

Webtrends Optimize Foundations: Test Design and Development

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.

Learning Outcomes

After finishing this course, you will be able to:

- Understand the basics of site optimization
- Navigate the Webtrends Optimize test creation environment
- Prepare your websites for site optimization testing with Webtrends Optimize
- Prepare pages on your site for testing
- Build, QA and run 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 schedule a private online class.

- Private Online: \$4500

Duration

- Online: 2 days, 9:00 am – 12:00 pm Pacific Time

Agenda

- How Optimize Works - Review
 - Site optimization overview
 - Terminology
 - What elements can be optimized
- Review the Optimize UI
- Test States
- Preparing your Site for testing
 - Anatomy of a Test
 - Testing environments
 - Test pages
 - Location objects
- Creating Tests in Webtrends Optimize
 - Tests
 - Baseline
 - Split
 - Multivariate
 - Test runs
 - Baseline
 - Split
 - Multivariate
 - Testing and validating a run
- Test Quality Assurance
- Implementing Optimal Content