



WHITE PAPER



Professional Solutions

to Common Website Problems

Solving Your Website Problems

If you are using the DNN Platform¹, you're in good company. Its quick setup, intuitive interface, and ability to integrate thousands of skins, modules, and extensions to cover almost any need make it a great choice for building and managing your website.

But if you're like a lot of other Platform users, you may be encountering problems that require another look at your web content management platform. Why? Because anyone in charge of websites and web content faces some pretty common challenges as their business and web presence grows in size and importance.

Maybe your organization started out small but now your business is taking off. More daily visitors are hitting your site can raise concerns about scalability and performance. As site content demands grow, you may want more sophisticated tools to boost your own productivity, like ways to easily share modules between DNN sites or the ability to manage users across multiple sites. You might also want to reduce your workload by safely putting other people in charge of important tasks, like adding new modules or deleting web pages.

You'll need to keep your site safe from external attack by maintaining tight control over who can view, access, and edit your site and receive alerts about potential vulnerabilities in order to quickly install the latest security patches. Protecting the quality of your brand is important, so you'll want to ensure that

content is thoroughly reviewed, edited, and approved before it's published.

There's also the fast-changing landscape of how and where visitors are accessing the web. Chances are that a lot of your visitors use mobile devices like smartphones and tablets. To ensure that their experience on your site is a great one, you'll need the right tools to deliver a streamlined, mobile-friendly web experience for fast, simplified navigation.

Maybe you aren't facing these issues yet, but the chances are you will. If any of these scenarios already sound familiar, then you are probably ready to consider the commercial version of DNN - Evoq Content². Evoq Content makes it easy to solve these common website problems.

Feature Outline

We'll cover the following features in this paper. Each of these features is available in Evoq™ Content and some features are available only in Evoq™ Content: Enterprise.

- Caching for Improved Performance
- Web Farms for Scalability
- HTML Pro Module Enhancements
- Site Groups
- Cross-Site Module Sharing
- On-the-Spot Editing for Content Approvers
- My Work Dashboard
- Access Controls
- Quality Controls

- Document Library Module
- Microsoft SharePoint Connector
- Device Detection and Redirection
- Mobile Site Template
- Mobile Device Repository (Updated Weekly)
- E-commerce
- Technical Support
- Developer Support

Handling Growth

A great web presence is the gateway for strong and sustained growth, helping to showcase your products and services. But what happens when your business takes off and the number of visitors or amount of site content grows so much or so fast that the website's performance starts to suffer? Poor performance could lead to frustrated visitors who may go elsewhere.

Caching for Improved Performance

User expectations have changed a lot over the years. Today's users get impatient with delays when they're trying to get information or order products. With Evoq Content, you can improve site performance with page and module caching. These caching features keep static components of a web page in a system's main memory, enabling it to appear much faster in response when a visitor clicks on a link.

Web Farms for Scalability

The web farm support included in Evoq Content can help when demands on your website start to strain your system's capabilities.

“The web farm support in Evoq Content gave us great scalability on the first day of operation to manage traffic and high volumes of video content.”

Gary Manning
Project Manager and Creative Director, G2PO
www.g2po.com

A web farm consists of two or more computer servers that are linked together. They provide extra computer resources—including processors, memory, and storage—and can dramatically increase the amount of computing power at hand to help manage growing website content and traffic.

Many organizations with large, mission-critical websites rely on DNN's web farm support. Sportsdirect.com, the U.K.'s leading sports retailer by revenue and profit, uses Evoq Content to successfully manage more than 100 online properties. It relies on web farms to support more than 436,000 visitors and 7.7 million page views each day. XOS Digital, a leading provider of sports video technology and digital media solutions, migrated to Evoq Content to power websites that provide streaming video for leading college websites and conferences, such as the BIG EAST and the Pac-12 Conference—because of its cache synchronization capability for web server farms.

Even if you're the webmaster for a small business, you can benefit from web farm support by starting with a two-server configuration. One server can be the main computer and the second can load balance heavy traffic during peak periods. As your business and website needs grow, you can increase your computing resources as appropriate to ensure that both business and customer needs are met.

Boosting Productivity

As your site grows the need for your site administrators to edit and maintain content increases. Your site administrators and content editors will appreciate capabilities that improve productivity. Evoq Content provides a wide variety of time saving features.

HTML Pro Module Enhancements

The HTML Pro Module is one of the most frequently used modules by site administrators and content editors. In addition to a robust suite of rich content editing capabilities, it also offers the Version Compare and Auto Save and Rollback productivity features.

With Version Compare, you can view different versions of website content side by side allowing you to easily see what content has been added, deleted, or modified. You can choose to highlight text changes, or for greater detail, you can switch to the HTML view to see the actual code changes.

The HTML Pro Module also includes Auto Save and Rollback. Every few seconds the software takes a snapshot of draft versions of content. In the case of

an unexpected disruption—for example, your browser freezes or you accidentally close the wrong tab—it's simple to pull up the last saved version and begin working again, eliminating the need to recreate lost content from scratch.

Site Groups

If your organization is planning to deploy multiple DNN websites, the Site Groups capability will allow you to manage users across sites more efficiently. Site Groups give you the ability to group multiple websites and share users and user profile data across sites. It also enables you to offer single sign on for multiple DNN sites.

Cross-Site Module Sharing

Using the Site Groups functionality, you can also share modules and content across multiple sites, eliminating the time-consuming chore of recreating content. This simplifies maintenance by allowing you to update content once and have changes reflected across any associated sites. This can be especially valuable for companies with mobile sites or with many internal departmental sites.

On-the-Spot Editing for Content Approvers

Evoq Content users rely on the powerful content workflow tools to ensure that only appropriate, approved content reaches a site. Sometimes, however, reviewers may want to make small changes on the spot—maybe to correct a typo or add a sentence to a product description—without needing to send

content back to the content creator, resulting in another workflow cycle. Now content reviewers can make those changes immediately, which cuts down on the time needed to get content approved and published.

My Work Dashboard

When your website grows to the point where there are thousands of pages or different kinds of content, it will get harder and harder to keep track of your daily responsibilities. The My Work Dashboard addresses this problem by allowing every content creator or administrator to identify

Keeping it Safe

Few things are more likely to keep a webmaster up at night than the prospect of an attack on the organization's website. The site could be defaced, confidential information compromised, or an entire network could be breached. Even more troubling is the fact that many people responsible for websites don't even know that their sites have been attacked. A 2012 study done by two computer security companies evaluated more than 600 firms that reported attacks on their websites. More than 90 percent of them did not notice strange activity, despite the fact that their sites were being used to send spam, host phishing

“We use granular permissions so volunteers in local clubs can perform some administrative tasks, such as uploading revised schedules or scores. These features deliver great advantages to us and the regional and local clubs by streamlining routine tasks.”

Jason Nagy
Chief Information Officer, CanSport Live
www.cansportlive.com

the items they are responsible for on the site, with a personalized view that shows all of the different activities assigned to them.

pages, or distribute malware. About half discovered they were hacked after seeing a warning in a browser or search engine when visiting their own site and 63 percent reported that they did not know how they were hacked.

Keeping hackers at bay requires a lot of diligence and some good technology. Fortunately, Evoq Content provides enhanced protection. You can take advantage of the File Integrity Checker, which is aware of the unique IDs for all files associated with your DNN installation. It offers a diagnostic tool to help you see if any files have been added, deleted, or modified, and provides proactive notifications of security patches. The Health Monitoring feature provides alerts if some activity, including external hacks, causes your site to go offline. The Security Center feature keeps you up to date on known and resolved security issues that can affect your DNN system.

Implementing Access Controls

Another serious concern for webmasters is the possibility that the wrong people access your website content. Evoq Content addresses this with powerful tools to manage site access.

In Evoq Content you can select individuals or groups of users and then give them rights to access content or particular portions of a site to perform specific tasks. These “access control lists” provide precise, granular controls that determine which individuals and departments can add, modify, and delete content as well as make changes to the design of a site. In addition to the “view” and “edit” options that are available in the Platform, the commercial edition allows you to set permissions based on security roles at the site, page, module, and file manager levels. These permissions can allow a user to add or edit content and pages, manage settings, and more.

Implementing Quality Controls

Along with access controls, Evoq Content provides tools for determining how content is reviewed and approved before being published. Content Approval Workflows help reduce or eliminate the possibility of unedited, inappropriate, or unauthorized content being published on a site. Evoq Content includes a set of pre-defined workflows and the ability to add custom workflows that match your businesses approval process.

Enhanced Document Management

As the volume of content on your website grows, you will need better, more efficient ways of managing documents. Evoq Content offers two powerful solutions for facilitating document management: The Document Library Module and the Microsoft SharePoint Connector.

Document Library Module

The Document Library Module is a comprehensive document management solution that lets you store, control, and view your documents online. It’s a particularly powerful tool for organizations that use intranets to share documents internally.

Users can create document libraries from scratch or point to a pre-existing folder structure, with automatic synchronization between the new document library

and the existing folders. Users can also monitor changes using subscriptions and alerts, including RSS subscriptions. Versioning allows users to save versions of a document and then restore older versions on demand. A chronological list of the document versions is available which allows restore or simply download of an older version.

The Document Library supports the DNN folder provider, which allows documents to be stored in the DNN file system, database, or in popular cloud services like Amazon S3 and Windows Azure.

Microsoft SharePoint Connector

Microsoft SharePoint is one of the world's leading systems for managing documents. Unfortunately, most web content management systems make it difficult and expensive to publish content stored in SharePoint to external websites. With Evoq Content³, however, you get out-of-the box integration with SharePoint using the Microsoft SharePoint Connector for DNN. The SharePoint Connector helps improve user productivity by giving users more options for accessing, viewing, and editing documents, whether through the web or through the powerful SharePoint platform.

With the SharePoint Connector, you have the flexibility to use either a live or synchronized connection to your DNN site. The live connection provides real-time, bi-directional publishing that allows changes to be made either in SharePoint or on the DNN site,

with the changes updated in both systems. The synchronized connection gives you the option to schedule push updates to your DNN site without opening a connection through your firewall.

Reaching Mobile Users

Evoq Content offers an enhanced mobile solution that incorporates device detection and redirection to mobile-specific site content, enabling a fully optimized mobile experience for site visitors. With the mobile solution you have the flexibility to dramatically reduce the amount of content displayed, simplify navigation, or prioritize lists of product items so that they are more discoverable by mobile visitors using small screens. To simplify the development and maintenance of mobile site content, modules and their associated content can be shared between desktop and mobile sites. This shared content feature allows Evoq Content to support both Responsive Web Design as well as stand-alone mobile sites.

The solution includes a database of thousands of

“The new website built on Evoq Content and the related eCommerce products is exponentially better than what we had in the past. It is a key component in the transformation of our business.”

James Buch
CEO, SunBriteTV
www.sunbritev.com

mobile devices that is updated weekly. Frequent updates are essential in light of the fast-paced changes taking place in device technology, such as TV-based browsers and new form factors for both smartphones and tablets. It also provides the ability to identify devices based on over 100 attributes, including the popular “isTablet” attribute, which allows tablet devices to be redirected to web pages or sites optimized for that form factor.

The solution provides a mobile template that can serve as a starting point for developing your mobile site. It leverages RWD techniques where appropriate

eCommerce solution for organizations selling a moderate number of goods or services. It’s ideal for non-profit organizations accepting donations, for subscription-based sites that sell access to premium content, or for sites with a small catalog of goods or services.

This eCommerce functionality lets you quickly set up a storefront and sell products online. You can list products and services with descriptions and images, manage customers and orders, establish discounts and shipping options, set up merchant accounts, accept payments, and more.

“We get a lot of help as Evoq Content subscribers. The support is great, and there are always follow-up emails asking if the issue has been resolved. If someone is sitting on the fence about getting Evoq Content, the extra support should convince them.”

Shane Barnaby, Web Technician
Township of Langley, British Columbia
www.tol.ca

to support multiple mobile devices. A mobile previewer that is included lets you to see what your mobile site content will look like on a wide variety of devices.

Priming the Sales Pump

Evoq Content provides an easy-to-use, lightweight

Getting the Best Support

The DNN Platform was designed to let people download, install, and start using a great WCMS without requiring them to have a lot of technical know-how. At some point, though, the technical needs of your site or the business needs of your organization may outpace your technical knowledge. You may need faster responses than you can get by

going through the DNN Community. Or perhaps you need help with a difficult upgrade. When facing these challenges, it's a good idea to consider Evoq Content for the extra help and technical support that's provided.

There are two different types of support available in the commercial edition: technical support for running your site, and developer support.

Technical Support

Evoq Content offers Standard Support. Standard Support is for organizations that want online support during normal business hours. This option provides access to online support from 9 a.m. to 5 p.m. Pacific Time, with a response time of eight hours or less.

If your site is a mission-critical business asset that is operating around the clock, and you need greater levels of support—then you can choose the Evoq Content Enterprise Edition which comes with Elite Support. Elite Support provides both online and telephone access to DNN technical experts from 6 a.m. to 6 p.m. Pacific Time, with response times of two hours or less.

Developer Support

The DNN Developer Support option is invaluable for a range of needs. DNN Developer Support is appropriate if you're looking to speed up the development of a new site, modify an existing site, or if you need help developing new applications or extensions. You can also turn to this option for assistance in building a comprehensive, start-to-finish website design plan.

The DNN Developer Support Team (DST) specializes in high-value consulting activities such as design and architecture reviews, developer mentoring, and identification of best practices. DST services are provided remotely via phone and email. Typical services include working with your developers to identify requirements and strategies for projects, phone support for expert guidance on technical challenges, and consulting on web content management strategies to find the best designs for your site. These services can help whether it's for short-term assistance or for a long-term project.

Conclusion

For most organizations today, building and maintaining a good web presence is essential. The fact that organizations worldwide have chosen the DNN web content management system as the foundation for their web presence is a testament to the power, ease of use, and wide availability of modules and features that make it the platform of choice.

As your business takes off, you are likely to face a range of potential website issues that can be addressed by moving to Evoq Content. They provide features and tools to help your website scale in tandem with your organization's growth. They can help keep your site secure and content safely managed while enabling you to deliver content optimized for thousands of mobile devices.

With Evoq Content, you can deliver an exceptional online experience that will help you to reach and retain more customers while building and nurturing your brand online.

About DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. Our technology is the foundation for 750,000+ websites worldwide and our customers include True Value Hardware, Bose, Cornell University, Glacier Water, Dannon, Delphi, USAA, NASCAR, Northern Health and the City of Denver. In addition to our commercial solutions, DNN is the steward of the DotNetNuke Open Source Project.

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- ¹ The DNN Platform was formerly known as the Community Edition.
 - ² Evoq Content was previously known as either the Professional Edition or Enterprise Edition
 - ³ The SharePoint Connector is only available in the Enterprise Edition of Evoq Content

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