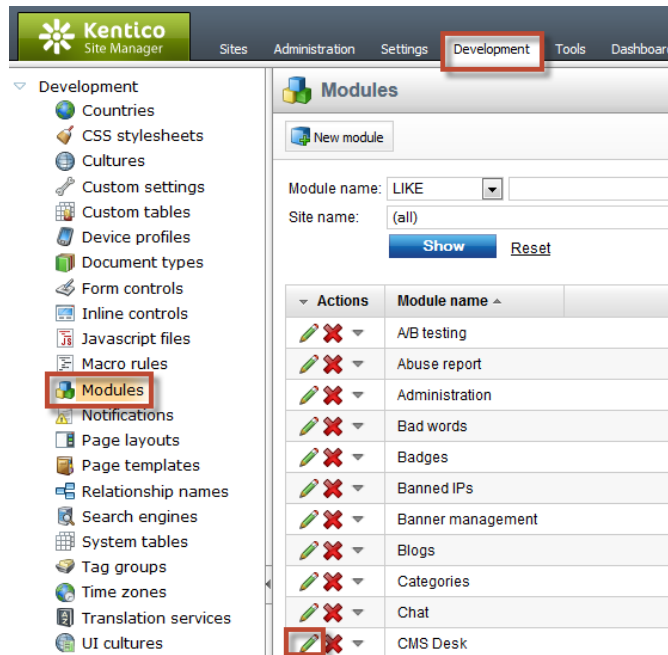
Lab Introduction

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

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

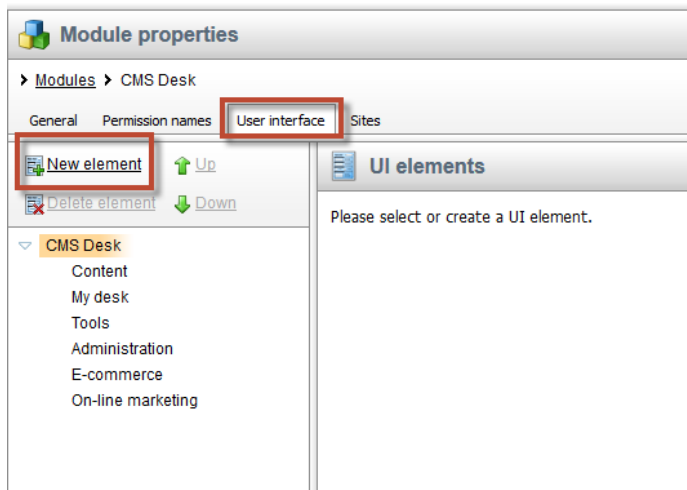
Lab 4-1: Adding a new tab to CMS Desk

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



Kentico 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.

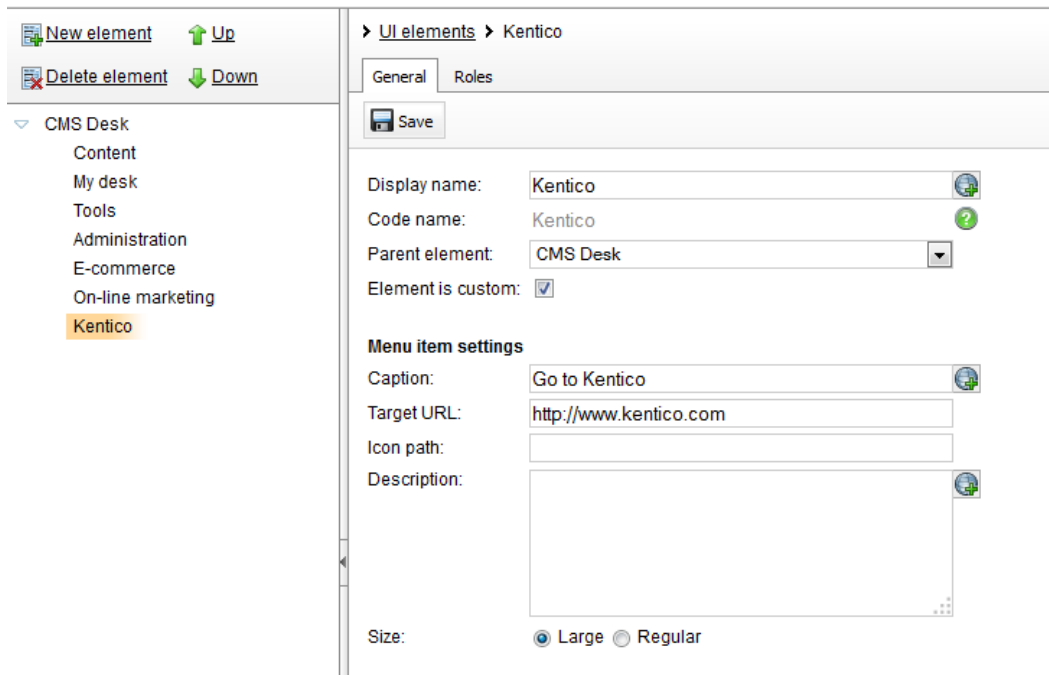


3. In the New element screen update the following fields and then select **Save**.

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

Kentico CMS Hands on Lab

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



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

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

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



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

Summary

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

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

Key Resources:

- [UI Personalization overview](#)

Hands on Lab 5: Integrating Facebook with Kentico CMS

Lab Overview

System Requirements:

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

Intended Lab Audience:

- CMS Designers
- CMS Developers
- Content Administrators

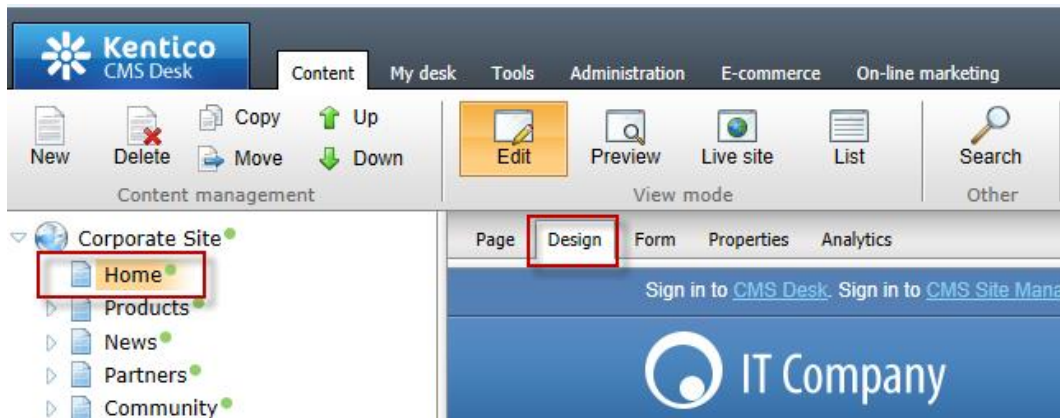
Lab Introduction

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

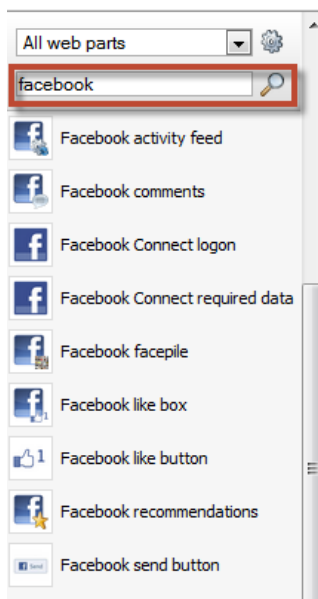
- Add a Facebook recommendations web part

Lab 5-1: Adding a Facebook Recommendations web part

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

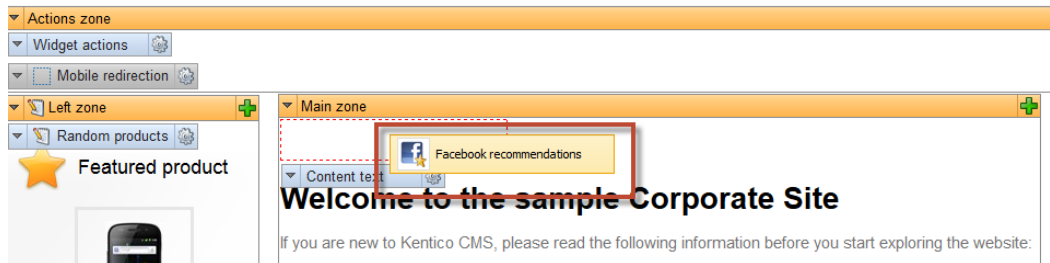


2. In the web part toolbar with **All web parts** selected enter **Facebook**, then click the **Search (magnify)** button as shown in the following screenshot.



Kentico 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	http://www.kentico.com

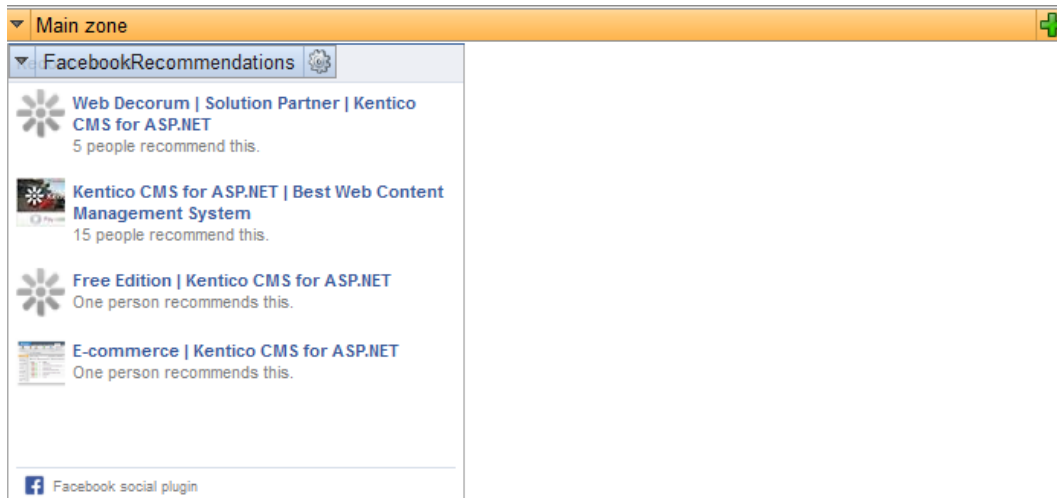


Facebook recommendations web part

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

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

Lab Overview

System Requirements:

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

Intended Lab Audience:

- CMS Designers
- CMS Developers
- Content Administrators

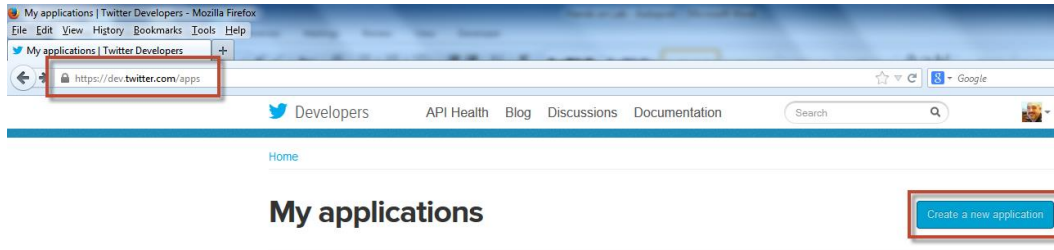
Lab Introduction

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

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

Lab 6-1: Create the Twitter application

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



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

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

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

Kentico CMS Hands on Lab

Application Type

Access:

Read only

Read and Write

Read, Write and Access direct messages

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

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

OAuth settings

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

Access level	Read and write About the application permission model
Consumer key	[Redacted]
Consumer secret	[Redacted]
Request token URL	[Redacted]
Authorize URL	[Redacted]
Access token URL	[Redacted]
Callback URL	[Redacted]
Sign in with Twitter	[Redacted]

Your access token

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

Access token	[Redacted]
Access token secret	[Redacted]
Access level	Read and write



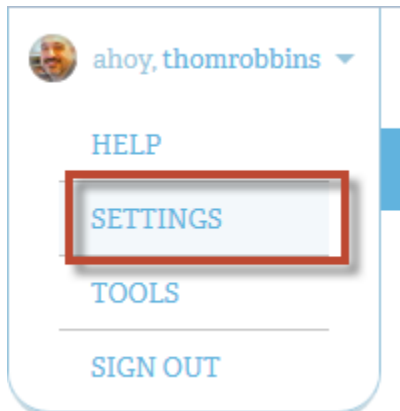
Why write it down?

Kentico CMS Hands on Lab

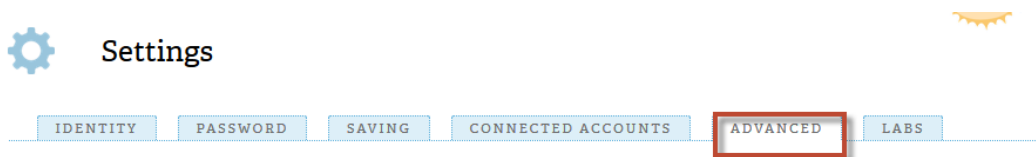
This information will be used later in the lab as the basis for integration for Kentico.

Lab 6-2: Collect your bit.ly information

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



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



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

Legacy API Key

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

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

Kentico CMS Hands on Lab

Login:

API key:



Why write it down?

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

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

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

The screenshot shows the Kentico CMS interface. The top navigation bar includes 'Settings', 'Development', 'Tools', 'Dashboard', 'Licenses', and 'Support'. The left sidebar shows a tree view with 'Social networks' expanded, and 'Twitter' selected. The main content area displays the 'Twitter' settings page, which includes a 'Save' button and a 'Reset these settings to default' button. Below this, a note states: 'These settings are global, they can be overridden by individual website settings. Please select a site to see or change the site settings.' The settings are organized into two sections: 'General' and 'URL shortening'. The 'General' section contains four fields: 'Consumer key', 'Consumer secret', 'Access token', and 'Access token secret', each with a question mark icon and a red input field. The 'URL shortening' section contains one field: 'URL shortener', with a question mark icon and a dropdown menu set to 'Bit.ly'. At the bottom of the settings area, there is a link that says 'Export these settings'.

Kentico CMS Hands on Lab

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

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

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



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

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

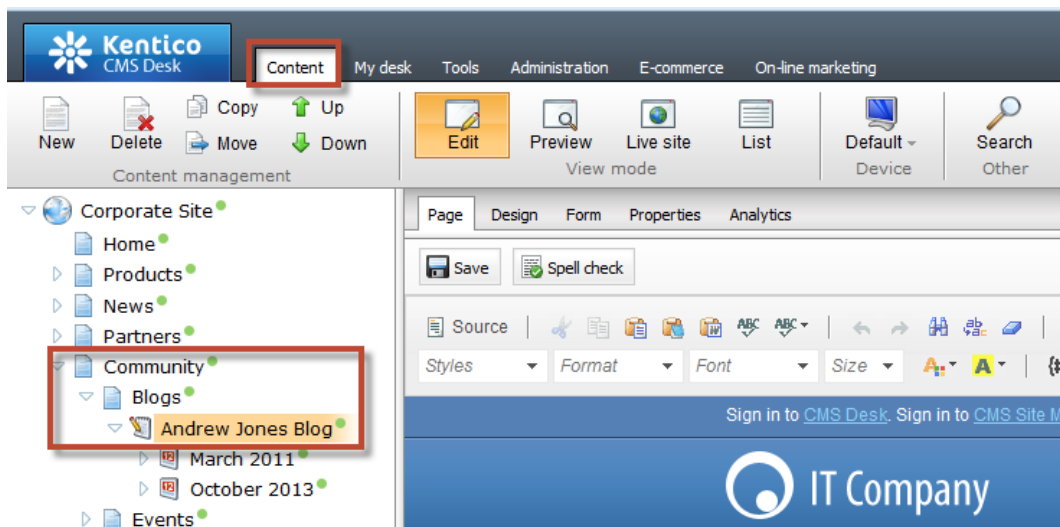


Why write it down?

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

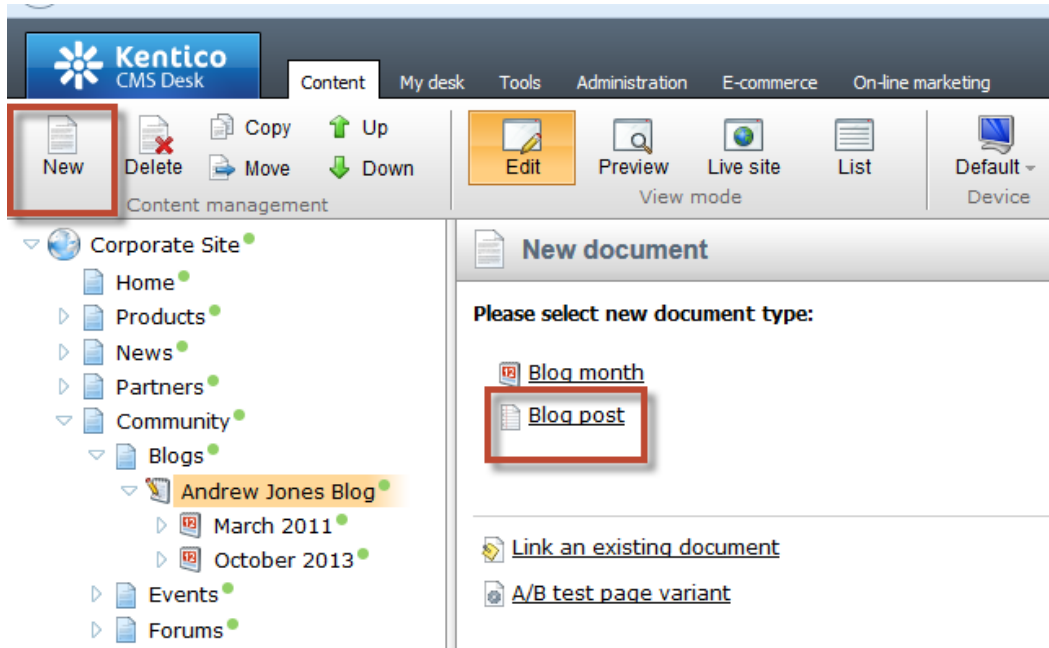
Lab 6-4: Testing social media integration

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



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

Kentico CMS Hands on Lab



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

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

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

Kentico CMS Hands on Lab

Auto post at Twitter:

Post at Twitter

Tweet wasn't published yet

0/140 [Post at Twitter](#)

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

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

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

Auto post at Twitter:

Post at Twitter

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

Tweet was already published.

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

59/140 [Post at Twitter](#)

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





What am I looking at?

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

Lab 6-5: Setting up the advanced workflow

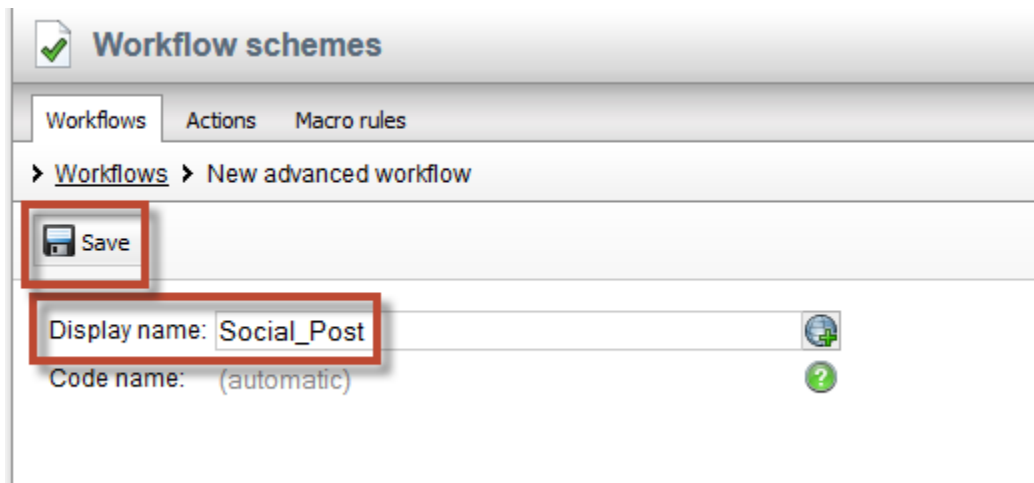
1. Log into **Site Manager** as Administrator, click the **Development** tab, in the left pane tree view, click **Workflows**, and in the right pane, click **New advanced workflow** as shown in the following screenshot.

The screenshot shows the Kentico Site Manager interface. The top navigation bar includes 'Sites', 'Administration', 'Settings', 'Development' (highlighted with a red box), 'Tools', 'Dashboard', 'Licenses', and 'Support'. The left sidebar shows a tree view under 'Development' with various categories. The 'Workflows' category is highlighted with a red box. The main content area displays 'Workflow schemes' with tabs for 'Workflows', 'Actions', and 'Macro rules'. Below the tabs are two buttons: 'New workflow' and 'New advanced workflow' (highlighted with a red box). A table below shows existing workflow schemes.

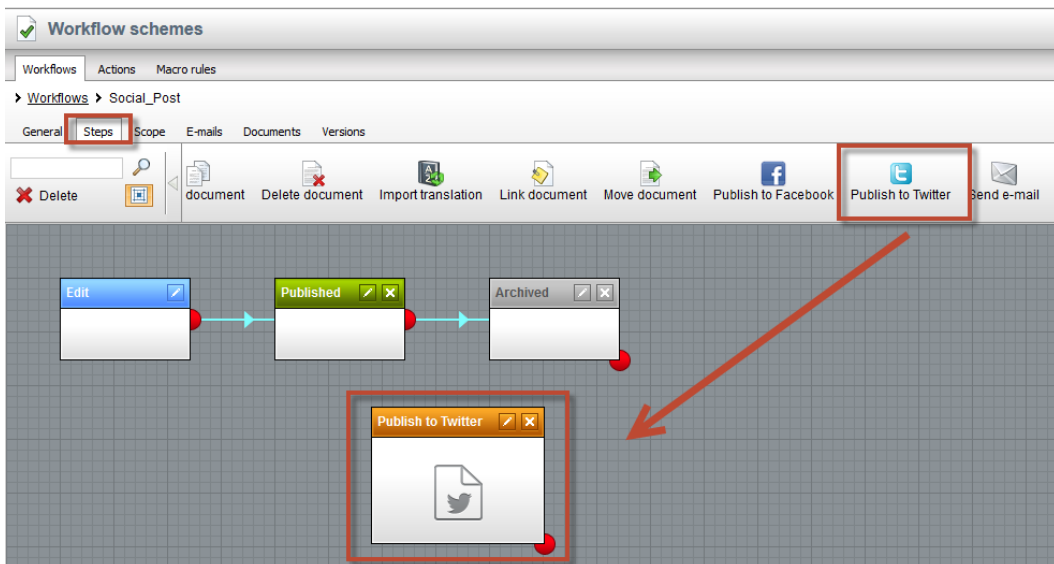
Actions	Workflow name ^	Type
	Default workflow	Basic publishing
	Translation - Default language version	Advanced publishing
	Translation - Import to other language versions	Advanced publishing
	Versioning without workflow	Basic versioning

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

Kentico CMS Hands on Lab

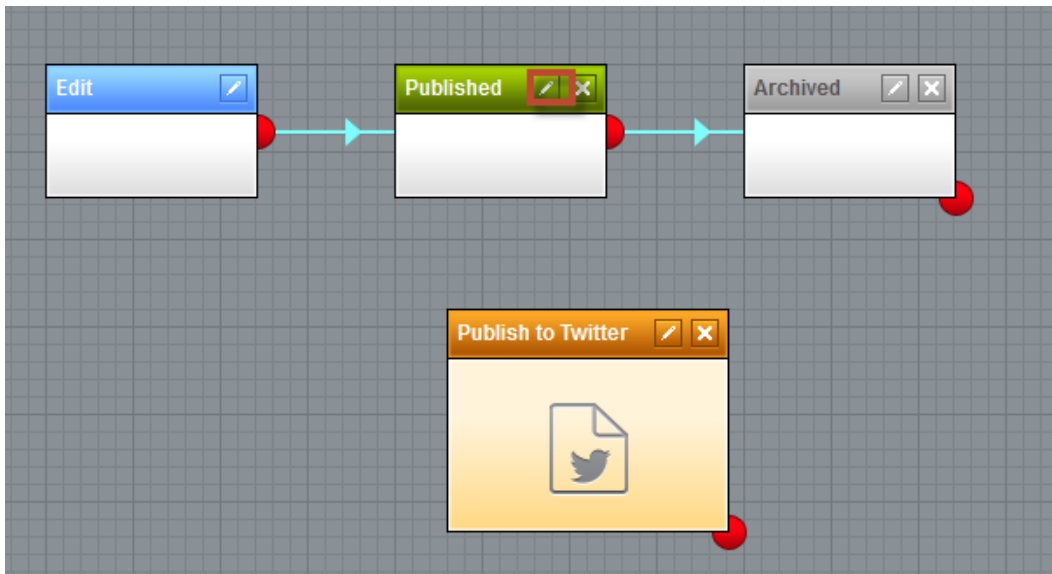


3. Click the **Steps** tab, and drag the **Publish to Twitter** step onto the design surface as shown in the following screenshot.



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

Kentico CMS Hands on Lab



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

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

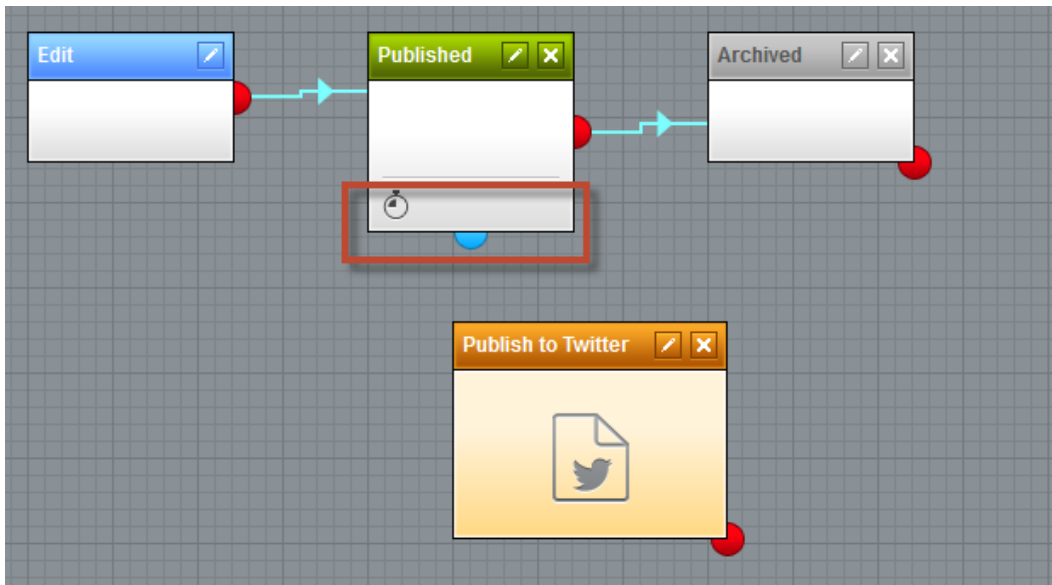


What am I looking at?

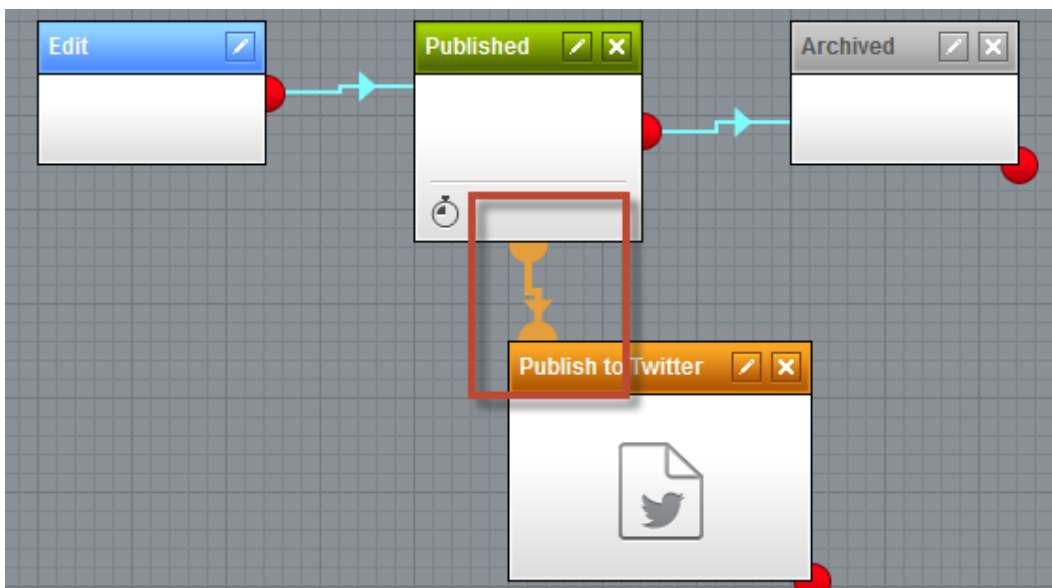
This will create a timer that will fire 1 minute after the document is published.

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

Kentico CMS Hands on Lab

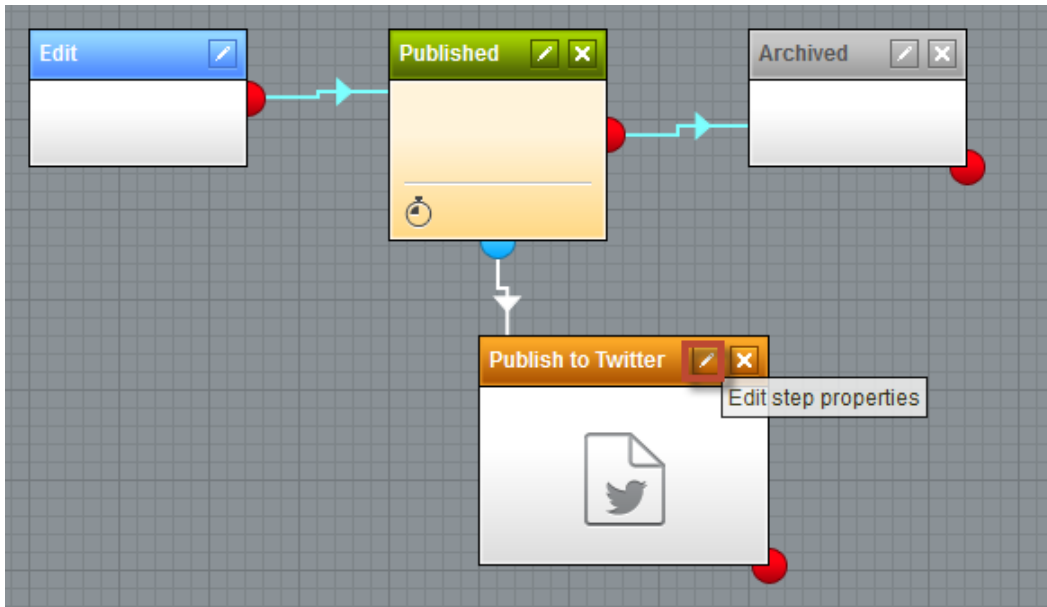


7. On the design surface for the **Published** step drag the blue connector to the **Publish to Twitter** step as shown in the following screenshot.



Kentico CMS Hands on Lab

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



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

The screenshot shows the 'Workflow step properties' dialog for the 'Publish to Twitter' step. The 'General' tab is selected, and the 'Save' button is visible. The 'General' section contains the following fields:

- Step type: Action
- Display name: Publish to Twitter
- Code name: PublishToTwitter

The 'Action 'Publish to Twitter' parameters' section shows a 'Text' field with a red box around the cursor, indicating where to enter the macro.

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

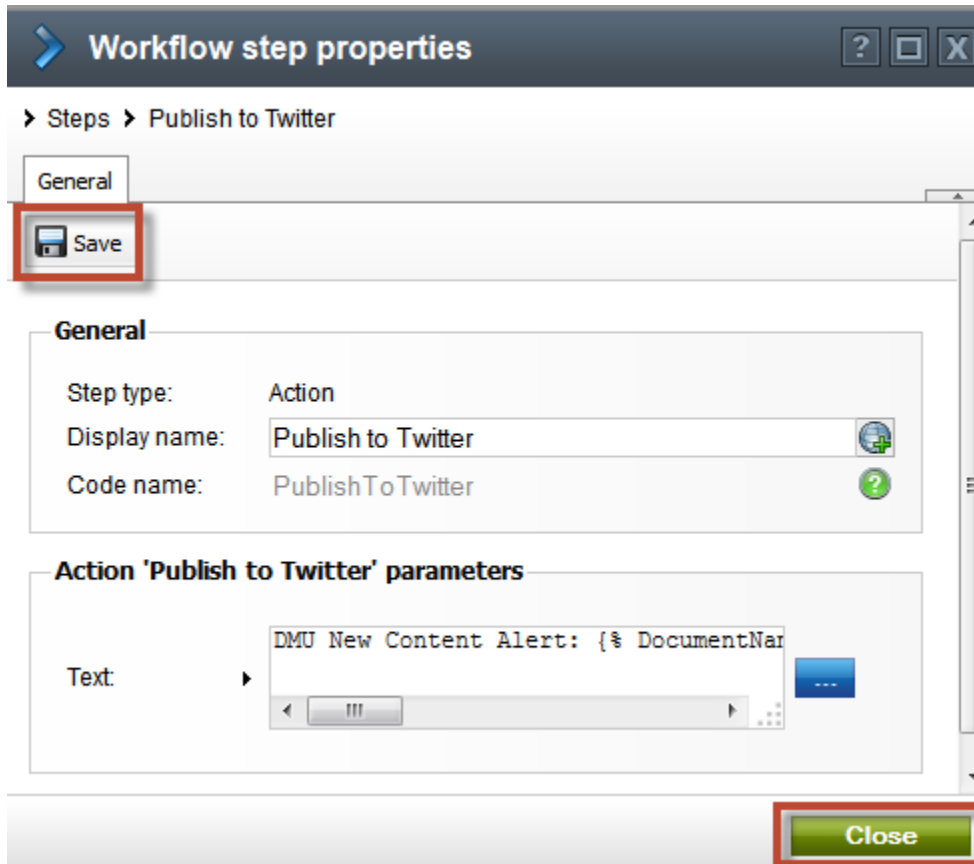
New Content Alert: { % DocumentName % } available at <http://yourURL{% Document.NodeAliasPath #%}.aspx>



What am I looking at?

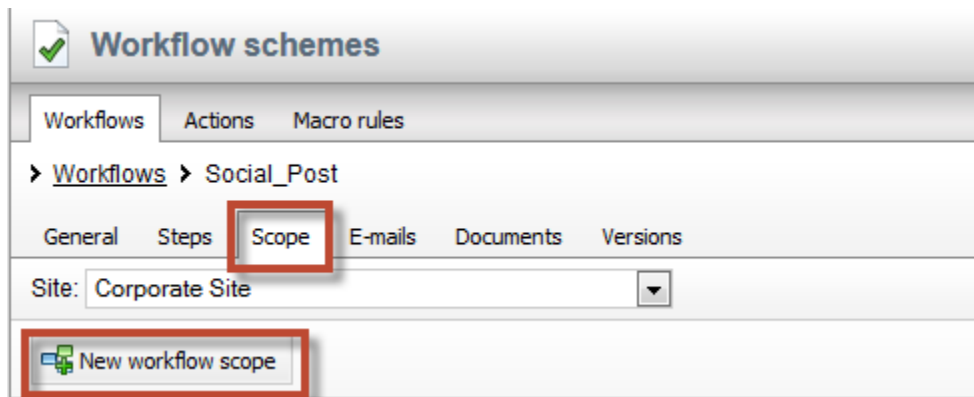
This macro is resolved when posted to Twitter and will include the document name and shortened URL.

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



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

Kentico CMS Hands on Lab



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

Kentico CMS Hands on Lab

Workflow scope > New scope

Save

General

Alias path: **Select**


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

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

Advanced

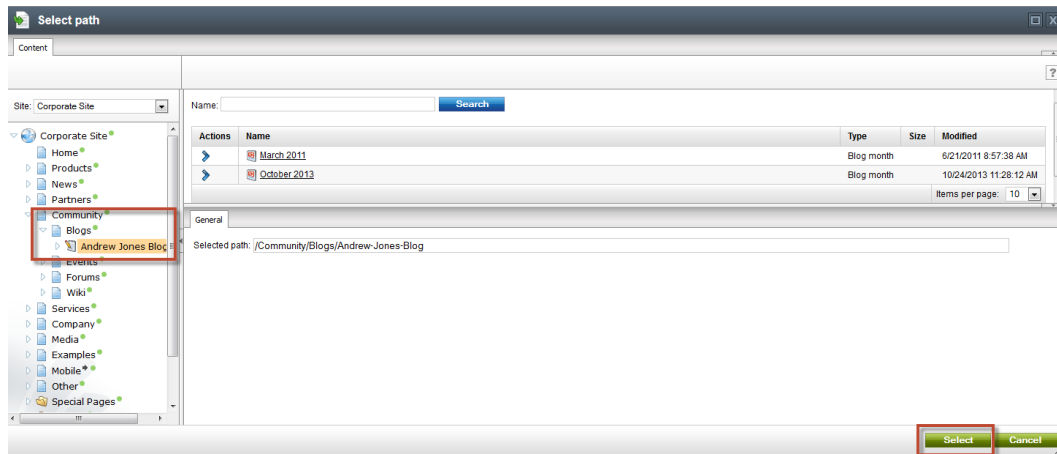
Document type: (all) ▼

Culture: (all) ▼

Condition: 

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

Kentico CMS Hands on Lab



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

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

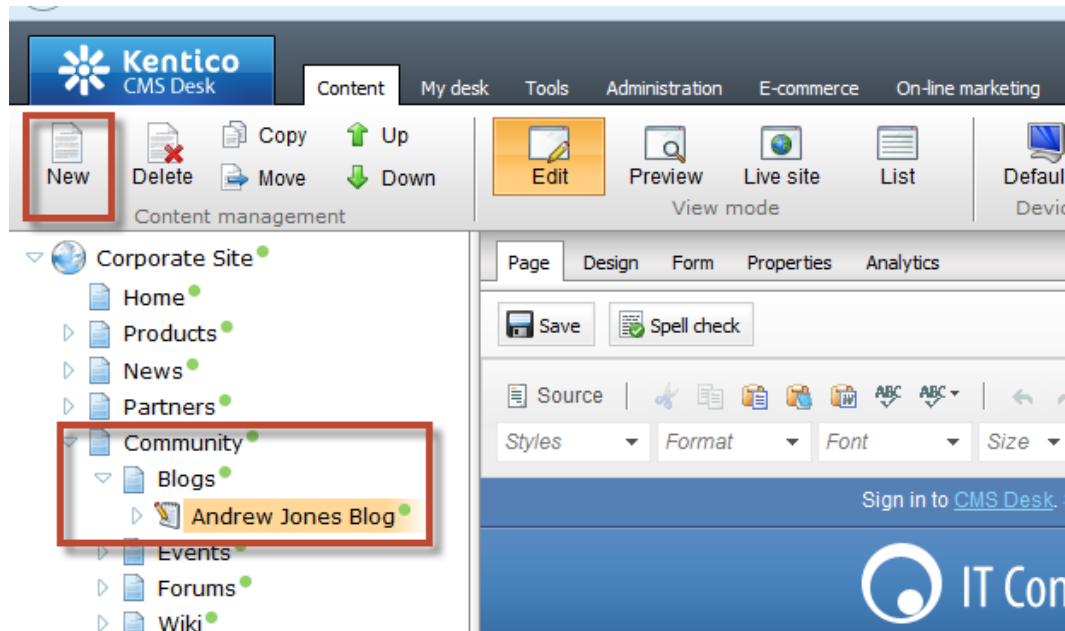


What am I looking at?

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

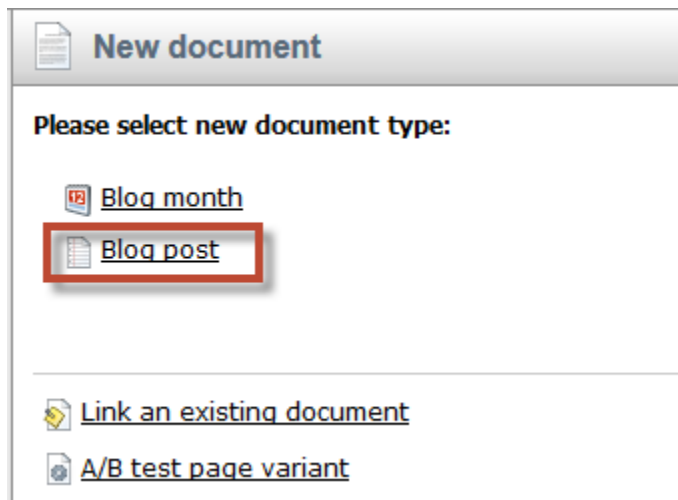
Lab 6-6: Executed the advanced workflow

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







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

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New document

Please select new document type:

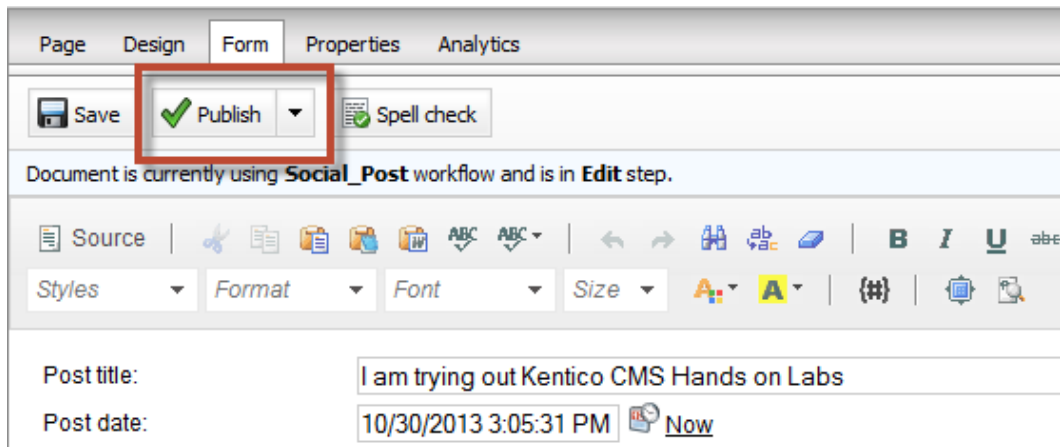
-  [Blog month](#)
-  [Blog post](#)
-  [Link an existing document](#)
-  [A/B test page variant](#)

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

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

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

Kentico CMS Hands on Lab



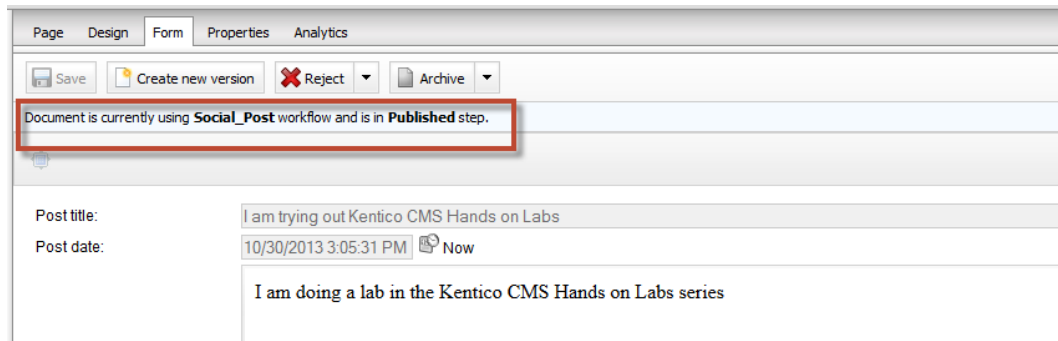
The screenshot shows the Kentico CMS interface with the 'Form' tab selected. The 'Publish' button, indicated by a green checkmark, is highlighted with a red rectangular box. Other buttons visible include 'Save' and 'Spell check'. Below the buttons, a status bar indicates: "Document is currently using **Social_Post** workflow and is in **Edit** step." The main content area shows a post title "I am trying out Kentico CMS Hands on Labs" and a post date "10/30/2013 3:05:31 PM" with a "Now" button.



What am I looking at?

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

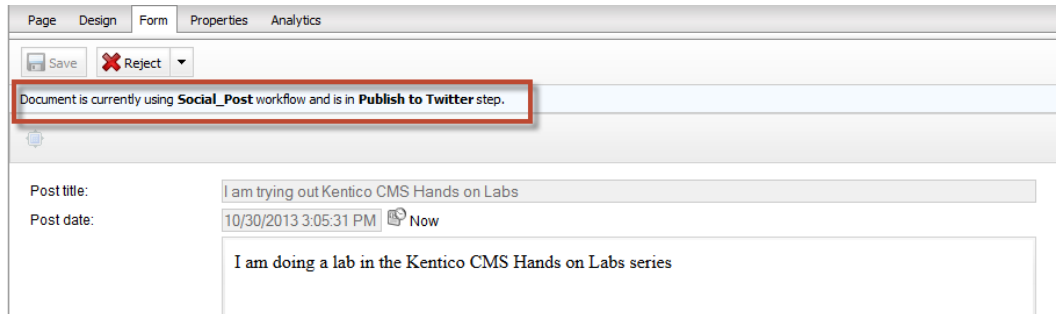
5. Confirm that you see the workflow has moved to the **Published** step as shown in the following screenshot.



The screenshot shows the Kentico CMS interface with the 'Form' tab selected. The 'Published' step in the workflow is highlighted with a red rectangular box. Other buttons visible include 'Save', 'Create new version', 'Reject', and 'Archive'. Below the buttons, a status bar indicates: "Document is currently using **Social_Post** workflow and is in **Published** step." The main content area shows the same post title and date as the previous screenshot, and the post content "I am doing a lab in the Kentico CMS Hands on Labs series".

Kentico CMS Hands on Lab

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



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

I am trying out Kentico CMS Hands on Labs

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



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

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

Comments

Blog post currently doesn't have any comments.

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

Tweets



Summary

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

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

Key Resources:

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