Study guide for Developer: Optimizely Full Stack Level 1 certification

Skip Ahead

This article will help you prepare for your Developer: Optimizely Full Stack Level 1 exam where you can earn the Code Composer Level 1 certification. Good luck!

Optimizely setup

Projects

- These can help you organize your account into sections for different areas of your website, for multiple sites, and for staging vs. production environments.

Managing Collaborators

- Doing this enables you to assign people at different levels, and to share projects without giving others direct access to software.

- Remember, in Optimizely terminology, collaborators and users are the same.

How to create pages

- When you set up a page, you can then choose the settings for that page (or for a group of pages), and then save them.

How to create events

- Events are used to track behaviors and measure impact.

How to create audiences

- Not all visitors are the same, so experiences should be different too. Creating audiences helps target groups of visitors with a common characteristic (mobile vs desktop, languages, etc.) for your experiments.

Read more: [Create Experiments in Full Stack](#)