Optimizely Web
Experimentation Resources

Welcome to the help guide for Experimentation.

Below you’ll find resources to help you set up Optimizely, build and run experiments, and learn from results. If this is your first time using Optimizely, use our quickstart guide.

Other ways to learn:

- Enroll in a self-paced online course in the Academy. Optimizely Academy

Set up Experimentation

Before you can start running experiments, implement Optimizely on your website. Here are a few articles to help you get started:

- Implement the snippet: Add one line of code to run experiments on your site (skip this if you're already using Optimizely).
- How the snippet works: Learn about the order of activation.
- Enable cross-origin tracking: Track visitor events across different domains, ports, or security protocols.
- Use Optimizely with SPAs.
- Prepare Optimizely for your site: Set up the pages, events, and audiences that you'll reuse when building experiments in Optimizely.
- **Manage users and collaborators:** Grant different levels of access to your account, projects, and experiments.
- **Create and manage your projects** and experiments.
- **Cookies and local Storage in the Optimizely snippet:** Learn about the first and third-party cookies that Optimizely uses.

### Build Experiments

- **Build an experiment in six steps:** Create A/B, multivariate, and multi-page experiments.
- **Editor and custom code:** Use the Visual Editor and custom code to make changes to your site experience.
- **Pages:** Choose where experiments and campaigns run: Set URL targeting and page-level activation to decide when experiments run and how they activate.
- **Events:** Track visitors behaviors: Track clicks, pageviews, and custom events like revenue to measure how visitors engage with your site.
- **Metrics:** Measure the difference in visitor behavior: Metrics are based on events, which track visitor actions.
- **Audiences:** Choose which visitors to include: Show your experiment to specific groups of visitors.
- **Redirect experiments:** Compare two separate URLs like two homepages as variations in an A/B test.
- **Use Optimizely with UI libraries like React and Vue:** Design and run experiments on React and Vue sites.
- **Extensions and reusable templates:** Reusable templates help you add custom features to your site—like carousels, banners, and lightboxes—without involving a developer every time.
Ideas to help you get started:

- 10 common experiments and how to build them
- Testing ideas for E-commerce and retail sites
- Testing ideas for lead generation
- Testing ideas for media and publishing sites
- Testing ideas for travel and hospitality sites
- 35 leading companies share their winning ideas

QA and Troubleshoot

- QA your experiment with the Preview Tool: Use the Optimizely Preview Tool to check that variations, audiences, and events look and work the way you'd like.
- Advanced QA with the JS API, console log, and network panel: Check how events fire, verify that the snippet is up-to-date, identify whether you've qualified for an audience, and more.

Turn results into action

- The Results page: See the impact of your changes on key metrics.
- Segment your results: Filter your results by groups of visitors for a more granular view.
- How long to run a test: Decide when to pause or stop an experiment.
- Interpret your results: Take the long view of your experiment data and learn from your visitors.
- Take action based on results: Build on winning variations, learn from losing ones, and iterate on inconclusive experiments.
Grow your optimization program:

Check out the [Optimization Methodology](#) to learn more about building an impactful optimization program.