



Implement Optimizely and Establish your Experimentation Program

Academy Course Checklist

- ☐ Complete pre-test. Where are the gaps in your knowledge? Mark them down.

- ☐ Implement the snippet on your site
- ☐ Create a project in Optimizely
- ☐ Complete “Reflection Activity: Manage Collaborators” and add the users into Optimizely.
- ☐ Create 1-3 new pages in Optimizely
- ☐ Create 3 new events in Optimizely
- ☐ Create 1 new audience in Optimizely
- ☐ Create or respond to 1 post in the Optiverse Community