



# Microsoft SharePoint 2007: Web Content Management

## Course Summary

### Description

In this course, you'll learn about the web content management features of Microsoft SharePoint 2007. The course starts from the perspective of an end-user so that you will understand what the authors and consumers of your SharePoint sites will see, and then goes beneath the surface to teach you to customize and extend the out-of-the-box features.

By the time you complete this course, you will understand how to implement sites that face the Internet with branded look and feel so that your visitors will never know they are looking at a SharePoint site; and you'll understand how to configure the same site to support the creators and managers of content in your organization. You'll also learn how to implement and customize things like security and navigation, how to deploy content to production environments, and how to target different audiences and different countries and languages.

### Objectives

At the end of this course, students will be able to:

- Create a publishing site and pages
- Configure the publishing infrastructure
- Leverage master pages and style sheets using the publishing features
- Create publishing site definitions
- Separate content and layout with content types and page layouts
- Incorporate SharePoint Designer branding assets into Visual Studio solutions
- Understand and manage site hierarchies
- Customize menus and navigation
- Manage users and permissions
- Use and configure versioning and approval processes and workflows
- Deploy content
- Target different audiences
- Manage variations and localize content
- Aggregate information
- Collect usage data

### Topics

- Introduction to MOSS Publishing
- Branding
- Creating a Publishing Site Definition
- Page Layouts and Content Types
- Site Structure
- Enabling Content Management
- Content Discovery - Navigation and Search
- Aggregating Information



## **Audience**

The course is designed for the SharePoint Developer building new web sites for either the Internet or for Intranet use so they don't look like a standard SharePoint site.

## **Prerequisites**

This course assumes an intermediate level of familiarity with Microsoft Office SharePoint Server 2007 as a platform and an understanding of::

- Site collections
- Sites
- Lists and libraries
- Features
- Site Definitions
- Solution packages

Students should also have basic Web development skills using Visual Studio and ASP.NET and understand:

- HTML
- XML
- Cascading Style Sheets
- ASP.NET Master Pages

## **Duration**

Two days



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## Course Outline

### **I. Introduction to MOSS Publishing**

- A. Creating a Publishing Site
- B. Creating Pages
- C. Versioning and Approval

### **II. Branding**

- A. The Publishing Infrastructure
- B. Working with Styles and Themes
- C. Using Master Pages
- D. Editor and Table Styles

### **III. Creating a Publishing Site Definition**

- A. SharePoint Site Definition Basics
- B. Web Publishing Site Definition
- C. Branding in a Web Publishing Site Definition
- D. Adding Assets into Visual Studio Solutions

### **IV. Page Layouts and Content Types**

- A. Content Types in Web Content Management
- B. Creating and Deploying Page Layouts
- C. Creating and Deploying Pages Based on Page Layouts and Content Types

### **V. Site Structure**

- A. Understanding Site Hierarchy
- B. Site Maps
- C. Vanity URLs and Host Headers
- D. Microsoft Hosting Recommendations

### **VI. Enabling Content Management**

- A. Users and Roles
- B. Understanding Versioning
- C. Review, Approval, and Publishing
- D. Content Deployment
- E. Audience Targeting
- F. Variations



## **VII. Content Discovery - Navigation and Search**

- A. Configuring Out-of-the-Box Navigation
- B. Creating Custom Navigation Elements and Providers
- C. Configuring and Customizing Search

## **VIII. Aggregating Information**

- A. Using and Branding Content Query Web Parts
- B. Aggregating Data across Site Collections
- C. Usage Analysis Reporting