SharePoint Web Content Management

June 14, 2012
Introductions

- Peter Carson - President
- Peter Mackenzie - VP, Sales & Marketing
- Joe Seguin - Director, Consulting Services
Agenda

• About Envision IT
• Case Studies
• Intro to SharePoint WCM
• SharePoint Demonstration
• Search Engine Optimization and Analytics
• Q&A
• Closing and Prizes
Focused on complex SharePoint solutions, Envision IT is the “go-to” partner for Microsoft SharePoint, building integrated public web sites, Intranets, Extranets, and web applications that leverage your existing systems anywhere over the Internet.
Envision IT Overview

- 22 years of experience
- 10 years of SharePoint experience
- Microsoft Gold Partner
- Multiple award winner
- Located in Mississauga, ON
Services

- Extranets, Intranets, Internets and Collaboration Portals
- From Envisioning, Technical and Creative Designs, Building and Testing, Training, and Support
- Custom Development
- Upgrades and Migrations
Envision IT has 20 years of experience in delivering corporate training. We offer 2 end-user training courses for SharePoint:

- SharePoint Collaboration
- Web Content Management
Single Infrastructure for Intranet, Internet, and Extranet Portals
WCM Key Features

- Non-technical users create pages based on templates called layouts
- Uses familiar Ribbon interface
- Web parts can display content from list or libraries with no user intervention required
- Out of the box workflows and approvals
- Multi-lingual capabilities through variations
- Audience Targeting
- Advanced Search Capabilities
- Can be highly customized
- Granular permissions
1. Welcome.aspx page is requested

2. Page layout associated with page is retrieved

3. Master page associated with site is retrieved

4. Controls in page layout render content from page’s fields into the page
Hosting Options

- On Premise
- Hosting Centre
- Office 365
  - Only suitable for Intranets
- Windows Azure
  - Just announced FIS on Azure VM option
SharePoint for Internet Sites

Extranet Technologies

- SharePoint Server 2010 for Internet Sites Enterprise
- SharePoint Server 2010 for Internet Sites Standard

Core Technologies

- SharePoint Designer 2010
- SharePoint Foundation 2010

Enabling Technologies

- Forefront Protection 2010 for SharePoint
- Forefront Unified Access Gateway

- Enterprise Content Management
- Web Publishing
- Out-of-the-box Workflows
- Social Networking (for authenticated users)
- Search
- InfoPath Services
- SharePoint Business Intelligence (Excel Services and PerformancePoint)
- Access Services
- Visio Services
- Rights for FAST Search for SharePoint (for use outside the firewall)***
- Blogs
- Business Data Connectivity Service
- Claims-Based Authentication
- Discussions
- Mobile Connectivity
- Multilingual User Interface
- Permissions Management
- Ribbon and Dialog Framework
- SharePoint Workspace
- Streamlined Central Administration
- Wikis
- Workflow
- Virus protection
- Block inappropriate content
- Multiple Antivirus engines – keyword filtering
- Configurable alerts
- Single point security controls for access policies
- Access control based on user identity, role and device
- Inactivity timeouts and re-authentication
- Clean up cache\temp files at session termination
### SharePoint Server 2010 for Internet Sites Standard

**Product Details**
The ideal solution for **small to medium-sized businesses** to reach their customers on the internet with **easy-to-use** Web Content Management and compliance for **single domains**.

**Features**
- SharePoint Standard CAL Features
  - Enterprise Content Management
  - Web Publishing
  - Out-of-the-box Workflows
  - Social Networking (for authenticated users)
  - Search

**Licensing**
- Single Domain License for Internet or Extranet Use
- A license is required for every server (WFE, SSA, Index) providing standard capabilities
- Step-up SKU to Enterprise is available to customers with active SA

### SharePoint Server 2010 for Internet Sites Enterprise

**Product Details**
The ideal solution for **enterprise customers** with **multiple domains**, across many geographies who want to provide high availability to their site visitors combined with a **powerful search experience**.

**Features**
- SharePoint Standard CAL Features
  - + Enterprise CAL Features
  - Enterprise Content Management
  - Web Publishing
  - Out-of-the-box Workflows
  - Social Networking (for authenticated users)
  - Search
  - InfoPath Services
  - SharePoint Business Intelligence (Excel Services and PerformancePoint)
  - Access Services
  - Visio Services
  - Rights for FAST Search for SharePoint (for use outside the firewall)

**Licensing**
- Multiple Domain License for Internet or Extranet Use
- A license is required for every server (WFE, SSA, Index) providing enterprise capabilities
- Customers will require a completely new license of FIS Enterprise if a customer only purchased the license to FIS Standard

### FAST Search Server 2010 for Internet Sites

**Product Details**
FAST provides the platform for driving high-volume commerce and content experiences uniquely personalized to the individual. For **highly tailored search solutions** or highly personalized experiences for ‘top tier’ websites, FAST Search for Internet Sites provides the **industry leading solution**.

**Features**
- FAST ESP 5.3
- FAST Search Designer
- Interaction Management Services (IMS)
- Content Transformation Services (CTS)
- Languages (all)
- Connectors (all)
• Easy delegation of user management to business
• Self-registration, approvals, forgotten password reset
• Single URL and sign-on for AD
• Stream video smoothly from a variety of sources
• Simplifies embedding videos in SharePoint web content
• Rich display of photographs on a web page
• Easy for content authors to update
• Web part to support rotating banners
• Supported on iPad and mobile devices
• Easy for content authors to update
• Eliminate ugly page not found errors
• Make sure external links still work on your new site
• Shortened URLs for marketing purposes
Some examples

• Your new public SharePoint website has incoming links from external sites pointing to now invalid URLs from the old site
  ▪ i.e. if Facebook had a link to an article on your old site
• You’d like to provide a short URL to pages deep inside your site
• Bookmarked pages have changed
• Site visitors mistype your URL in their browser
• An author has left a broken link on a page
Features

• The **Envision IT Custom 404 for SharePoint** will eliminate 404 errors and provide a richer user experience

• It is configurable in the following instances:
  - **Exact Match** - redirects visitors from an old URL to the matching new one
  - **Starts With** - redirects visitors from a particular part of your site to a specific page
  - **Contains Match** - selects common keywords in a bad URL and redirects users to the related page
  - **Default** – a catch-all for any other bad URLs
Situation 1

Old URL linked on an external site:
www.envisionit.com/content.asp?L=E&DocID=9

Goes to Old Site

Situation 2

Old URL linked on an external site:
www.envisionit.com/content.asp?L=E&DocID=9

Goes to New Site

404 Error
Old URL linked on an external site: www.envisionit.com/content.asp?L=E&DocID=9

Redirects to New Page on the New Site: http://www.envisionit.com/Products/News/Pages/Envision-IT-Wins-2010-Microsoft-IMPACT-Award.aspx
Types in: www.envisionit.com/eum
Shortened URL

Redirected to: www.envisionit.com/Products/Pages/Extranet-User-Manager-for-SharePoint.aspx
Full Target URL
Types in: www.envisionit.com/badurl
Mistyped URL

Default 404 Page
Oops! The page you’re looking for cannot be found.

You can try Search in the upper right. Or you can try one of these popular pages:

Home  Contact Us  Products

You arrived at this page through our Custom 404 redirect product.
You can find out more about it on the Custom 404 product page.
OUR EXPERIENCE
Get Involved

Sign-up For Newsletter

Find a Club
- select a province -
- enter a postal code -

Start a Club

Latest News
3/5/2012
Boys and Girls Clubs of Canada and Capital One Launch Capital One Race for Kids
It's not a run. It's not a walk. It's something...

2/23/2012
Boys and Girls Club of Canada and President’s Choice® Children’s Charity Partner to Fuel Brighter Futures for Canadian Children

Did You Know?

For over 100 years, Boys and Girls Clubs have used the model of learning through play in our after-school programs.

Partner News

BGCC partner AMD Foundation Named a 2012 Computerworld Honors Laureate

AMD Changing the Game, the Foundation's signature initiative, has reached more than 75,000 youth in six countries with video game design opportunities. The program's

Our Mission
To provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life.

More
Welcome to Self-Help Gambling Tools

Gambling Quiz
Answering these nine questions will help you understand if gambling is having a negative impact on your life.

Self-Help for Those who Gamble
Do you gamble? These interactive tools will help you explore, cut down or stop gambling.

Monitor Your Gambling & Urges
Use this web tool to keep track of when you gamble, or feel the urge to gamble. Mobile App also available.

Self-Help for Family and Friends
Does someone you care about gamble too much? With these interactive exercises, learn why they gamble and what you can do to help.

Please remember that the tools on ProblemGambling.ca are self-help exercises. The information you enter online will be anonymous, and will not be reviewed by anyone. Registration is free.
Russell Metals Inc. (Russell Metals or the Company) is one of the largest metals distribution and processing companies in North America. The Company primarily distributes steel products and conducts its distribution business in three principal business segments: metal service centers; energy tubular products and steel distributors.

**Metal Service Centers**

We provide processing and distribution services to a broad base of customers. We service all major geographic regions of Canada and the Southeastern and Midwestern regions in the United States. To service our customer base we carry a broad line of metal products in a wide range of sizes, shapes and specifications, including carbon hot rolled and cold finished steel, pipe and tubular products, stainless steel, aluminum and other non-ferrous specialty metals. We purchase these products primarily from North American steel producers and package and sell them to end users in accordance with their specific needs. We service a wide variety of industries, including machinery and equipment manufacturing, construction, shipbuilding and natural resources, such as mining and petroleum.
Learn More About Your Warranty

Our ongoing series of videos and guides are designed to provide you with important information about your new home warranty.

Learn More

Online Education Seminars
Homeowner Information Package
MyHome

FAQ
Get answers to your questions

New Home Buyers
Understanding Deposit Protection
Understanding Delayed Closing and Occupancies
Warranty Protection
What’s Covered and When?
Your Pre-Delivery Inspection
More...

New Home Builders
Registering and Renewing
Enrolling New Homes
After-Sales Service
Tarian Awards of Excellence
Illegal Building
More...

Warranty Protection
What’s Covered and When?
What’s Not Covered?
Types of Homes Not Covered
Warranty Process and Making a Claim
How the Statutory Warranty Works
More...

Quick Links
Builder Bulletins
New Home Buyer and Builder Publications
Public Consultations
Ombudsperson
Construction Performance Guidelines

©2012 Tarian | Contact Us | Site Index | Terms of Use | Privacy
Featured Products

Universal Life
You've decided that you need life insurance. But not just any life insurance will do. You want a financial solution that will protect you during your lifetime and provide for your loved ones or beneficiaries. Consider a universal life (UL) plan.

Income Pays!
Transamerica has many tools to help you build better tomorrows for your clients. Through the Transamerica Guaranteed Investment Funds (TGIF) contract advisors have access to several fixed-income funds.

Featured Solutions

Insure your mortgage
Your lending institution offers mortgage insurance. But why settle for an insurance product that does not...

Investing
Whether you want to build a nest egg, secure a retirement income or have a completely different goal, Transamerica can help.

Retirement Planning
Wouldn't it be great to look forward to your retirement rather than worry about how you will make ends meet?
Third Annual Meeting of Members
Video...Coming Soon!

A video recording of the College’s third annual meeting of members will soon be available on our website. The video will include:

- Greetings from the Minister of Education
- President’s Report
- Complaints Committee Report
- Auditor’s Report
- Special Presentation from the College’s Registrar and CEO, Sue Corke

Latest News

3/21/2012
Updates to the College’s Public Register
Looking up a registered early childhood educator (RECE) just got...

3/20/2012
Notice of Council Meeting
Date/time of meeting: April 11, 2012; 1:00 - 5:00 p.m.
April...

3/14/2012
Winter Newsletter Now Available
The Winter ’12 Member Newsletter is now available. Read the Winter...

More News...
Stanrail Acquisition

RECENT NEWS -- March 2012.
Stanrail Corporation, a premier designer, manufacturer and distributor of railcar components became part of the Roll Form Group, a division of Samuel, Son & Co., Limited.

More Than Metal

Carbon steel, aluminum and stainless steel may be the backbone of our operations, but Samuel offers much more. Explore our site to find out about our Manufacturing Divisions, Transportation Services and customized Value-Added Programs.

A History of Quality

Samuel has built a leading name in the metals industry since 1855 and now operates locations worldwide. View our development as the largest family-owned metals distribution and processing corporation in North America in our historical timeline.

Contact Us
A superior mix of features make this a truly unique work environment

Love what you do, love where you do it - on Vancouver’s scenic waterfront, in the downtown business and shopping core, adjacent to the convention centre.

Welcome to Waterfront Properties
Centre Hours
Mon-Fri 10:00 AM - 9:00 PM
Sat 9:30 AM - 6:00 PM
Sun 11:00 AM - 6:00 PM
Using GPS? Enter 1050 Don Mills Road.

416.447.0618

What's New
Skating rinks lure customers off the couch
SHOPS AT DON MILLS IS THE PRIMARY SHOPPING DESTINATION FOR TOP CHEF CANADA II

shops.ca

©2011 Cadillac Fairview Corporation

Accessibility | Leasing Information | Privacy | Disclaimer | Find a Shopping Centre
WELCOME TO THE NEXT CHAPTER OF SHERWAY GARDENS

Sherway Gardens continues to raise the bar in creating the definitive consumer retail experience to remain at the top of its class in the city of Toronto. From the finest details in our design to our commitment to a sustainable retail experience, Sherway Gardens’ renaissance leads the way with a passionate drive towards transforming the future of shopping.

PROJECT HIGHLIGHTS

- 250,000 square foot expansion to increase stores and services to over 250.
- Increase in retail space to approximately 1.25 million square feet.
- New second level food court with striking exterior presence.
- 4 full service restaurants.
- New three level parkade with 1,200 stalls.
- A dramatic remerchandising of the existing food court into a new retail high street.
## Industry News

**The New Rules of Investing**
*Aug 14, 2010*

Lorem ipsum dolor sit amet, ashy reitne consectaturs adipiscing elit. Elieam sit afgh dgwe sdssfesd met...

**CEO of the Year**
*Aug 8, 2010*

Lorem ipsum dolor sit amet, ashy reitne consectaturs adipiscing elit. Aecenas dictum sem condimentum nibh convallis in vehicula tortor imperdiet. Elieam sit afgh dgwe sdssfesd met...

**Take Over Bid Rejected**
*Aug 1, 2010*

Lorem ipsum dolor sit amet, ashy reitne consectaturs adipiscing elit. Elieam sit afgh dgwe sdssfesd met...

**News and Technology**
*July 12, 2010*

Lorem ipsum dolor sit amet, ashy reitne consectaturs adipiscing elit. Elieam sit afgh dgwe sdssfesd met...

## Employee News

**Take Over Bid Rejected**
*Aug 1, 2010*

Lorem ipsum dolor sit amet, ashy reitne consectaturs adipiscing elit. Aecenas dictum sem condimentum nibh convallis in vehicula tortor imperdiet. Elieam sit afgh dgwe sdssfesd met...

**News and Technology**
*July 12, 2010*

Lorem ipsum dolor sit amet, ashy reitne consectaturs adipiscing elit. Elieam sit afgh dgwe sdssfesd met...

## Employee Discounts

<table>
<thead>
<tr>
<th>Category</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant</td>
<td>July 21, 2010</td>
<td>50% off second entree at Marcel’s Bistro &amp; Lounge</td>
</tr>
<tr>
<td>Travel</td>
<td>July 31, 2010</td>
<td>3 nights stay in Las Vegas for $50</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Aug 14, 2010</td>
<td>2 for 1 tickets for all Ticketmaster events until 2011</td>
</tr>
<tr>
<td>Air Travel</td>
<td>Sept 9, 2010</td>
<td>25% off flights to Mexico</td>
</tr>
</tbody>
</table>
October Child Abuse Prevention Campaign
2010

We will be organizing a number of activities and initiatives in honour of Child Abuse Prevention Month in October. Child Abuse Prevention Month, Final.doc

By October 1, you will all be receiving a number of wristbands and posters for your reception area. Please display the wristbands in the basket we provide along with one of the posters explaining the importance of the wristbands in your reception area.

Huron Perth CAS announces closure

On October 5, 2010, Huron Perth CAS took the unprecedented decision to wind down its operations, effective December 15, 2010.

The agency, geographically located in the Stratford area, operates on a budget of approximately $17.5 million and is currently dealing with a deficit of $1.3 million this fiscal year and is carrying forward an accumulated debt from previous years in the amount of $870,000.

This afternoon, I had the opportunity to listen in on a Press Conference held by the Huron Perth CAS, wherein the President of the Board and the Executive Director, outlined the future of the agency.

All 125 staff will be issued lay-off/termination notices on October 15, 2010. At the present time, the agency has enough money to maintain services until the middle of December 2010.

A meeting is scheduled with the Minister of Children and Youth Services on Friday morning of this week, to discuss options available to ensure that mandated child welfare services can continue to be offered to the 200 children in care and the over 400 families served by this organization.
Some of Our Clients
FEATURE DEMONSTRATION
SEARCH ENGINE OPTIMIZATION
SEO Introduction

• Critical for internet facing sites
• Requires planning from the beginning
• Content means everything
• Search engines change; sites need to adapt
• Keywords tagging is not useful
Create Unique, Accurate Page Titles

• Do
  ▪ Accurately describe the page's content
  ▪ Create unique title tags for each page
  ▪ Use brief, but descriptive titles

• Avoid
  ▪ choosing a title that has no relation to the content on the page using default or vague titles like "Untitled" or "New Page 1"
  ▪ using a single title tag across all of your site's pages or a large group of pages
  ▪ using extremely lengthy titles that are unhelpful to users
  ▪ stuffing unneeded keywords in your title tags
Make Use of the "description" Meta Tag

• Do
  ▪ Accurately summarize the page's content
  ▪ Use unique descriptions for each page

• Avoid
  ▪ writing a description meta tag that has no relation to the content on the page
  ▪ filling the description with only keywords
  ▪ copying and pasting the entire content of the document into the description meta tag
Improve the Structure of your URLs

• **Do**
  - Use words in URLs (/pages/About-Us.aspx)
  - Create a simple directory structure

• **Avoid**
  - having deep nesting of subdirectories like "/dir1/dir2/dir3/dir4/dir5/dir6/page.html"
  - using odd capitalization of URLs
Make Your Site Easier to Navigate

• Navigation is very important for search engines
  ▪ helps search engines understand what content the webmaster thinks is important

• Plan out your navigation based on your homepage
Make Your Site Easier to Navigate

Ensure more convenience for users by using ‘breadcrumb lists’
Make Your Site Easier to Navigate

• Do
  ▪ Create a naturally flowing hierarchy
  ▪ Use mostly text for navigation
  ▪ Put an HTML site map page on your site, and use an XML Sitemap file
  ▪ Have a useful 404 page

• Avoid
  ▪ letting your HTML site map page become out of date with broken links
  ▪ creating an HTML site map that simply lists pages without organizing them, for example by subject
  ▪ allowing your 404 pages to be indexed in search engines
Offer Quality Content and Services

• Interesting sites will increase their recognition on their own

• Anticipate differences in users' understanding of your topic and offer unique, exclusive content
Offer Quality Content and Services

• Do
  ▪ Write easy-to-read text
  ▪ Stay organized around the topic
  ▪ Create fresh, unique content
  ▪ Create content primarily for your users, not search engines
Offer Quality Content and Services

• Avoid
  ▪ writing sloppy text with many spelling and grammatical mistakes
  ▪ embedding text in images for textual content
  ▪ dumping large amounts of text on varying topics onto a page without paragraph, subheading, or layout separation
  ▪ inserting numerous unnecessary keywords aimed at search engines but are annoying or nonsensical to users
Write Better Anchor Text

• Suitable anchor text makes it easy to convey the contents linked
  ▪ tells users and search engines something about the page you're linking to
Writing Better Anchor Text

• Do
  ▪ Choose descriptive text
  ▪ Write concise text
  ▪ Format links so they're easy to spot
  ▪ Think about anchor text for internal links too
Writing Better Anchor Text

- Avoid
  - writing generic anchor text like "page", "article", or "click here"
  - using text that is off-topic or has no relation to the content of the page linked to
  - using the page's URL as the anchor text in most cases
  - writing long anchor text, such as a lengthy sentence or short paragraph of text
  - using CSS or text styling that make links look just like regular text
  - using excessively keyword-filled or lengthy anchor text just for search engines
  - creating unnecessary links that don't help with the user's navigation of the site
Optimize your use of images

- Image-related information can be provided for by using the "alt" attribute
- Store files in specialized directories and manage them using common file formats
Best Practices

- Do
  - Use brief, but descriptive filenames and alt text
  - Supply alt text when using images as links
Use Heading Tags Appropriately

- Use heading tags to emphasize important text

```html
</head>
<body>
<h1>Brandon's Baseball Cards</h1>
<h2>News - Treasure Trove of Baseball Cards Found in Old Barn</h2>
<p>A man who recently purchased a farm house was pleasantly surprised ... dollars worth of vintage baseball cards in the barn. The cards were ... in newspapers and were thought to be in near-mint condition. After ... the cards to his grandson instead of selling them.</p>
</body>
```
Use Heading Tags Appropriately

• Do
  ▪ Imagine you're writing an outline
  ▪ Use headings sparingly across the page

• Avoid
  ▪ placing text in heading tags that wouldn't be helpful in defining the structure of the page
  ▪ using heading tags where other tags like <em> and <strong> may be more appropriate
  ▪ erratically moving from one heading tag size to another
  ▪ excessively using heading tags throughout the page
Make Effective Use of Robots.txt

• Restrict crawling where it's not needed with robots.txt
  ▪ A "robots.txt" file tells search engines whether they can access and therefore crawl parts of your site
  ▪ This file, which must be named "robots.txt", is placed in the root directory of your site
Make effective use of robots.txt

• Do
  ▪ Use more secure methods for sensitive content

• Avoid
  ▪ allowing search result-like pages to be crawled
Campaign Tracking and Web Analytics

- Analytics available out of the box
  - Trend Reports
  - Rank Reports

### Trend Reports
1. **Number of Page Views**: Total number of page views each day.
2. **Number of Daily Unique Visitors**: Total number of unique visitors each day. SharePoint authenticated users and anonymous users (using IP address) are counted as visitors.
3. **Number of Referrers**: Total number of unique URL's external to the current entity (parent entity is treated as external as well), from where the users navigated to the current entity.

### Rank Reports
1. **Top Pages**: Most viewed pages in the current entity.
2. **Top Visitors**: Most frequent visitors of the current entity.
3. **Top Referrers**: Top URL's external to the current entity from where users navigated to the current entity.
4. **Top Destinations**: Similar to Referrers, these are the top external URL's that the user visited from the current entity.
5. **Top Browsers**: Top browsers being used to visit the current entity.
Campaign Tracking and Web Analytics

- Other options
  - Google Analytics
  - Web Trends
  - Other 3rd part products such as Intlock (http://www.intlock.com)
Intlock Marketing Suite

**Web Analytics**
Real time analytics, custom event tracking, path analysis, internal search, Data Export API, customized dashboards and reports, automatic alerts

**Campaign Tracking and Advertising Effectiveness**
Campaign and traffic sources tracking, goal and funnel analysis

**Optimization**
Behavioral Targeting, A/B and Multivariate Testing

**Visitor Profiles**
User segmentation, demographics, audience targeting, user engagement, user activity reports

**Voice of Customer**
Page-based comments, surveys, website satisfaction polls

**SEO**
SEO violations and errors, page and website speed, search engines and keywords reports

**Visitor Recording**
Browser session recordings, mouse tracking, funnel drop-out videos

**Plugins**
CRM integration, third party tools integration

**InSight**
Automatic detection of significant changes in website usage patterns

**Affiliates**
Campaigns, trackers and tracking links management. Built-in pixel tracking support
SOCIAL MEDIA
Social Media Tips

- Include Visible Social Media Buttons
- Integrate Social Where it Makes Sense
- Include Up-to-Date Buttons
- Include Share Buttons
- Use Analytics
- Don’t Over-Do It
QUESTIONS?
THANK YOU!