

# Optimizely

Resources about Optimizely, a tool that offers a range of website analytics services for A/B and multivariate testing purposes.

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Below we have compiled publicly available sources from around the world that present views on Optimizely.

## Perspectives on Optimizely

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- [6 Things You Should Know Before Using Optimizely](#)  
moz.com
- [How Optimizely \(Almost\) Got Me Fired](#)  
blog.sumall.com
- [What You Should Know About the Optimizely Vulnerability](#)  
vwo.com

## How To

- [Optimize Your Funnels in Optimizely X](#)  
help.optimizely.com
- [How to Increase Website Conversion Rate Using Optimizely](#)  
impactbnd.com
- [The Definitive Guide To Split Testing With Optimizely](#)  
blog.crazyegg.com

## Vendor Information

- [Optimizely: Official Page](#)  
optimizely.com
- [Updates to Optimizely Experiments and the Optimizely JavaScript Library](#)  
blog.optimizely.com

## Downloads and Add-Ons

- [Optimizely- WordPress Plugin](#)  
wordpress.org
- [Optimizely - Drupal Module](#)  
drupal.org

## Further Reading

- [Adobe Target](#) — Resources about Adobe Target, a cloud software tool that allows users to personalize content and marketing, without a need for coding and setup of A/B testing.
- [Google Content Experiments](#) — Resources about Google Content Experiments, a

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tool that can be used to create A/B tests from inside Google Analytics.

- **Instapage** — Resources about Instapage, a service that allows building of landing pages for online marketing and promotion campaigns. It provides A/B testing, multiple campaign management, easy page building, and more.
- **Optimizely** — Resources about Optimizely, a tool that offers a range of website analytics services for A/B and multivariate testing purposes.
- **Unbounce** — Resources about Unbounce, a tool used to drive paid traffic and conversion rates for specific landing pages.
- **Visual Website Optimizer - VWO** — Resources about Visual Website Optimizer (VWO), a market leading optimization tool that allows marketers, product managers, and analysts to create A/B tests and geo-behavioral targeting campaigns.

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