Using WebGallery, WebDeploy and some IIS Extensions

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Luis Alves Martins @luismartins
luis.martins@microsoft.com
Architect Evangelist
Microsoft Portugal

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toon@promex.be
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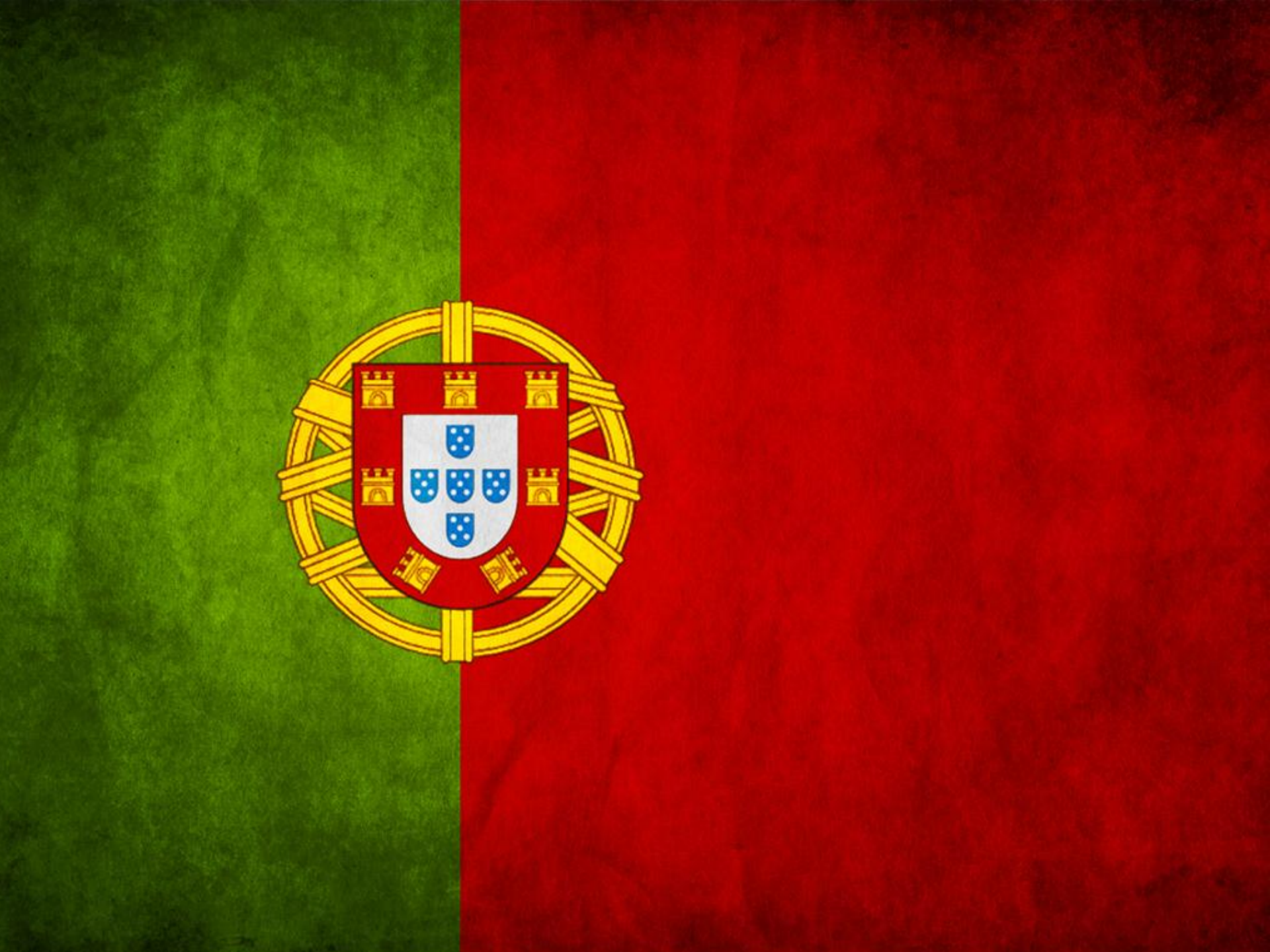
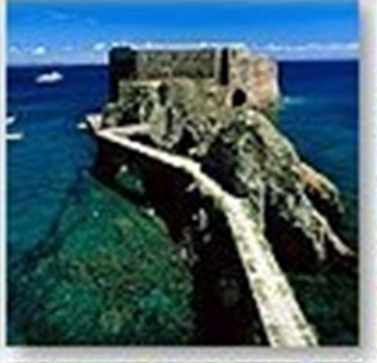
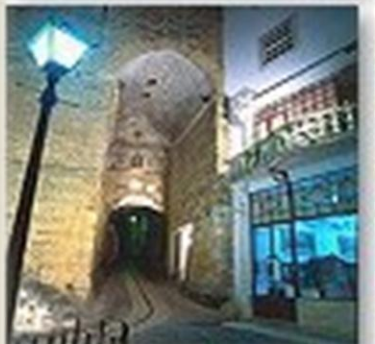
about me…

about Luis…

Cork
CYMRU
Luton
London
Tilburg
Essen
Exeter
ENGLAND
Poole
BELGIUM
Lille
Mons
English Channel
PICARDY
Caen
Le Havre
Metz
LUX.
Brest
St.-Malo
Paris
Nancy
BRITTANY
Le Mans
Sens
BURGUNDY
Angers
Blois
Vannes
FRANCE
Nantes
Dole
CENTRE
Loire Valley
Niort
Geneva
La Rochelle
LIMOUSIN
RHÔNE-ALPES
Saintes
Bay of
AUVERGNE
Bordeaux
Cahors
Gap
Biscay
MIDI-PYRÉNÉES
Nîmes
La Coruña
ASTURIAS
Santander
Toulouse
GALICIA
Barakaldo
NAVARRA
Pyrenees
Vigo
León
Perpignan
LA RIOJA
VILA REAL
Palencia
CATALONIA
Porto
CASTILLA Y LEÓN
Zaragoza
Barcelona
Aveiro
Madrid
Guarda
CASTILE-LA MANCHA
Valencia
Palma
Leiria
Portalegre
PORTUGAL
SPAIN
Elche
Lisbon
ANDALUSIA
Mediterranean S
Odemira
BEJA
Seville
MURCIA
Azores Fault Zone
FARO
Málaga
Granada
Bejaïa
Iberian Peninsula
Algiers
Alger
Constantine





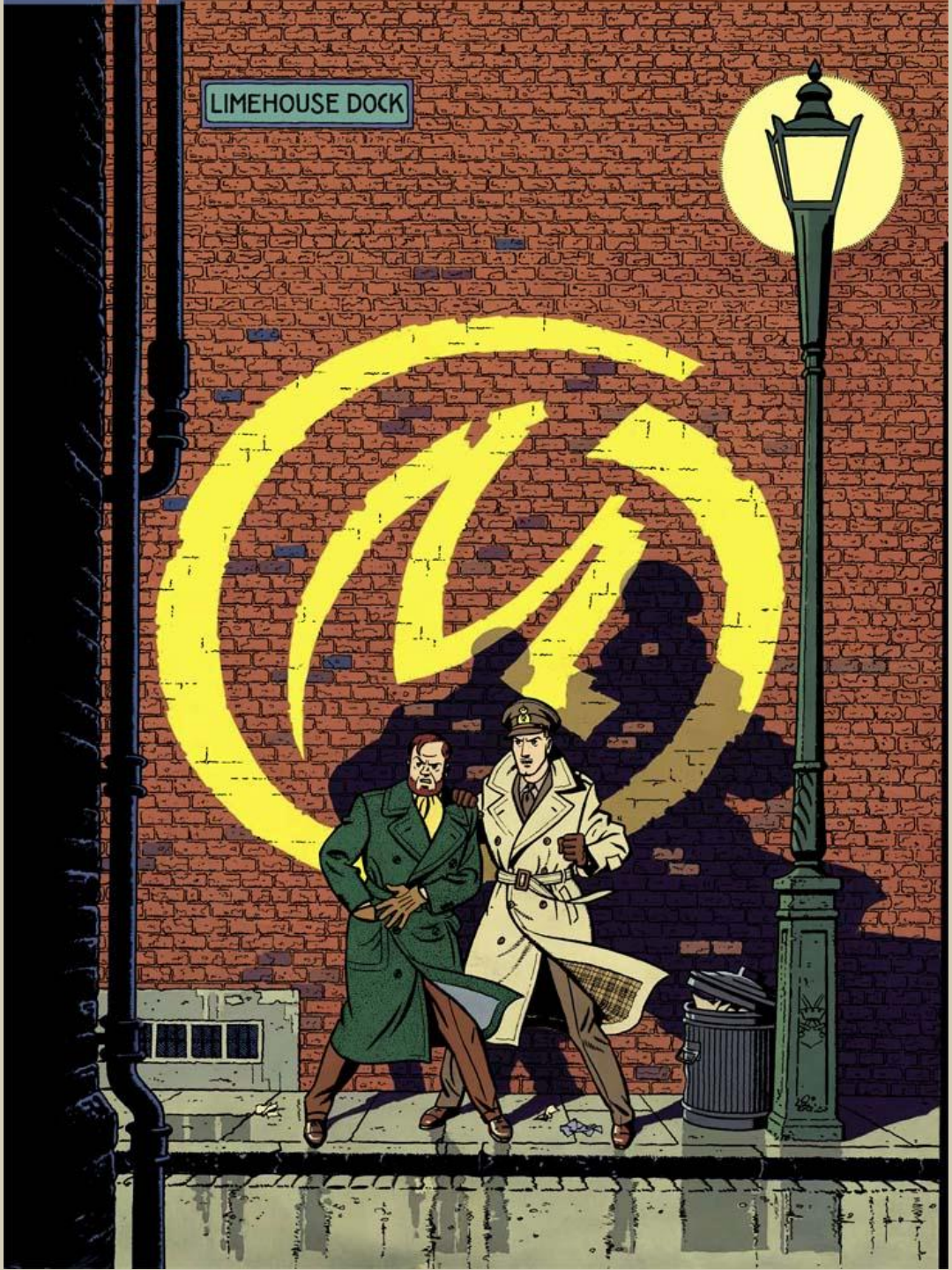


17

how we(Portuguese) see you…

www.spainCenter.org

Duvel


LIMEHOUSE DOCK

but before we really start…

FIELD MARSHAL
H.R.H. ARTHUR WILLIAM PATRICK ALBERT
DUKE OF CONNAUGHT AND STRATHEARN
K.G. K.T. K.P. G.C.B. G.C.S.I. G.C.M.G. G.C.I.E. G.C.V.O.
HIGH COMMISSIONER AND COMMANDING IN CHIEF
BRITISH TROOPS IN THE MEDITERRANEAN
ON MARCH 30TH 1908.

Web

Microsoft is Web committed

Microsoft is Cloud committed

Microsoft is Web committed

the Microsoft Web Platform

A powerful set of tools, servers and technologies optimized for building and hosting next generation web applications.

one platform, one site

www.microsoft.com/web

continuous Web Platform innovation

Web Platform Installer

Single tool for installing and configuring platform components and applications

IIS Extensions

Adding value by simplifying publishing, development and deployment scenarios

No-Cost Express Tools

Visual Web Developer Express and SQL Server Express get you up and running faster

Microsoft Visual Studio

Microsoft SQL Server 2008 Express

Microsoft Web Platform Installer

Makes it simple for anyone using Windows Server or Client to design, develop, discover, deploy and run web applications.

- Install the latest versions of **FREE Microsoft Web Platform** tools, web server and extensions, database and frameworks including PHP
- Stay up-to-date and explore what's new
- Runs on Windows XP, Windows Vista, Windows 7, Windows Server 2003 to Windows Server 2008 R2

Microsoft Web Platform Installer

- Simplifies discovery…
  - Extensible product list for Microsoft Web stack, including new IIS extensions
  - Three options (“Complete”, “ASP.NET”, and “Custom”)
- Simplifies installation…
  - Single install for all MS Web platform components
  - Logging for diagnostics
  - Automatic handling of reboots
- Simplifies updates…
  - XML-based manifest for easy updates of product list
  - Automatic upgrade of the Installer itself

Web Platform Installer

Microsoft® /web

Tools

Microsoft® Visual Studio® 2010 Express

Microsoft® Expression® Web

Web App Gallery

DOTNETNUKE community • content • collaboration

blogengine.net

Drupal

phpBB criando comunidades

Technologies

Microsoft® .NET | ASP.NET

Microsoft® Silverlight™

IIS 7 Extensions

Smooth streaming | Seo Toolkit | Web deployment | url scan| loggging | url rewrite | ip restriction |
request routing media services cache extension for php remote administration ftp publishing database manager administration

Servers

Windows Server® Internet Information Services 7.0

Microsoft® SQL Server® Express Edition

Web App Gallery

Sample Umbraco sites

- http://umbraco.org/tour/sites-running-umbraco
  - http://www.asp.net/
  - http://www.wired.co.uk/
  - http://www.heinz.com/our-food.aspx
  - http://www.abbasite.com/
  - http://www.casius.be
  - http://www.ijsboerke.be
  - http://www.victorbyhasselblad.com/
  - **> 75.000 Umbraco websites world wide...**

Umbraco: Open Source .NET CMS

Developers love Umbraco:

- Full support for own .NET Controls
- Documented API
- Use any .NET Language like c# or VB.NET
- Full source code available (open source)
- From developers for developers
- http://our.umbraco.org/ is the central hub for the friendly umbraco community. Search for documentation, get help and guidance from seasoned experts, download and collaborate on plugins and extensions.

Umbraco: Open Source .NET CMS

Designers love Umbraco:

- No limits to design
- Super simple template engine
- Full support for web standards
- Full support for accessibility standards

Umbraco: Open Source .NET CMS

Editors love Umbraco:

- Beautiful, user-friendly interface
- Integrated WYSIWYG Editor
- Support for editing in Microsoft Word
- Versioned and scheduled publishing

Demo

Umbraco installation tip

- ONLY ON YOUR OWN MACHINE:
  - Make sure to grant EVERYONE full control on C:\Inetpub and underlying folders (only for development purposes to all permissions are set ok when installing umbraco)
  - You need to set mixed mode authentication in SQL Server

Let’s talk about

WEB SERVERS

Your potential. Our passion.
Microsoft
New apps are everywhere: your servers, overseas, and in the cloud. So how do you manage it all? Windows Server® 2008 with Internet Information Services 7.0 helps you host both ASP.NET and PHP apps on the same servers, with enhanced security and stability. See the Web in a whole new way at PHPonWindows.com
Windows Server
Internet Information Services 7.0
XOOPS
IT 24-7
It manages ASP.NET, PHP, and
everything in between.

Solid Foundation for Business

Windows Server®
Internet Information Services 7.0

Simplified Management

Powerful Hosting of Applications and Services

Lower Infrastructure Costs

More Control

- Powerful Administration Tools
- Centralized Web Management
- Delegated Remote Management

More Reliable

- Scalable Web Infrastructure
- Dynamic Caching and Compression
- Rich Diagnostic Tools

More Secure

- Enhanced Server Protection
- Secure Content Publishing
- Improved Access Protection

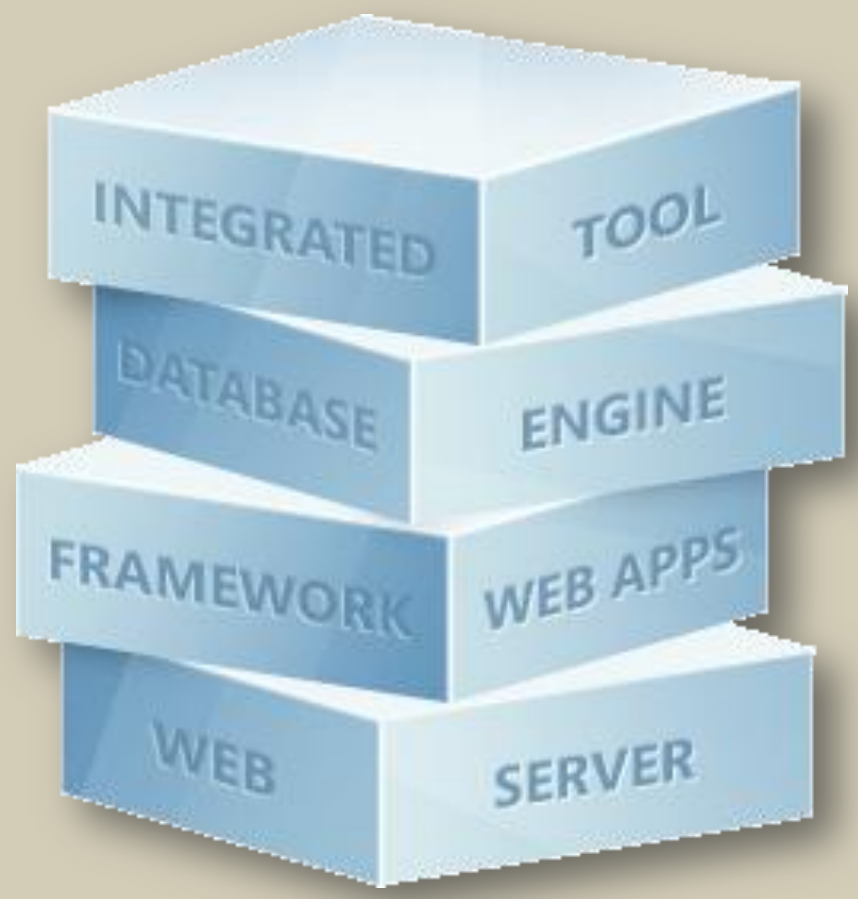
More Choice

- ASP.NET and PHP Support
- Modular & Extensible Web Server
- Intelligent Media Serving

IIS VS IIS EXPRESS

IIS VS IIS DEVELOPER EXPRESS

webmatrix


INTEGRATED
TOOL
DATABASE
ENGINE
FRAMEWORK
WEB APPS
WEB
SERVER

IIS Developer Express

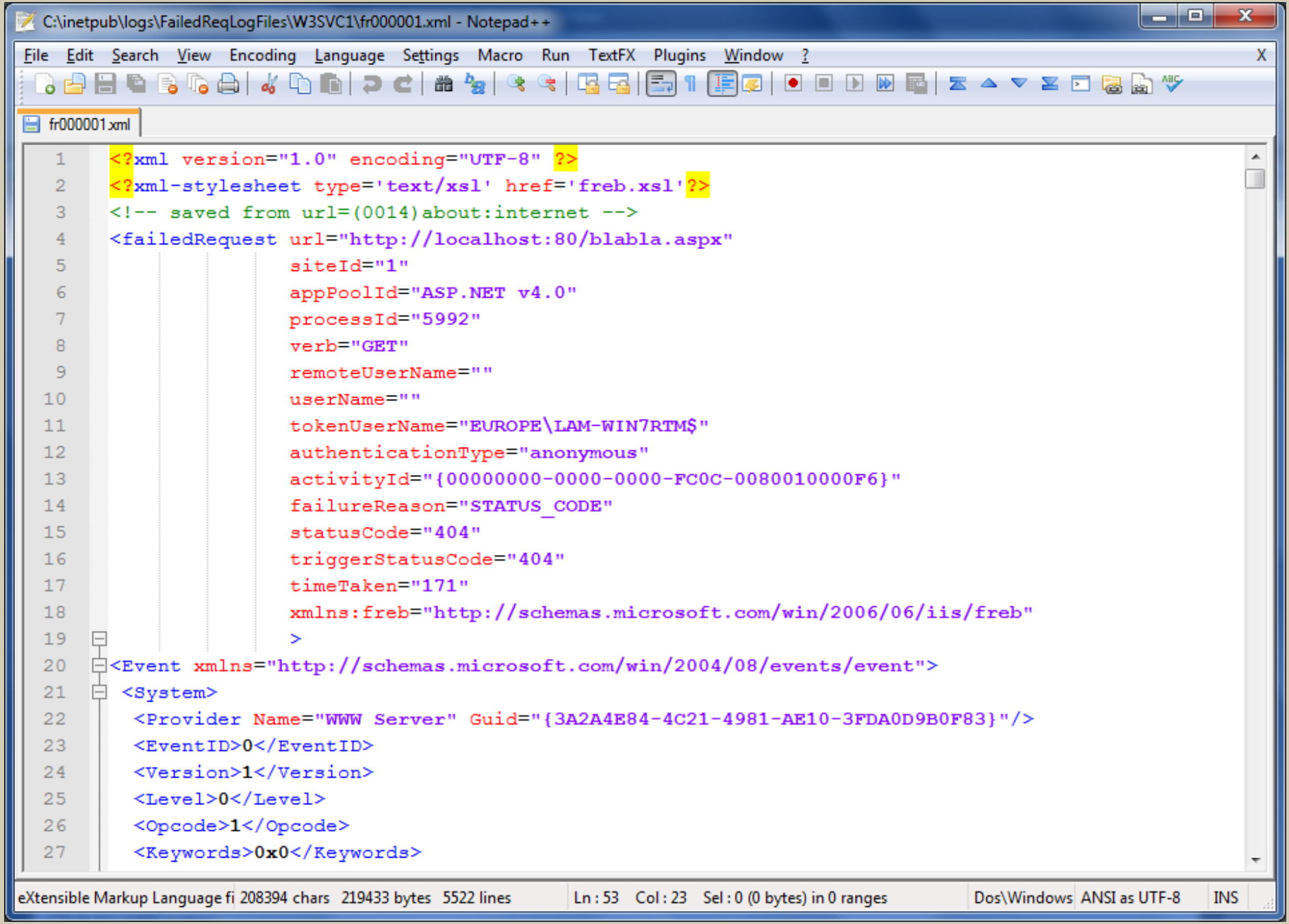
- Multi-developer Support
- User launches and terminates sites
- A standart user can do almost any task

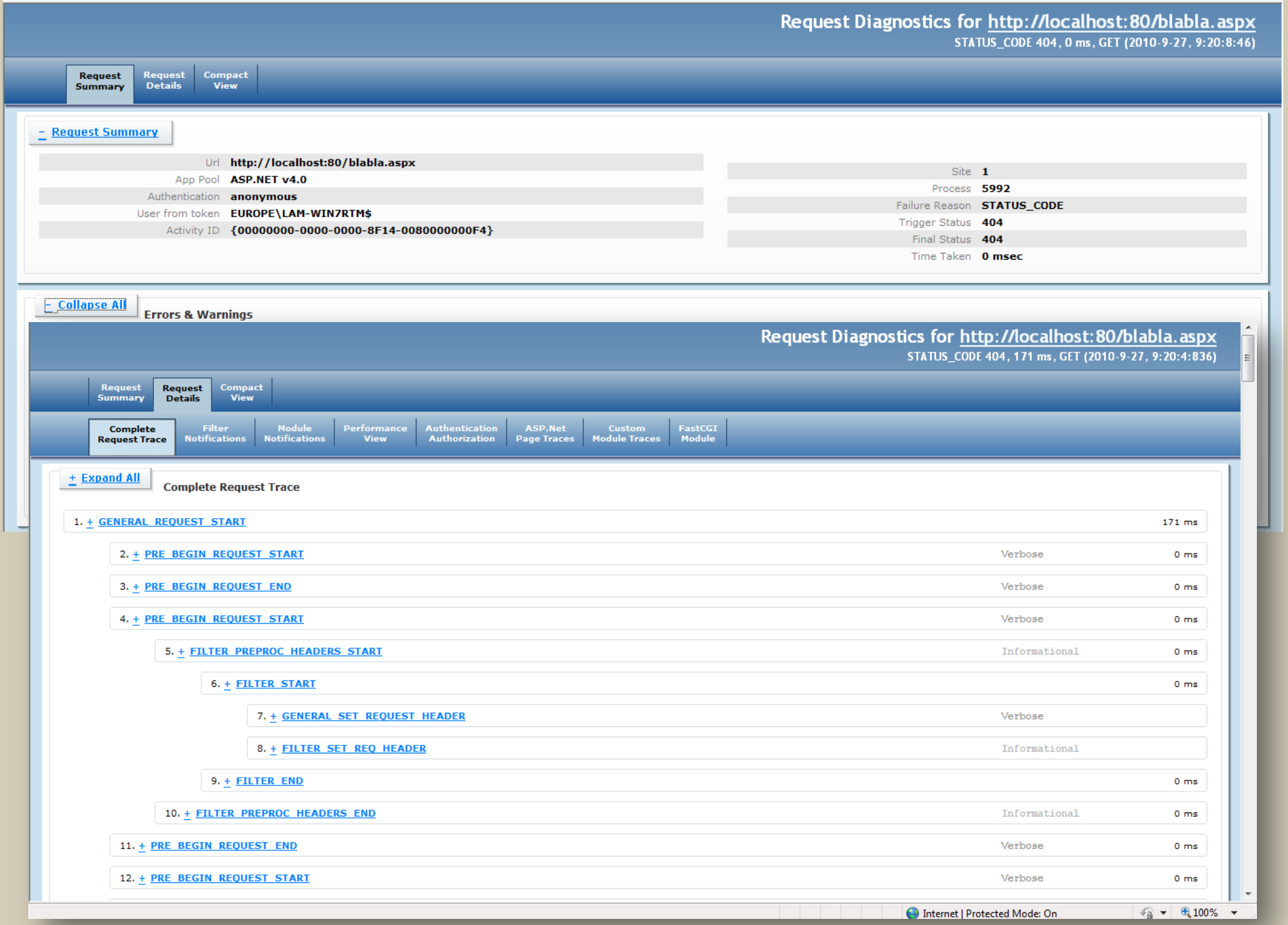
- Protocols: no FTP
- NOT yet integrated with Visual Studio

- Has some IIS 7 extensions (URL Rewriting, SEO, Database Management, WebDeploy)

BTW

DO YOU KNOW
FAILED REQUEST TRACING RULES?


C:\inetpub\logs\FailedReqLogFiles\W3SVC1\fr000001.xml - Notepad++
File Edit Search View Encoding Language Settings Macro Run TextFX Plugins Window ?
fr000001.xml
1 <?xml version="1.0" encoding="UTF-8" ?>
2 <?xml-stylesheet type='text/xsl' href='freb.xsl'?>
3 <!-- saved from url=(0014)about:internet -->
4 <failedRequest url="http://localhost:80/blabla.aspx"
5 siteId="1"
6 appPoolId="ASP.NET v4.0"
7 processId="5992"
8 verb="GET"
9 remoteUserName=""
10 userName=""
11 tokenUserName="EUROPE\LAM-WIN7RTM$"
12 authenticationType="anonymous"
13 activityId="{00000000-0000-0000-FC0C-0080010000F6}"
14 failureReason="STATUS_CODE"
15 statusCode="404"
16 triggerStatusCode="404"
17 timeTaken="171"
18 xmlns:freb="http://schemas.microsoft.com/win/2006/06/iis/freb"
19 >
20 <Event xmlns="http://schemas.microsoft.com/win/2004/08/events/event">
21 <System>
22 <Provider Name="WWW Server" Guid="{3A2A4E84-4C21-4981-AE10-3FDA0D9B0F83}"/>
23 <EventID>0</EventID>
24 <Version>1</Version>
25 <Level>0</Level>
26 <Opcode>1</Opcode>
27 <Keywords>0x0</Keywords>
eXtensible Markup Language fi 208394 chars 219433 bytes 5522 lines
Ln : 53 Col : 23 Sel : 0 (0 bytes) in 0 ranges
Dos\Windows ANSI as UTF-8 INS


Request Diagnostics for http://localhost:80/blabla.aspx
STATUS_CODE 404, 0 ms, GET (2010-9-27, 9:20:8:46)
Request Summary
Request Details
Compact View
- Request Summary
Url http://localhost:80/blabla.aspx
App Pool ASP.NET v4.0
Authentication anonymous
User from token EUROPE\LAM-WIN7RTM$
Activity ID {00000000-0000-0000-8F14-0080000000F4}
Site 1
Process 5992
Failure Reason STATUS_CODE
Trigger Status 404
Final Status 404
Time Taken 0 msec
- Collapse All
Errors & Warnings
Request Diagnostics for http://localhost:80/blabla.aspx
STATUS_CODE 404, 171 ms, GET (2010-9-27, 9:20:4:836)
Request Summary
Request Details
Compact View
Complete Request Trace
Filter Notifications
Module Notifications
Performance View
Authentication Authorization
ASP.Net Page Traces
Custom Module Traces
FastCGI Module
+ Expand All
Complete Request Trace
1. + GENERAL_REQUEST_START 171 ms
2. + PRE_BEGIN_REQUEST_START Verbose 0 ms
3. + PRE_BEGIN_REQUEST_END Verbose 0 ms
4. + PRE_BEGIN_REQUEST_START Verbose 0 ms
5. + FILTER_PREPROC_HEADERS_START Informational 0 ms
6. + FILTER_START 0 ms
7. + GENERAL_SET_REQUEST_HEADER Verbose
8. + FILTER_SET_REQ_HEADER Informational
9. + FILTER_END 0 ms
10. + FILTER_PREPROC_HEADERS_END Informational 0 ms
11. + PRE_BEGIN_REQUEST_END Verbose 0 ms
12. + PRE_BEGIN_REQUEST_START Verbose 0 ms
Internet | Protected Mode: On
100%

IIS EXTENSIONS

I of III

- Host Applications
  - FastCGI
  - Windows Cache Extension to PHP
- Handle Requests
  - URL Rewrite
  - Application Request Routing
- Security
  - Dynamic IP Restrictions
  - URLScan

II of III

- Publish Content
  - FTP Publishing Service 7.5
  - WebDAV 7.5
- Deploy & Migrate
  - Web Deploy
- Serve Media
  - Bit Rate Throttling
  - Live Smooth Streaming
  - Smooth Streaming
  - Windows Media Services 2008

and III

- Management
  - Administration Pack
  - Advanced Logging
  - Warm-up Module
  - Database Manager
  - IIS Manager for Remote Administration
  - Search Engine Optimization Toolkit
  - Web Platform Installer
  - Windows PowerShell Snap-In

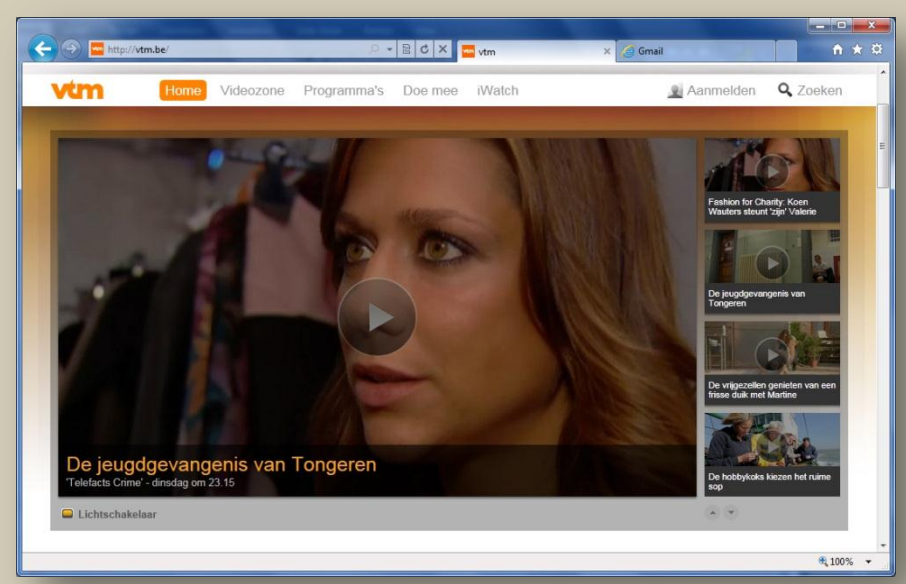
Highlights

- Media Services
- SEO Toolkit
- Web Deployment Tool

MEDIA SERVICES

Windows Media Services

- Multicast Streaming
- Cache/Proxy Management
- Server Core Installation
- Advanced Fast Start
- Play While Archiving
- Broadcast AutoStart
- Absolute Playlist Time
- Encoder Failover URL Modifiers



Windows Media Services

Smooth Streaming

Smooth Streaming enables uninterrupted streaming to Silverlight and other clients via HTTP, up to true HD (720p+). The quality level for each user seamlessly shifts as needed to adapt to changing bandwidth and playback conditions.

Playing Live

Live Smooth Streaming provides massive scalability, full DVR controls, and extended engagement times for PCs, Macs, set-top boxes, and mobile devices – now including support for Apple devices.

Full-Strength Player

Get started quickly using the Smooth Streaming Client, which supports DVR, DRM, H.264 & VC-1, multiple audio/video tracks, live ad insertion, and analytics.

Nice, Neat Package

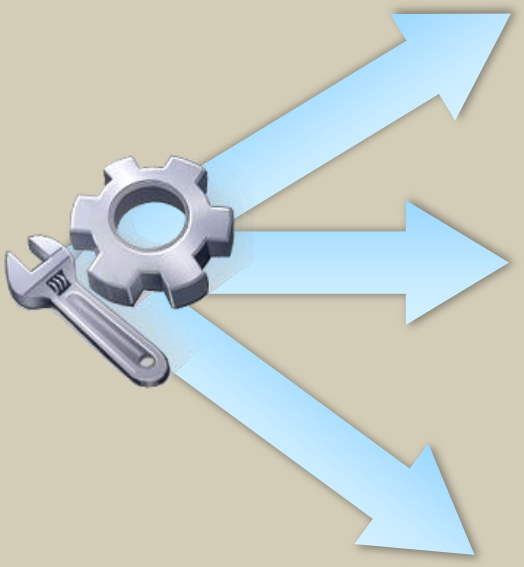
Want to add Smooth Streaming or Protected Interoperable File Format output to your application or encoder? Use the Smooth Streaming Format SDK

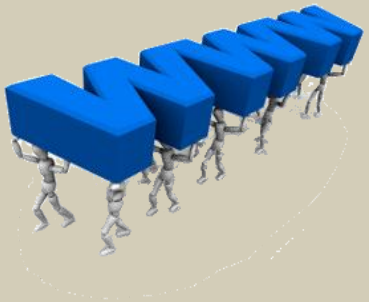
Multicast

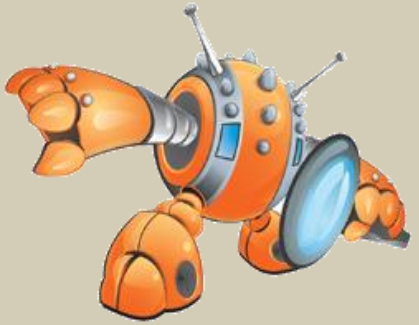
Combining traditional multicast with Smooth Streaming, Smooth Multicast provides best-quality end user experiences with low network overhead (coming soon!).

SEO

Search Engine Optimization







Search Engine Optimization

- Detailed summary of Web Site analysis
- Robots Exclusion
  - Filtering, grouping and sorting
- Sitemap and Sitemap Index
  - Grouping and sorting

How does Search Engines work?

Simplification

1. Finds a Reference to your Site
   - Usually through a Referral in another Web Site or through Submitting your URL to their SE
2. Requests the /Robots.txt (Robots Exclusion Protocol or REP)
   - List of Files/Directories that it should not visit
   - Discovers SiteMaps on it. (sitemap.org)
3. Process the URL
   - If allowed by Robots
     - Downloads the Resource
     - Analyzes the Content
     - Discovers links on it… and continues to 3.

What Impacts SEO

- Links
  - External and Internal
  - The more the better (quality matters)
- Navigation/Organization
  - Clear/Consistent navigation into and around your site
  - Valid Markup
  - Does not require authentication, cookies, sessions, scripts, objects, referral, etc.
- Content
  - Proper page form and html usage
  - Title, Keywords, Headings, Link Text, Bolded Text, etc
  - Lost content (404)
- Content Relevance
  - Is your Web Site considered an authority in the community?
  - How fresh is the content?

Best Practices

- Provide as much information as possible using Text
  - Use Title, Heading, Description, Keywords, Bolded Text, alt text, <noscript>, etc
  - Use proper HTML semantics to highlight importance
- Maximize the time spent by the crawlers in your site
  - Use Robots.txt to filter non-relevant areas
  - Use Sitemaps to guide crawler to difficult places
  - Clear descriptive internal links to content
  - Avoid duplicate content
- Optimal & Simple Navigation
  - Ensure Javascript is not required to access pages
  - If using images/RIA make sure to provide textual representation
- Beware of…
  - Malware, Hidden Text, Too many arguments in URLs, Login pages, unnecessary redirects,

IIS SEO Toolkit

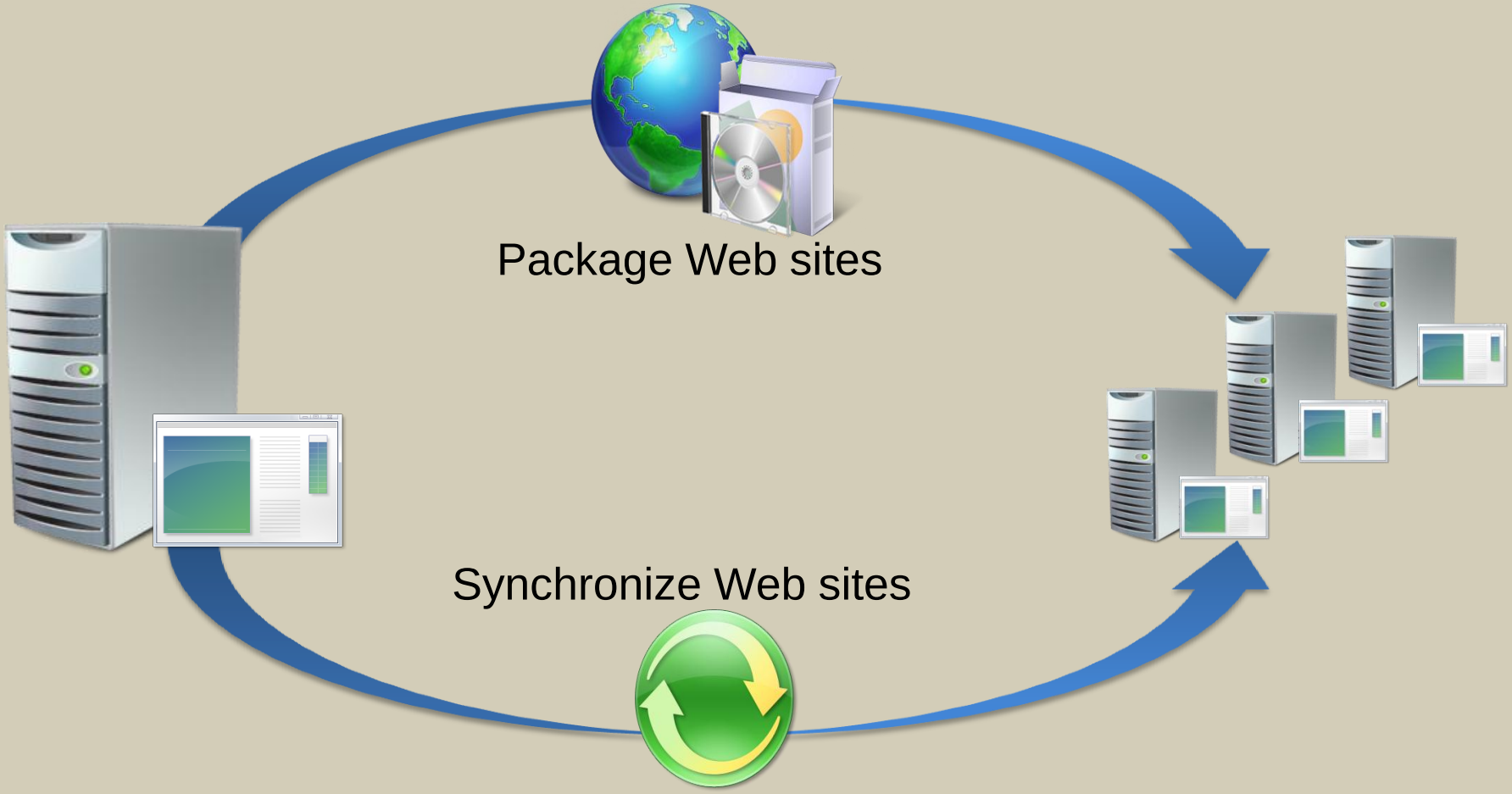
- Improve the volume and quality of traffic to your web site from search engines
- Improve the content on your web-site for human users
- Help you analyze and fix common SEO problems in your Web Site and look at it from a Search Engine perspective
- Run it at development, staging, production, any time updates are made, etc.
- Consists of Three Main Features
  - Site Analysis
  - Robots Editor
  - Sitemap and Sitemap Index Editor

Summary

- IIS SEO Toolkit
  - Automatically analyze your Web site for SEO Best Practices
  - Run it against any application running in any server built in any framework
  - Free Download: http://www.iis.net/expand/SEOToolkit

WEB DEPLOYMENT TOOL

Web Deployment Tool



Simplify the migration, management and deployment of IIS Web Servers, Web applications and Web sites. It can be used to package and synchronize IIS sites including content, configuration certificates and databases.

Web Deployment Tool

Package Web Applications More Easily

- Package configuration, content and databases
- Package for storage or deployment
- Integrates with Visual Studio

Synchronize Web Farms Efficiently

- Synchronize Sites, Web applications or servers
- Synchronize only the required changes
- Automatically determines what to synchronize

Migrate Applications with Ease

- Package and migrate applications from IIS 6.0 to IIS 7.0
- Identify issues prior to migration and take corrective action

Web Deployment Tool

- **IIS Manager UI Module** - UI module that allows users to perform a subset of deployment tasks, mainly packaging or deploying a Web site or app. Requires IIS 7.0 or IIS Remote Manager to be installed.
- **Remote Agent Service** - An administrator-only service based on HTTP/HTTPS that allows server admins to connect and perform remote operations.
- **IIS 7.0 Deployment Handler** - A handler that integrates with WMSVC and allows non-administrators or administrators to perform remote operations. Requires IIS 7.0 with WMSVC installed.

- Notes:
  - “net start msdepsvc”
  - %programfiles%\IIS\Microsoft Web Deploy

in summary

Summary

- Web PI with the power and extensibility Internet Information Services is a winning combination
- With Webdeploy you can package web applications more easily, synchronize web farms efficiently and migrate applications with ease
- Umbraco is a powerful and easy to use CMS
- IIS7 is built with total extensibility in mind
  - Run-time, Configuration System, User Interface, Diagnostics

THANK YOU

www.microsoft.com/web

www.iis.net

www.umbraco.org

Q&A