

OPTIMIZEZY DEVELOPER CERTIFICATION
STUDY GUIDE



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Purpose

This Study Guide is intended to help you prepare for the Optimizely Developer Assessment. This document is broken out into important content areas that you will need to know for the exam. Within each content area, you will find a list of key concepts, links to relevant Knowledge Base articles, and in some cases, the Optimizely Blog. The Study Guide is continually being revised and improved. When preparing for the exam, please remember to check success.optimizely.com for the most up-to-date version.

Target Audience

If you are preparing for the Developer Certification, then this guide is for you. Regardless of your prior training and experience, this document will help you learn and/or review concepts required for the exam. It is designed to help you pass your exam. Please contact certification@optimizely.com if you have any questions or would like to provide feedback.

In general, there are two main sources that you can reference to find answers and prepare for the exam:

- [The Knowledge Base](#)
- [Optimizely Community](#)

1. Snippet / Optimizely Settings

Key Concepts to Know:

- Optimizely Snippet implementation
- Project Code Settings
- Pageload and Tracking Request Performance
- Optimizely jQuery / JavaScript
- CDN Balancing

Relevant Knowledge Base Articles

- [Implementing the Optimizely snippet](#)
- [Project Code Settings](#)
- [Frequently Asked Questions](#)
- [Optimizely Blog: CDN Balancing](#)

2. Analytics & Heatmap Integrations

Key Concepts to Know:

- Analytics Integrations: Google Analytics, Mixpanel, SiteCatalyst, Universal Analytics Integrations
- Heatmap Integrations: ClickTale & CrazyEgg Integration
- What is required to implement each integration? Is code required and if so, are there ordering considerations between Optimizely, integration call and the analytics platform? What data is passed via the integration?

Relevant Knowledge Base Articles

- [Analytics Overview](#)
- [CrazyEgg Integration](#)
- [ClickTale Integration](#)

3. Visual and Code Editor

Key Concepts to Know:

- What could be preventing a site from loading in the Optimizely editor?
- Best Practices in Using the Visual Editor (and the jQuery generated by it)
- Handling dynamic element IDs and classes
- Adding code into Global JavaScript / CSS and variable scoping considerations
- Creating experiments for mobile web

Relevant Knowledge Base Articles

- [Visual Editor](#)
- [Loading content in the Editor](#)
- [Edit Code and Global JS / CSS](#)
- [Using Dynamic Selectors](#)
- [Responsive design within the Editor](#)

4. Audiences and URL Targeting

Key Concepts to Know:

- Audiences: Creating Audiences, Edit Code Mode, Custom JavaScript and using External Data
- URL Targeting: Regular Expressions and URL Targeting use cases

Relevant Knowledge Base Articles

- [URL Targeting](#)
- [Audiences](#) (formally known as Visitor Condition Targeting)
- [Using custom JavaScript flags](#)

5. Goals

Key Concepts to Know:

- Setting up custom events
- Implementing Revenue goals
- Modifying click goal selectors and goal targeting
- Understanding Optimizely tracking requests and the information being sent

Relevant Knowledge Base Articles

- [Goals Overview](#)
- [Click goals](#)
- [Pageview goals](#)
- [Revenue Tracking](#)
- [Tracking clicks on a redirect page and pages outside of your experiment](#)
- [Troubleshooting Optimizely Goals](#)
- [Tracking offline conversions](#)

6. Optimizely Execution Details

Key Concepts to Know:

- Optimizely execution steps: What is the order of the steps? What are the considerations as a result of this order?
- Variation Code execution logic
- Optimizely Cookies: what is each cookie used for?
- Dynamic Content: Activation modes, Ajax event handlers and methods of modifying dynamically loaded content
- Optimizely Log: How to read it?

Relevant Knowledge Base Articles

- [How Optimizely Works](#)
- [Activation Modes: Immediate, Manual and Conditional](#)
- [Forcing Variation Code to Execute Immediately](#)
- [Optimizely Log](#)

7. JavaScript and REST API

Key Concepts to Know:

- JavaScript API: Accessing information from the Data Object and making function calls for Custom Dimensions, Custom Tags, Bucketing Visitors, and Tracking
- REST API: Authentication, Request Types and Response Codes
- Be prepared to write and implement the Optimizely API
- *Optimizely iOS SDK is not included in this assessment*

Relevant Knowledge Base Articles & API Documentation

- [JavaScript API](#)
- [REST API](#)
- [API Code Samples](#)

8. HTML, CSS and JavaScript Fundamentals

Key Concepts to Know:

- A solid understanding of [HTML](#), [CSS](#) and [JavaScript](#) (and [jQuery](#)) is an important skill for any developer using Optimizely
- Be prepared to read and write HTML, CSS and JavaScript (and jQuery)