



SharePoint Web Content Management

June 14, 2012

Introductions

- Peter Carson - President
- Peter Mackenzie - VP, Sales & Marketing
- Joe Seguin - Director , Consulting Services

Agenda

- About Envision IT
- Case Studies
- Intro to SharePoint WCM
- SharePoint Demonstration
- Search Engine Optimization and Analytics
- Q&A
- Closing and Prizes

Envision IT

Focused on complex SharePoint solutions, Envision IT is the “go-to” partner for Microsoft SharePoint, building integrated public web sites, Intranets, Extranets, and web applications that leverage your existing systems anywhere over the Internet.



Envision IT Overview

- 22 years of experience
- 10 years of SharePoint experience
- Microsoft Gold Partner
- Multiple award winner
- Located in Mississauga, ON



Services



Products



Envision IT
Extranet User Manager
for SharePoint



Envision IT
Digital Marketing Suite
for SharePoint



Envision IT
Video Player
for SharePoint



Envision IT
Image Rotator
for SharePoint



Envision IT
Photo Viewer
for SharePoint



Envision IT
Custom 404
for SharePoint

Training



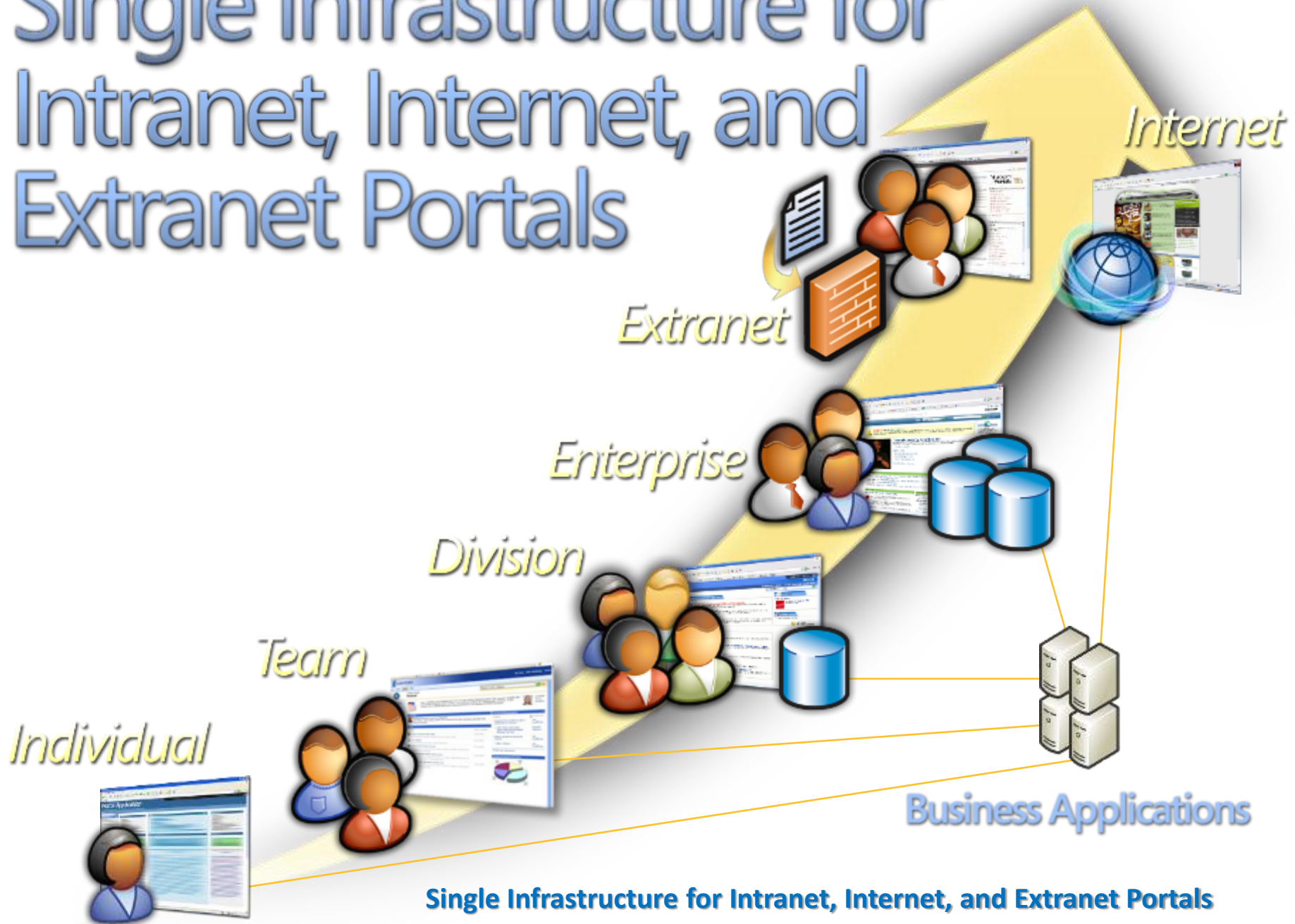
Envision IT has 20 years of experience in delivering corporate training. We offer 2 end-user training courses for SharePoint:

- SharePoint Collaboration
- Web Content Management



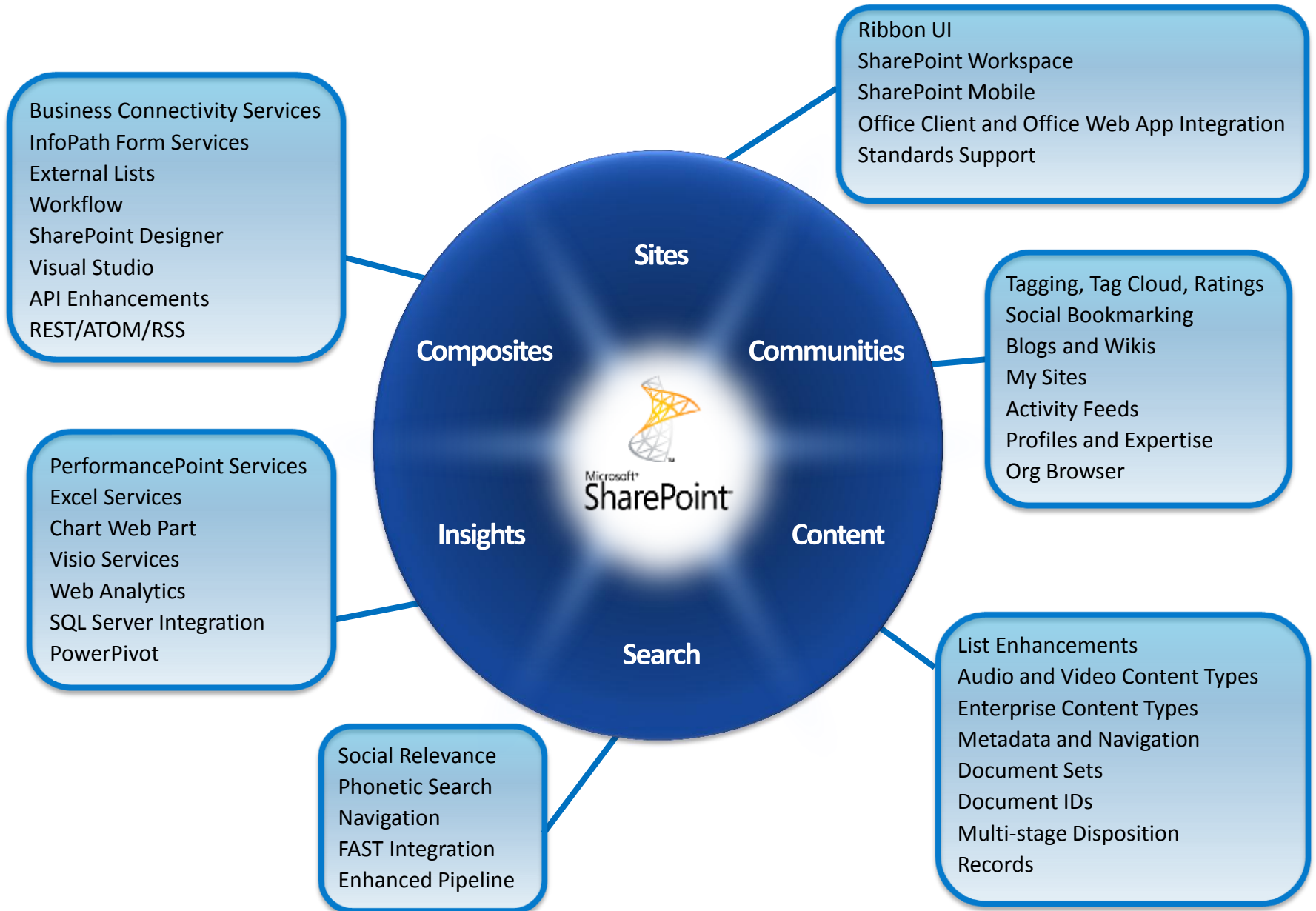
Microsoft®
SharePoint® 2010

Single Infrastructure for Intranet, Internet, and Extranet Portals



Single Infrastructure for Intranet, Internet, and Extranet Portals

SharePoint Feature Areas



WCM Key Features

- Non-technical users create pages based on templates called layouts
- Uses familiar Ribbon interface
- Web parts can display content from list or libraries with no user intervention required
- Out of the box workflows and approvals
- Multi-lingual capabilities through variations
- Audience Targeting
- Advanced Search Capabilities
- Can be highly customized
- Granular permissions

Publishing Site Page Rendering

http://foo.com/bar/pages/welcome.aspx

The screenshot shows a web page with a header 'MasterPage.master' and a main content area 'PageLayout.aspx'. The page title is 'Welcome To News'. The body contains Lorem ipsum text and a 'Field Control'. An 'Image' is shown in the left sidebar. The page is rendered with a 'Field Control' and an 'Image'.

1.
Welcome.aspx
page is
requested

2. Page layout
associated with
page is retrieved

3. Master page
associated with
site is retrieved

4. Controls in page
layout render
content from
page's fields into
the page

FileName	PageLayout	Title	Body	Image
Welcome.aspx	PageLayout.aspx	Welcome To News	Lorem ipsum dolor sit ...	/Images/Chair.jpg

Hosting Options

- On Premise
- Hosting Centre
- Office 365
 - Only suitable for Intranets
- Windows Azure
 - Just announced FIS on Azure VM option

Extranet Technologies

 Microsoft®
SharePoint® Server 2010
for Internet Sites Enterprise

 Microsoft®
SharePoint® Server 2010
for Internet Sites Standard



Core Technologies

 Microsoft®
SharePoint® Designer 2010

 Microsoft®
SharePoint® Foundation 2010



Enabling Technologies

 Microsoft®
Forefront®
Protection 2010 for SharePoint

 Microsoft®
Forefront®
Unified Access Gateway

- ✓ Enterprise Content Management
- ✓ Web Publishing
- ✓ Out-of-the-box Workflows
- ✓ Social Networking (for authenticated users)
- ✓ Search
- ✓ InfoPath Services
- ✓ SharePoint Business Intelligence (Excel Services and PerformancePoint)
- ✓ Access Services
- ✓ Visio Services
- ✓ Rights for FAST Search for SharePoint (for use outside the firewall)***

- ✓ Blogs
- ✓ Business Data Connectivity Service
- ✓ Claims-Based Authentication
- ✓ Discussions
- ✓ Mobile Connectivity
- ✓ Multilingual User Interface
- ✓ Permissions Management
- ✓ Ribbon and Dialog Framework
- ✓ SharePoint Workspace
- ✓ Streamlined Central Administration
- ✓ Wikis
- ✓ Workflow

- ✓ Virus protection
- ✓ Block inappropriate content
- ✓ Multiple Antivirus engines – keyword filtering
- ✓ Configurable alerts
- ✓ Single point security controls for access policies
- ✓ Access control based on user identity, role and device
- ✓ Inactivity timeouts and re-authentication
- ✓ Clean up cache\temp files at session termination



Microsoft® SharePoint® Server 2010 for Internet Sites Standard

Product Details

The ideal solution for **small to medium-sized businesses** to reach their customers on the internet with **easy-to-use** Web Content Management and compliance for **single domains***.

Features

SharePoint Standard CAL Features

- ✓ Enterprise Content Management
- ✓ Web Publishing
- ✓ Out-of-the-box Workflows
- ✓ Social Networking (for authenticated users)
- ✓ Search

Licensing

- ✓ Single Domain License for Internet or Extranet Use
- ✓ A license is required for every server (WFE, SSA, Index) providing standard capabilities
- ✓ Step-up SKU to Enterprise is available to customers with active SA**



Microsoft® SharePoint® Server 2010 for Internet Sites Enterprise

Product Details

The ideal solution for **enterprise customers** with **multiple domains**, across many geographies who want to provide high availability to their site visitors combined with a **powerful search experience**.

Features

SharePoint Standard CAL Features

- ✓ + Enterprise CAL Features
- ✓ Enterprise Content Management
- ✓ Web Publishing
- ✓ Out-of-the-box Workflows
- ✓ Social Networking (for authenticated users)
- ✓ Search
- ✓ InfoPath Services
- ✓ SharePoint Business Intelligence (Excel Services and PerformancePoint)
- ✓ Access Services
- ✓ Visio Services
- ✓ Rights for FAST Search for SharePoint (for use outside the firewall)***

Licensing

- ✓ Multiple Domain License for Internet or Extranet Use
- ✓ A license is required for every server (WFE, SSA, Index) providing enterprise capabilities
- ✓ Customers will require a completely new license of FIS Enterprise if a customer only purchased the license to FIS Standard



Microsoft® FAST™ Search Server 2010 for Internet Sites

Product Details

FAST provides the platform for driving high-volume commerce and content experiences uniquely personalized to the individual. For **highly tailored search solutions** or highly personalized experiences for 'top tier' websites, FAST Search for Internet Sites provides the **industry leading solution**.

Features

- ✓ FAST ESP 5.3
- ✓ FAST Search Designer
- ✓ Interaction Management Services (IMS)
- ✓ Content Transformation Services (CTS)
- ✓ Languages (all)
- ✓ Connectors (all)

Products



Envision IT
Extranet User Manager
for SharePoint



Envision IT
Digital Marketing Suite
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Envision IT
Video Player
for SharePoint



Envision IT
Image Rotator
for SharePoint



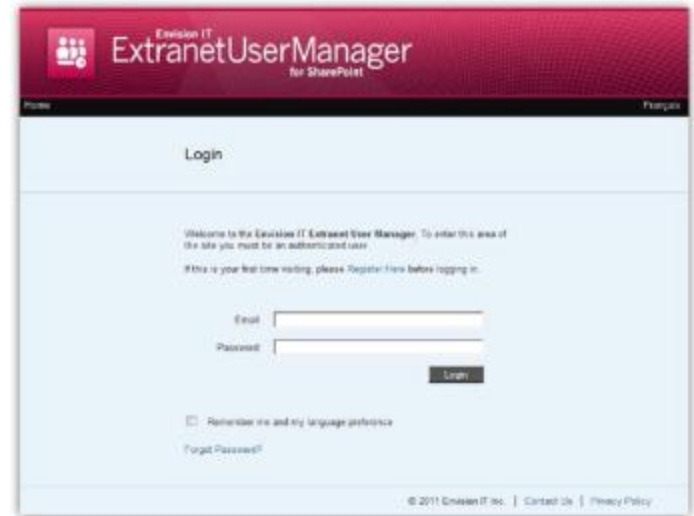
Envision IT
Photo Viewer
for SharePoint



Envision IT
Custom 404
for SharePoint



Envision IT Extranet User Manager for SharePoint



- Easy delegation of user management to business
- Self-registration, approvals, forgotten password reset
- Single URL and sign-on for AD



- Stream video smoothly from a variety of sources
- Simplifies embedding videos in SharePoint web content

   	<h2>Stream</h2> <p>from a variety of sources</p> <p>Windows Azure Windows Server SharePoint YouTube</p>	 <p>Envision IT Video Player allows you to stream videos in SharePoint pages from a variety of sources. By uploading and tagging a thumbnail image or list entry, you can have one or more videos rendered on your page through a single web part.</p>	<h2>View</h2> <p>on multiple devices</p> <p>Windows Mac iPhone iPad Android Blackberry Windows Phone</p>	      
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Envision IT PhotoViewer for SharePoint

- Rich display of photographs on a web page
- Easy for content authors to update

SHOPS AT DON MILLS

Home Centre Information Store Directory Contests and Store Promotions Shopping Tips Guest Services Events

Events Calendar Photo Gallery

Photo Gallery

Shops at Don Mills

A sunny morning in the Town Square

In the heart of Shops at Don Mills is a lively Town Square. Enjoyed by young and old, the Town Square is a great place gather, play with the kids or your four legged friend, enjoy one of our many events or simply relax with a coffee and good book.

Full Screen Slide Show



- Web part to support rotating banners
- Supported on iPad and mobile devices
- Easy for content authors to update





- Eliminate ugly page not found errors
- Make sure external links still work on your new site
- Shortened URLs for marketing purposes

Some examples

- Your new public SharePoint website has incoming links from external sites pointing to now invalid URLs from the old site
 - i.e. if Facebook had a link to an article on your old site
- You'd like to provide a short URL to pages deep inside your site
- Bookmarked pages have changed
- Site visitors mistype your URL in their browser
- An author has left a broken link on a page

Features

- The **Envision IT Custom 404 for SharePoint** will eliminate 404 errors and provide a richer user experience
- It is configurable in the following instances:
 - **Exact Match** - redirects visitors from an old URL to the matching new one
 - **Starts With** - redirects visitors from a particular part of your site to a specific page
 - **Contains Match** - selects common keywords in a bad URL and redirects users to the related page
 - **Default** – a catch-all for any other bad URLs



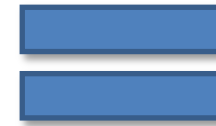
Situation 1



Goes to Old Site

Old URL linked on an external site:
[www.envisionit.com/content.asp?
L=E&DocID=9](http://www.envisionit.com/content.asp?L=E&DocID=9)

Situation 2



**404
Error**

Old URL linked on an external site:
[www.envisionit.com/content.asp?
L=E&DocID=9](http://www.envisionit.com/content.asp?L=E&DocID=9)

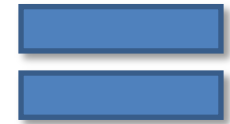
Goes to New Site



Solution



Old URL linked on an external site:
[www.envisionit.com/content.asp?
L=E&DocID=9](http://www.envisionit.com/content.asp?L=E&DocID=9)



Redirects to New Page on the New Site:
[http://www.envisionit.com/Products/News/Pages/En
vision-IT-Wins-2010-Microsoft-IMPACT-Award.aspx](http://www.envisionit.com/Products/News/Pages/Envision-IT-Wins-2010-Microsoft-IMPACT-Award.aspx)



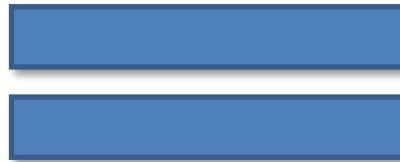
Types in: www.envisionit.com/eum
Shortened URL



Redirected to: www.envisionit.com/Products/Pages/Extranet-User-Manager-for-SharePoint.aspx
Full Target URL



Types in: www.envisionit.com/badurl
Mistyped URL



Redirected to: www.envisionit.com/products/pages/custom-404-default.aspx
Default 404 Page



Oops! The page you're looking for cannot be found.

You can try Search in the upper right. Or you can try one of these popular pages:

[Home](#)

[Contact Us](#)

[Products](#)

You arrived at this page through our Custom 404 redirect product.

You can find out more about it on the [Custom 404 product page](#).



Envision IT
Custom404
for SharePoint

OUR EXPERIENCE

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Capital One
Race for Kids

**It's not a marathon...
It's not a walk...**

Register today for an exciting new adventure race in your community.

www.raceforkids.ca

Boys & Girls Clubs of Canada
Clubs Garçons et Filles du Canada

1 2 3 4 5

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3/5/2012

[Boys and Girls Clubs of Canada and Capital One Launch Capital One Race for Kids](#)

It's not a run. It's not a walk. It's something...

2/23/2012

[Boys and Girls Club of Canada and President's Choice® Children's Charity Partner to Fuel Brighter Futures for Canadian Children](#)

Boys and Girls Clubs of Canada (BGCC) is proud to...

[Our Mission](#)

To provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life.

[More](#)

Did You Know?



For over 100 years, Boys and Girls Clubs have used the model of learning through play in our after-school programs.

This Globe & Mail article examines how play-based learning and a focus on building emotional intelligence can help kids be more

Partner News



BGCC partner AMD Foundation Named a 2012 Computerworld Honors Laureate

AMD Changing the Game, the Foundation's signature initiative, has reached more than 75,000 youth in six countries with video game design opportunities. The program's



Welcome to Self-Help Gambling Tools



Gambling Quiz

Answering these nine questions will help you understand if gambling is having a negative impact on your life.



Monitor Your Gambling & Urges

Use this web tool to keep track of when you gamble, or feel the urge to gamble. **Mobile App** also available.



Self-Help for Those who Gamble

Do you gamble? These interactive tools will help you explore, cut down or stop gambling.



Self-Help for Family and Friends

Does someone you care about gamble too much? With these interactive exercises, learn why they gamble and what you can do to help.

Ontario Problem Gambling Helpline

1-888-230-3505

- Open 24 hours, 7 days a week
- Free, confidential and anonymous
- Available across Ontario
- Service in more than 140 languages

The Helpline provides information about and referrals to problem gambling counselling services, including telephone counselling and organizations such as Gamblers Anonymous and Gam-Anon.

Please remember that the tools on ProblemGambling.ca are self-help exercises. The information you enter online will be anonymous, and will not be reviewed by anyone. Registration is free.



Operating Segments

Metal Service Centers



Energy Tubular Products



Steel Distributors



CONNECT WITH A CUSTOMER SERVICE REPRESENTATIVE



Calculators

Russel Metals Inc. (Russel Metals or the Company) is one of the largest metals distribution and processing companies in North America. The Company primarily distributes steel products and conducts its distribution business in three principal business segments: metals service centers; energy tubular products and steel distributors.

Metal Service Centers

We provide processing and distribution services to a broad base of customers. We service all major geographic regions of Canada and the Southeastern and Midwestern regions in the United States. To service our customer base we carry a broad line of metal products in a wide range of sizes, shapes and specifications, including carbon hot rolled and cold finished steel, pipe and tubular products, stainless steel, aluminum and other non-ferrous specialty metals. We purchase these products primarily from North American steel producers and package and sell them to end users in accordance with their specific needs. We service a wide variety of industries, including machinery and equipment manufacturing, construction, shipbuilding and natural resources, such as mining and petroleum.



Learn More About Your Warranty

Our ongoing series of videos and guides are designed to provide you with important information about your new home warranty.

[Learn More](#)



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Email a Customer Service Representative

[Register for MyHome](#)



[Online Education Seminars](#)



[Homeowner Information Package](#)



[MyHome](#)
Manage your warranty online



FAQ

Get answers to your questions



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[Understanding Delayed Closing and Occupancies](#)
[Warranty Protection](#)
[What's Covered and When?](#)
[Your Pre-Delivery Inspection](#)
[More...](#)



New Home Builders

[Registering and Renewing](#)
[Enrolling New Homes](#)
[After-Sales Service](#)
[Tarion Awards of Excellence](#)
[Illegal Building](#)
[More...](#)



Warranty Protection

[What's Covered and When?](#)
[What's Not Covered?](#)
[Types of Homes Not Covered](#)
[Warranty Process and Making a Claim](#)
[How the Statutory Warranty Works](#)
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- [> Ombudsperson](#)
- [> Construction Performance Guidelines](#)



> **Featured Products**



Universal Life

You've decided that you need life insurance. But not just any life insurance will do. You want a financial solution that will protect you during your lifetime and provide for your loved ones or beneficiaries. Consider a universal life (UL) plan.



Income Pays!

Transamerica has many tools to help you build better tomorrows for your clients. Through the Transamerica Guaranteed Investment Funds (TGIF) contract advisors have access to several fixed-income funds.

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> **Featured Solutions**



Insure your mortgage

Your lending institution offers mortgage insurance. But why settle for an insurance product that does not...



Investing

Whether you want to build a nest egg, secure a retirement income or have a completely different goal in mind,



Retirement Planning

Wouldn't it be great to look forward to your retirement rather than worry about how you're going to manage...

> **Meet...**

**WE MADE THEM
A TOMORROW
THEY COULD LOOK
FORWARD TO.**

About Us

Public

Employers

Members

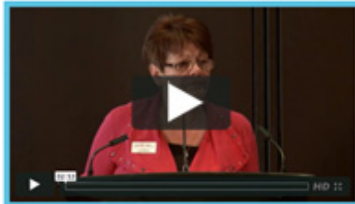
Become a Member



The College of Early Childhood Educators is a professional self-regulatory body for early childhood educators formed to protect the public interest and focused on quality and standards in the practice of early childhood education.



Third Annual Meeting of Members Video...Coming Soon!



A video recording of the College's third annual meeting of members will soon be available on our website. The video will include:

- Greetings from the Minister of Education
- President's Report
- Complaints Committee Report
- Auditor's Report
- Special Presentation from the College's Registrar and CEO, Sue Corke

Latest News

3/21/2012

[Updates to the College's Public Register](#)

Looking up a registered early childhood educator (RECE) just got...

3/20/2012

[Notice of Council Meeting](#)

Date/time of meeting: April 11, 2012; 1:00 - 5:00 p.m.
April...

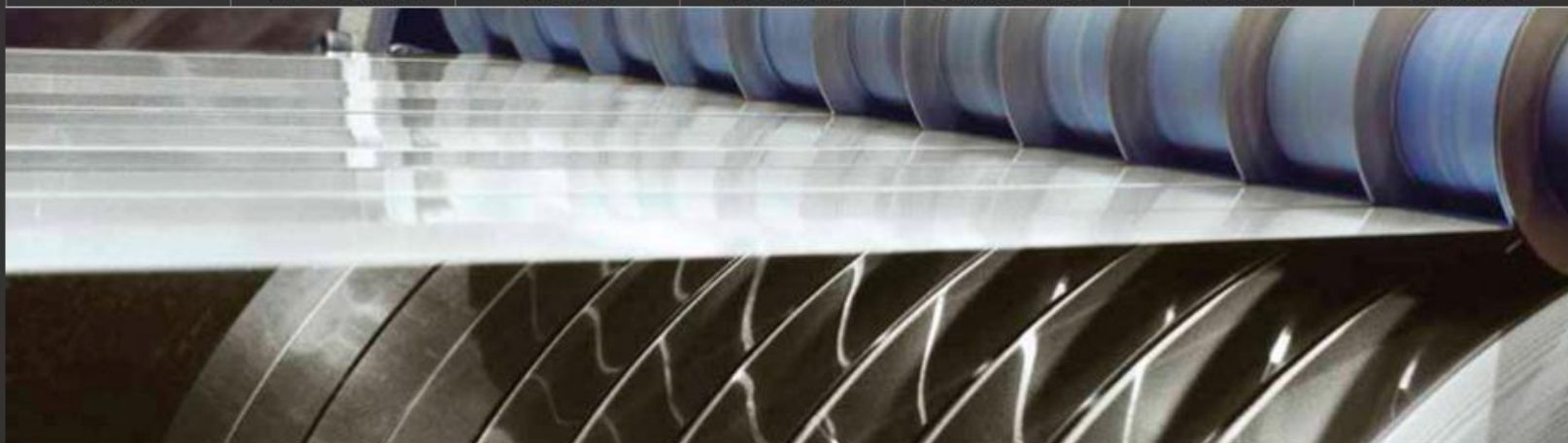
3/14/2012


[Winter Newsletter Now Available](#)

The Winter '12 Member Newsletter is now available. Read the Winter...

[More News...](#)

> [Public Register](#)
> [Contact Us](#)



 Over 155 years of experience in the metals industry

[>>Learn more](#)



Boxcars

Stanrail Acquisition

RECENT NEWS -- March 2012.
[Stanrail Corporation](#), a premier designer, manufacturer and distributor of railcar components became part of the **Roll Form Group**, a division of Samuel, Son & Co., Limited.



More Than Metal

Carbon steel, aluminum and stainless steel may be the backbone of our operations, but Samuel offers much more. Explore our site to find out about our [Manufacturing Divisions](#), [Transportation Services](#) and customized [Value-Added Programs](#).



A History of Quality

Samuel has built a leading name in the metals industry since 1855 and now operates [locations](#) worldwide. View our development as the largest family-owned metals distribution and processing corporation in North America in our [historical timeline](#).

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[eService Login](#)
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Love what you do, love where you do it - on Vancouver's scenic waterfront, in the downtown business and shopping core, adjacent to the convention centre.

Welcome to Waterfront Properties

Select

Life

Shops

Food

Green

Waterfront Properties Leasing



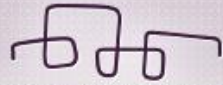
- Explore Leasing
- Availability
- Leasing Contacts

News & Events

- GREEN AT WORK™ Eco-Fair 2011...
- Ice Cream Days - Granville Square Plaza...
- More...

Gift Card





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AT THE SHOPS AT DON MILLS

Proudly committed to
60
EARTH HOUR

Get Experienced ▶
Sign up for our eNewsletter

MONDAYS 10^{ET} 10^{PT}

SHOPS AT DON MILLS®
SEEN ON THE NEW SEASON

Centre Hours

Mon-Fri 10:00 AM - 9:00 PM
 Sat 9:30 AM - 6:00 PM
 Sun 11:00 AM - 6:00 PM
 Using GPS? Enter 1060 Don Mills Road.

416.447.0618

What's New

[Skating rinks lure customers off the couch](#)
[SHOPS AT DON MILLS IS THE PRIMARY SHOPPING DESTINATION FOR TOP CHEF CANADA !!!](#)
[Free Investing 101 Seminar - Edward Jones March 29, 2012](#)

[shops.ca](#)





WELCOME TO THE NEXT CHAPTER OF SHERWAY GARDENS

Sherway Gardens continues to raise the bar in creating the definitive consumer retail experience to remain at the top of its class in the city of Toronto. From the finest details in our design to our commitment to a sustainable retail experience, Sherway Gardens' renaissance leads the way with a passionate drive towards transforming the future of shopping.



PROJECT HIGHLIGHTS

- 250,000 square foot expansion to increase stores and services to over 250.
- Increase in retail space to approximately 1.25 million square feet.
- New second level food court with striking exterior presence.
- 4 full service restaurants.
- New three level parkade with 1,200 stalls.
- A dramatic remerchandising of the existing food court into a new retail high street.

[CONTACT US](#)



Bed bugs in Ontario: A priority for public health?



The PHO Most Read Pages

- [Praesent blandit accumsan](#)
- [Nullam egestas vestibulum](#)
- [Fros id rhoncus](#)
- [Nullam egestas vestibulum](#)
- [Fros id rhoncus](#)

Just Clean Your Hands

SRKE

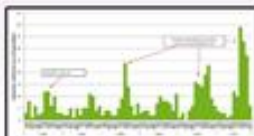
PIDAC

Public Health Labs

TOPHC



Data & Analytics



Hot Topics in Health

Lead Story

Praesent blandit accumsan. Nullam egestas vestibulum fros id rhoncus. Nunc ornare egestas molestie. Egestas vestibulum lorem ipsum deloria.

- [Praesent blandit accumsan](#)
- [Nullam egestas vestibulum](#)
- [Fros id rhoncus](#)
- [Nunc ornare egestas molestie](#)
- [Egestas vestibulum](#)

News & Events

Lead Story

Praesent blandit accumsan. Nullam egestas vestibulum fros id rhoncus. Nunc ornare egestas molestie. Egestas vestibulum lorem ipsum deloria.

- [Praesent blandit accumsan](#)
- [Nullam egestas vestibulum](#)
- [Fros id rhoncus](#)
- [Nunc ornare egestas molestie](#)
- [Egestas vestibulum](#)

Topics

Chronic Diseases and Injuries
Family Health
Infectious Diseases
Environmental and Occupational Health
Emergency Preparedness/Management

Public Health management
Knowledge Services
Population Health Assessment
Research
Other

Find it Fast

Forms
Reports
Surveillance Data
Labstracts
Guidelines
Best Practices
Fact Sheets
Presentations
TOPHC

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Email us, or call 1-877-543-8931



WELCOME ... CHECK OUT THE NEW LINKS INTRANET

NEWS ... TORONTO MAPLE LEAFS WIN STANLEY CUP

Crumblinle > Home > News & Events



Industry News

The New Rules of Investing

Aug 14, 2010

Lorem ipsum dolor sit amet, ashy reitne contessetur adipiscing elit. Etiam sit afgh dgwe sdfsefsd met...

CEO of the Year

Aug 6, 2010

Lorem ipsum dolor sit amet, ashy reitne contessetur adipiscing elit. Aecenas dictum sem condimentum nibh convallis in vehicula tortor imperdiet. Etiam sit afgh dgwe sdfsefsd met...

Take Over Bid Rejected

Aug 1, 2010

Lorem ipsum dolor sit amet, ashy reitne contessetur adipiscing elit. Etiam sit afgh dgwe sdfsefsd met...

News and Technology

July 12, 2010

Lorem ipsum dolor sit amet, ashy reitne contessetur adipiscing elit. Aecenas dictum sem condimentum nibh convallis in sdfsefsd met...

[More Industry News...](#)



Employee News

Take Over Bid Rejected

Aug 1, 2010

Lorem ipsum dolor sit amet, ashy reitne contessetur adipiscing elit. Aecenas dictum sem condimentum nibh convallis in sdfsefsd met...

News and Technology

July 12, 2010

Lorem ipsum dolor sit amet, ashy reitne contessetur adipiscing elit. Etiam sit afgh dgwe sdfsefsd met...

[More Employee News...](#)



Employee Discounts

Restaurant	July 21, 2010	50% off second entree at Marcel's Bistro & Lounge
Travel	July 31, 2010	3 nights stay in Las Vegas for \$50
Entertainment	Aug 14, 2010	2 for 1 tickets for all Ticketmaster events until 2011
Air Travel	Sept 9, 2010	25% off flights to Mexico

Weather

Awards

People's Choice Award
Industry Award
Critics Award

Upcoming Events

July 21, 2010	Rolling Stones
July 30, 2010	Jazz Festival
Aug 11, 2010	Art in the Park
Aug 25, 2010	CTV AGM
Sept 1, 2010	Intranet Launch
Sept 14, 2010	Argos vs. Ticats
Sept 29, 2010	Staff Lunch
Oct 11, 2010	Free Car Wash
Oct 22, 2010	Charity Event



SEARCH TYPE ▾

SEARCH

HOME | ALL CONTENT AREAS | CALENDARS | FLYERS | MY LINKS | TASK MANAGEMENT | CONTACT US

 Deal 301/09 007-2171/2270/2271/2371 Goodyear
Posted 05/04/2009

FEATURED HIGHLIGHTS



For days like today*

NEW!

A greener tomorrow starts today

Take care of our planet

Blue Planet CFL Bulbs

Save up to 75% by replacing incandescent bulbs with CFLs.

Go Green & Save Easy

Green Earth Dry-Fit

CanadianTire.ca Has a New Look

PORTAL NAVIGATOR

PRODUCT KNOWLEDGE SEARCH

Enter product #, product class or description.

SEARCH

DEAL BUNDLE SEARCH

Enter year and deal # to view content published for any deal.

YYYY-####

SEARCH

PLANOGRAM (POG) SEARCH

Enter product #, POG description or POG #.

Linear Feet



Deal Number

YYYY-####

SEARCH

AVAILABLE ON-HAND CORPORATE INVENTORY

Look up corporate inventory available at distribution centres that manage inventory through the ADM order management system.

Product Number

###-###

SEARCH

WHAT'S NEW TODAY

 = Quick Assign

View Full List

Title	Assigned To	Due Date	Status	Publication Date
News - Alerts				
Deals 352/353/08 054-3848 Price Change on Gas Bar				05/04/2009
Post Corrections to Packaging/Flyer - 99-7790 MC MX 14.4 NiCd Drill				05/04/2009
Stop Sales of 057-5137 Yardworks 6-lb Fibreglass Maul and 057-5146 Yardworks Fibreglass Splitter				05/04/2009
Deal 301/09 007-2171/2270/2271/2371 Goodyear Nordic Add Promo Price	User2	05/05/2009	Not Started	05/04/2009
Deal 102/09 Verify Quantities and Reorder 099-5215 132L Latching R Tote				05/04/2009

DEAL CALENDAR

View Full List

ORDER DUE DATE There are no items to show in this view.	MERCHANDISE RELEASE DATE There are no items to show in this view.	
TARGET SET UP WEEK There are no items to show in this view.	ACTIVATE DEALS There are no items to show in this view.	DEACTIVATE DEALS There are no items to show in this view.

MY TASK MANAGEMENT

 = Quick Assign

Assign Task

View Full List

Due Date	Status	Modified by	Title	Assigned To	Owner	Assigned By	Date Assigned	Completed Date
05/05/2009	Not Started	User1	 Deal 301/09 007-2171/2270/2271/2371 Goodyear Nordic Add Promo Price	User2		User1	05/05/2009	

Kevin's Blog

[St. Joe's Community Food Drive - A remarkable success!](#)
[Obesity Research and Pandemic Planning Articles](#)
[St. Joe's FIT](#)



Today @ St. Joos

Corporate	Academic Rounds
09:00 McMaster Muskoka: Practical Introduction to...	07:00 Thoracic Surgery Resident Patient Care/Teaching Rounds, SJH
	07:00 Orthopedic Rounds, SJH
	more...

Daily Pressures & Alerts

[Patient Flow Status](#)

[Health Alerts](#)

Express Links

Choose item ▾

The week @ St Joos

Corporate	Academic Rounds
08/14/09 09:00 McMaster Muskoka: Practical Introduction to...	08/14/09 07:00 Head & Neck Resident Patient Care / Teaching Rounds
08/17/09 09:00 McMaster Muskoka: Promoting Resilience...	08/14/09 08:00 CANCELLED FOR SUMMER ... Family Medicine Education Rounds, SJH*
more...	more...

St. Joe's this week ...



Ask Emma

(ask) anonymous questions related to HR, and Emma will respond and post for all employees to read.



News, Events and Information

St. Joe's Community Food Drive - A remarkable success! Kevin Smith appointed President and CEO of St. Joseph's Health System St. Joos has adopted an 11:00am Discharge Time Notice of Program Name Change and Relocation	Important memo from Standard Parking - August 11, 2009 Mail Services - Summer Hours Learn more about St. Joe's new Hand Hygiene Ambassador Initiative Take a break on HMECU...	Starry Night Healthy Working: A workplace wellness update Education News more...
---	---	---

Weather


 26°
 Hamilton, CAN



our caring
collaborating
community

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Friday, October 08, 2010 **Welcome System Account** [Search]

Quick Reference

- [CAS Toronto Website](#)
- [Traffic Report \(CP24\)](#)
- [GO Transit](#)
- [CAST Main Menu](#)
- [TTC Website](#)
- [Secure Email List](#)
- [Canada Savings Bonds](#)



October Child Abuse Prevention Campaign 2010

We will be organizing a number of activities and initiatives in honour of Child Abuse Prevention Month in October. [Child Abuse Prevention Month, Final.doc](#)

By October 1, you will all be receiving a number of wristbands and posters for your reception area. Please display the wristbands in the basket we provide along with one of the posters explaining the importance of the wristbands in your reception area.

Toronto, CA 1:00 pm EDT

Current	Friday	Saturday
22°C Partly Cloudy	10°C..21°C Sunny/Wind	4°C..15°C Sunny

Huron Perth CAS announces closure

On October 5, 2010, Huron Perth CAS took the unprecedented decision to wind down its operations, effective December 15, 2010.

The agency, geographically located in the Stratford area, operates on a budget of approximately \$17.5 million and is currently dealing with a deficit of \$1.3 million this fiscal year and is carrying forward an accumulated debt from previous years in the amount of \$870,000.

This afternoon, I had the opportunity to listen in on a Press Conference held by the Huron Perth CAS, wherein the President of the Board and the Executive Director, outlined the future of the agency.

All 125 staff will be issued lay-off/termination notices on October 15, 2010. At the present time, the agency has enough money to maintain services until the middle of December 2010.

A meeting is scheduled with the Minister of Children and Youth Services on Friday morning of this week, to discuss options available to ensure that mandated child welfare services can continue to be offered to the 200 children in care and the over 400 families served by this organization.

Poll of the Week

Will the Maple Leafs make the playoffs this season?

- Yes
- No

[Vote](#) | [View Results](#)

[View Past Polls](#)

Some of Our Clients

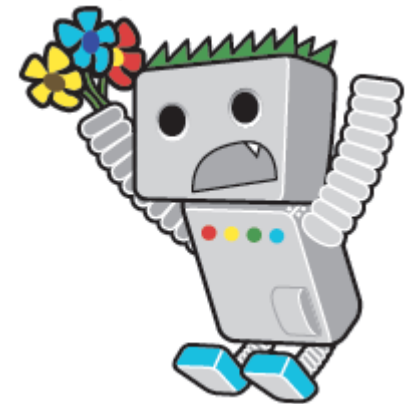


FEATURE DEMONSTRATION

SEARCH ENGINE OPTIMIZATION

SEO Introduction

- Critical for internet facing sites
- Requires planning from the beginning
- Content means everything
- Search engines change; sites need to adapt
- Keywords tagging is not useful





kitchen cabinets



Search

About 43,200,000 results (0.22 seconds)

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Toronto, ON

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The web

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Ads related to kitchen cabinets

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www.closeoutcabinets.ca/Toronto

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(416) 667-8100 - [Directions](#)

[Miele Outlet Sale - Up to 35% Off, Fully Authorized](#)

www.caplans.ca/

Dont Mlss Great Deals

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www.tangokitchens.com/

Quality **Cabinetry**-Affordable Prices

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www.downsviewkitchens.com/

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★★★★★ 5 Google reviews

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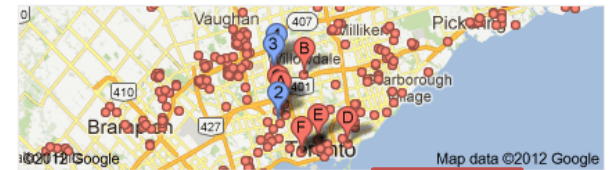
[Kitchen Designers Plus](#)

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Ads

Map for kitchen cabinets



Maps

Ads - Why these ads?

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Results



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- Kitchen Cabinets Canada
- Kitchen Cabinet Styles
- Kitchen Cabinet Design
- Kitchen Cabinet Manufacturers
- Discount Kitchen Cabinets
- Modern Kitchen Cabinets
- White Kitchen Cabinets
- Kitchen Design

SEARCH HISTORY

- trident hard surface cleaning
- phodev.ca
- phodev.oahpp.ca
- www.facebook.com
- hsftickr2010.envisionit.com
- See all
- Clear all · Turn off

NARROW BY REGION

- Only from Canada

ALL RESULTS

1-10 of 128,000,000 results · Advanced

[Kitchen Cabinets -Macy's](#) · www.macys.com/Kitchen-Cabinets

Ads

Shop **Kitchen Cabinets**. Top Quality Furniture at Macy's - Buy Today!

[Kitchen Cabinets & Doors](#) · www.CLCustomCabinetsAndDoors.ca

We build custom **kitchen cabinets** and reface them. Call 587-333-0712.

[Kitchen Cabinets - Cheap](#) · www.NexTag.com/Kitchen-Cabinets

Compare Low Prices on **Kitchen Cabinets**. See Seller Reviews!

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We've Got **Kitchen Gabinets!** Shop Online. Shop Smarter.

[Images of kitchen cabinets](#)

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[Kitchen Cabinets | Kitchen | Home Depot Canada](#)

Shop online from our wide selection of **Kitchen Cabinets**, Assembled Cabinets, Cabinet Hardware, **Cabinet Organization**, **Cabinets & Doors**, **Cabinets** and Doors, Amerock, Eurostyle ... www.homedepot.ca/catalog/kitchen-cabinets/172532

[Kitchen cabinet](#) - [Wikipedia, the free encyclopedia](#)

History · [Cabinet wood choices](#) · [Cabinet construction](#) · [Cabinet finishes](#)

Ads

[Kitchen Cabinets](#)

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Find Bargains on **Kitchen Cabinets**. Solid Wood & More. Seller Reviews! www.Calibex.com/Kitchen-Cabinets

[Remodeling Kitchen](#)

Kitchen, bath & other interior renovations. Call 519-945-3000. www.Family-Home-Improvements.ca

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Looking for **Kitchen Cabinet**? Find **Kitchen Cabinet** Now. buyerpricer.com/kitchen-cabinet

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kitchen cabinets



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Ads related to kitchen cabinets

Why these ads?

[Online Kitchen Cabinets - Huge Selection In Stock.](#)

www.kitchenspro.com/

Wholesale Pricing To Public. Shop Online Now!

↳ [Catalog Page](#) - [About Us](#) - [Sign Up](#) - [Free Design](#)

[Trends Wood Finishing | trendswoodfinishing.com](#)

www.trendswoodfinishing.com/

Kitchen Cabinet Finishing/Refacing GTA & Surrounding Areas

[Alpine Construction Inc | AlpineConstructionWindsor.ca](#)

www.alpineconstructionwindsor.ca/

Residential & commercial industrial renovations. Call 519-737-0500.

[Downsview Kitchens and Fine Custom Cabinetry | Manufacturers of ...](#)

www.downsviewkitchens.com/

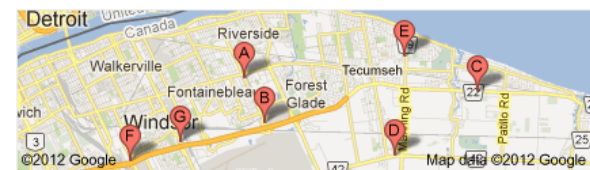
Downsview **Kitchens** produces the finest **kitchen** furnishing and custom **cabinets** on the market and is one of the custom furniture industry's leading ...

[BetterMade Cabinets](#)

www.bettermadecabinets.com/

"Just a few words to let you know how much I love my new **kitchen cabinets**. Everything is fabulous! We have had many compliments. Your workers and Installers ...

Map for kitchen cabinets



Ads - Why these ads?

[Kitchen Cabinet](#)

www.family-home-improvements.ca/

Cabinets and fixtures for **kitchen** & bath renovations. 519-945-3000.

[Save Big-Kitchen Cabinets](#)

www.meikitchens.com/

High quality frameless **kitchen cabinets**. #1 sales in Canada.

[IKEA Canada](#)

www.ikea.com/

IKEA Canada's Official Site Has Everything For The **Kitchen!**

SEO BEST PRACTICES

Source: Search Engine Optimization Starter Guide

http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf

Create Unique, Accurate Page Titles

- Do
 - Accurately describe the page's content
 - Create unique title tags for each page
 - Use brief, but descriptive titles
- Avoid
 - choosing a title that has no relation to the content on the page using default or vague titles like "Untitled" or "New Page 1"
 - using a single title tag across all of your site's pages or a large group of pages
 - using extremely lengthy titles that are unhelpful to users
 - stuffing unneeded keywords in your title tags

Make Use of the "description" Meta Tag

- Do
 - Accurately summarize the page's content
 - Use unique descriptions for each page
- Avoid
 - writing a description meta tag that has no relation to the content on the page
 - filling the description with only keywords
 - copying and pasting the entire content of the document into the description meta tag

The screenshot shows a SharePoint configuration form for a content type named 'Article Page'. The form includes fields for 'Name' (set to 'About-Us.aspx'), 'Title' (set to 'About Us'), and 'Comments'. The 'Comments' field is highlighted with a red border. The form also displays a dropdown menu for 'Content Type' set to 'Article Page' and a subtitle: 'Article Page is a system content type template created by the Publishing R'.

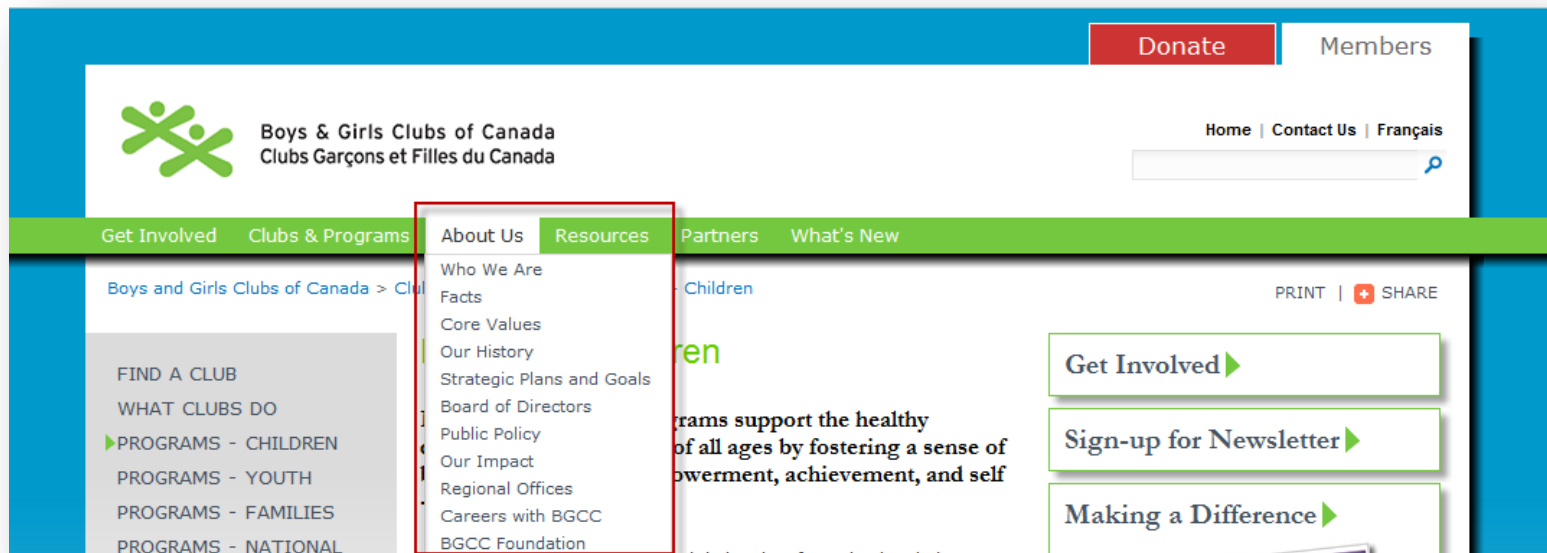
Content Type	Article Page
Name *	About-Us.aspx
Title	About Us
Comments	

Improve the Structure of your URLs

- Do
 - Use words in URLs (/pages/About-Us.aspx)
 - Create a simple directory structure
- Avoid
 - having deep nesting of subdirectories like ".../dir1/dir2/dir3/dir4/dir5/dir6/page.html"
 - using odd capitalization of URLs

Make Your Site Easier to Navigate

- Navigation is very important for search engines
 - helps search engines understand what content the webmaster thinks is important
- Plan out your navigation based on your homepage



Make Your Site Easier to Navigate

Ensure more convenience for users by using 'breadcrumb lists'



The screenshot displays the website for Boys & Girls Clubs of Canada. At the top right, there is a red 'Donate' button. The main header features the organization's logo and name in both English and French. Below this is a green navigation bar with links for 'Get Involved', 'Clubs & Programs', 'About Us', 'Resources', 'Partners', and 'What's New'. A red box highlights the breadcrumb trail: 'Boys and Girls Clubs of Canada > Clubs and Programs > Programs - Children'. To the right of the breadcrumb is a search bar. Below the navigation bar, a sidebar on the left lists menu items: 'FIND A CLUB', 'WHAT CLUBS DO', 'PROGRAMS - CHILDREN', and 'PROGRAMS - YOUTH'. The main content area is titled 'Programs: Children' and contains introductory text about the organization's mission. On the right side, there are two buttons: 'Get Involved' and 'Sign-up for Newsletter'.

Make Your Site Easier to Navigate

- Do
 - Create a naturally flowing hierarchy
 - Use mostly text for navigation
 - Put an HTML site map page on your site, and use an XML Sitemap file
 - Have a useful 404 page
- Avoid
 - letting your HTML site map page become out of date with broken links
 - creating an HTML site map that simply lists pages without organizing them, for example by subject
 - allowing your 404 pages to be indexed in search engines

Offer Quality Content and Services

- Interesting sites will increase their recognition on their own
- Anticipate differences in users' understanding of your topic and offer unique, exclusive content

Offer Quality Content and Services

- Do
 - Write easy-to-read text
 - Stay organized around the topic
 - Create fresh, unique content
 - Create content primarily for your users, not search engines

Offer Quality Content and Services

- Avoid
 - writing sloppy text with many spelling and grammatical mistakes
 - embedding text in images for textual content
 - dumping large amounts of text on varying topics onto a page without paragraph, subheading, or layout separation
 - inserting numerous unnecessary keywords aimed at search engines but are annoying or nonsensical to users

Write Better Anchor Text

- Suitable anchor text makes it easy to convey the contents linked
 - tells users and search engines something about the page you're linking to



Writing Better Anchor Text

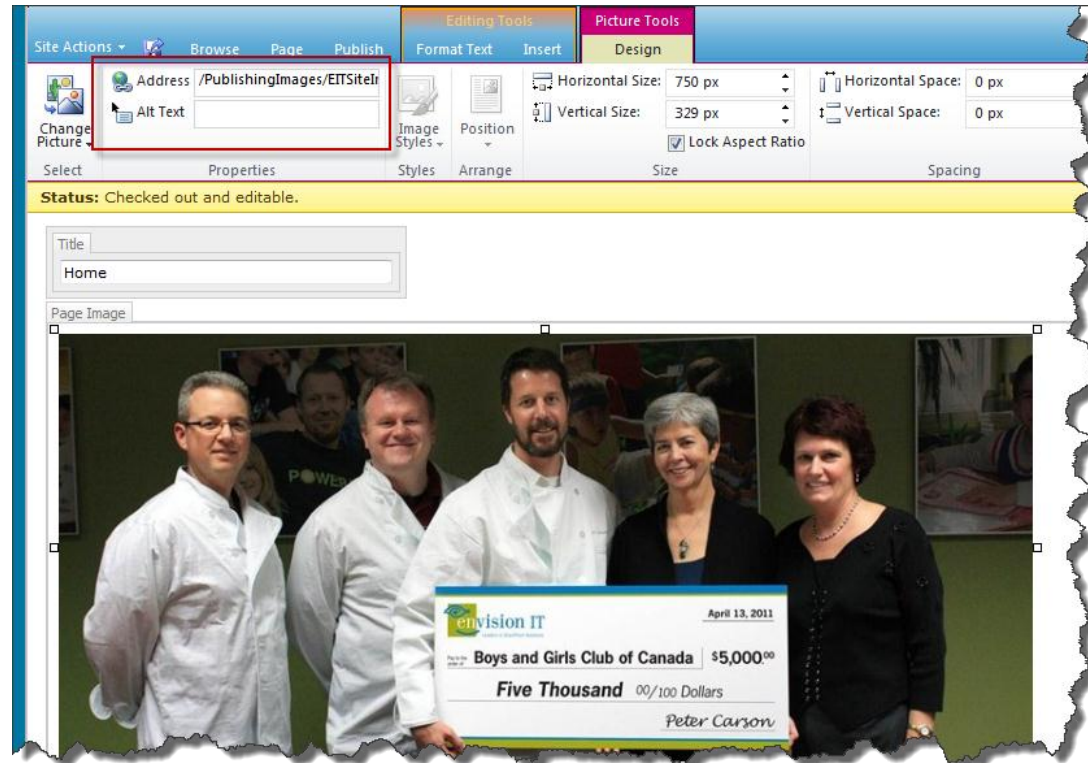
- Do
 - Choose descriptive text
 - Write concise text
 - Format links so they're easy to spot
 - Think about anchor text for internal links too

Writing Better Anchor Text

- Avoid
 - writing generic anchor text like "page", "article", or "click here"
 - using text that is off-topic or has no relation to the content of the page linked to
 - using the page's URL as the anchor text in most cases
 - writing long anchor text, such as a lengthy sentence or short paragraph of text
 - using CSS or text styling that make links look just like regular text
 - using excessively keyword-filled or lengthy anchor text just for search engines
 - creating unnecessary links that don't help with the user's navigation of the site

Optimize your use of images

- Image-related information can be provided for by using the "alt" attribute
- Store files in specialized directories and manage them using common file formats



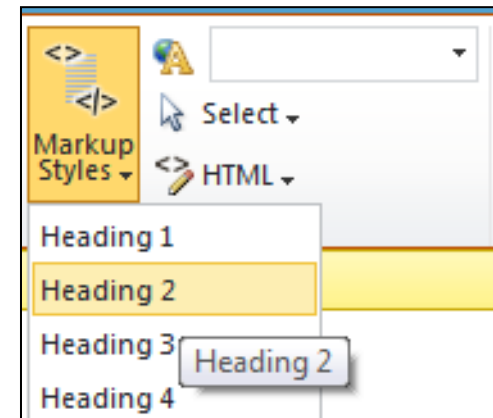
Best Practices

- Do
 - Use brief, but descriptive filenames and alt text
 - Supply alt text when using images as links

Use Heading Tags Appropriately

- Use heading tags to emphasize important text

```
</head>
<body>
<h1>Brandon's Baseball Cards</h1>
<h2>News - Treasure Trove of Baseball Cards Found in Old Barn</h2>
<p>A man who recently purchased a farm house was pleasantly surprised ...
dollars worth of vintage baseball cards in the barn. The cards were ... in news
papers and were thought to be in near-mint condition. After ... the cards to his
grandson instead of selling them.</p>
```



Use Heading Tags Appropriately

- Do
 - Imagine you're writing an outline
 - Use headings sparingly across the page
- Avoid
 - placing text in heading tags that wouldn't be helpful in defining the structure of the page
 - using heading tags where other tags like `` and `` may be more appropriate
 - erratically moving from one heading tag size to another
 - excessively using heading tags throughout the page

Make Effective Use of Robots.txt

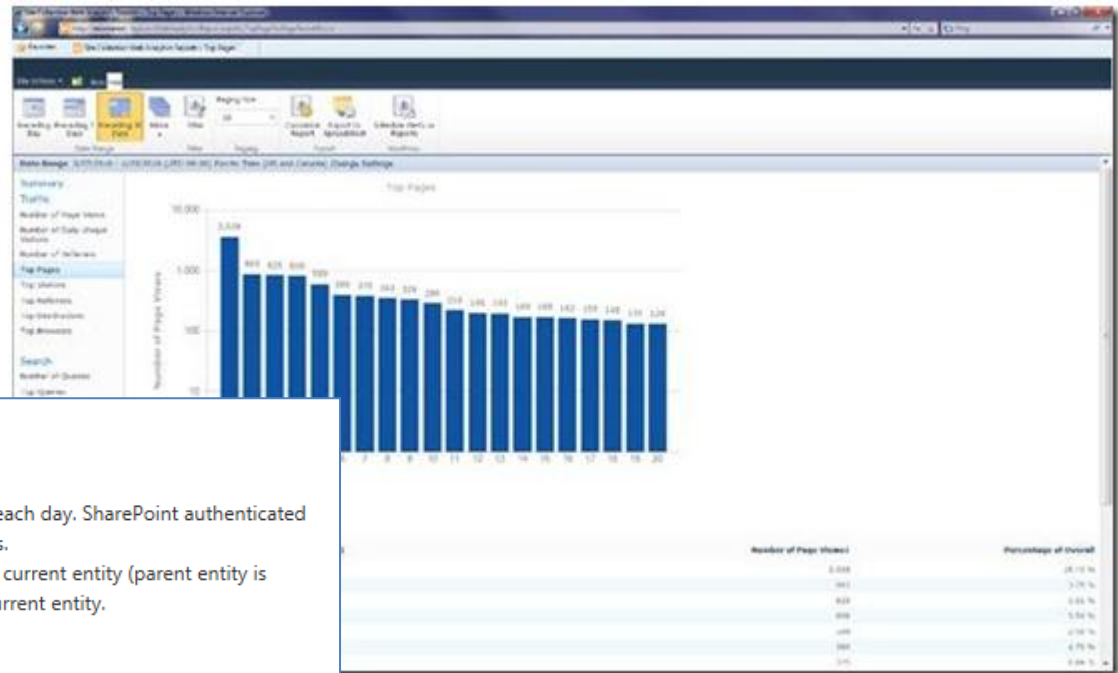
- Restrict crawling where it's not needed with robots.txt
 - A "robots.txt" file tells search engines whether they can access and therefore crawl parts of your site
 - This file, which must be named "robots.txt", is placed in the root directory of your site

Make effective use of robots.txt

- Do
 - Use more secure methods for sensitive content
- Avoid
 - allowing search result-like pages to be crawled

Campaign Tracking and Web Analytics

- Analytics available out of the box
 - Trend Reports
 - Rank Reports



Trend Reports

1. **Number of Page Views:** Total number of page views each day.
2. **Number of Daily Unique Visitors:** Total number of unique visitors each day. SharePoint authenticated users and anonymous users (using IP address) are counted as visitors.
3. **Number of Referrers:** Total number of unique URL's external to the current entity (parent entity is treated as external as well), from where the users navigated to the current entity.

Rank Reports

1. **Top Pages:** Most viewed pages in the current entity.
2. **Top Visitors:** Most frequent visitors of the current entity.
3. **Top Referrers:** Top URL's external to the current entity from where users navigated to the current entity.
4. **Top Destinations:** Similar to Referrers, these are the top external URL's that the user visited from the current entity.
5. **Top Browsers:** Top browsers being used to visit the current entity.

Campaign Tracking and Web Analytics

- Other options
 - Google Analytics
 - Web Trends
 - Other 3rd part products such as Intlock (<http://www.intlock.com>)

Intlock Marketing Suite



Web Analytics

Real time analytics, custom event tracking, path analysis, internal search, Data Export API, customized dashboards and reports, automatic alerts



Campaign Tracking and Advertising Effectiveness

Campaign and traffic sources tracking, goal and funnel analysis



Optimization

Behavioral Targeting, A/B and Multivariate Testing



Visitor Profiles

User segmentation, demographics, audience targeting, user engagement, user activity reports



Voice of Customer

Page-based comments, surveys, website satisfaction polls



SEO

SEO violations and errors, page and website speed, search engines and keywords reports



Visitor Recording

Browser session recordings, mouse tracking, funnel drop-out videos



Plugins

CRM integration, third party tools integration



InSight

Automatic detection of significant changes in website usage patterns



Affiliates

Campaigns, trackers and tracking links management. Built in pixel tracking support

SOCIAL MEDIA

Get Social!

PRINT | SHARE

Club des g...
WW

Future Shop Future Leaders Scholarships make a difference

Hear one recipients story....
[More>](#)

1 2 3 **4** 5

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Did You Know? Part 1 News

Social Media Tips

- Include Visible Social Media Buttons
- Integrate Social Where it Makes Sense
- Include Up-to-Date Buttons
- Include Share Buttons
- Use Analytics
- Don't Over-Do It

QUESTIONS?

THANK YOU!