



AD0-E102^{Q&As}

Adobe Experience Manager Business Practitioner

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QUESTION 1

SEO best practice states that if a user were to see a URI and none of the content on the page, they should be able to describe what the page is.

Which AEM feature allows you to control a URL while maintaining SEO integrity?

- A. Use the link Externalizer tool to set a global URL rule for your site
- B. Configure your dispatcher to redirect users to SEO enabled pages only
- C. Use the Move command to move the page
- D. Use the vanity URL field of the page property to configure the URL

Correct Answer: D

Reference: <https://helpx.adobe.com/experience-manager/6-4/managing/using/seo-and-urlmanagement.html>

QUESTION 2

As an asset manager, how could you best ensure that only valid metadata is shown for a particular asset type?

- A. Use cascading metadata rules to hide or show fields based on types
- B. Use a single schema with only mandatory metadata fields
- C. Define a metadata schema for a type and apply it to a specific folder
- D. Create a schema for assets based on their MIME type

Correct Answer: C

Reference: <https://helpx.adobe.com/experience-manager/6-3/assets/using/metadata-schemas.html>

QUESTION 3

How can an author determine the number of Language Copies for a given page?

- A. The Language Copies will be displayed in the page properties
- B. The Language Copies will be displayed in the Filters section
- C. The Language Copies will be displayed in References section
- D. The Language Copies will be displayed in Manage Publications

Correct Answer: C

Reference: <https://helpx.adobe.com/experience-manager/6-3/sites/authoring/using/author-environmenttools.html>



QUESTION 4

The user-based for your newly created AEM Community is growing quickly and will soon get out of hand without any management.

Which Administration section will best handle this scenario?

- A. Moderation console
- B. Site console
- C. Members console
- D. Reports console

Correct Answer: A

Reference: <https://helpx.adobe.com/experience-manager/6-3/communities/using/moderation.html>

QUESTION 5

Given that your company has a team of creative content creators for your AEM managed website, which is true for managing images and videos?

- A. You should use Sensei to store the assets to the correct DAM folder
- B. You should use AEM Forms to create an asset upload portal
- C. You should enable the Smart Tagging feature to save time on video tagging
- D. You should connect AEM to the Creative Cloud

Correct Answer: C

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