



## Studying for the Developer Exam

This Study Guide is intended to help you prepare for the Optimizely Developer Assessment. This guide 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.

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](mailto:certification@optimizely.com) if you have any questions or would like to provide feedback.

This study guide is made to be taken in the suggested sequence, but feel free to jump around if you already feel comfortable with certain topics. Good luck!

<b>The Snippet</b>  Key concepts: <ul style="list-style-type: none"><li>• Optimizely Snippet implementation</li><li>• Project code settings</li><li>• Optimizely jQuery/ JavaScript</li></ul>	<ol style="list-style-type: none"><li>1. <a href="#">Implement the Optimizely snippet</a></li><li>2. <a href="#">Project Settings: JavaScript and JQuery settings</a></li><li>3. <a href="#">Frequently asked questions in Optimizely X Web</a></li></ol>
<b>Instrument your site</b>  Key concepts: <ul style="list-style-type: none"><li>• How to manage and use Pages</li><li>• URL targeting and match types</li><li>• Adjust page activation &amp; managing dynamic content</li><li>• How to manage and use Events</li></ul>	<ol style="list-style-type: none"><li>1. <a href="#">Pages: Choosing where experiments run</a></li><li>2. <a href="#">JavaScript API reference</a></li><li>3. <a href="#">Conditional activation</a></li><li>4. <a href="#">Developer Docs: Read an experiment</a></li><li>5. <a href="#">Setting up Events</a></li><li>6. <a href="#">Developer Docs: Track common user interaction</a></li></ol>

<ul style="list-style-type: none"> <li>• Track metrics</li> <li>• Create audience conditions and custom settings</li> <li>• Simultaneous testing and mutually exclusive experiments</li> </ul>	<ol style="list-style-type: none"> <li>7. <a href="#">Create Audiences</a></li> <li>8. <a href="#">Developer Docs: Creating and editing an audience</a></li> </ol>
<p><b>The Visual &amp; Code Editor</b></p> <p>Key concepts:</p> <ul style="list-style-type: none"> <li>• Editing capabilities available within the Optimizely visual editor</li> <li>• Code editor</li> <li>• Activation mode</li> <li>• Conditions required for loading your webpage into the editor</li> </ul>	<ol style="list-style-type: none"> <li>1. <a href="#">Developer Docs: CSS</a></li> <li>2. <a href="#">The Code Editor and Variation Code</a></li> <li>3. <a href="#">Activation Mode</a></li> <li>4. <a href="#">The Visual Editor</a></li> <li>5. <a href="#">Responsive design in the Editor</a></li> <li>6. <a href="#">Order of execution</a></li> <li>7. <a href="#">Dynamic selectors</a></li> </ol>
<p><b>QA &amp; Troubleshooting</b></p> <p>Key concepts:</p> <ul style="list-style-type: none"> <li>• Options for previewing and testing an experiment before starting it</li> <li>• Functionality available within the Optimizely preview feature</li> <li>• Troubleshoot issues</li> </ul>	<ol style="list-style-type: none"> <li>1. <a href="#">Preview Mode and Cross-Browser Test</a></li> <li>2. <a href="#">Set a test cookie</a></li> <li>3. <a href="#">Troubleshooting tips</a></li> </ol>
<p><b>Results</b></p> <p>Key concepts:</p> <ul style="list-style-type: none"> <li>• Conversion rates on the results page</li> <li>• Using Custom Dimensions to capture visitor data</li> <li>• Stats engine results</li> </ul>	<ol style="list-style-type: none"> <li>1. <a href="#">Developer Docs: Custom Dimensions</a></li> <li>2. <a href="#">Custom Dimensions</a></li> <li>3. <a href="#">The Results page</a></li> <li>4. <a href="#">Segment your results</a></li> <li>5. <a href="#">Developer Docs: Stats Engine results</a></li> </ol>
<p><b>Integrations</b></p> <p>Key concepts:</p> <ul style="list-style-type: none"> <li>• Available integrations with Optimizely X</li> <li>• What is required to implement these integrations?</li> <li>• What data is passed via the integration?</li> </ul>	<ol style="list-style-type: none"> <li>1. <a href="#">Integration overview</a></li> <li>2. <a href="#">Introduction to Optimizely integrations</a></li> <li>3. <a href="#">Developer Docs: Integrations</a></li> </ol>

<p><b>REST API &amp; DCP</b></p> <p>Key concepts:</p> <ul style="list-style-type: none"> <li>• What is the REST API?</li> <li>• REST API: Authentication, Request Types and Response Codes</li> <li>• What is DCP?</li> </ul>	<ol style="list-style-type: none"> <li>1. <a href="#">Developer Docs: REST API</a></li> <li>2. <a href="#">Developer Docs: DCP</a></li> <li>3. <a href="#">Create audiences with dynamic customer profiles</a></li> <li>4. <a href="#">Target known visitors</a></li> </ol>
<p><b>Recommendations</b></p> <p>Key concepts:</p> <ul style="list-style-type: none"> <li>• What is a Recommendation campaign?</li> <li>• What's included in a Recommendation campaign?</li> </ul>	<ol style="list-style-type: none"> <li>1. <a href="#">Get started with Recommendations</a></li> <li>2. <a href="#">Build a Recommendation campaign</a></li> </ol>
<p><b>Single Page Application</b></p> <p>Key concepts:</p> <ul style="list-style-type: none"> <li>• How to work with single page applications</li> <li>• Creating experiments on single page applications</li> <li>• Traditional websites versus single page applications</li> </ul>	<ol style="list-style-type: none"> <li>1. <a href="#">Single Page Applications in Optimizely X</a></li> <li>2. <a href="#">Developer forum in the Community</a></li> <li>3. <a href="#">Developer Docs: Page level activation</a></li> </ol>