

Take Your Site Mobile with 51Degrees.mobi

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Can you hear me?



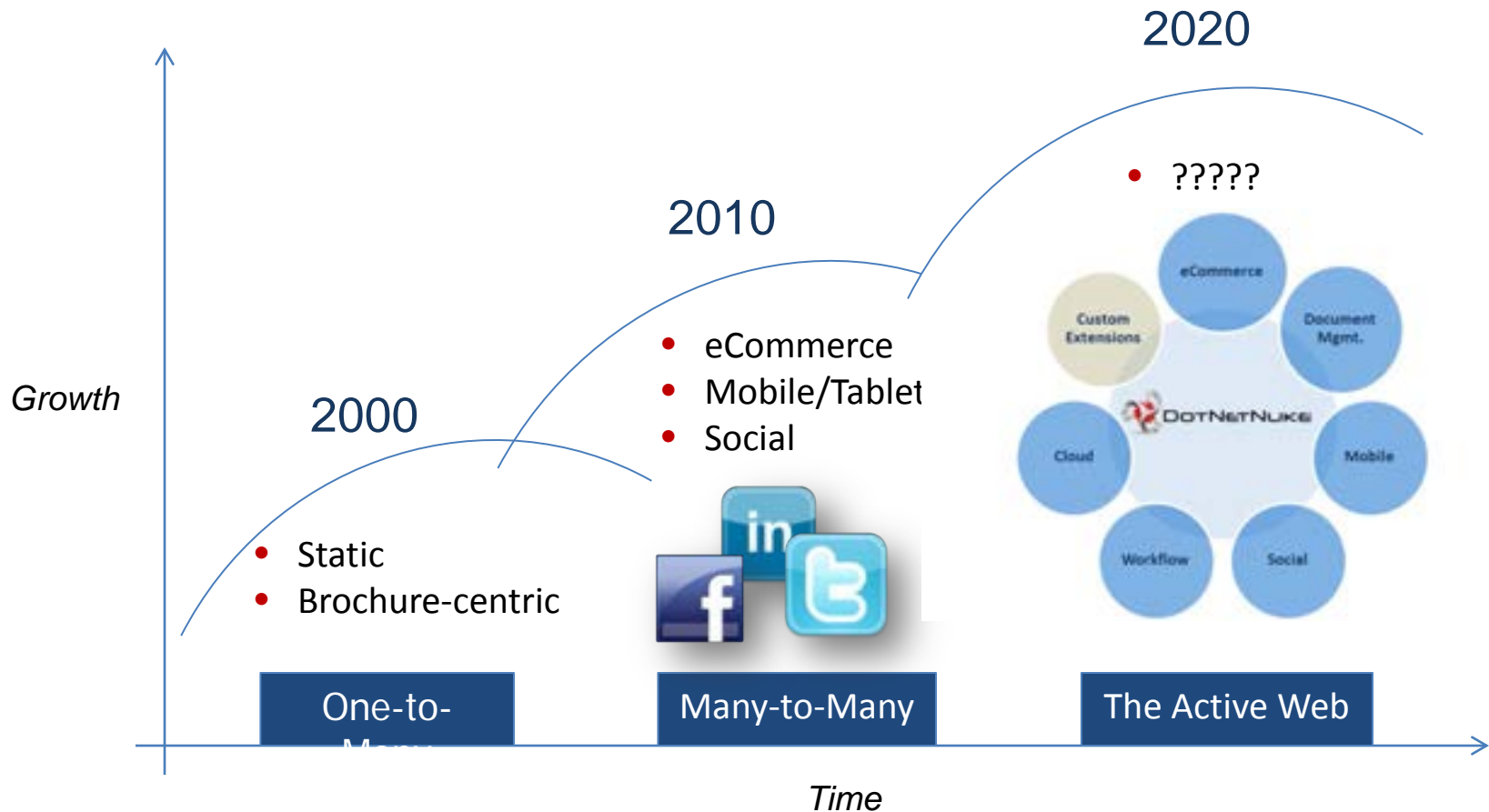
Can you see me?



Questions



The Problem We Solve: Business Agility



Company Highlights

World's #1
WCMS for
Microsoft

Largest, most
successful open
source project for
Microsoft
ecosystem



1,800+
commercial
customers



2011 Inc. 500
fastest growing
company

2011 **Inc. 500** || **500**

Trophy Case



in Software



in San Francisco

Company Highlights

700,000+
websites



Thousands of
commercial
apps



1 million community
members

7 million+ downloads



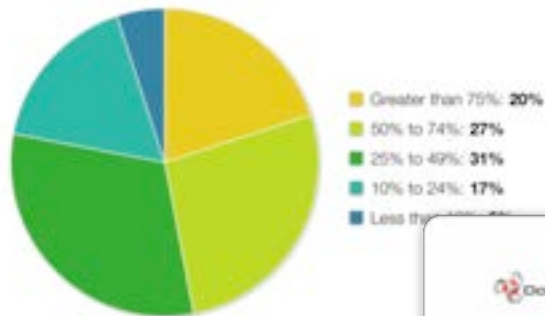
TechValidate Study of DotNetNuke Customers, April 2012



Research by TechValidate

95% of DNN Customers Improved Efficiency

By what percentage did DotNetNuke improve the efficiency of content owners and IT professionals?



Source: Survey of 201 users of DotNetNuke

www.techvalidate.com/product-research/dotnetnuke



Research by TechValidate

94% of DNN Customers Save Time & Money

Please rate the value delivered (in terms of saving time and money) from your use of DotNetNuke across the organization:



Source: Survey of 201 users of DotNetNuke

www.techvalidate.com/product-research/dotnetnuke

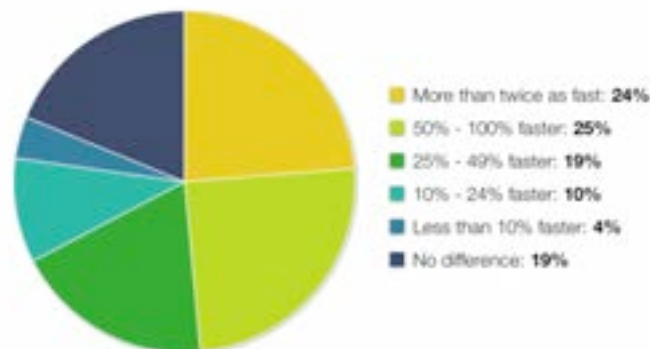
TVD-C16-AD0-660



Research by TechValidate

81% Deliver Faster with DNN

Estimate how much faster your website project was delivered using DotNetNuke vs. using another solution.



Source: Survey of 187 users of DotNetNuke

www.techvalidate.com/product-research/dotnetnuke

TVD-228-194-777

DotNetNuk

e Editions

COMMUNITY

Edition

FREE

[DOWNLOAD](#)

- ✓ Robust web content management system
- ✓ .NET application framework
- ✓ Modern, simple interface
- ✓ Rich text editor
- ✓ File management
- ✓ Cloud compatible
- ✓ Multi-lingual
- ✓ Mobile API

[Learn more](#)

PROFESSIONAL

Edition

\$2,998 /year

[START FREE TRIAL](#)

ALL Community Edition features plus

- ✓ High performance caching
- ✓ eCommerce solution
- ✓ Advanced content approval
- ✓ Cloud storage integration
- ✓ Granular permissions
- ✓ Site groups
- ✓ Mobile site template
- ✓ Mobile site previewer
- ✓ Optimized mobile navigation
- ✓ World-class technical support
- ✓ Training subscription

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or [Download data sheet](#)

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Complete Enterprise Solution

- ✓ 5 Enterprise Edition licenses
- ✓ All Professional Edition features
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- ✓ Microsoft SharePoint ID connector
- ✓ Live phone support
- ✓ Priority trouble ticket management
- ✓ Installation & upgrade support
- ✓ Developer support (20 hours)
- ✓ Training subscription (3 seats)

[Learn more](#)

or [Download data sheet](#)

FREE
30-Day
Trial

BEST
VALUE!

Questions?



Amazing Customers, Amazing Stories



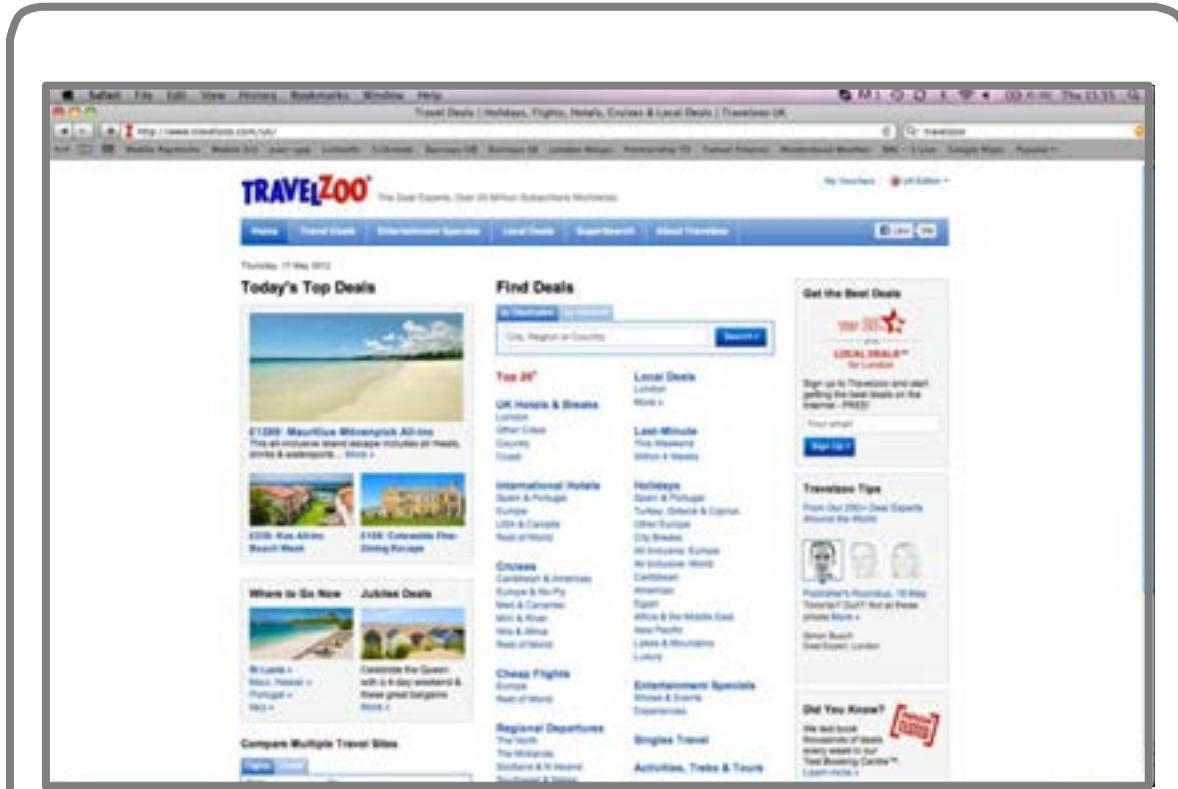
Take Your Site Mobile

51Degrees.mobi and DNN

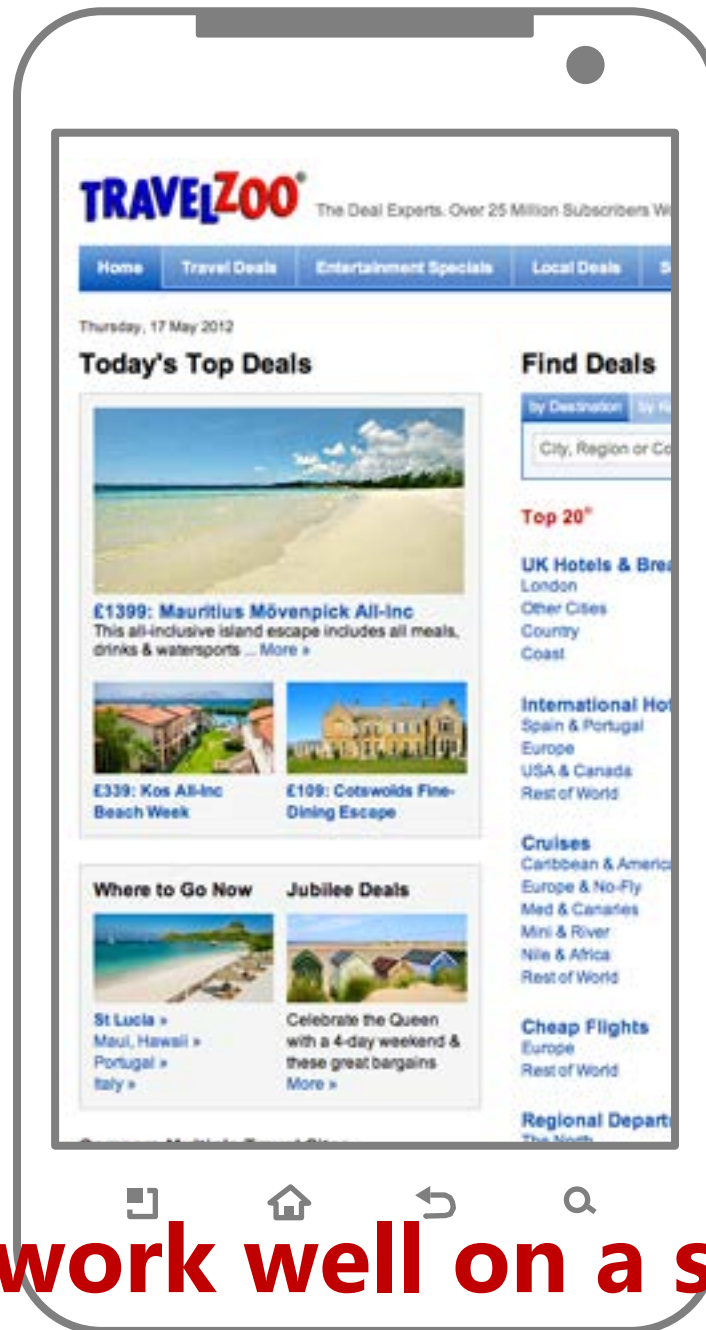
11th July 2012

James Rosewell

CONTEXT



A typical web page...

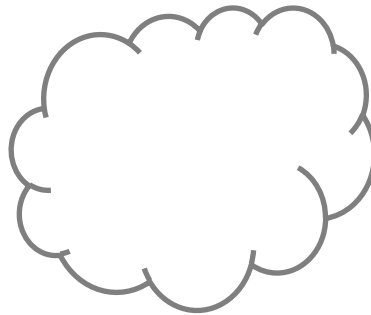


...doesn't work well on a small screen.

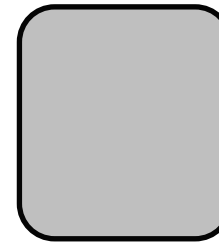


This problem is worse on very small screens.

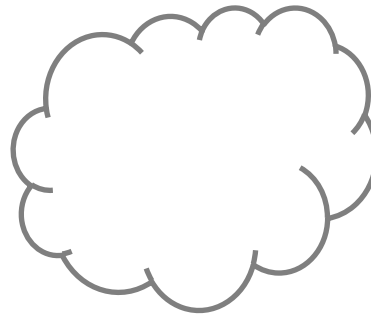




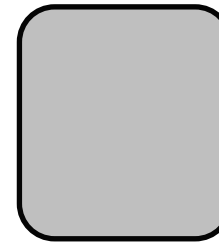
Web Site



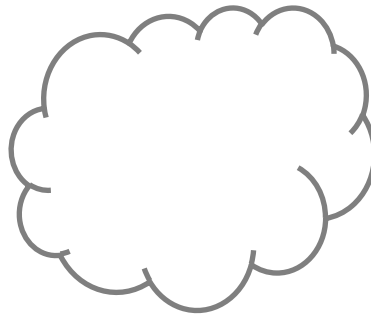
**This happens when a web
site sends...**



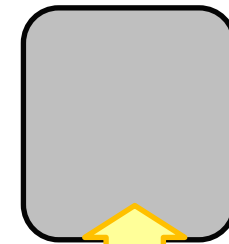
Web Site



**...the same response to
all devices.**

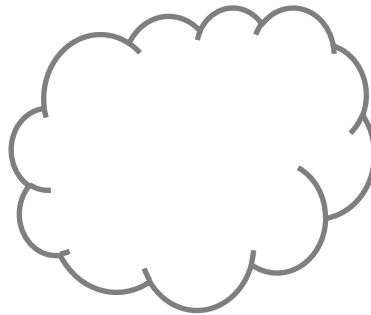


Web Site

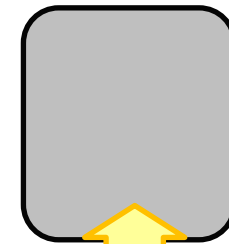


51Degrees.mobi

But with 51Degrees.mobi...



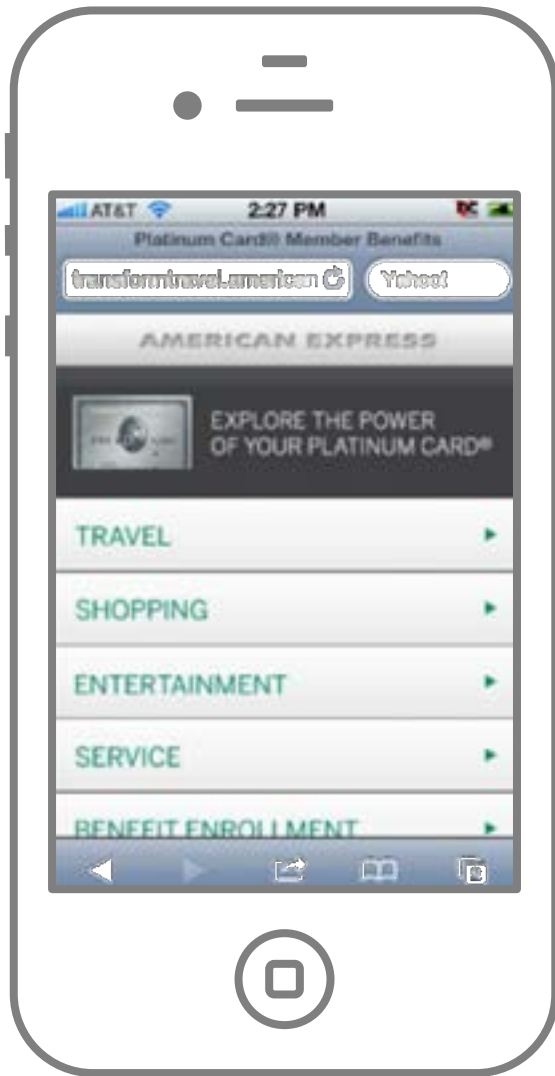
Web Site



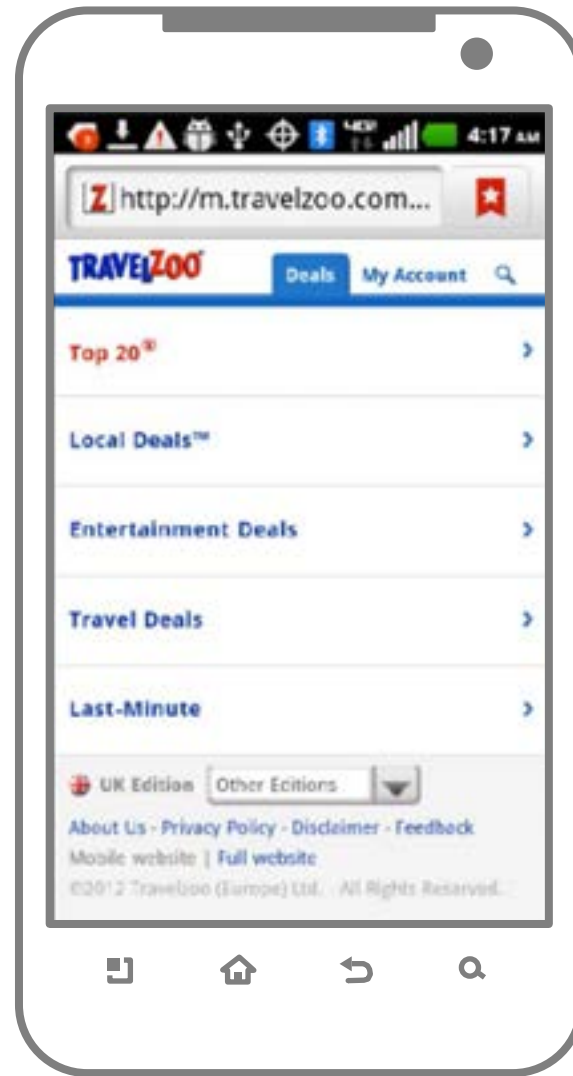
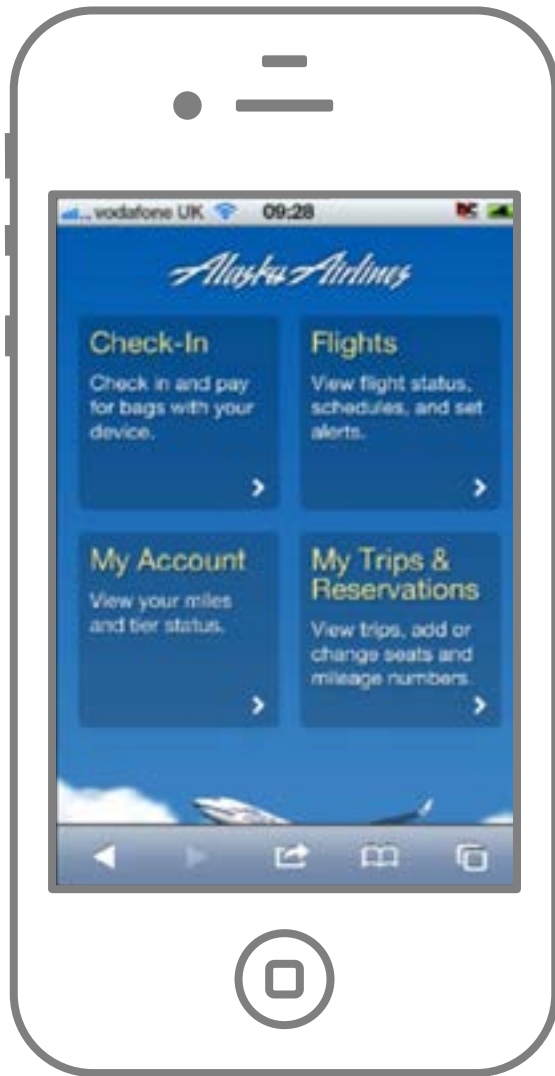
**...the response can be
optimised for the device...**



**...making everyday things
possible, like...**



...checking your credit card...



...going on holiday...



Event	From
 Faith No More Sun 8 Jul 2012 to Tue 10 Jul 2012	£56.00 >
 The Stone Roses Fri 8 Jun 2012 to Tue 17 Jul 2012	£34.43 >



...booking concert tickets.



**We're used on over 140k
web servers**



**By over 500,000 devices
every month.**



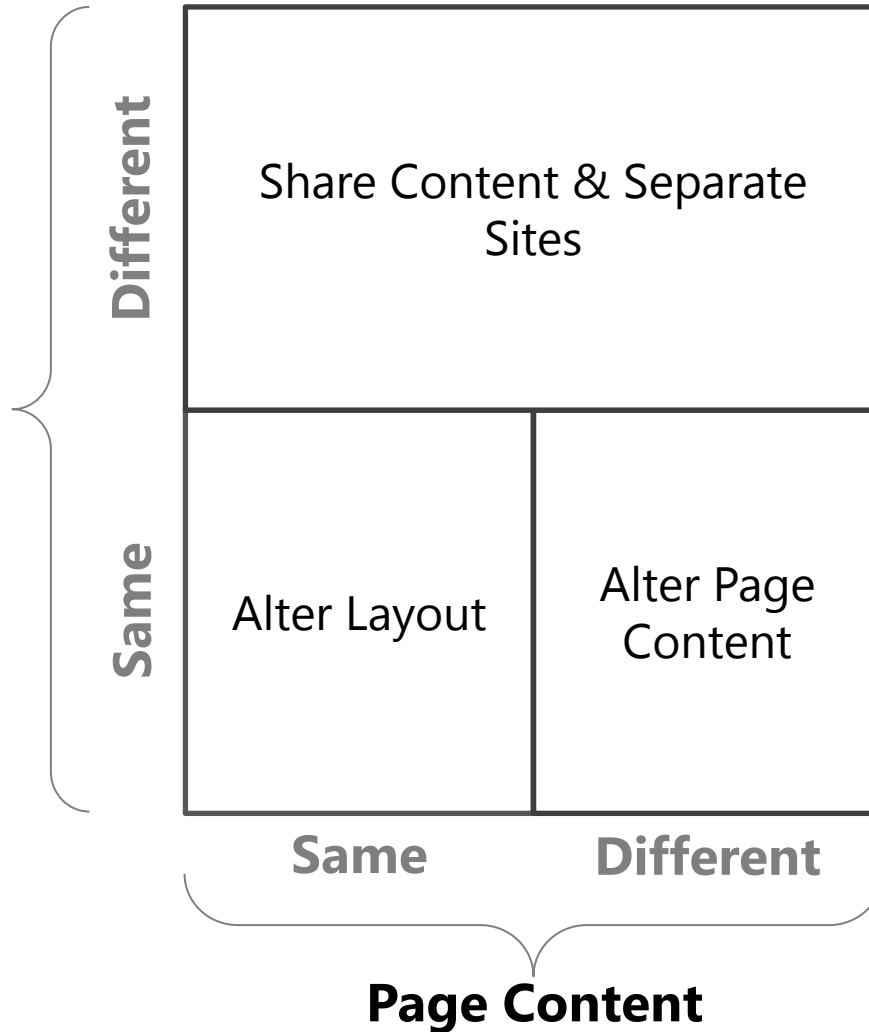
And we're growing fast.

When to use...

RESPONSIVE DESIGN

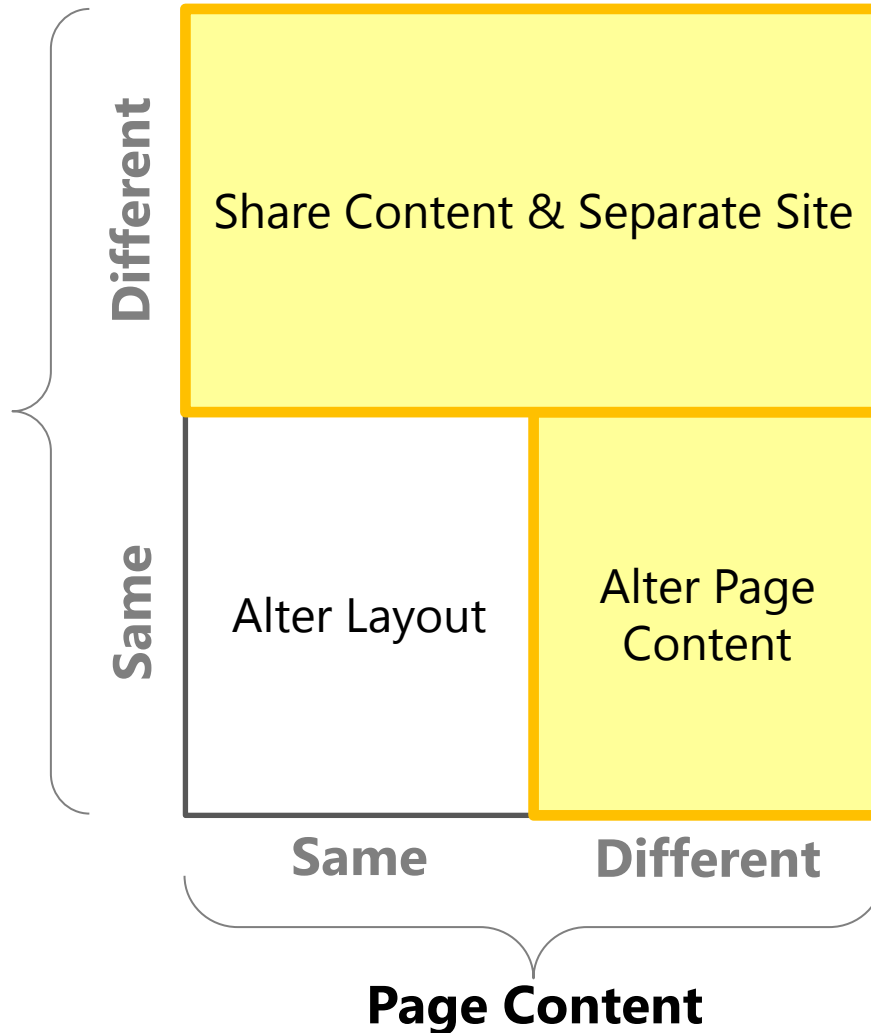
Considerations - Mobile vs Desktop

Navigation



Considerations - Mobile vs Desktop

Navigation



Solution

Server Side

Client Side /
CSS3



CASE STUDY



DEMO

Main Skin – Remove Menu

```
<xsl:template match="node">
  <xsl:param name="nodeType" />
  <xsl:if test="@text != 'Mobile'">
  <li>
    <xsl:variable name="nodeClass">
      ...
    </li>
    </xsl:if>
</xsl:template>
```

Mobile Skin – 2 Menus

Header mobile menu – only x3 options

```
<div id="HeaderMenu">|
  <ddr:menu runat="server" id="dnnNAVHeaderMenu" menustyle="FiftyOneMenu"
    NodeSelector="RootChildren" IncludeNodes="News, Search, Podcasts" />
</div>
```

Footer menu only shows children

```
<div id="MainMenu">
  <ddr:menu runat="server" id="dnnNAVMainMenu" menustyle="FiftyOneMenu"
    NodeSelector="RootChildren" ExcludeNodes="Mobile" />
</div>
```

Basic Redirects

Admin >> Site Redirection Management



- Create a mobile website redirection
- Create a redirection using advanced options

Create

Below is a list of site redirections. To add a new one, click "Create" to start.

			Redirection Rule	Device Type	Enabled
			1. Home Page	MobilePhone	
			2. News Page	MobilePhone	
			3. Opinion Page	MobilePhone	

Advanced Redirects

```
<redirect firstRequestOnly="true"    Only first request is redirected
  timeout="20"
  mobilePagesRegex="tabid=(91|117|118|119|120|121|122|123)">
<locations>
  <!-- Don't redirect some of the pages -->
  <location name="noredirect" url="">
    <add property="origUrl" matchExpression="RSS|Sitemap|axd\?" />
  </location>
  <!-- Redirect the top level pages -->
  <location name="MobileArticle" url="~/Default.aspx?tabid=117&artMID=554&{0}"
    matchExpression="ArticleID=\d+">
    <add property="origUrl" matchExpression="tabid=62" />
    <add property="IsMobile" matchExpression="True" />
    <add property="IsTablet" matchExpression="False" />
  </location>
  <location name="PodcastArticle" url="~/Default.aspx?tabid=123&artMID=554&{0}"
    matchExpression="ArticleID=\d+">
    <add property="origUrl" matchExpression="tabid=116" />
    <add property="IsMobile" matchExpression="True" />
    <add property="IsTablet" matchExpression="False" />
  </location>
</locations>
</redirect>
```

Retain query string

<http://51degrees.mobi/Support/Documentation/Foundation/UserGuide.aspx>

Premium Data

Webinar > Site Redirection Management > Redirection Settings

Redirection Settings

Site redirection name: Enable

Redirecting Page within this site Site
 Include all child pages

To Site Page within this site Url

Select user device Mobile Phone Tablet Both Advanced

Premium Data

YOU ARE HERE:

Host

Device Detection Management

 Manage

DETECTION

Thank you for using Lite device data

Upgrade to Premium Data:

Paste your Premium Data license key into the textbox below. Select "Activate" to use the license key with this web site.

Activate

Alternatively upload a Premium data file using the "Browse" and "Upload" buttons below.

Browse...

Upload

Data Version: **Lite**
Published: **5/2/2012**
Properties: **51**

To get the premium data, you can purchase your license from the [DotNetNuke Store](#), or upgrade to one of the [Commercial Editions](#).

Why upgrade to premium data

- Automatically redirect users to optimized web pages, enabling you to create separate sites for tables, feature phones and smartphones.
- Enhance the isMobile and Screen Size properties in Lite data with over 50 device properties including isTablet, screen size in millimeters, vendor, model,

Premium Data

The screenshot shows a web page for 'Premium Mobile Device Data - 51Degrees.mobi'. At the top left is the 'DOTNETNUKE THE STORE' logo with the tagline 'shop. click. deploy.'. To the right is a search bar and a shopping cart icon with the text 'MY CART: (1) items total: \$360.00'. Below this is a blue navigation bar with links: 'Modules', 'Skins', 'Top Sellers', 'Make A Website', 'Make Money', 'Help Center', and 'About Us'. The main content area features the '51Degrees.mobi' logo on the left and product details on the right. The product title is 'Premium Mobile Device Data - 51Degrees.mobi', posted by 'James Rosewell - 3/15/2012'. It includes a five-star rating and an 'Ask a Question' link. At the bottom left, there are four radio button options for different instance counts: 'x1 Instance' (\$360.00), 'x3 Instances' (\$995.00), 'x5 Instances' (\$1,599.00), and 'x10 Instances' (\$2,999.00). On the bottom right, the price '\$360.00' is displayed above a blue 'Add To Cart' button.

DOTNETNUKE
THE STORE shop. click. deploy.

MY CART: (1) items total: \$360.00

Modules Skins Top Sellers Make A Website Make Money Help Center About Us

51Degrees.mobi

★★★★★

Premium Mobile Device Data - 51Degrees.mobi

posted by James Rosewell - 3/15/2012
James Rosewell Active Since 3/15/2012
United Kingdom

★★★★★
Ask a Question

\$360.00 x1 Instance
 \$995.00 x3 Instances
 \$1,599.00 x5 Instances
 \$2,999.00 x10 Instances

\$360.00
Add To Cart

Licence

	Lite	Premium
# Properties	49	97 (IsTablet, Physical Screen Size, Input Method...)
Update Frequency	Monthly	Weekly – automatic
Age of Data	3 Months	1 Week
Data Licencing	Mozilla Public Licence 2 (MPL2)	Bespoke – allows white label
Cost	Free	From 64p per Day
Platforms / APIs	.NET, PHP, Perl with C, Java coming soon – all code MPL2	

Finger Sized Links

Before



ATTEND CONFERENCES

Look for DotNetNuke conferences and events in your area

Getting Started

Our Services

About Us

Contact Us

After

Getting Started

Our Services

About Us

Contact Us

Google Adverts



Example mobile advert

Mobile Google adverts require server side code

```
<asp:Panel id="TopAdvert" runat="server" class="TopAdvert">  
  <FiftyOne:GoogleMobileAds runat="server" ID="GoogleMobileAdvertTop" />  
</asp:Panel>  
  
<asp:Panel id="Spacer" runat="server" Visible="false" Height="50px" />
```

Skin
Code

Custom Sitemap

```
private void WriteNewsSitemap(HttpContext context)
{
    XmlTextWriter xw = new XmlTextWriter(context.Response.OutputStream, Encoding.UTF8);
    try
    {
        xw.Namespaces = false;
        xw.IndentChar = ' ';
        xw.Indentation = 1;
        xw.Formatting = Formatting.Indented;
        xw.WriteStartDocument();

        xw.WriteStartElement("urlset");
        xw.WriteAttributeString("xmlns", "http://www.sitemaps.org/schemas/sitemap/0.9");
        xw.WriteAttributeString("xmlns:mobile", "http://www.google.com/schemas/sitemap-
mobile/1.0");

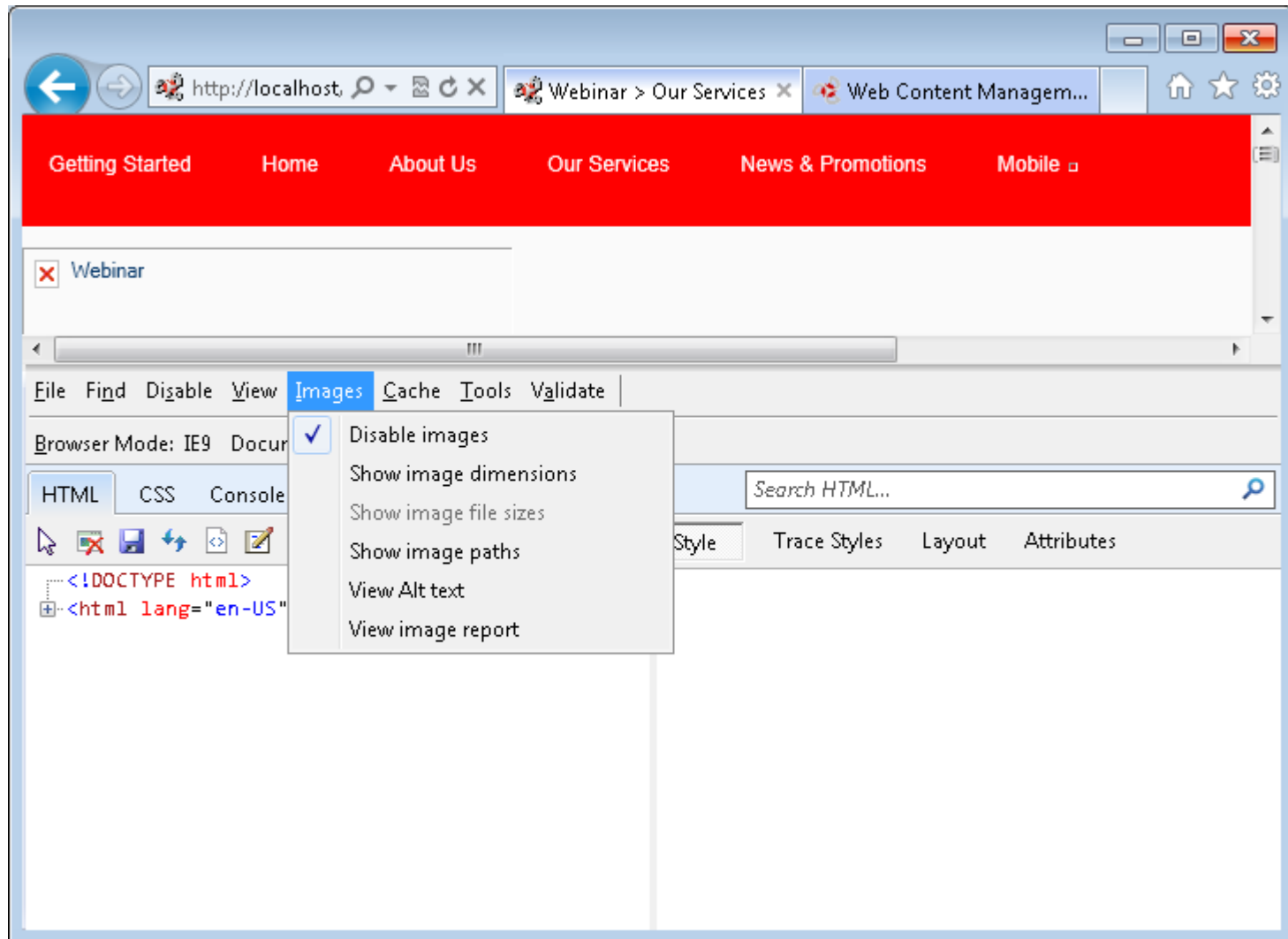
        WriteNewsItems(context, xw);

        xw.WriteEndElement();
        xw.WriteEndDocument();

        xw.Flush();
    }
    catch (Exception ex)
    {
        throw ex;
    }
    finally
    {
        xw.Close();
    }
}
```

X3 TOP TIPS







Summary

- Simple menu changes
- Basic and advanced redirects
- Google mobile adverts
- Mobile sitemaps
- 3 top tips

Affiliates & Partners Wanted



15% commission for web referrals

Higher for resellers & specific opportunities

Big opportunity for DotNetNuke partners

<http://51degrees.mobi/MyAccount/AffiliateProgramme.aspx>