

Optimize for Developers: Technical Course

Course Description

This course is designed to provide web developers and test designers with the skills they need to prepare pages for testing and build tests in Webtrends Optimize. The modules will also introduce developers to key concepts regarding site optimization and developing pages with testing in mind. Participants will be given the option of signing up for a certification exam, which is included in the cost of this course.

Learning Outcomes

After finishing this course, you will be able to:

- Understand the basics of site optimization
- Navigate the Webtrends Optimize environment
- Prepare your websites for site optimization testing with Webtrends Optimize
- Prepare pages on your site for testing
- Build tests in Webtrends Optimize

Products Covered

Webtrends Optimize

Who Should Attend?

Web developers and test designers who will be responsible for the creation and administration of site optimization tests using Webtrends Optimize.

Prerequisites

None, though it is assumed that you have a basic understanding of how web pages are designed and developed.

Availability and Pricing

You may choose to attend a public course online or schedule a private class online.

- Public: £450 / €526,50 per participant
- Private: Please contact your account manager for pricing.

Duration

- Online: 2 days, 2:00 pm – 6:00 pm GMT

Agenda

- Introduction to Site Optimization
 - Site optimization overview
 - Terminology
 - What elements can be optimized
 - Site optimization methods
 - Baseline testing
 - A/B/n and split testing
 - Multivariate testing
 - The testing process
- Introduction to Webtrends Optimize
 - Navigation
 - Reporting
 - Walkthrough of the test building process
- Creating Tests in Webtrends Optimize
 - Anatomy of a Test
 - Testing environments
 - Test pages
 - Page objects
 - Tests
 - Baseline
 - Split
 - Multivariate
 - Test runs
 - Baseline
 - Split
 - Multivariate
 - Testing and validating a run
- Webtrends Optimize Technical Certification exam review