

Content Profiling

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Content Profiling

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Content Profiling

As a Content Manager you might want to . . .

- show random articles on your homepage
- ... be able to subscribe to specific categories of a newsletter
- ... show your visitors what kind of articles they see
- ... keep track of the kind of content that is viewed the most
- ... show content to your visitors that will be specified to their interests

Content Profiling

How can you do that?

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Content Profiling

How can you do that?

With meta data & content profiling

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Content Profiling

- What is Meta data?
- Content Profiling
- Settings in WebGUI
- How to use it in:
 - shortcuts
 - template variables
 - SQL reports
 - a newsletter
 - macro's
- Passive profiling

Content Profiling

What is Meta data?

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Content Profiling

What is Meta data?

Meta data is information that you apply to content.

By defining categories you can label, group and display your content.

Content Profiling

What is Meta data?

Example:

You have a website with reviews. You write a review about the movie The incredible Hulk (2008).

The tags 'movie' and 'super hero' and 'fiction' could be attached to this article

'movie'
'super hero '
'fiction'



Content Profiling

What is Meta data?

The option to apply meta data is available in all assets in WebGUI.



Content Profiling

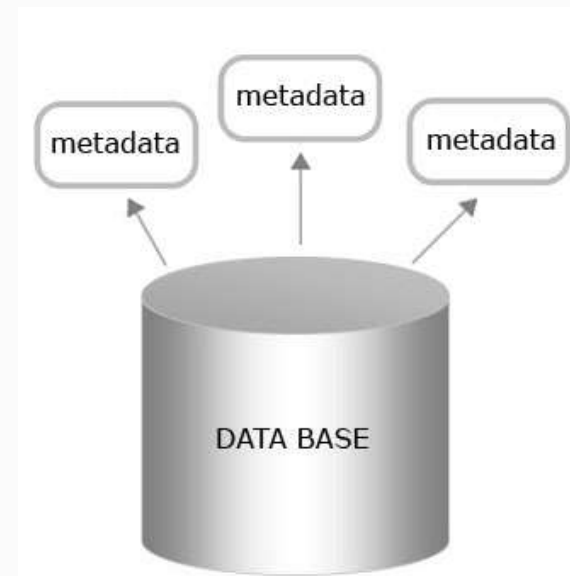
Content profiling

When you attached meta data to content, you are profiling your content.

Content Profiling

Content profiling

The meta data is stored in the data base. This means that you can always extract it from the data base.

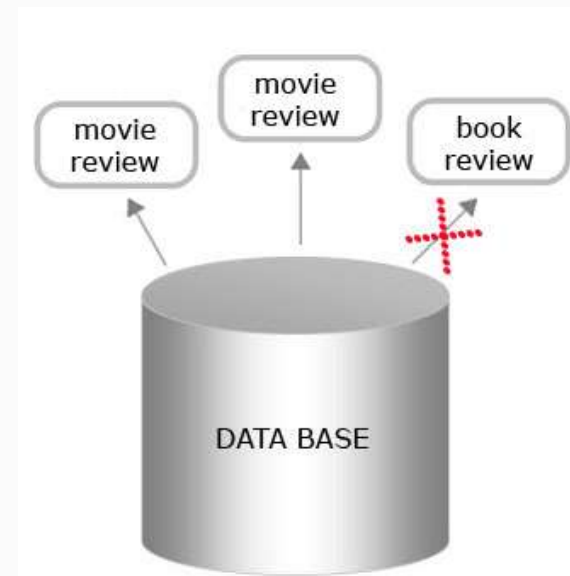


Content Profiling

Content profiling

For example, you attach the meta data 'movie review' to an asset.

Using macros, variables or SQL reports you can later organise and display all the content related to movie reviews.



Content Profiling

Why use meta data / content profiling ?

- Displaying the most recent or random content on your website
- Organizing and grouping content
- Offering users specific content based on their behaviour on the site

Content Profiling

Settings

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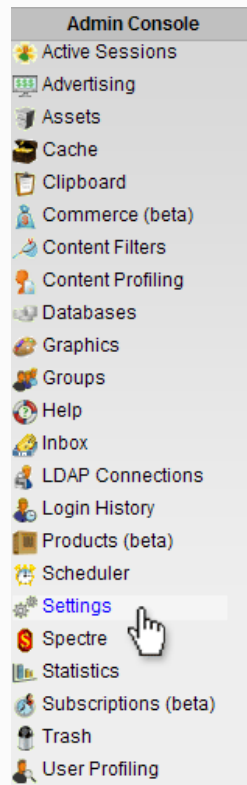


Content Profiling

Settings

First step: make sure
meta data is enabled

→ *Admin Console*
> *Settings*



Content Profiling

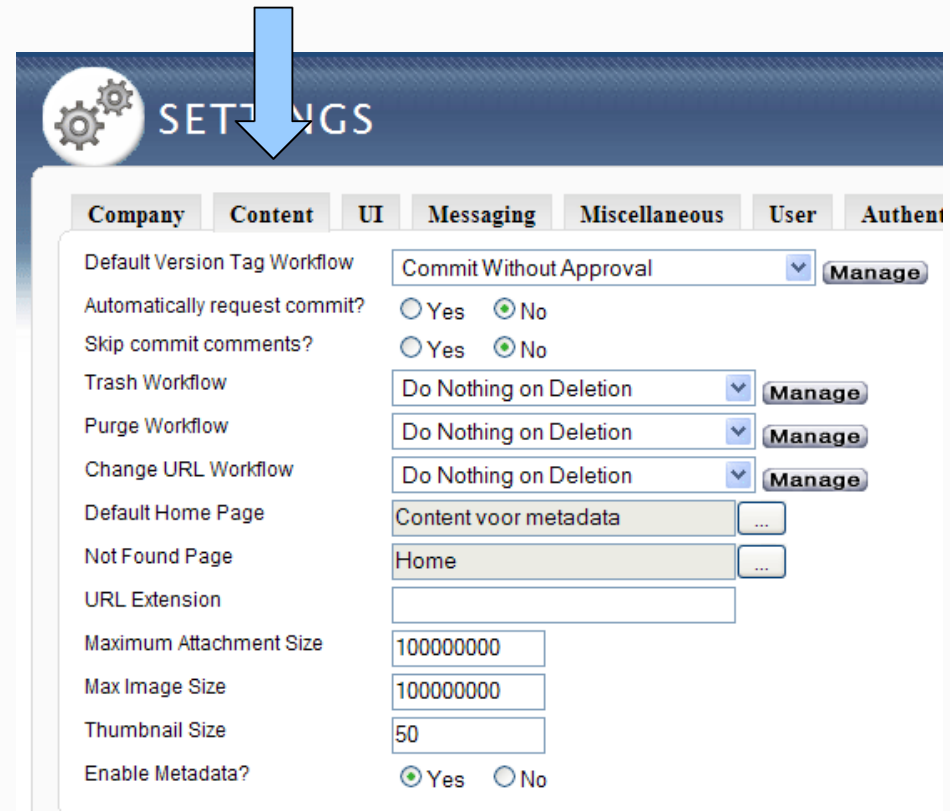
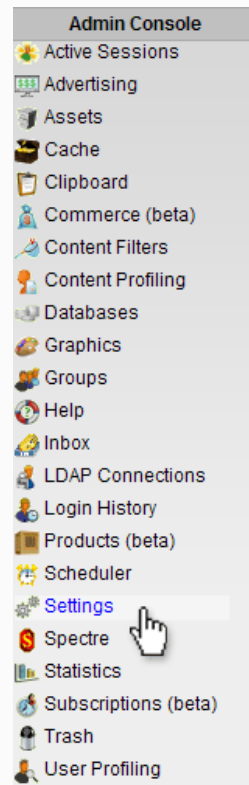
Settings

First step: make sure meta data is enabled

→ *Admin Console*

> *Settings*

→ *Tab Content*



Content Profiling

Settings

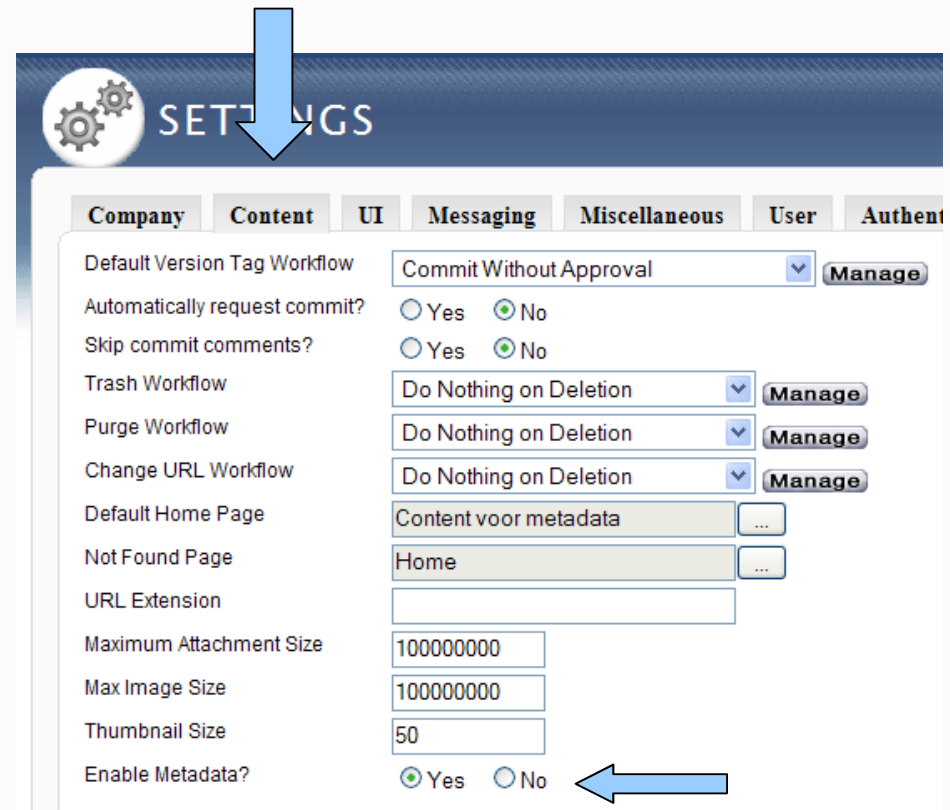
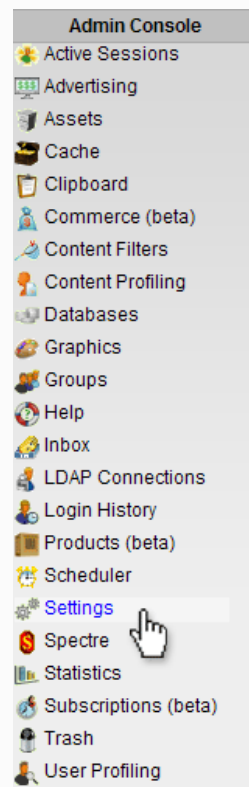
First step: make sure meta data is enabled

→ *Admin Console*

> *Settings*

→ *Tab Content*

→ *Set Enable Metadata to Yes*

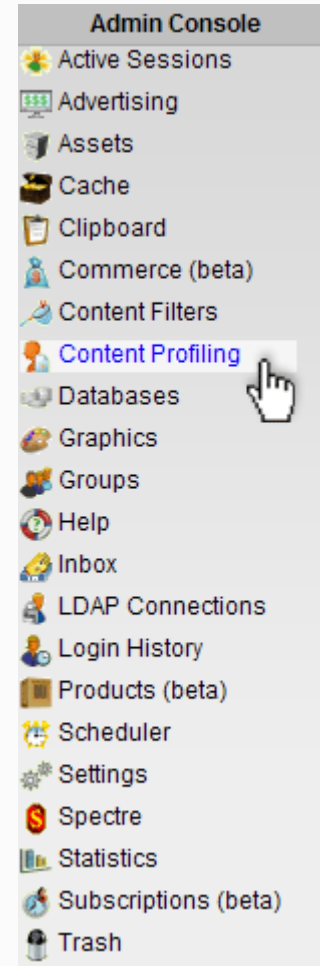


Content Profiling

Settings

Then: add meta data

→ *Admin Console > Content Profiling*



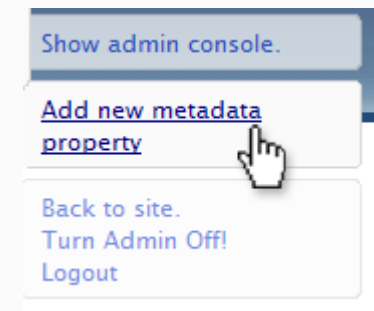
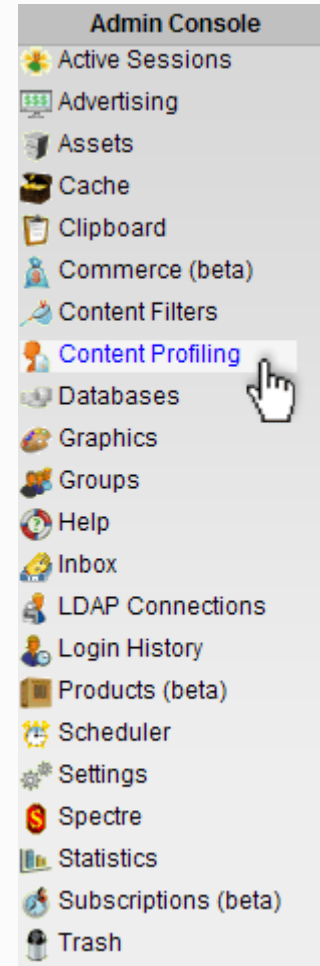
Content Profiling

Settings

Then: add meta data

→ *Admin Console > Content Profiling*

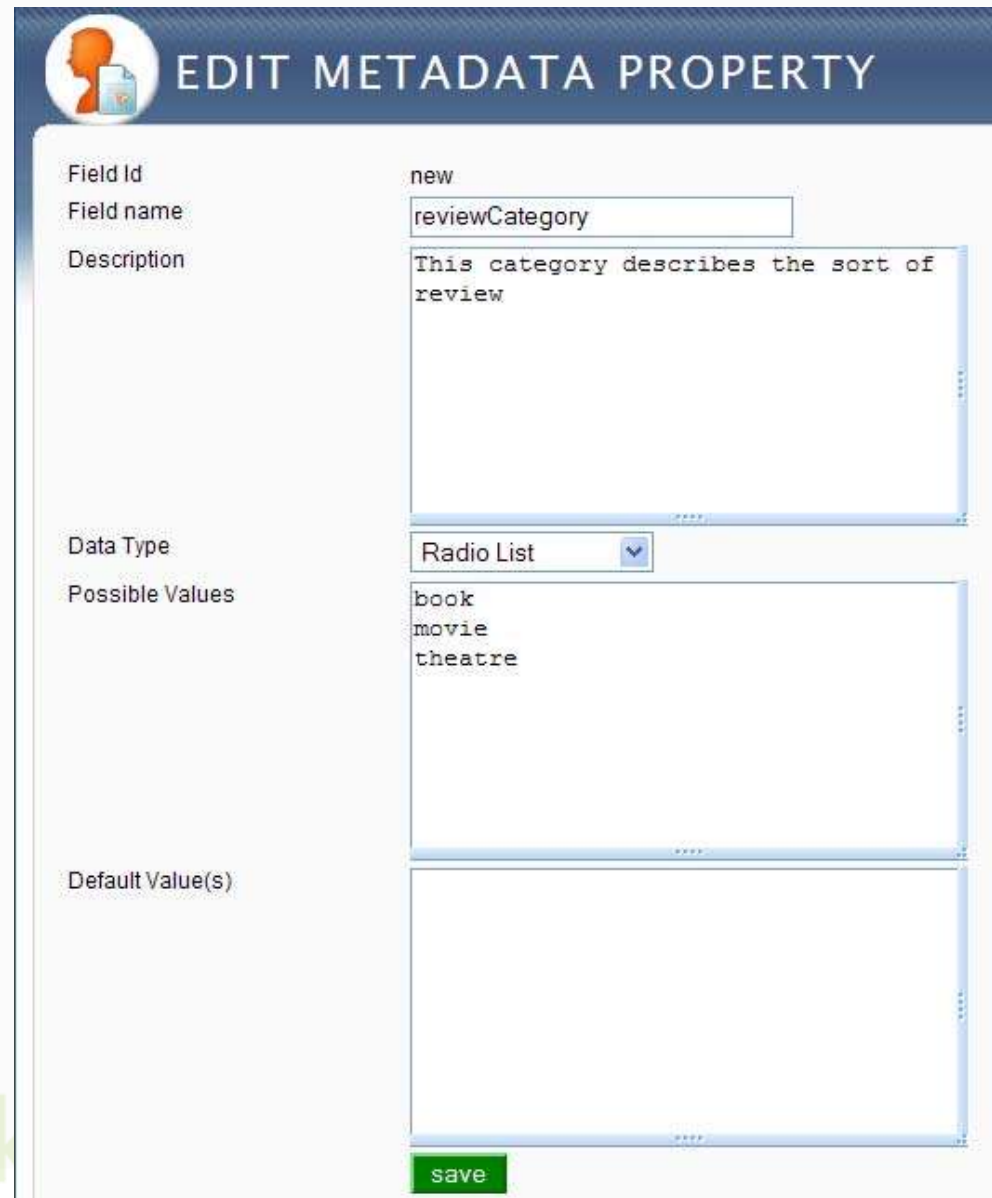
→ *Add new meta data Property*



Content Profiling

Settings

Here add property and values



EDIT METADATA PROPERTY

Field Id: new

Field name: reviewCategory

Description: This category describes the sort of review

Data Type: Radio List

Possible Values: book, movie, theatre

Default Value(s):

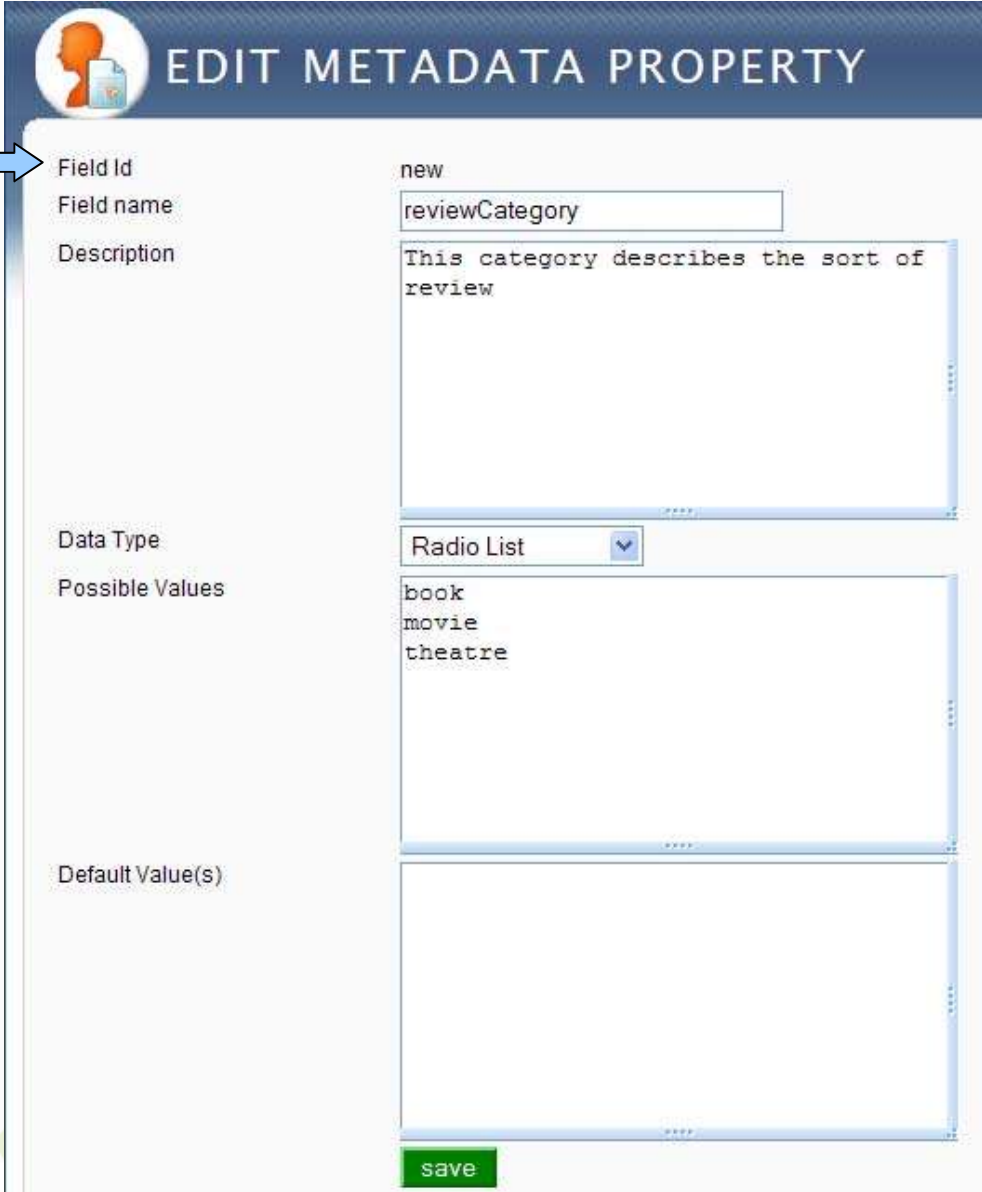
save

Content Profiling

Settings

Here add property and values

→ Field id: fills automatically



EDIT METADATA PROPERTY

Field Id: new

Field name: reviewCategory

Description: This category describes the sort of review

Data Type: Radio List

Possible Values: book, movie, theatre

Default Value(s):

save

Content Profiling

Settings

Here add property and values

→ Field id: fills automatically

→ Field name (*property*)



The screenshot shows a web interface for editing metadata properties. The title bar reads "EDIT METADATA PROPERTY" with a user profile icon. The form is divided into several sections:

- Field Id:** Contains the value "new".
- Field name:** Contains the value "reviewCategory". Two blue arrows point to this field from the left.
- Description:** A text area containing "This category describes the sort of review".
- Data Type:** A dropdown menu set to "Radio List".
- Possible Values:** A list box containing "book", "movie", and "theatre".
- Default Value(s):** An empty text area.

A green "save" button is located at the bottom right of the form. The "united" logo is visible in the bottom left corner of the slide.

Content Profiling

Settings

Here add property and values

- Field id: fills automatically
- Field name (*property*)
- Description: a short text

EDIT METADATA PROPERTY

Field Id: new

Field name: reviewCategory

Description: This category describes the sort of review

Data Type: Radio List

Possible Values: book, movie, theatre

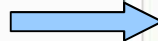
Default Value(s):

save

Content Profiling

Settings

- Data type:
 - check box*
 - radio list*
 - text*
 - number*
 - Yes-No*



The screenshot shows a web interface for editing metadata. The title bar reads 'EDIT METADATA PROPERTY' with a user icon. The form contains the following fields:

- Field Id:** new
- Field name:** reviewCategory
- Description:** This category describes the sort of review
- Data Type:** Radio List (selected)
- Possible Values:** book, movie, theatre
- Default Value(s):** (empty)

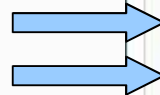
A green 'save' button is located at the bottom right of the form.

Content Profiling

Settings

- Data type:
 - check box*
 - radio list*
 - text*
 - number*
 - Yes-No*

- Possible values: type in the possible values, one per line



EDIT METADATA PROPERTY

Field Id: new

Field name: reviewCategory

Description: This category describes the sort of review

Data Type: Radio List

Possible Values: book, movie, theatre

Default Value(s):

save

Content Profiling

Settings

- Data type:
 - check box*
 - radio list*
 - text*
 - number*
 - Yes-No*

- Possible values: type in the possible values, one per line

- Also possible to set a default value

The screenshot shows a web interface titled "EDIT METADATA PROPERTY" with a user icon. The form contains the following fields:

- Field Id:** new
- Field name:** reviewCategory
- Description:** This category describes the sort of review
- Data Type:** Radio List
- Possible Values:** book, movie, theatre
- Default Value(s):** (empty)

Blue arrows point from the text on the left to the "Data Type", "Possible Values", and "Default Value(s)" labels in the form. A green "save" button is located at the bottom right of the form.

Content Profiling

Settings

If you want to change the property or values, or delete it, use the controls



Content Profiling

Settings

If you want to change the property or values, or delete it, use the controls

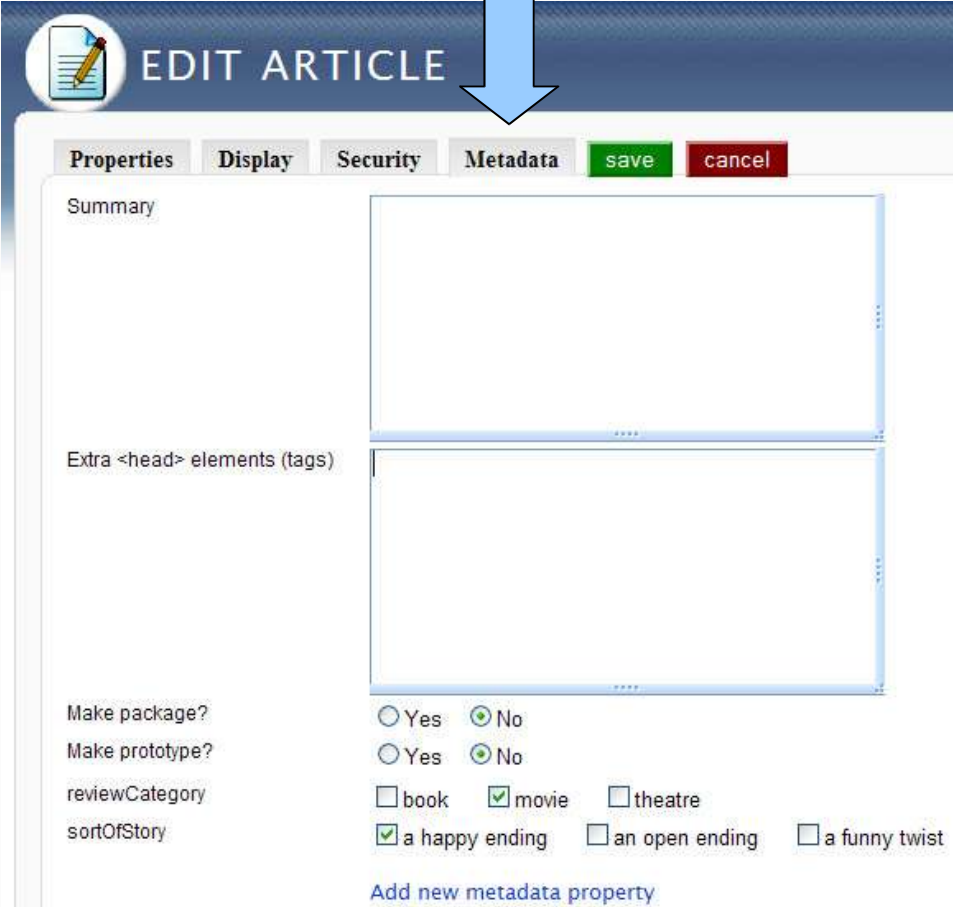
Attention: when you edit a value, let's say you change 'movie' into 'film', you need to select this meta data again in the asset.



Content Profiling

Meta data in an asset

→ Each asset has a tab Metadata, so can contain meta data.



EDIT ARTICLE

Properties Display Security **Metadata** save cancel

Summary

Extra <head> elements (tags)

Make package? Yes No

Make prototype? Yes No

reviewCategory book movie theatre

sortOfStory a happy ending an open ending a funny twist

[Add new metadata property](#)

Content Profiling

Meta data in an asset

→ Each asset has a tab Metadata, so can contain meta data.

→ When meta data is enabled in the setting, and you have entered meta data, the option to select meta data appears.

The screenshot shows the 'EDIT ARTICLE' interface with the 'Metadata' tab selected. The interface includes a header with a pencil icon and the text 'EDIT ARTICLE'. Below the header are tabs for 'Properties', 'Display', 'Security', and 'Metadata', along with 'save' and 'cancel' buttons. The 'Metadata' tab contains several sections: 'Summary' (a large text area), 'Extra <head> elements (tags)' (a smaller text area), and a list of metadata fields. The 'reviewCategory' field is highlighted with a blue arrow. The 'Make package?' and 'Make prototype?' fields have radio buttons for 'Yes' and 'No', with 'No' selected. The 'reviewCategory' field has checkboxes for 'book', 'movie', and 'theatre', with 'movie' selected. The 'sortOfStory' field has checkboxes for 'a happy ending', 'an open ending', and 'a funny twist', with 'a happy ending' selected. At the bottom, there is a link 'Add new metadata property'.

Content Profiling

Meta data in an asset

- Each asset has a tab Metadata, so can contain meta data.
- When meta data is enabled in the setting, and you have entered meta data, the option to select meta data appears.
- There is also a direct link to add new meta data in Content Profiling section.

EDIT ARTICLE

Properties Display Security Metadata save cancel

Summary

Extra <head> elements (tags)

Make package? Yes No

Make prototype? Yes No

reviewCategory book movie theatre

sortOfStory a happy ending an open ending a funny twist

Add new metadata property

Content Profiling

Using shortcuts

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Content Profiling

Using shortcuts

You can display most recent or randomly articles by creating a shortcut of an article.



Content Profiling

Using shortcuts

→ *Tab Properties*



The screenshot shows the 'EDIT SHORTCUT' dialog box with the 'Properties' tab selected. A blue arrow points to the 'Properties' tab. The dialog box contains the following fields and options:

Field	Value
Asset ID	mHRIRGB_PSAS1ebNPiX4zw
Title	The incredible Hulk (2008)
Menu Title	The incredible Hulk (2008)
URL	the-incredible-hulk-2008
Asset to Mirror	The incredible Hulk (2008) (FXcw8GWuSL3QbFKXLYN4mA)
Shortcut by alternate criteria?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Disable content lock?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Resolve Multiples?	Random (dropdown menu)

The dropdown menu for 'Resolve Multiples?' is open, showing the following options:

- Random
- Most Recent

Content Profiling

Using shortcuts

→ *Tab Properties*

→ *Set 'Shortcut by alternate criteria' to Yes*



The screenshot shows the 'EDIT SHORTCUT' dialog box with the following fields and options:

Properties	Display	Security	Metadata	Overrides	save	cancel	
Asset ID	mHRIRGB_PSAS1ebNPiX4zw						
Title	<input type="text" value="The incredible Hulk (2008)"/>						
Menu Title	<input type="text" value="The incredible Hulk (2008)"/>						
URL	<input type="text" value="the-incredible-hulk-2008"/>						
Asset to Mirror	The incredible Hulk (2008) (FXcw8GWuSL3QbFKXLYN4mA)						
Shortcut by alternate criteria?	<input checked="" type="radio"/> Yes <input type="radio"/> No						
Disable content lock?	<input type="radio"/> Yes <input checked="" type="radio"/> No						
Resolve Multiples?	<input type="text" value="Random"/>						
	<input type="text" value="Random"/>						
	<input type="text" value="Most Recent"/>						

Content Profiling

Using shortcuts

→ *Tab Properties*

→ *Set 'Shortcut by alternate criteria' to Yes*

→ *Set Resolve Multiples to Random*



The screenshot shows the 'EDIT SHORTCUT' dialog box with the following fields and options:

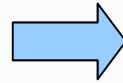
- Properties** (selected tab)
- Asset ID**: mHRIRGB_PSAS1ebNPiX4zw
- Title**: The incredible Hulk (2008)
- Menu Title**: The incredible Hulk (2008)
- URL**: the-incredible-hulk-2008
- Asset to Mirror**: The incredible Hulk (2008) (FXcw8GWuSL3QbFKXLYN4mA)
- Shortcut by alternate criteria?**: Yes No
- Disable content lock?**: Yes No
- Resolve Multiples?**: (dropdown menu showing Random and Most Recent)

Annotations: Three blue arrows point to the 'Properties' tab, the 'Shortcut by alternate criteria?' field, and the 'Resolve Multiples?' dropdown menu.

Content Profiling

Using shortcuts

→ *Criteria*: criteria by which this shortcut is shown.



Criteria

```
reviewCategory = "movie"
```

OR

reviewCategory is book movie theatre Add

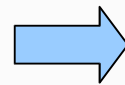
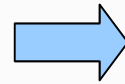
sortOfStory is a happy ending an open ending a funny twist Add

Content Profiling

Using shortcuts

→ *Criteria*: criteria by which this shortcut is shown.

→ The options below will put it in the criteria field for you.



Criteria

```
reviewCategory = "movie"
```

OR

is book movie theatre

is a happy ending an open ending a funny twist

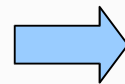
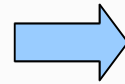
Content Profiling

Using shortcuts

→ *Criteria*: criteria by which this shortcut is shown.

→ The options below will put it in the criteria field for you.

→ Now this shortcut will randomly display all articles with the same meta data, that is 'movie'.



Criteria

```
reviewCategory = "movie"
```

OR

book movie theatre

a happy ending an open ending a funny twist

Content Profiling

Using template variables

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Content Profiling

Using template variables

Meta data is available everywhere on your site, because it is stored in the data base.

This means it is also available as a template variable in the specific asset you use that meta data in.

Content Profiling

Using template variables

Meta data is available everywhere on your site, because it is stored in the data base.

This means it is also available as a template variable in the specific asset you use that meta data in.

It will look like this:

```
<tmpl_if metadata-property>  
  <tmpl_var metadata-property>  
</tmpl if>
```



Content Profiling

Using template variables

You can give your visitor information about the kind of content (s)he is looking at.

In an article about reviews you write in the template:

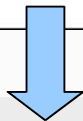
```
<tmpl_if reviewCategory>  
    Review about a <tmpl_var reviewCategory>  
</tmpl_if>
```

Content Profiling

Using template variables

This is what will be shown when meta data in that article is selected

reviewCategory	<input type="checkbox"/> book	<input checked="" type="checkbox"/> movie	<input type="checkbox"/> theatre
sortOfStory	<input checked="" type="checkbox"/> a happy ending	<input type="checkbox"/> an open ending	<input type="checkbox"/> a funny twist



Reviews

The incredible Hulk (2008)

*Review about a **movie** with a **happy ending***

Scientist Bruce Banner desperately hunts for a cure to the gamma radiation that poisoned his cells and unleashes the unbridled force of rage within him: The Hulk. Living in the shadows--cut off from a life he knew and the woman he loves, Betty Ross--Banner struggles to avoid the obsessive pursuit of his nemesis, General Thunderbolt Ross, and the military machinery that seeks to capture him and brutally exploit his power.



Content Profiling

Using a SQL report

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Content Profiling

Using a SQL report

The meta data stored in the data base can also be made visible with a SQL report.

With this you can group and organise your content.

And make all kinds of lists based on the available meta data.

Content Profiling

Using a SQL report

Let's say, you want to make a list with the latest movie reviews with a link to that article.

With a SQL report you select the title, the url and all assets that have the meta data 'movie'.

Content Profiling

Using a SQL report

It will look like this:

```
select
    title, url, revisionDate, assetId as IdAsset
from
    assetData
where
    assetId in (select assetId from metaData_values where
metaData_values.value = 'movie')
and
    assetData.revisionDate =(select max(assetData.revisionDate)
from assetData where assetId=IdAsset);
```

Content Profiling

Using a SQL report

With this data and after adjusting the SQL report template, you have your list

Latest movie reviews

[The incredible Hulk \(2008\)](#)
[Iron man](#)
[Indiana Jones](#)



Content Profiling

Newsletter

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Content Profiling

Newsletter

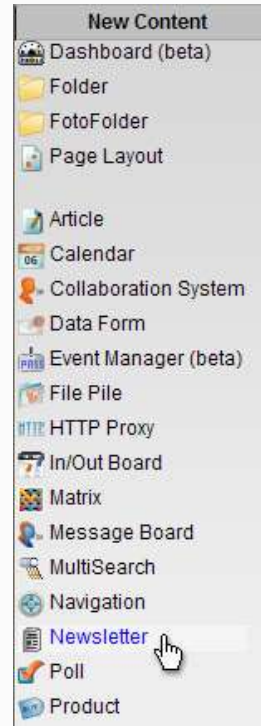
A newsletter is an asset, like the Collaboration System, that contains posts (newsitems).

These newsitems you can order by category and send it to subscribers.

Content Profiling

Newsletter

→ *Admin Console > New content*
> *Newsletter*



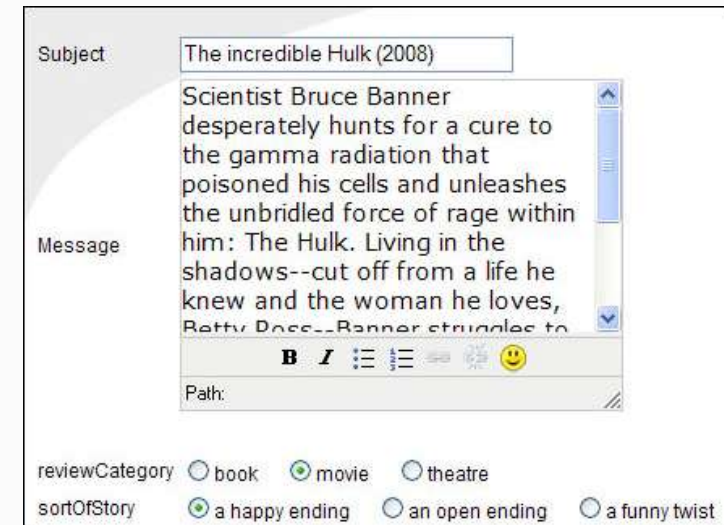
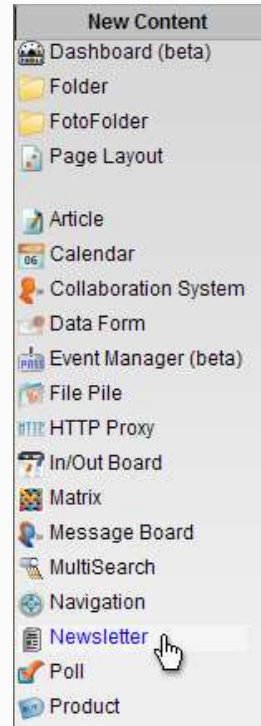
Content Profiling

Newsletter

→ *Admin Console > New content > Newsletter*

→ When you enter a post meta data is available

Be sure meta data is enabled in the Newsletter also !



Subject: The incredible Hulk (2008)

Message: Scientist Bruce Banner desperately hunts for a cure to the gamma radiation that poisoned his cells and unleashes the unbridled force of rage within him: The Hulk. Living in the shadows--cut off from a life he knew and the woman he loves, Betty Ross--Banner struggles to

reviewCategory: book movie theatre

sortOfStory: a happy ending an open ending a funny twist

Content Profiling

Newsletter

With the macro `^mySubscriptions(idNewsletter, idTemplate);`
a user can subscribe to a newsletter and only receive articles of his
or her interest.

Content Profiling

Newsletter

With the macro `^mySubscriptions(idNewsletter, idTemplate);` a user can subscribe to a newsletter and only receive articles of his or her interest.

My subscription

I would like to receive all reviews about the following subjects:

book movie theatre

with

a happy ending an open ending a funny twist

Content Profiling

Passive profiling

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Content Profiling

Passive profiling

You can keep track on the kind of content a specific user is viewing.

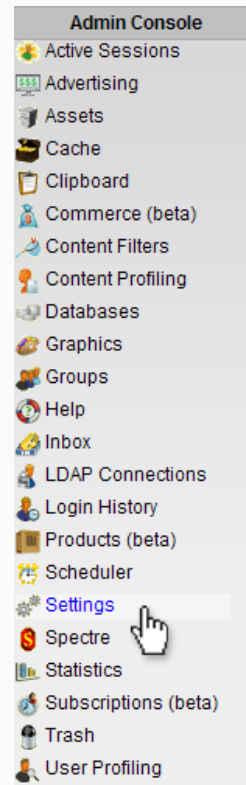
Based on that information you can adjust the content (s)he will see on his/her page.

Content Profiling

Passive profiling – Settings

First enable passive profiling

→ *Admin Console* > *Settings*



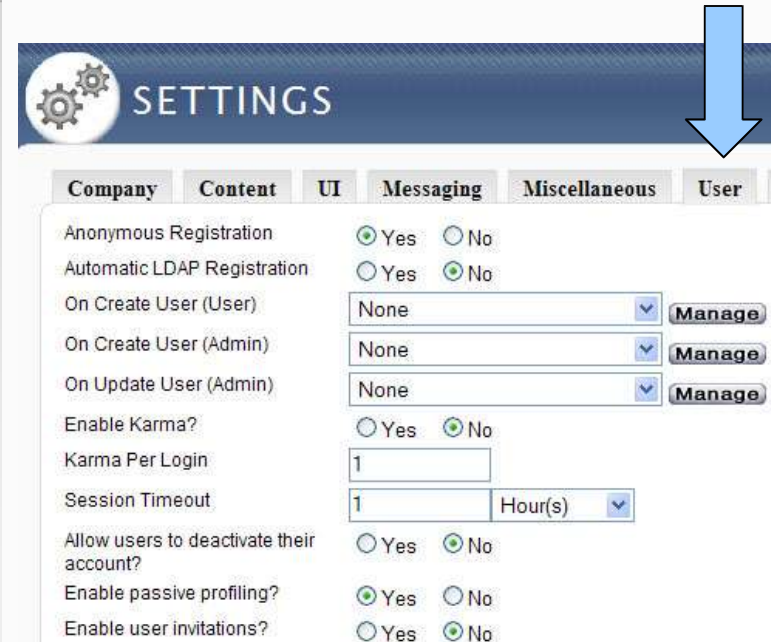
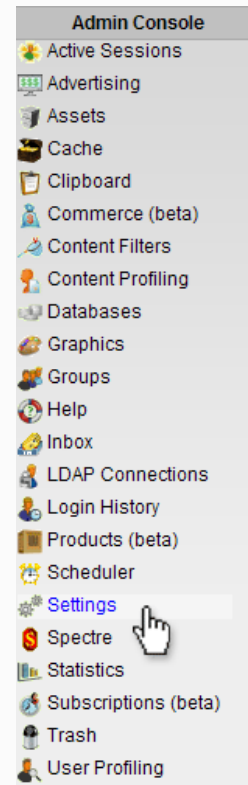
Content Profiling

Passive profiling – Settings

First enable passive profiling

→ *Admin Console* > *Settings*

→ *Tab User*



Content Profiling

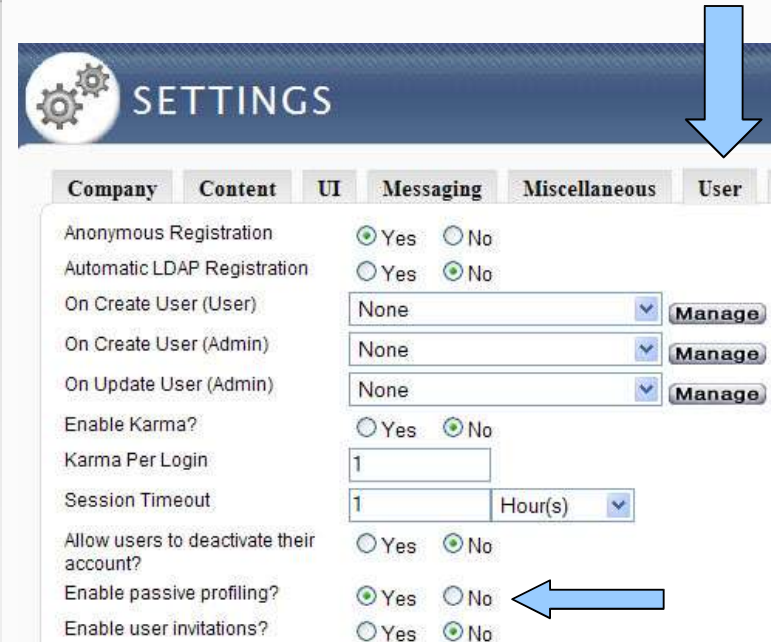
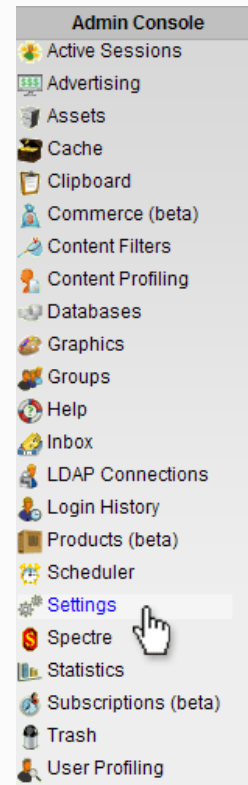
Passive profiling – Settings

First enable passive profiling

→ *Admin Console > Settings*

→ *Tab User*

→ *Set Enable Passive Profiling to Yes*



Content Profiling

Passive profiling – Settings

You will get a pop-up message which warns you for the legal issues.

Passive profiling is not allowed in some countries.



Content Profiling

Areas of Interest

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Content Profiling

Areas of Interest

AOI = Areas of Interest

AOI macro's can track the kind of content an individual user views, that is: 'is interested in'.

Content Profiling

Areas of Interest macro

AOI Rank macro

```
<h3>Your most viewed reviews</h3>  
1: ^AOIRank(reviewCategory);<br />  
2: ^AOIRank(reviewCategory,2);<br />  
3: ^AOIRank(reviewCategory,3);<br />
```



Your most viewed reviews

- 1: movie
- 2: book
- 3: theatre

Content Profiling

Areas of Interest macro

AOI Hits macro

```
<h3>Your most hitted reviews</h3>  
HITS for movie: ^AOIHits(reviewCategory,movie); <br />  
HITS for book: ^AOIHits(reviewCategory,book); <br />  
HITS for theatre: ^AOIHits(reviewCategory,theatre); <br />
```



Your most hitted reviews

HITS for movie: 101
HITS for book: 57
HITS for theatre: 13

Content Profiling

AOI

The results of the AOI macro's will be updated every day, because it's scheduled in as a daily task.



Content Profiling

AOI in a shortcut

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Content Profiling

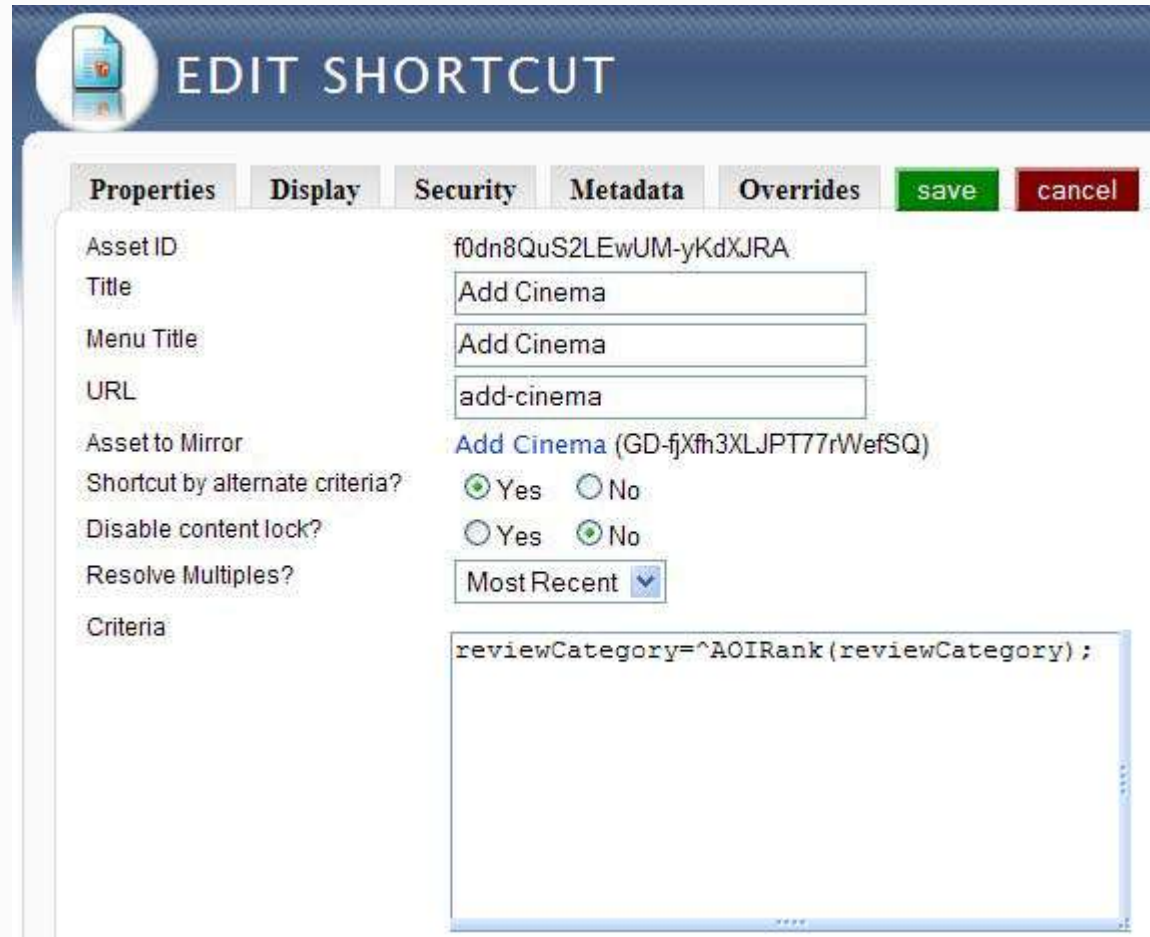
AOI in a shortcut

To show content based on the behaviour of an individual user, you can also use AOI macro in a shortcut.

Content Profiling

AOI in a shortcut

→ *Tab Properties*



The screenshot shows the 'EDIT SHORTCUT' dialog box with the 'Properties' tab selected. The dialog has a dark blue header with a file icon and the title 'EDIT SHORTCUT'. Below the header are five tabs: 'Properties', 'Display', 'Security', 'Metadata', and 'Overrides'. To the right of the tabs are two buttons: 'save' (green) and 'cancel' (red). The 'Properties' tab contains the following fields:

Asset ID	f0dn8QuS2LEwUM-yKdXJRA
Title	Add Cinema
Menu Title	Add Cinema
URL	add-cinema
Asset to Mirror	Add Cinema (GD-fjXfh3XLJPT77rWefSQ)
Shortcut by alternate criteria?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Disable content lock?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Resolve Multiples?	Most Recent ▾
Criteria	<pre>reviewCategory=^AOIRank (reviewCategory) ;</pre>

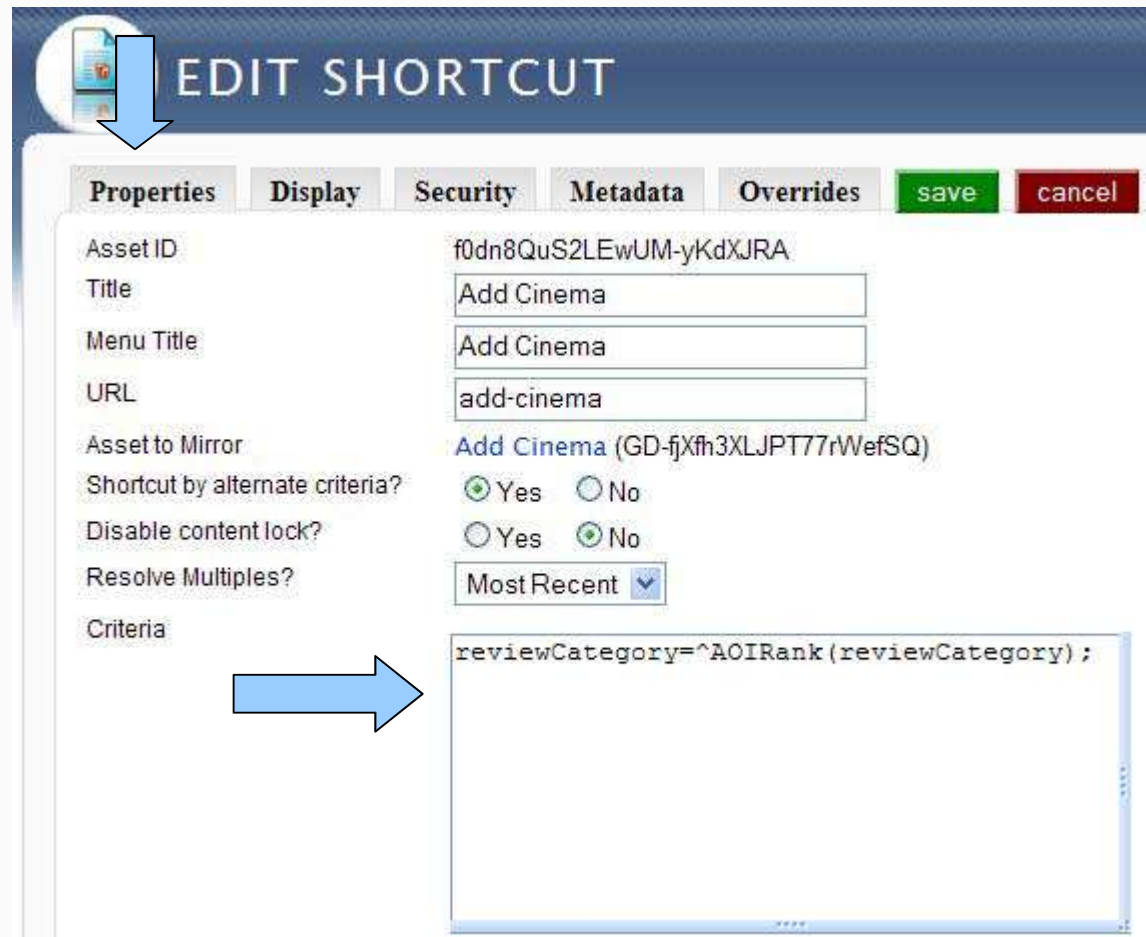
Content Profiling

AOI in a shortcut

→ *Tab Properties*

→ *Set Criteria with AOI Rank macro*

This shortcut will show an article based on the behaviour of the user.



EDIT SHORTCUT

Properties | Display | Security | Metadata | Overrides | save | cancel

Asset ID	f0dn8QuS2LEwUM-yKdXJRA
Title	Add Cinema
Menu Title	Add Cinema
URL	add-cinema
Asset to Mirror	Add Cinema (GD-fjXfh3XLJPT77rWefSQ)
Shortcut by alternate criteria?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Disable content lock?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Resolve Multiples?	Most Recent ▾
Criteria	<pre>reviewCategory=^AOIRank (reviewCategory) ;</pre>

Content Profiling

Summary

- You can use content profiling and meta data to group and organise your content by category.
- By using content profiling you can make your website more dynamic.
- By using content profiling you can make your website or your newsletter more personalised for your users.