

# Publishing (Web Content Management) Best Practices

ITP363

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# Agenda

- ▶ To Publish or Not To Publish
  - Publishing versus Collaboration
  - Publishing Infrastructure Alone?
  - Publishing at the Top Level Site
- ▶ So Many Types of Caching
  - Output Caching Profiles
  - BLOB Caching
  - JIT Pre-compilation Scripts
  - IIS Compression

# Site Demographics

## Publishing Site

- ▶ Majority of Users will have Read access
- ▶ Hide Work in Progress
- ▶ Authoring of Content Pages by Non-technical Users
- ▶ Content Pages Approved and Scheduled
- ▶ Frequently External User Focused

## Collaborative Site

- ▶ Majority of Users will have Contribute access
- ▶ Show Draft Copies
- ▶ Content Pages Personalized Using Web Parts
- ▶ Approval/Scheduling Not Critical
- ▶ Usually Intranet or Extranet

# Publishing Infrastructure Feature

- ▶ Content and Structure
- ▶ Master Pages
  - Site and System Master Pages
  - Alternate Cascading Style Sheet
- ▶ Navigation

# Publishing Feature

- ▶ Depends on Publishing Infrastructure Feature
- ▶ Should always be enabled in a Top Level site
- ▶ Supports “Inheritance” of Master Pages and CSS
- ▶ Lots of Lists and Libraries

# Governance Trade-Offs

## Publishing Enabled

### ▶ Advantages

- Additional Management Links
- Centralizes Galleries in Top Level Site

### ▶ Disadvantages

- Potentially Unnecessary Overhead
- Disables Some Local Galleries
- Increased Security Complexity

## No Publishing

### ▶ Advantages

- Single Create Interface
- No Unnecessary Publishing Overhead

### ▶ Disadvantages

- MasterPages and CSS must be done programmatically
- No Inheritance of Galleries
- Customization of Navigation through HTML only

# Demo



Enabling the various Publishing Features enhances the SharePoint UI. This demo will explore these enhancements and their advantages in a primarily collaborative scenario.

## **ENABLING PUBLISHING INFRASTRUCTURE AND PUBLISHING FEATURES**

# Output Caching Profiles

- ▶ Configurable at 3 levels
  - Site Collection
  - Site
  - Layout Page
- ▶ Each level can have two profiles
  - Anonymous
  - Authenticated
- ▶ Can Significantly Improve Performance of Static Content

# Disk-based BLOB Caching

- ▶ Disk-based caching stores images, css, js files on the web front end server disk
- ▶ Subsequent requests are retrieved from disk and security trimmed
- ▶ Only applies to resources stored in a document library
- ▶ Only handles objects that are published, not drafts or checked out items

# Warm-up Scripts

- ▶ Force a JIT Compilation of All Pages
- ▶ Run STSADM.EXE to Warm-up Admin Interfaces
- ▶ Use "batch" Attribute in Web.Config
- ▶ Resources
  - [Joel Oleson's BLOG](#) on Warm-up Scripts
  - CodePlex [SPWakeUp](#) project
  - Spence Harbar's [Application Pool Manager](#)  
(For Developer's and Demonstrations)

# IIS Compression

- ▶ Turned on for static files like .htm
- ▶ Not turned on for .aspx files
  - CSCSCRIPT.EXE ADSUTIL.VBS SET  
W3Svc/Filters/Compression/DEFLATE/HcScriptFileExtensions "aspx"
  - CSCSCRIPT.EXE ADSUTIL.VBS SET  
W3Svc/Filters/Compression/GZIP/HcScriptFileExtensions "aspx"
- ▶ Adjust Compression level to maximize
  - "0" no compression "10" high compression
  - CSCSCRIPT.EXE ADSUTIL.VBS SET  
W3Svc/Filters/Compression/GZIP/HcDynamicCompressionLevel "9"
  - CSCSCRIPT.EXE ADSUTIL.VBS SET  
W3Svc/Filters/Compression/DEFLATE/HcDynamicCompressionLevel "9"



# Caching Best Practices

- ▶ Enable Output Caching Profiles
- ▶ Configure Profiles at Multiple levels to Manage Exceptions
- ▶ Configure BLOB Caching for Appropriate File Types
- ▶ Implement a JIT Compilation Script
- ▶ Consider IIS Compression for Extranet/Internet Sites

# Demo



Enabling Publishing adds a number of caching options to SharePoint. Choosing and configuring appropriate caching can be difficult. This demo will explore the effect of various caching alternatives.

## **CONTROLLING CACHING**

Post conference DVD with all slide decks

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Thank you for attending!  
Please Fill Out Your Evaluations!