



Content Sharing for Fun and Profit

A White Label* Case Study



What to expect

A case study review/interview:

- Concepts
- Client requirements
- Site architecture and design issues
- Macros and code
- Performance and other issues
- Demonstration



Owner, Percipient Studios
Community Evangelist
Umbraco Trainer
Forum "umbracoholic"

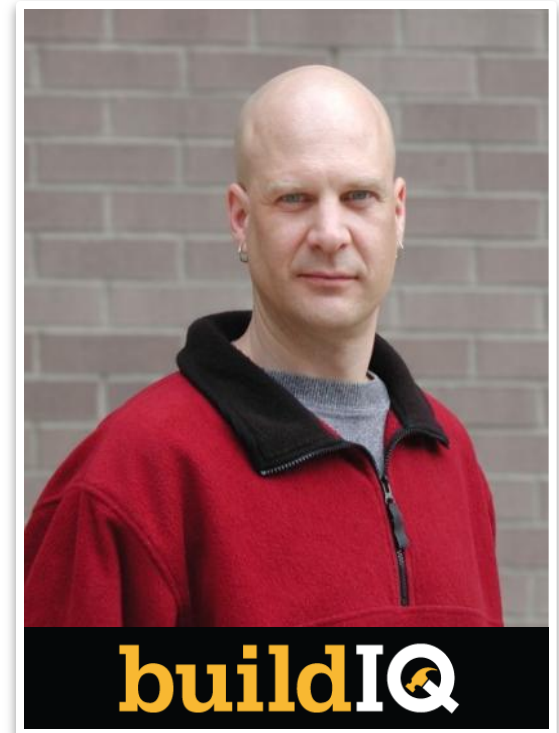
My Packages

XSLTsearch

ImageGen

PS PayPal

Content Sharing



Jason Jevack, BuildIQ
Web Services Manager



Your name?

Your "job"?

HELLO
my name is

?



The impetus

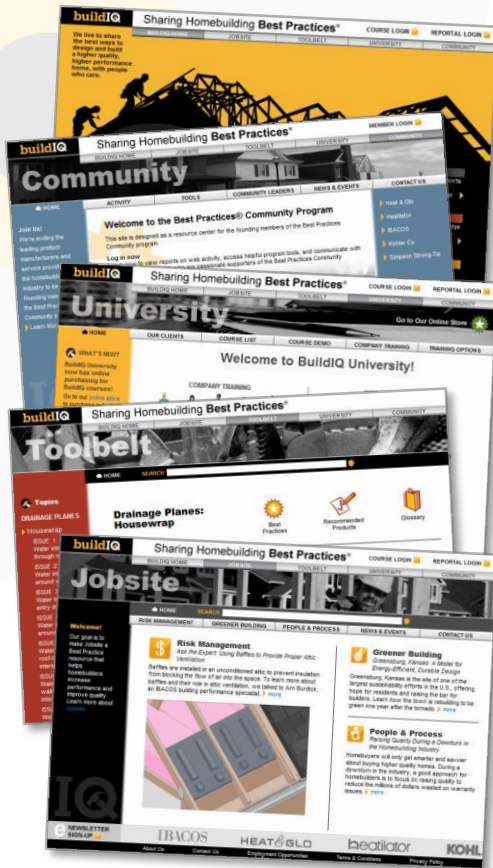
- BuildIQ has a lot of websites and content, but a small team of content developers
- Jason is a big proponent of:
 - never entering the same data twice
 - separating content from its presentation
 - planning ahead
 - believing that crazy ideas often work
- Content Sharing is the result of a “crazy idea”



The challenge

Stage One

- Centralize common pages and share the data across five umbraco sites
- Sites were not in a common umbraco installation
- Some shared content contained macros
 - “About Us” page included a macro to display a list of employees with photos, for instance





Solution options

Umbraco provides many options

- Content Picker
- RenderTemplate()
- AltTemplate
- None of these met all our needs



A new solution

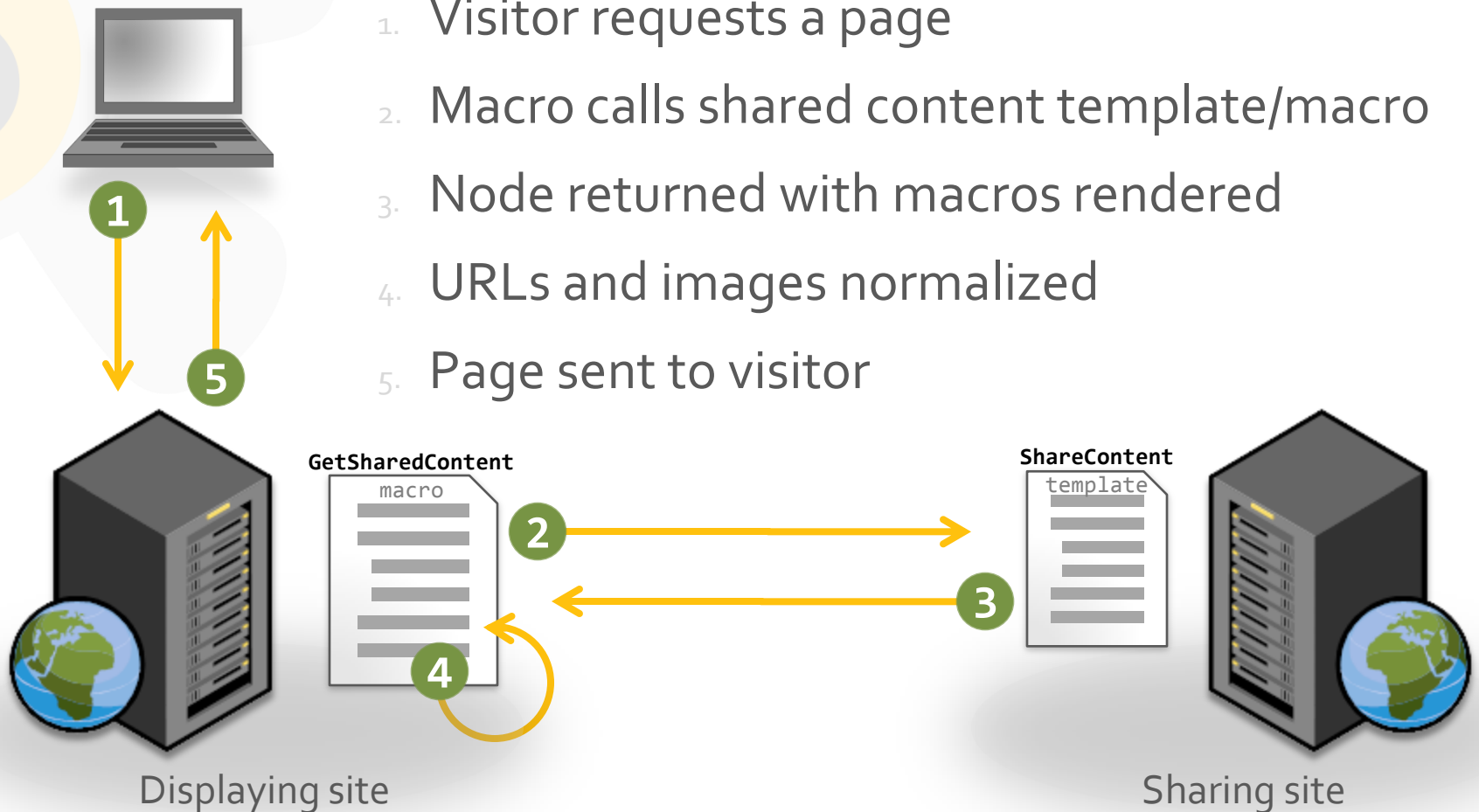
Our content sharing solution must:

- Return full XML node
- Access remote sites
- Render macros
- Work in templates as well as in macros
- Provide working links and images
- Enable local value overrides
- Perform quickly
- Be easy to install and use



How it works

1. Visitor requests a page
2. Macro calls shared content template/macro
3. Node returned with macros rendered
4. URLs and images normalized
5. Page sent to visitor





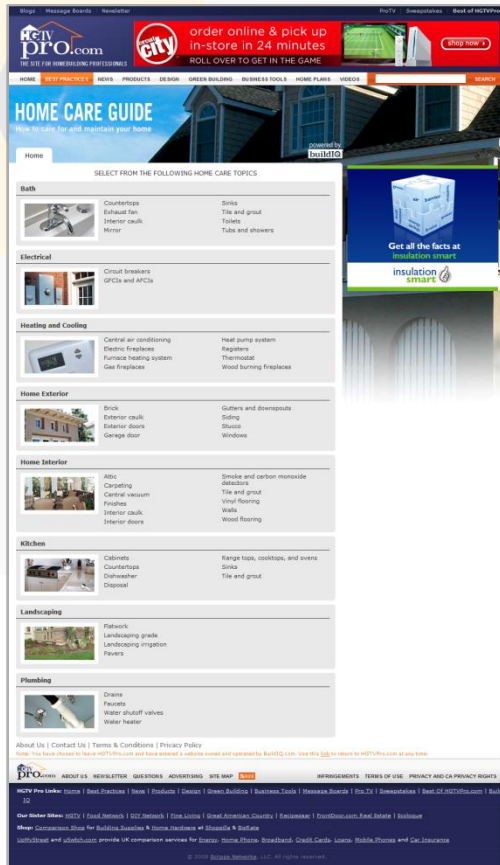
The Results

- Shared a few pages across many sites
 - About Us, Privacy Policy, etc.
- Content Sharing worked well
 - Easy to use
 - Centralized maintenance
 - Good performance
- But...



The challenge

Stage Two



- White Label project
 - A product or service produced by one company that other companies rebrand to make it appear as if they made it
- Share an entire site and complex node tree
- Customize output
- Embed in existing site markup
- Performance is critical
 - 50,000 hits per hour, peak



The impetus

- Increase profit by reusing existing content
 - Make it once, repackage many times
- Drive traffic and ad revenue
- Improve brand recognition
- Centralize content development and maintenance



Besides...

- This is just more of the same old thing!
- Right?!?

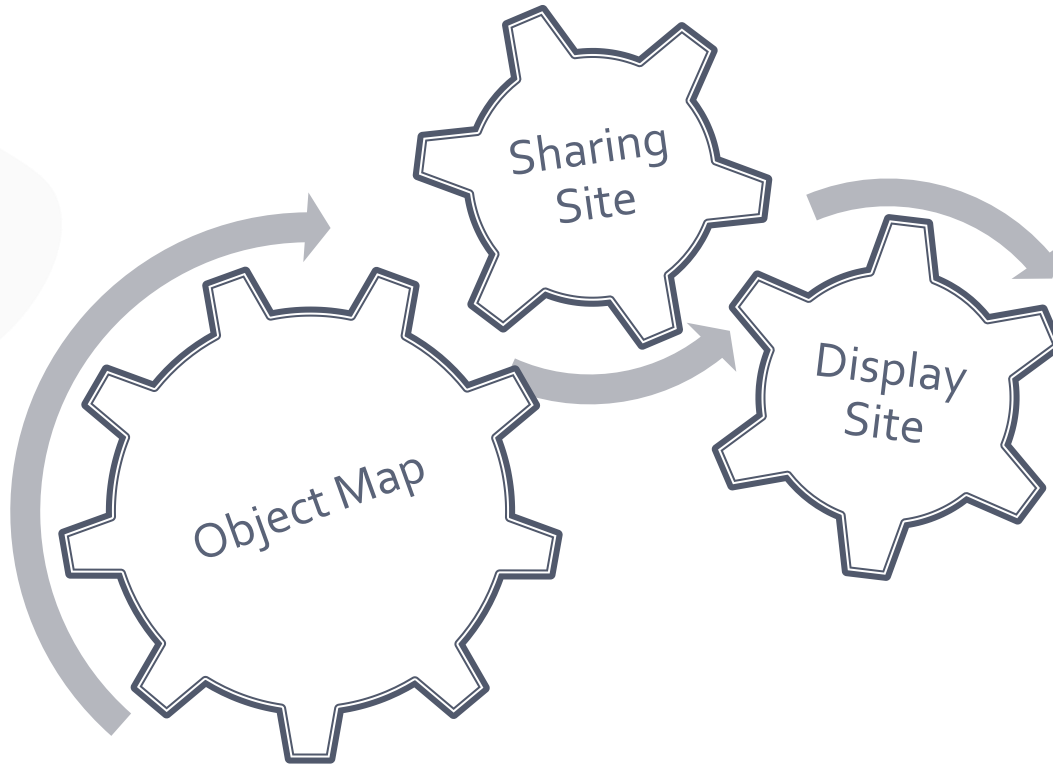


Not exactly



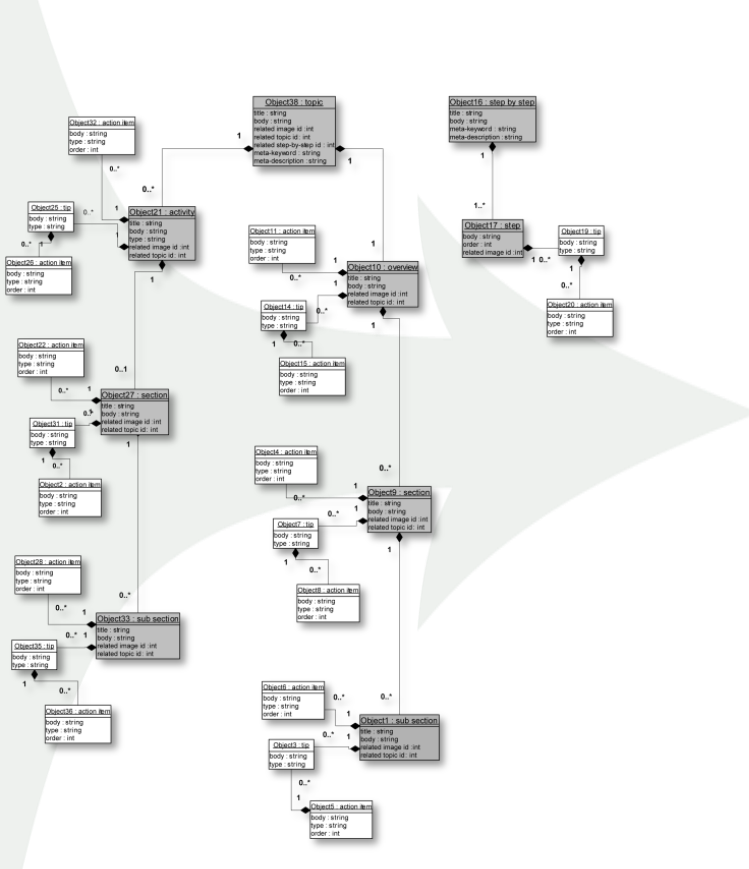


Architecture

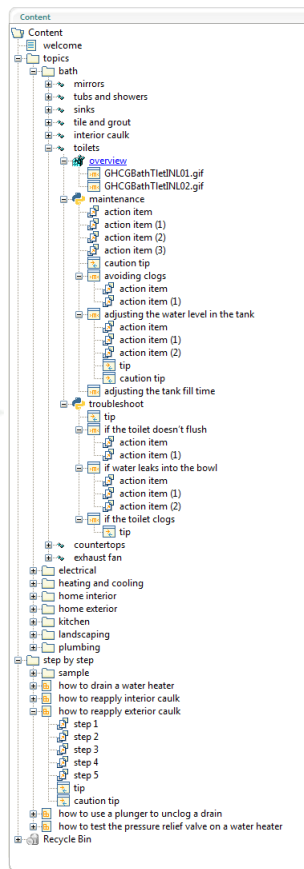




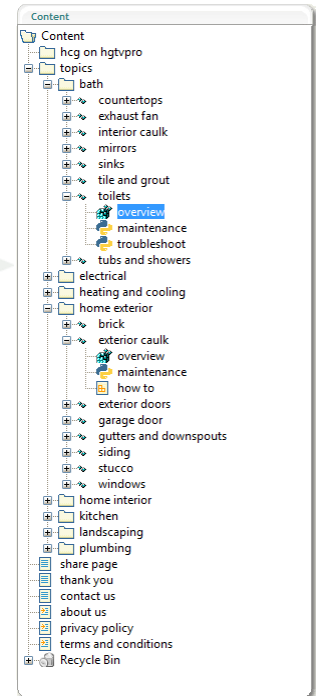
Architecture



Object Map



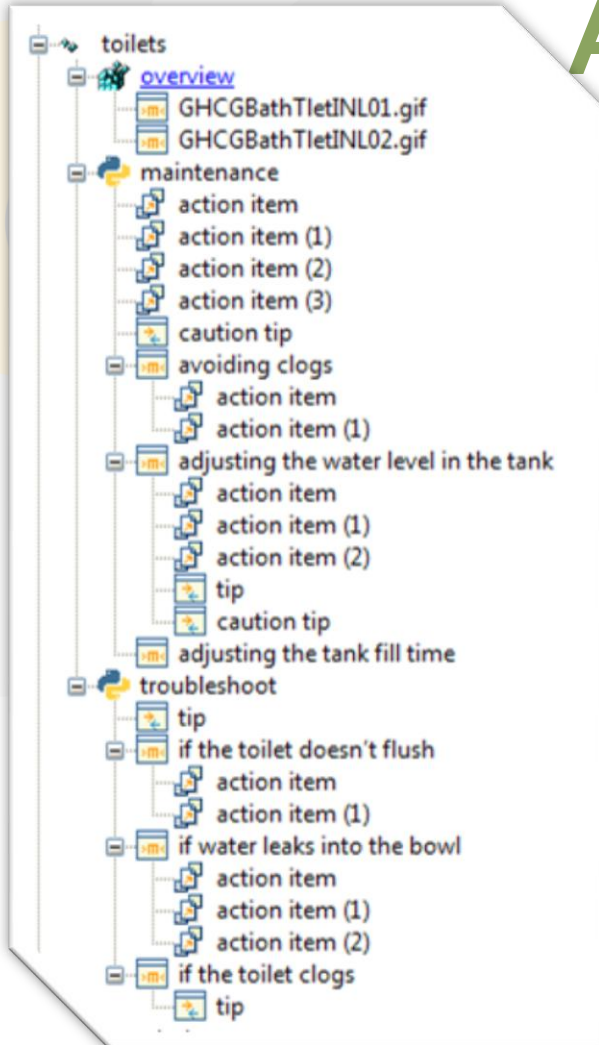
Sharing Site



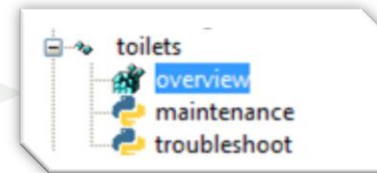
Display Site



Architecture



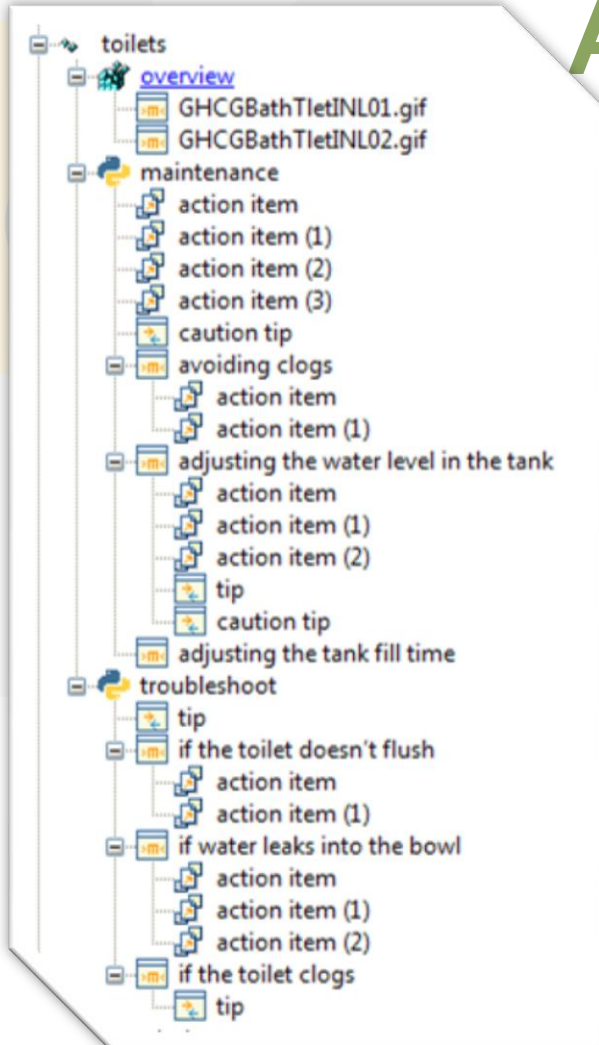
Sharing Site



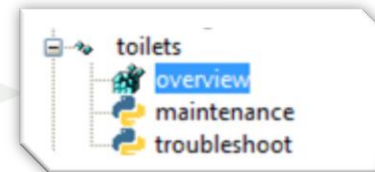
Display Site



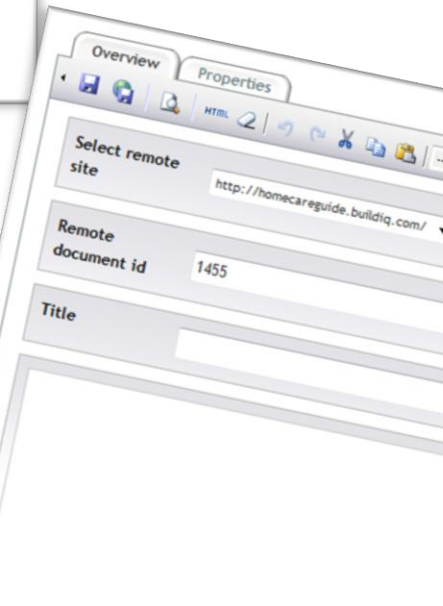
Architecture



Sharing Site



Display Site





Challenges

- Node structure of sharing site is different than the displaying site
 - Content Sharing code extended to return a node tree fragment
 - Macros used to mash sharing content into appropriate displaying content
 - URLs only available for “real” nodes
 - Use a crawling search engine



Challenges

- ImageGen Professional enhanced
 - Resize images hosted remotely
- HTML/CSS challenges
 - Easily incorporate White Label's code updates over time
 - Don't interfere with existing functionality
 - Quirks mode, no consistency in doctype
 - IE6 support
 - Large "payload" to website visitors



Performance

Dell PowerEdge 2950
Dual Core Xeon @ 2GHz
2048MB
Windows 2003
SQL Server 2005 Express



- HGTVpro.com reaches 50,000 hits/hr.
- Load testing
- Macro caching
- Maximum browser caching or all items
- DC.Web.HttpCompress
 - Combine and compress CSS, JS and HTML
 - Not currently used on the site



Enough talk

I want to see it!

- First the **sharing** site
- Then the **displaying** site
- ...and **more** if there is time



Summary

Our content sharing package:

- Returns full XML node or node tree
- Accesses remote sites
- Renders macros
- Can be used in templates and macros
- Provides working links and images
- Enables local value overrides
- Performs quickly
- Is easy to install and use

To Do List

Create remote content picker control to replace textfield for remote node id

Provide customized xml for clients to use directly