



Optimizely Content Cloud Developer

Reference Material for the 2023 Optimizely Content Cloud
Developer Certification Exam

Introduction

This reference guide is meant to help you in your goal to become a certified Optimizely Content Cloud Developer. It contains centralized links to key Optimizely documentation that aligns with what we are measuring on the certification exam.

Each topic on the certification exam is outlined in this guide with links to documentation to help you review, learn, and prepare. The full content outline, as well as other exam details, are available in the [Content Cloud Developer Certification Exam Guide](#).

This reference guide is ancillary support for knowledge you should already have as a practicing Developer. You should have prior exposure to the product and knowledge through a combination of previous Optimizely training and hands-on experience with the Content Cloud product.



Reference Links

Table 1 includes links to resources that align with each of the content areas on the Content Cloud Developer certification exam. Table 2 includes additional general resources not aligned to particular content areas.

As of September 2022, the Optimizely Education team is in the process of migrating to a new website and Optimizely Academy. While we update our information and links about **instructor-led training courses** applicable to this course of study, please email education@optimizely.com with any questions or for more information.

Table 1. Resource links outlined by exam content area.

Product Knowledge		
Concept	Platform and customization	Getting started with Optimizely Content Cloud
		User interface (User)
		Optimizely user interface (Dev)
	Working with different roles and views	Roles and tasks
		On-page editing view
		All properties editing view
	Technical architecture	Technology stack
	SEO	Search engine optimization
Content reuse	Using a block as a property	
Web browser support	System requirements for Optimizely	
Editing	Editor/built in properties	User interface (User)
		Optimizely user interface (Dev)

	Page tree	Structuring the website
	Image editor	Adding and editing images
	Globalization	Globalization
	Container pages	Structuring the website
	Blocks	Blocks
	Personalization using visitor group	Personalizing with visitor groups
	Multilingual content	Multilingual content
	Edit view capabilities	Creating content
		Learning basic editing
		Creating and editing content
	On-page edit	On-page editing view
Multisite content	Websites	
	Setting up multiple sites	
Administering	Access rights, language, content types	Administration interface
		Access rights
		Website languages
		Content types
	Scheduled jobs	Scheduled jobs (User)
		Scheduled jobs (Dev)

	Content types	Content types (User)
		Content types (Dev)
	Change log	Change log
		Configuring change log
	Content type settings	Content types (User)
Content types (Dev)		
Website configuration	Websites	
Finding Information	SDK	Optimizely CMS APIs and libraries
		EPiServer CMS 12 Class Library
	Sample and demo sites	Alloy demonstration templates
	Optimizely Community (World)	Optimizely Community (World)
	Product documentation	Content Cloud (User)
Content Cloud (Dev)		
Installation, Operation & Configuration		
Environment	Load balancing	Deploying to Windows servers
	Configuration files	Configuration
	Best physical architecture, configs	Setting up a development environment
		Deploying Content Cloud
		Initial configuration
Solutions Set Up	Installation	Installing Optimizely (ASP.NET Core)

	Migrating major versions	Upgrading to Content Cloud (CMS 12)
		Upgrade Assistant
	Updates and patches	Upgrading Optimizely
		Installing add-ons (Updating an add-on)
	Add-ons installation	Installing add-ons
	DXP Cloud Hosting	Infrastructure
DXP Cloud Services		
Introduction to DXP		
Getting Started with DXP		
DXP Requirements		
Backup and recovery		Failover
Deployment API		Deployment API
Self-service management portal		Self-Service for DXP
CDN		CDN Recommendations
		Purging CDN cache
Additional services		
Add-ons	Upgrade process	Overview of add-ons
	Dependency management	Developing add-ons
	Third party modules	Optimizely App Marketplace

	Add-ons install their files	Installing add-ons
	Injections of scripts to enable add-ons	
Website Implementation & Delivery		
Technical Architecture	Components	Architecture Properties IContentRepository Apps and integrations for Optimizely
	Configurations and properties work	
	IOC Container	
	Different integration methods	
Implementing Search & Navigation	Installation and configuration	Search (dev) Search & Navigation
	Conventions and indexing	
	Search queries	
	Search results	
	Search filters and facets	
Authentication & Authorization	Authentication models	Security (CMS12) Security (DXP)
	Authorization	Initial configuration (Authentication and authorization)
Classes & Interfaces	Content and related interfaces	Content IContentRepository

		Persisting IContent instances
	Filter by visitor	Searching for pages based on page type
	Links and references	Links
		Linking to other content
Globalization	Language resources	Globalization Multilingual content Optimizely Languages add-on
	Language settings	
	Defining new languages	
	Working with globalization using code	
Performance & Caching	Object caching	Caching (Object caching)
		Object caching
	Output caching	Caching (Output caching)
	General CDN principles	Content Delivery Network (CDN) Configuration
	Best practices	Caching
Configuring caching of files		
Dynamic Data Store	Concept and recommendations	Dynamic Data Store
		Custom Database Tables
Visitor Groups	Target content	Personalization Targeting marketing segments for mailing campaigns
	Custom criteria	Developing custom visitor group criteria

Framework Components

Plug-Ins	Extending CMS UI using GUI plug-ins	User interface
		Plug-in areas
		Plugging in a gadget
		Extending the navigation for Optimizely Content Cloud
		Creating a component for the assets pane
		Configuring the dashboard
	Modifying a view through configuration	
TinyMCE customization	TinyMCE editor	
	Custom style formats	
Scheduled Jobs	Implementing scheduled jobs	Scheduled jobs (User)
		Scheduled jobs (Dev)
	Configure scheduled jobs	Scheduled jobs (Dev)
Initialization	Implementing initialization	Initialization
		Creating an initialization module
		Dependency injection
Extending the CMS UI	Gadgets	Plugging in a gadget
	Customizing menu system	Adding and configuring menu items
	Customizing views	Views
Content Provider	Implementing a content provider	Content providers
		Configuring content providers
Notifications	Notification API	Using user notifications

		Usage examples
Content Models		
Rendering	Adaptive websites	Rendering
		Client resources
Content Types	Concepts	Content types Refactoring content type classes
	Create the site	
	Code structuring	
	Container pages	
	Refactoring content types	
Essential Classes	Data abstraction	Service locator Event management
	Event model	
	Repository dependency services	
	Resolver dependency services	
Properties	Custom properties	Properties Custom properties Built-in property types
	Configure common editors	
	Basic editor for a property	
	Extend or override existing CMS property types	
	Property settings	
	Built-in property	
Validations	Common validation rules	Validating object instances

Content Approvals	Defining approval sequences	Content approvals (User) Content approvals (Dev) Configuring email notifications for content approvals Working with content approvals
	Reviewing content	
Optimizely Forms	Concepts	Optimizely Forms Forms developer guide
	Configuring and customizing forms	Configuring Optimizely Forms
Projects	Project features	Projects (User)
		Projects (Dev)
	Configuring and customizing projects	Working with projects programmatically

Table 2. General content cloud resource links.

General Content Cloud Developer Resources		
General	OPTIPEDIA Optimization Glossary	OPTIPEDIA Optimization glossary
	Optimizely Terminology Glossary	Glossary of Optimizely terminology