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## Study guide for Developer: Optimizely Web Level 1 certification

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This article will help you prepare for your Optimizely Developer: Optimizely Web Level 1 exam where you can earn the Experience Perfectionist Level 1 certification. Good luck!

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### Implementing the snippet and 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.

Read more: [Manage Projects in Optimizely](#).

## 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. Read more: [Managing Collaborators in Optimizely](#).

## Snippet

The snippet is a line of code that determines which pages data is pulled from for your experiments. This is critical code that drives your experiments.

- What's in the snippet?
- How often is the snippet added?
- Can snippets be ran across projects?
- Where should the snippet be added, and why?
- Page flashing
- Origin

To read more on these topics, see our article on [how the Optimizely snippet works](#).

## 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: [Prepare Optimizely for your site.](#)

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## Build an Experiment in Optimizely

### How to build an experiment

- Experimentation allows you to make data-driven decisions to help improve your business.
- It's usually better to set up your pages, events and audiences prior to completing an experiment, because you can reuse them in multiple experiments.

### What are integrations?

- If you use an analytics platform or other tech tools (like heat-mapping tools), you can link Optimizely to them.
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## Create a Variation in Optimizely

### How to create a variation

- A variation is what Optimizely calls a version of your site. Compare the results of different variations to determine whether your changes had any effect on visitor behavior. Read more: [How to Create an Experiment in Optimizely.](#)

### How to set up a redirect experiment

- You would do this if you wanted to test a dramatic change that requires two separate versions of a page to compare (for example, two homepages with two different URLs).
  - Rather than making significant edits to the original (this can affect load times), create a new page and redirect visitors to that page instead.
- Set up pages ahead of time to save time later.

Here's some more in-depth info on [setting up redirect experiments, including how-to and best practices info.](#)

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## QA your Optimizely experiment

## How to QA an experiment

- Five things to check: does it look right? Is it consistent? Does the variation show when it should, and without flashing? Does the experiment appear on the right pages and for the intended audiences? Are your events firing when they should and capturing accurate data?
- Cross-browser testing is a quick way to identify any visual issues that affect specific devices or browsers.
- Sharelink allows you to share preview with anyone, including non-Optimizely users.
- QA ball will show you what campaign you're running, on which pages, etc.
- Clicking *Override* shows you different variations of your experiment, so you can ensure variations are working properly. This is useful if you are running an A/B/C test or have multiple variations.
- You can also see what each audience will see by choosing which audience you want to emulate.
- The feed shows you everything Optimizely is tracking on a given page.
- To check if functions are working correctly, right-click the element and open it in a new tab. On the feed, you'll be able to see the function.
- You can navigate through your conversion funnel to make sure each page looks the way it should, and to make sure the key metrics are tracking as they should.

Read more: [Create an advanced experiment plan and QA checklist.](#)