

# Zendesk Guide Specialist Certification Guide



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## Introduction

We are glad you are interested in earning your Zendesk certification! This exam guide is designed to familiarize you with exam details, exam topics, and preparation resources for the Zendesk Guide Specialist Exam. When you pass this exam, you will attain the Zendesk Guide Specialist credential.

## Candidate Description

A Zendesk Guide Specialist possesses the knowledge and skills necessary to create, manage, organize, and deliver Guide Enterprise for content creation and delivery throughout the content lifecycle. At a minimum, it is recommended that the candidate has:

- Good familiarity with Zendesk Support
- At least 3 months of consistent use as a Zendesk Guide Administrator
- Successfully completed Zendesk training or equivalent training

## Exam Details

**Format:** 30 Multiple choice questions

**Time allotted:** 45 Minutes

**Passing score:** 67%

**Exam fee:** USD \$199

**Delivery Options:** [Online in a proctored environment only](#)

**Prerequisites:** None

**Language:** English

**Other important information:**

- This guide is meant to give an overview of the exam and should not be the only means of preparation. A combination of our training courses, self-study on the Zendesk Help Center, and on-the-job experience will prepare candidates to take the exam.
- No reference materials are allowed during testing
- On occasion, there may be more than 30 questions on the exam. Periodically, Zendesk may place a handful of unscored questions on the exam for statistical purposes. These questions will not impact your exam score.

## Recommended Training and Resources

The Zendesk Customer Education team offers a range of [training courses and resources](#) that will help prepare you for the certification exam. While training alone does not guarantee certification, we strongly recommend that candidates take the following courses in preparation for the exam:

- [Zendesk Guide, I](#)
- [Zendesk Guide, II](#)

The following resources may also help you prepare for the exam:

- Study [Zendesk Help](#)
  - Study [Zendesk Help on Exam Topics](#)
- [Participate in the Zendesk Support Community](#)
- Visit our [Training Website](#) for additional training resources

## Exam Objectives

A Zendesk Guide Specialist possesses the knowledge and skills necessary to create, manage, organize, and deliver Guide Enterprise for content creation and delivery throughout the content lifecycle. The exam objectives and topic level weighting are below for your reference. Use them to guide your study and prepare for the exam.

Exam Objectives	
<b>Section 1: BRANDING AND THEMING (14%)</b>	
1.1	Describe how to manage themes in the workbench.
1.2	Understand available tools for working with developers on themes (github, ZAT, API docs, curly bars, code editor).
1.3	Apply theme configuration and customization to brand your Help Center.
1.4	Identify the customization available to represent your content structure.
<b>Section 2: PERMISSIONS (25%)</b>	
2.1	Explain user segments to enable content permissioning.
2.2	Apply appropriate permissions to view and manage articles securely.
2.3	Describe end user access to protect your Help Center.
<b>Section 3: CONTENT MANAGEMENT (31%)</b>	
3.1	Determine content creation workflow for your content management team.
3.2	Demonstrate content review and auditing practices to keep your content up to date and accurate.
3.3	Define content localization workflows to provide support in multiple languages.
3.4	Understand tools for content use and flagging to drive agent efficient.
3.5	Identify ways to create content to build a more effective knowledge base.
3.6	Identify agent activity within your knowledge base to report on business goals.
<b>Section 4: CONTENT DISCOVERY (21%)</b>	
4.1	Define the content structure for your Help Center.
4.2	Prepare content to improve Help Center search relevancy.
4.3	Determine the optimal multibrand approach to meet your business goals.
<b>Section 5: USER ENGAGEMENT (9%)</b>	
5.1	Describe how to utilize Community and user profiles to increase user engagement.
5.2	Understand the implications of end user engagement approaches to improve sustainability.

## Maintaining Your Credential

In order to maintain the Zendesk Guide Specialist credential, Zendesk requires that you recertify on our master exam annually, to stay current with our product. Zendesk will communicate with you in advance of your credential expiration and remind you to register for your exam before your credential expires.

## Sample Questions

This variety of questions will familiarize you with our exam content and question format. The correct answers to the sample questions are noted at the end of this section.

1. You are working with a team of developers to customize your Help Center theme and you want to test and follow their progress. What two tools do you ask the developers to use?
  - A. BitBucket
  - B. GitHub
  - C. ZAT
  - D. Eclipse
2. What are three ways you integrate your Help Center with your website?
  - A. Link to it from your website.
  - B. Hostmap it to your domain.
  - C. Add it in an iframe on your website.
  - D. Install the Drupal integration.
  - E. Embed the Web Widget into your website.
3. A set of articles will need verification in two weeks. Who will be notified?
  - A. The owners of the articles.
  - B. The authors of the articles.
  - C. The publishers of the articles.
  - D. The editors of the articles.
4. Which set of article attributes are used to determine search relevancy?
  - A. Title, body, labels, comments, number of votes
  - B. Title, body, author, article updated date
  - C. Title, body, section, article length
  - D. Title, labels, links from other articles, number of views

5. Who gets notified when someone comments on an article?
- A. All Administrators.
  - B. All users following the section.
  - C. All staff members.
  - D. All users following the article.

Sample Question Answers: 1) B,C 2) A,B,E 3) A 4) A 5) D

## Support

### Certification Web Page

Want more information? Check out our [certification web page](#) to get to know our program!

### Frequently Asked Questions

We have created a [help article](#) that addresses more detailed information that may not be referenced in our Exam Guide.

### Contact us

For questions, please reach out to us at [certification@zendesk.com](mailto:certification@zendesk.com).