

# Madhu Anbalagan's Blog

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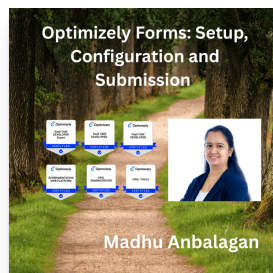


October 13, 2025



Optimizely

## Optimizely Forms : Setup, Configuration and Submission



I have exploring  
Optimizely Forms

PREVIOUS STORY

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TECHNOLOGY  
**MVP**

2025

recently –  
Installed NuGet  
package to  
enable Optimizely  
Forms, created a  
Contact Us Form  
and placed in a  
landing page.  
Sharing my  
learning from  
installation to  
submission.

Let's get started.

- To enable  
Optimizely  
Forms, we  
need to install  
NuGet  
package for  
Forms – It  
can be  
installed via  
NuGet  
Console or  
Manager. I  
prefer GUI  
since it's  
more visual.

“ *EpiServer.Forms*

*EpiServer.Forms.Core*

*EpiServer.Forms.UI*





- Let's run the project – localhost:5000 now will have a new tab **Forms** besides Blocks and Media.



- Create a New Form by right clicking on EpiServer Forms – named it as Contact Us Form.



- Let's add the fields by drag



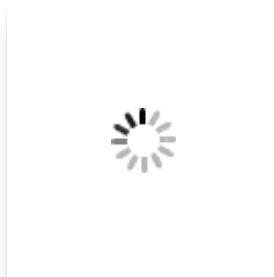
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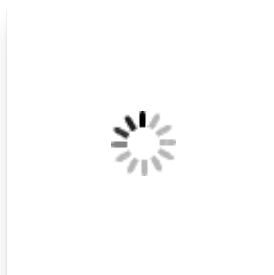
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and dropping into the Content Area.



- **Quick Edit** to change the Label, Tooltip, Required field and RegEx if needed. Save and Publish the changes.
- **Note:** Each field needs to be published.



- Similarly, I have created the following fields –

“ *First Name*  
– *Text*

*Last Name*  
– *Text*

*Email* –  
*Text*

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## Twitter Post



Tweets by madhumithaa

*Comment*  
– *Text Area*

*Submit*  
*Button*

**Note:** The Email  
is Text field with  
the Email  
checkbox  
checked.



- Form is now  
ready to be  
placed in any  
landing page.



- Let's create a  
Standard  
Page or any  
page with  
Content Area.



- Drag and Drop the Contact Us Form into the Content Area and publish the changes.



- Let's test the Contact Us Form – we could see the new menu CONTACT US PAGE is automatically added when published the page.



- Submitted the Form – Verified that the required field validators are

working as  
expected.



- The submitted records are easy to check by pressing the Form Submissions.



- The records can be exported in any of the following formats.



- The records are stored forever by default – feel free to change the retention policy as needed for partial and full submissions.



If you prefer watching a video, my quick recording –





Happy  
Optimizing!

Tags:

Contact Us Optimizely Form

forms

Forms Submit

Optimizely

Optimizely Forms

Optimizely Forms Creation

Optimizely Forms Submission

Single Form

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