



ExpressionEngine

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WHAT WE TALKIN' ABOUT?

- ▶ ExpressionEngine overview (newbies?)
- ▶ Planning a build
- ▶ Handy dandy addons
- ▶ Useful resources
- ▶ EE Love & Hate
- ▶ 2.0

PLAN OF ATTACK

- ▶ How I plan an ExpressionEngine install.

SPREAD YOUR SHEET ALL OVER THE SHOW

- ▶ Start with a simple spreadsheet.
- ▶ Identify the structure
- ▶ Identify weblogs and custom fields

1	Page ID	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
2	0.1.1	Company			
3	0.1.1.1		Overview		
4	0.1.1.1.1			Company Structure	
5	0.1.1.1.2			Capabilities	
6	0.1.1.1.3			Network Contracting	
7	0.1.1.1.4			Business Process	
8	0.1.1.1.5			Vision, Values & Beliefs	
9	0.1.1.1.6			Awards	
10	0.1.1.1.6.x				Entry
11	0.1.1.1.7			History	
12	0.1.1.1.8			Locations	
13	0.1.1.2		Ownership		
14	0.1.1.2.1			About the Trust	
15	0.1.1.2.2			Ownership Review	
16	0.1.1.2.3			Election Information	
17	0.1.1.2.4			Consumer Benefits	
18	0.1.1.2.5			Trustee Profiles	
19					Profile Entry
20	0.1.1.2.6			Trust Reports	
21	0.1.1.2.6.x				Report
22	0.1.1.3		Community		
23	0.1.1.3.1			Sponsorships	
24	0.1.1.3.1.1				Helicopter Rescue
25	0.1.1.3.1.2				Native Bird Recovery
26	0.1.1.3.1.3				Education 4 Enterprise
27	0.1.1.3.2			Programs	

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	TEMPLATE	Content Type
Company				Main Section	Snippets
	Overview			Sub Section	Snippets
		Company Structure		Page	General Content
		Capabilities		Page	General Content
		Network Contracting		Page	General Content
		Business Process		Page	General Content
		Vision, Values & Beliefs		Page	General Content
		Awards		Page + Awards Entries	General Content
			Entry		Award
		History		Page	General Content
		Locations		Page	General Content
	Ownership			Sub Section	Snippets
		About the Trust		Page	General Content
		Ownership Review		Page	General Content
		Election Information		Page	General Content
		Consumer Benefits		Page	General Content
		Trustee Profiles		Page + Profile list	General Content
			Profile Entry	Profile Detail	Profile
		Trust Reports		Page + Doc Snippets	Snippet
			Report		Documents
	Community			Sub Section	Snippets
		Sponsorships		Sub Section + sponsor teasers	Snippets
			Helicopter Rescue	Sponsor Page	Sponsor Profile
			Native Bird Recovery	Sponsor Page	Sponsor Profile
			Education 4 Enterprise	Sponsor Page	Sponsor Profile
		Programs		Sub Section	Snippets

	A	B	C	D
1	Field Name	Type		
2	GENERAL CONTENT			
3				
4	Page Title	Text Input		
5				
6	Page URI	Text Input		
7				
8	Teaser Introduction	Text Area (small)		
9				
10				
11	Teaser Image	Image upload		
12				
13	Main Content	Wysiwyg		
14				
15				
16				
17				
18	Sort Order	Dropdown Select		
19				
20	Keywords	Text Input		
21				
22	Meta Description	Text Input		
23				
24	Title Browser Override	Text Input		
25				

	A	B	C	D
1	Field Name	Type		
2	OFFICE LOCATION			
3				
4	Title	Text Input		
5				
6	About this office	Text Area (small)		
7				
8				
9	Image	Image upload		
10				
11	Sort Order	Dropdown Select		
12				
13	Physical Address	Text Input		
14				
15	Postal Address	Text Input		
16				
17	Phone	Text Input		
18				
19	Fax	Text Input		
20				
21	Email	Text Input		
22				
23	Google map	Geo Co-ordinate plugin		
24				
25	Category (Locations)	Multi Select		
26				

**MORE CUSTOM
FIELDS THAN YOU
CAN SHAKE A
STICK AT**

TO WYSIWYG
OR NOT TO
WYSIWYG,
THAT IS THE
QUESTION...

SWEET SWEET ADDONS

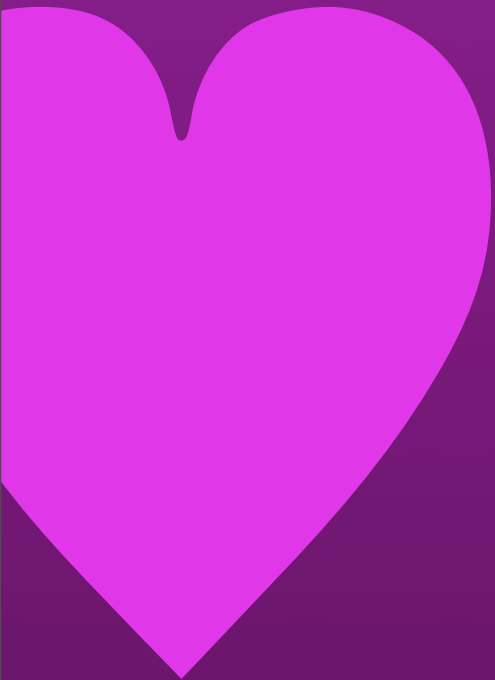
- ▶ Fieldframe
- ▶ nGen File Field
- ▶ Playa
- ▶ Publish Tweaks
- ▶ Allow EE Code
- ▶ Nested Menus Plugin
- ▶ Image Sizer
- ▶ REEOrder
- ▶ File Manager Module
- ▶ LG TinyMCE + SM Image & File Explorer
- ▶ Yours?

WHERE'S THE GOOD STUFF

- ▶ devot-ee.com *
- ▶ eeinsider.com
- ▶ train-ee.com
- ▶ eescreencasts.com
- ▶ leevigraham.com
- ▶ brandon-kelley.com
- ▶ markhuot.com
- ▶ solSPACE.com
- ▶ masugadesign.com

LOVE & HATE

I'VE FANCIED YOU FOR AGES



- ▶ Keep content under control with custom fields.
- ▶ A designers dream → Templating.
- ▶ Great community, helpful folks around.
- ▶ Secure. Rest easy.
- ▶ Comprehensive documentation.

YOU SUCK BALLS

- ▶ Too many ways to skin some cats. Learning Curve.
- ▶ Static content can be a nightmare. Dynamic navigation, breadcrumbs, urls etc...
- ▶ Member Templates, Gah.
- ▶ Image & File Management
- ▶ Upgrades, dev to production migrations

**WHERE'S THIS
TRAIN HEADING
FOR AGAIN?**

**CREATIVE
DESIGNERS &
HEAVYWEIGHT
DEVELOPERS
=
WEB GOODNESS.**

THANKS

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