# AD0-E102<sup>Q&As</sup>

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**

Regarding performance, what are the Adobe recommended response time guidelines for uncached HTML requests?

A. 30% of the requests for pages should have a response in less than 100ms

B. 20% of the requests for pages should have a response in less than 1 second

C. 70% of the request for pages should have a response in less than 100ms

D. No pages should respond slower than an elapsed period of 500ms

Correct Answer: C

Reference: https://helpx.adobe.com/ee/experience-manager/6-4/sites/deploying/using/configuringperformance.html

**QUESTION 3**

You want to create a grouping of all the assets under a specific category that are contained in various location across the DAM.

What is the best way to achieve this?

A. Use the Dropzone feature

B. Use static

C. Use Smart collections

D. Use static references to folders

Correct Answer: C

Reference: https://helpx.adobe.com/experience-manager/6-3/assets/using/managing-collections-touchui.html

**QUESTION 4**

What can be done to obtain a better bounce rate for your site? Select two.

A. Use Adobe Target A/B testing to determine the best performing version of your pages

B. Run reports on AEM Communicates to get user sentiment from social media

C. Use AEM Projects to communicate with your end-users

D. Use AEM Asset Insights to capture activity details and make data-driven

Correct Answer: A

**QUESTION 5**

What is the recommended method to view a pages as it was in a previous point in time?

A. Revert pages to their previous versions

B. Use Timewarp to simulate the published state of a page at specific times in the past

C. Create a workflow to take screen captures of pages and store them in Assets

D. Keep nightly backups of CRX and restore as needed

Correct Answer: A

Reference: https://helpx.adobe.com/experience-manager/6-3/sites/classic-ui-authoring/using/classic-pageauthor-work-with-versions.html

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