

Contents

About the Author	<i>xiii</i>
Introduction	<i>xv</i>
 Chapter 1 So, What Is a Content Management System Anyway?	 <i>1</i>
What Is Content?	<i>1</i>
Real-World Content	<i>3</i>
What Is a Content Component?	<i>5</i>
The CMS Elements	<i>6</i>
What Is a Content Management System?	<i>18</i>
Some Common CMS Features	<i>19</i>
What Are the Benefits of a CMS?	<i>24</i>
When Do You Need a Commercial CMS?	<i>27</i>
Summary	<i>28</i>
 Chapter 2 Version Control	 <i>29</i>
What Is Version Control?	<i>29</i>
What Is Version Tracking?	<i>32</i>
What Is Rollback?	<i>33</i>
The Roles of Version Control in a CMS	<i>34</i>
Benefits of Version Control and Tracking	<i>37</i>
Summary	<i>39</i>
 Chapter 3 Workflow	 <i>41</i>
What Is a Workflow?	<i>42</i>
Workflow Components	<i>43</i>
What Is a Workflow's Role in CMS?	<i>50</i>
Building CMS Workflows	<i>53</i>
Benefits of a Workflow	<i>55</i>
Summary	<i>56</i>

Chapter 4 Personalization	57
What Is Personalization?	57
Personalization Objectives	59
Types of Personalization	63
Law of Diminishing Returns	68
Privacy	70
Role of Personalization in a CMS	71
Benefits of Personalization	74
Summary	76
 Chapter 5 Basics of Web Architecture	 77
Basic Web Architecture	78
What Are Clients and Servers, Web Style?	82
Web Programming before .NET	87
Web Programming Using .NET	95
Summary	98
 Chapter 6 ASP.NET, C#, and Visual Studio .NET	 99
The Simple Dynamic Content Viewer	99
Summary	131
 Chapter 7 Database Development and ADO.NET	 133
Visual Studio .NET's Database Utilities	133
What Is ADO.NET?	146
Examples of ADO.NET Development	152
Summary	183
 Chapter 8 XML	 185
What Is XML?	185
Where Is XML Used in Web Architecture?	188
XmlReader, XmlWriter, and XPathNavigator	190
XML Examples	192
Summary	227

Chapter 9 A Quick Overview of CMS.NET	229
What Is CMS.NET?	230
Installing CMS.NET	230
A Brief Tutorial	247
Summary	266
 Chapter 10 Initializing CMS.NET	 267
To Set Up or Not to Set Up?	268
First, Describe the Process	271
Using web.config to Save the Database	
Connection String	273
Setting Up the All-Powerful Administrator	282
Database Helper Classes and Stored Procedures	286
Finally, Wrap Up the Installation	295
Summary	298
 Chapter 11 Getting Content into the System	 299
Breaking a Page into Frames	299
The XML-Driven NavBar	303
First CMS.NET Administration Page	305
Content Database Table	306
Listing Site Content	307
Creating New Content	314
Error Handling	319
Updating Content	322
Viewing a Piece of Content	331
Removing Content	337
Submitting Content	340
Summary	343
 Chapter 12 Cookies, Authentication, Authorization, and Encryption	 345
ASP.NET Web Application Security	346
CMS.NET Security Structure	346
Cookies and Session Objects	348

Authentication	351
Authorization	360
Encryption	369
Restricting the CMA	374
NavBar Update for Handling Roles	374
Account Maintenance	376
Summary	386

Chapter 13 Displaying Dynamic Content387

What Is Dynamic Content?	387
Three-Level Content Navigation	388
Starting and Stopping the Web Site	391
Navigational Database Tables	398
User Controls	401
Standard CMS.NET User Controls	402
The Default Home Page Web Form	406
The HeadlineTeaser User Control	411
The Default Content-Domain Web Form	414
The Default Zone Web Form	418
The Default Story Web Form	421
Deploying Content	424
Summary	425

Chapter 14 Using a Workflow to Enter Content427

CMS.NET Content Workflow	428
CMS.NET Roles	429
Interrole Communication	432
The Authoring Phase	439
The Editing Phase	447
The Approval Phase	458
The Deployment Phase	462
Summary	471

Chapter 15 Registered Users and Protected Content	473
Why Protect Content?	474
Privacy Policy	474
What Are User Profiles?	476
Methods of Gathering User Information	477
Registration Using the Slow Retrieval Method	478
Logging into a Restricted Area	481
Logging Off	491
Restricting Content to Registered Users	492
Summary	504