

# Madhu Anbalagan's Blog

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Optimizely

October 13, 2025



## Optimizely Forms : Setup, Configuration and Submission

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TECHNOLOGY  
**MVP**

2025



I have exploring  
Optimizely Forms

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.

66 *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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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

- Optimizely : Fast Installation on Local Machine
- Optimizely : Getting started
- Algolia Search Provider for Sitecore 10.2.1

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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  
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