

# Meine Produktseiten im Netz

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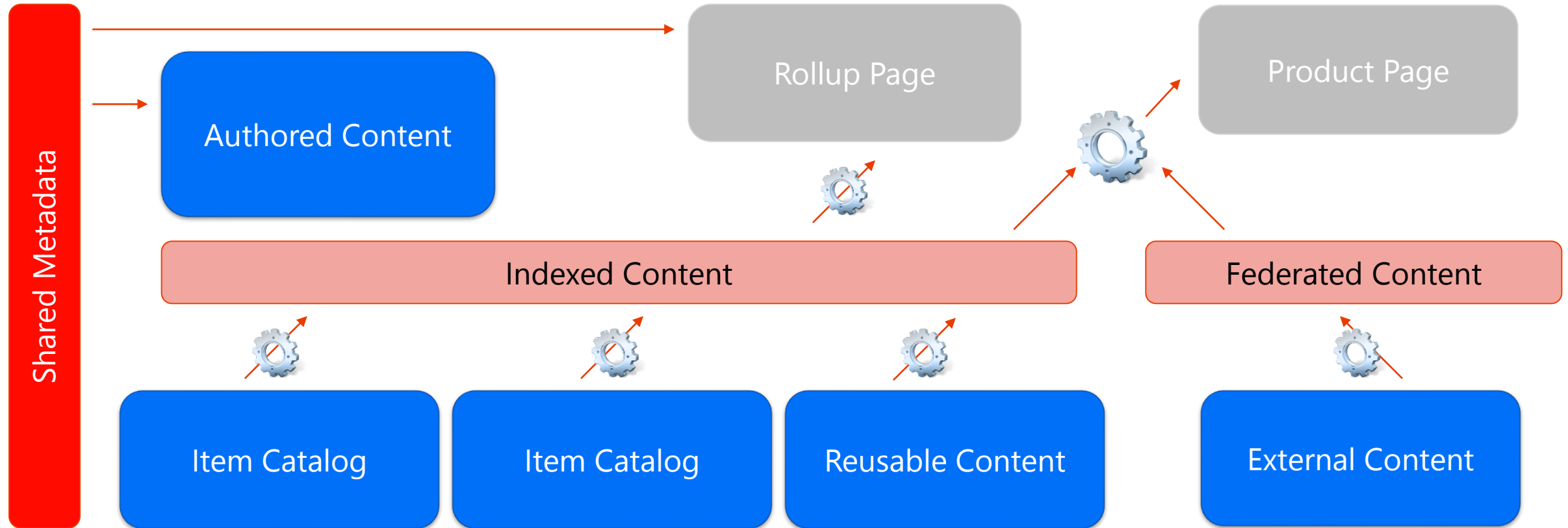
# Agenda

- SharePoint 2013 WCM Platform Improvements
- Managed Navigation
- Product Catalog

# WCM Platform Improvements

- SharePoint 2013 unifies SharePoint 2010 platforms
  - FAST Search Server 2010 for Internet Sites
  - SharePoint Server 2010 for Internet Sites
- WCM as a Search-Based Application
  - Use traditional “authored content” (SharePoint 2010)
  - Consume & integrate indexed content into Publishing site
- Leverage the new SharePoint App Model to inject common applications

# SharePoint 2013 Content Model



# Agenda

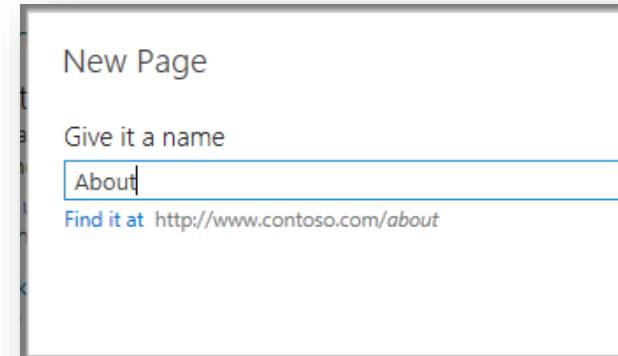
- ✓ SharePoint 2013 WCM Platform Improvements
  - Managed Navigation
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# Taxonomy in SharePoint 2013

- Taxonomies introduced in SharePoint Server 2010
- SharePoint 2013– Building & delivering on SP2010
- Improvements & Additions:
  - Added concept of “intended use”
  - New management pages (so Term Store Manager isn’t req.)
  - UI for management of custom properties on terms

# Site Navigation & Topic Pages

- Navigation based on taxonomy
  - Enables clean URLs (www.contoso.com/careers)
  - Enables multilingual URLs
- Allows for easy reorganization of content by modifying the term set
- Automatic generation of term-driven page
  - "Home page" for a term » contains search results for a term
  - Template can be customized by designers & developers



New Page

Give it a name

About

Find it at <http://www.contoso.com/about>

# Managed Navigation

Drive your navigation and URLs based on Term Store hierarchies

Clean URLs for actual end users

[www.contoso.com/careers](http://www.contoso.com/careers)

[www.contoso.com/aboutus](http://www.contoso.com/aboutus)

Define settings for navigation in terms store manager

Provides also dynamic topic pages capability for minimizing amount of *physical* pages for catalog type sites

ProductCatalog  
Site Settings › Term Store Management Tool

SEARCH

TAXONOMY TERM STORE  
English

Managed Metadata Service

System

Site Collection - intranet.contoso.com-sites-Product Catalog

Product Hierarchy

- Electronics
  - Audio
  - Cameras
  - Computers
  - Home appliances
  - Phones
  - TV and video

GENERAL

**Managed Metadata Service**

Available Service Applications  
A site may consume multiple metadata applications. Select the one to see in the tree view.

Managed Metadata Service

Sample Import  
The SharePoint metadata manager can import a term set from a UTF-8 CSV format file. Use the sample file as a template for creating import files. Then import the file into the desired group to create a new term set.

[View a sample import file](#)

Term Store Administrators  
You can enter user names, group names, or e-mail addresses. Separate them with semicolons. These users will be permitted to create new term set groups and assign users to the group manager role.

Default Language  
Select the default language for all Metadata in the system. All terms must have a label defined in their default

English

New Page

Give it a name

About

Find it at <http://www.contoso.com/about>



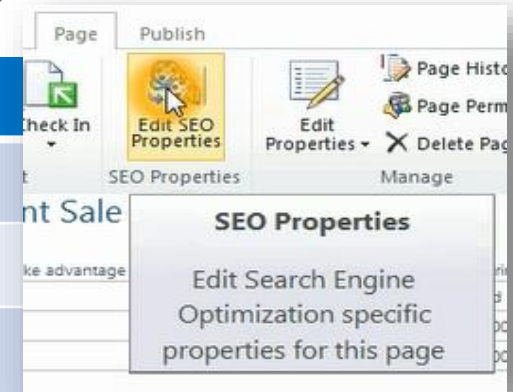
# Demo

Structured Content  
Managed Navigation

# Improvements with Search Engine Optimization

## Significant search engine optimization improvements

	SharePoint 2010	SharePoint 2013
Clean URLs	<a href="http://www.contoso.com/Pages/cars.aspx">http://www.contoso.com/Pages/cars.aspx</a>	<a href="http://www.contoso.com/cars">http://www.contoso.com/cars</a>
Home Page Redirects	HTTP 302	HTTP 301
Country code top-level domains	<a href="http://www.contoso.com/en-us/Pages/cars.aspx">http://www.contoso.com/en-us/Pages/cars.aspx</a> <a href="http://www.contoso.com/es-es/Pages/cars.aspx">http://www.contoso.com/es-es/Pages/cars.aspx</a>	<a href="http://www.contoso.com/cars">http://www.contoso.com/cars</a> <a href="http://www.contoso.es/cars">http://www.contoso.es/cars</a>
XML Sitemaps		Auto generated & referenced in robots.txt
SEO Properties	<title> & <h1> must be identical	Browser title Meta description Meta keywords
Webmaster Tool Integration		Assists with ownership verification



# Managed navigation

Content driven topic pages generated by search

Refiners based on context and content type

**CONTOSO** HOME PRODUCTS CAREERS ABOUT  
Products > Computers > LAPTOPS

Narrow your results

▼ PRICE  
0 - 2000

▼ BRAND  
Contoso (32) ✕  
Fabricam (17)  
Adventure Works (5)  
World Wide Importers (3)  
more...

▼ SCREEN SIZE  
15" (32) ✕ 19" (17)  
15.4" (10) 17" (5)  
more...

▼ RAM  
320 GB (15)  
180 GB (14)  
80 GB (3)  
60 GB (1)  
more...

40" LCD HDTV M690 Black Adventure Works 1185,-  
Laptop 19W Fabricam  
SLR Camera X135 Black A. Datum 627,-  
LV890 Extreme Speakers Northwind Traders 1399,-  
Touch Screen Phone 1600LX The Phone Company 499,-  
Smart phones 4 GB The Phone Company 1249,-  
Washer & Dryer 27in L420 Blue Litware 1399,-  
Microwave 1.5CuFt X1100 Fabricam 399,-

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Barbara Moreland (32)  
Ben Miller (17)  
Birgit Seidl (5)  
Cynthia Randall (3)  
Dan Wilson (1)  
more...

▼ DURATION  
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More than 1 hour (2)  
50-59 min (17)  
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30-39 min (3)  
20-29 min (3)  
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0-9 min (569)

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Missed connections fuel illustrator's imagination 32 min · 76 views · yesterday  
German fashion designer makes clothes from milk 32 min · 76 views · 2 days ago  
Nebraska sleuthing suggests artist Kuhn painted over landscape 32 min · 76 views · 2 days ago  
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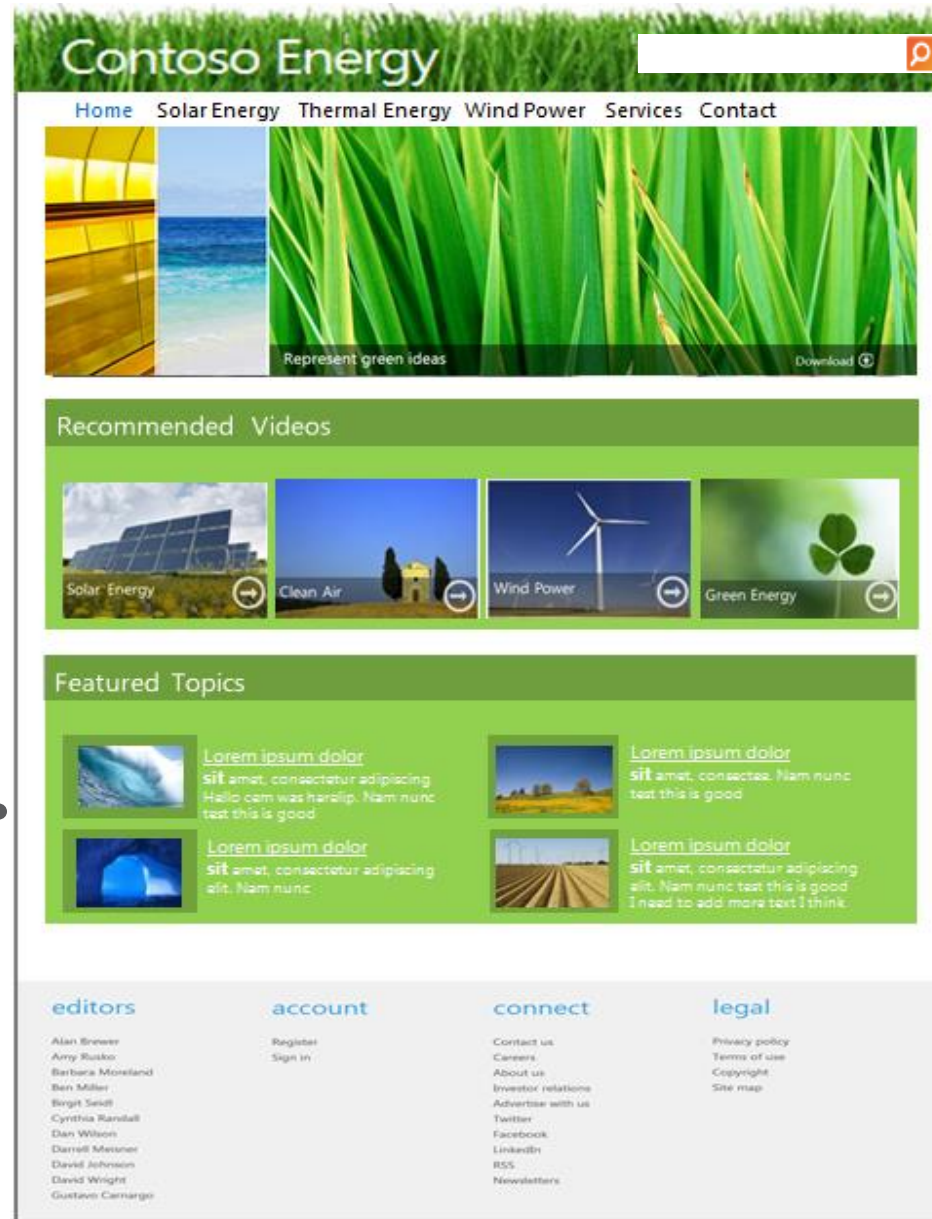
# Cross Site Publishing & Catalogs

- New list functional characteristic: Catalog
- Flagged in search for pre-defined search queries
- Enables content to be “published” across site collections
- Facilitates real content reuse
- Content surfaced throughout site collections via Content by Search Web Part (CBS)

# Content by Search Web Part

- Similar to Content by Query Web Part
- Exposes results as JSON on page
- Customize search results rendering
  - Easier to customize than CBQ styles
  - Client-side solution using returned results as JSON
  - Server side via custom Display Templates
- Content is only editable at the source, not in different presentations (presentation = search results)

# Combine static and dynamic content

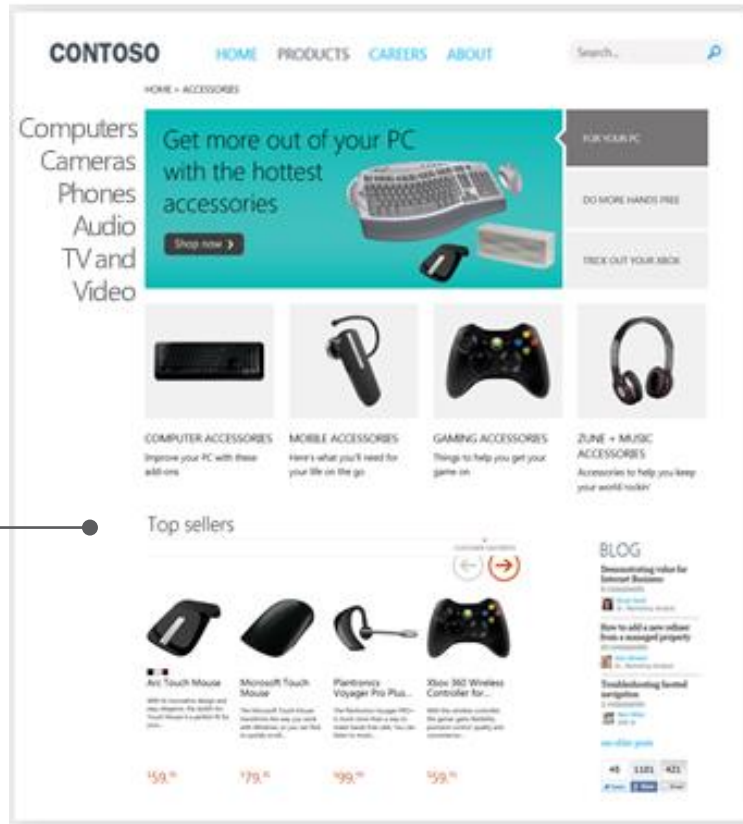


Engage your users with both static and dynamic content

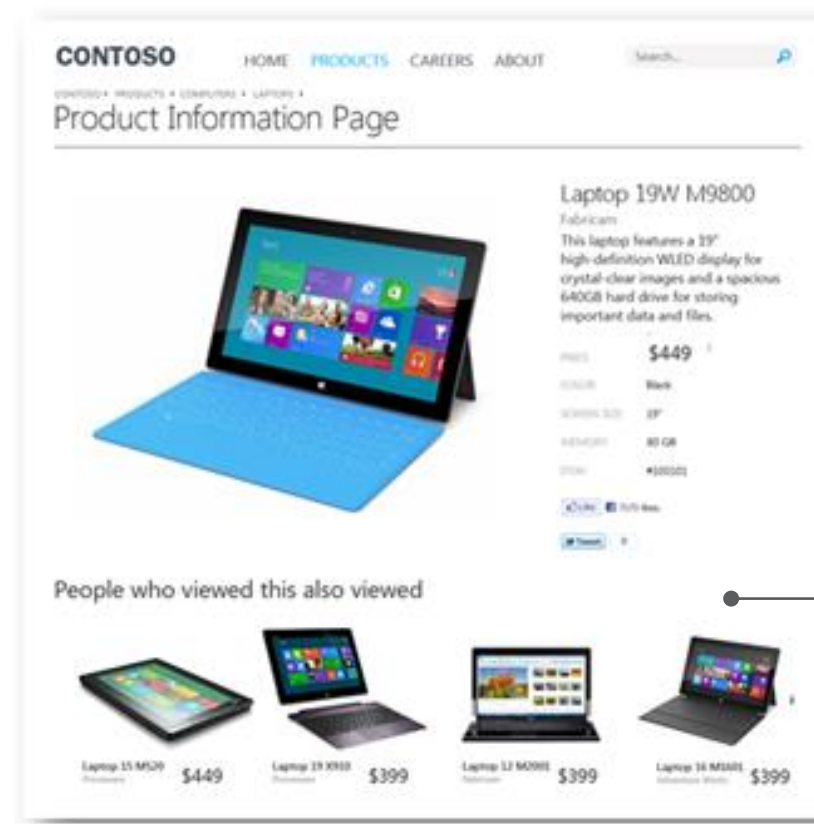
Surface rich content and videos with recommendations



# Deliver adaptive, personalized experiences



Learns and adapts with user behavior



Users can discover much more with recommendations



# Demo

## Product Catalog

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# Resources



Learn more about SharePoint Server 2013  
<http://sharepoint.microsoft.com>



Download the evaluation and experience SharePoint Server 2013  
<http://office.com/preview>



Attend SharePoint Conference  
Las Vegas, Nevada. November 12-15, 2012

Q & A