
Course Title	SDL Tridion Sites Experience Optimization - Technical
Learning Objectives:	<p>The SDL Experience Optimization Developer Course is a hands-on introduction for developers and technical team members to SDL Experience Optimization.</p> <p>During the course, delegates will create specific promotions and define triggers. They will also create SDL Experience Optimization enabled templates to present promotions both by using TCDL Tag References and the Experience Optimization API. The delegate will also work with the pre-configured Ambient Data Framework Cartridges as well as create their own specific Custom Cartridge.</p> <p>The course also introduces testing techniques for promotions through Experience Manager, in particular footprints.</p>
Target Audience:	<p>Users who have never used SDL Experience Optimization before and want to get started with the application.</p> <ul style="list-style-type: none">○ Architects○ Developers○ System Administrators
Prerequisites:	SDL Tridion Sites Fundamentals or equivalent experience and the SDL Tridion Sites Developer course.
Course Delivery Mode:	This course is available for delivery on premise at your site.
Course Duration:	1 day

Topics covered during the course:

- **Introduction to Experience Optimization**
 - Define the Key points of Experience Optimization
- **Promotions**
 - Understand what is a Promotion in Experience Optimization
- **Triggers**
 - Understand what are Triggers in Experience Optimization
- **XPM and Promotions**
 - Understand XPM and Promotions in Experience Optimization
- **Page Regions**
 - Understand Page Regions in Experience Optimization

-
- Create a Page Region for Experience Optimization (DXA)
 - **Architecture Overview**
 - Understand the Architecture of Experience Optimization
 - **Experience Optimization Cartridges**
 - Understand Experience Optimization Cartridges in Experience Optimization
 - Create a Custom Cartridge Experience Optimization
 - **System Security**
 - Understand System Security in Experience Optimization
 - **Troubleshooting**
 - Understand Troubleshooting in Experience Optimization

Further Information: For further information on any of our courses please contact us at learn@sdl.com