Optimizely Content Cloud Developer

Certification Examination Guide 2023

About the Optimizely Certification Examinations

Optimizely's certification exams are developed following industry-accepted standards to ensure validity and reliability. Our certification exams assess knowledge and skill requirements that are considered relevant to our professionals' job roles.

Being certified by Optimizely helps our professionals stay up to date on relevant skills needed to be considered successful in their roles using our products. Additionally, certification through Optimizely helps professionals increase their professional profiles that lead to career advancement and recognition in their fields.

This guide is designed to provide candidates information to help them prepare for the Content Cloud Developer Certification exam.

The content of this exam guide is subject to updates and changes. Please check for the latest version at Optimizely Education.

Who Should Take this Exam

The Optimizely Content Cloud Developer exam is intended for professionals who build custom websites with Optimizely Content Cloud (CMS) version 12. The exam validates a candidate's ability to do the following:

- Demonstrate knowledge of Optimizely CMS architecture, platform, and conventions.
- Demonstrate an understanding of content model and template best practices.
- Demonstrate proficiency implementing all features of the CMS platform including the add-ons Optimizely Forms and Optimizely Search & Navigation.
- Demonstrate knowledge of editor and admin user common tasks and needs.
- Demonstrate advanced knowledge in implementing framework components including configuration and initialization process, scheduled jobs, and data storage.
- Demonstrate knowledge of authentication and authorization for CMS users and visitors.
- Demonstrate an understanding of deployment options and techniques including to Optimizely DXP cloud hosting.

Individuals that take the Optimizely Content Cloud Developer exam should have one or more years of hands-on experience implementing all components of Optimizely Content Cloud (CMS) version 12.

Content Cloud Developer Examination Information

Exam Name: Content Cloud Developer

Exam Release Date: 2023

Number of Questions: 70

Time Limit: 90 minutes

Item Format: Single-select multiple-choice

Language Offered: English

Cost: $300 USD

Delivery Method: PSI; online proctored exam

Scoring: Pass/Fail

Response Types

The Content Cloud Developer exam includes 70 single-select multiple-choice questions. Each question has one correct response and three incorrect responses. Candidates have a total of 90 minutes to complete all questions. Questions will be presented one at a time, with the ability to review previously answered questions.

For each question, the candidate must select the one correct response that best answers the question. Incorrect answers, or distractors, are response options that a candidate with limited knowledge or skill in an area may select as correct. Unanswered questions are scored as incorrect. There is no penalty for guessing.

Pretest Items

The Content Cloud Developer exam includes 60 questions that will be included in the candidates score and 10 items that are not scored. Candidates will not know which questions these are, and the results from these questions will not impact a candidates score. These pretest questions will be evaluated for future use on new exams.

Score Reporting

The Content Cloud Developer exam is a pass or fail exam. The passing mark on the exam is a minimum standard, established by Optimizely Content Cloud Subject Matter Experts (SME) and Optimizely Test Developers.

Scores on the Content Cloud Developer exam will be reported on a scaled score of 100 to 300 beginning in the 2023 administration year. The passing score will be decided by a panel of experts after a 2022 beta test administration.

The use of scaled scores allows statistical adjustments—or equating—of scores across different versions of the test. The process of equating takes into account the difficulty of the items on each different version of the test so scores can be compared across versions.

The Content Cloud Developer exam results will also include performance within each major content category on the exam. These results help candidates understand their performance in the specific areas of content and are a way of providing general feedback to the candidates. Each reported content area on the exam is comprised of a different number of questions. Some sections may have more questions than others, and the reported performance scores are used to provide general feedback. Caution should be used when interpreting section level feedback.

The Content Cloud Developer exam is non-compensatory, meaning that a candidate does not have to score at a particular level within each of the different content areas on the test. The candidate only needs to pass the overall exam.

Certificate Information

Once a candidate has passed the exam, they will be awarded a digital credential offered through Credly to showcase their achievement. This credential is valid for two years from the date of testing. The candidate will also be able to download an official Content Cloud Developer Certificate.

Recertification

If a candidates certification period is nearing expiration and the candidate wishes to become recertified, the candidate must take an approved Content Cloud Developer Certification exam.

Limits on Repeating the Exam

Optimizely is committed to providing a fair and equitable examination program and maintaining the integrity of their exams. Starting with the 2023 examination administrations, test takers who pass the Content Cloud Developer exam will not be able to retake the exam until their two-year certification expires. Any candidate who has not passed the examination can retake the certification exam up to three times in a single calendar year.

Exam Specifications

The Content Cloud Developer exam questions are developed using a widely accepted systematic process that ensures the relevance, accuracy, readability and quality of each individual question. Exam questions are pulled from a robust item bank ensuring that questions will vary from one exam to the next. While each exam version is unique, all exams provide a fair and equitable assessment of a candidate's knowledge.

This guide includes the content areas and the weighting, or percentage of the test that is covered in each content area. It also provides the objectives of the exam within each content area. The following table lists the main content domains and their weightings. The percentage included for each content area represents the proportion of scored content in the content area on the exam.

Content Cloud Developer Exam Specifications

General Content Areas and Associated Weightings

Content Areas	Percent
Content Area 1: Product Knowledge	15%
Content Area 2: Installation, Operation & Configuration	20%
Content Area 3: Website Implementation & Delivery	25%
Content Area 4: Framework Components	15%
Content Area 5: Content Models	25%
TOTAL	**100%**

Specifications by Content Area

Content Area	Percent
Content Area 1: Product Knowledge	**15%**
Concept	
Platform and customization	
Working with different roles and views	
Technical architecture	
SEO	
Content reuse	
Web browser support	
Editing	
Editor/built in properties	
Page tree	
Image editor	
Globalization	
Container pages	
Blocks	
Personalization using visitor groups	
Multilingual content	
Edit view capabilities	
On page edit	
Multisite content	
Administering	
Access rights, language, content types	
Scheduled jobs	

Content Area	Percent
Content types	
Change log	
Content type settings	
Website configuration	
Finding Information	
SDK	
Sample and demo sites	
Optimizely Community (World)	
Miscellaneous information resources	
Product documentation	
Content Area 2: Installation, Operation & Configuration	**20%**
Environment	
Load balancing	
Configuration files	
Best physical architecture, configs	
Solution Set Up	
Installation	
Migrating major versions	
Updates and patches	
Add-ons installation	
DXP Cloud Hosting	
Infrastructure	
Backup and recovery	
Deployment API	
Self-service management portal	
CDN	
Additional services	
Add-ons	
Upgrade process	
Dependency management	
Third party modules	
Add-ons install their files	
Injections of scripts to enable add-ons	
Content Area 3: Website Implementation & Delivery	**25%**
Technical Architecture	
Components	
Configuration and properties work	
IOC container	
Different integration methods	
Implementing Search & Navigation	
Installation and configuration	
Conventions and indexing	

Content Area	Percent
Search queries	
Search results	
Search filters and facets	
Authentication & Authorization	
Authentication models	
Authorization	
Classes & Interfaces	
IContent and related interfaces	
Filter by visitor	
Links and references	
Globalization	
Language resources	
Language settings	
Defining new languages	
Working with globalization using code	
Performance & Caching	
Object caching	
Output caching	
General CDN principles	
Best practices	
Dynamic Data Store	
Concept and recommendations	
Visitor Groups	
Target content	
Custom criteria	
Content Area 4: Framework Components	**15%**
Plug-Ins	
Extending CMS UI using GUI plug-ins	
TinyMCE customization	
Scheduled Jobs	
Implementing scheduled jobs	
Configure scheduled jobs	
Initialization	
Implementing initialization	
Extending the CMS UI	
Gadgets	
Customizing menu system	
Customizing views	
Content Provider	
Implementing a content provider	
Notifications	
Notification API	

Content Area	Percent
Content Area 5: Content Models	**25%**
Rendering	
Adaptive websites	
Content Types	
Concepts	
Create the site	
Code structuring	
Container pages	
Refactoring content types	
Essentials Classes	
Data Abstraction	
Event model	
Repository dependency services	
Resolver dependency services	
Properties	
Custom properties	
Configure common editors	
Basic editor for a property	
Extend or override existing CMS property types	
Property settings	
Built in property	
Validations	
Common validation rules	
Content Approvals	
Defining approval sequences	
Reviewing content	
Optimizely Forms	
Concepts	
Configuring and customizing forms	
Projects	
Project features	
Configuring and customizing projects	