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AD0-E723

Adobe Commerce Business Practitioner Professional

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Question: 1

SEO strategies in eCommerce primarily focus on improving the site's visibility on search engines like _____.

A. Baidu
B. Bing
C. Yahoo
D. Google

Answer: D

Question: 2

Which of the following are core features of Magento Open Source?
(Select all that apply)

A. Multi-store management
B. Advanced marketing tools
C. Page Builder
D. Open-source flexibility

Answer: A,D

Question: 3

For enhanced security, enabling _____ on Adobe Commerce can help detect and prevent unauthorized access.

A. logging
B. firewalls
C. two-factor authentication
D. simple passwords

Answer: C

Question: 4

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When optimizing Magento for better performance, which of the following practices should be considered?
(Select all that apply)

A. Enabling flat catalogs
B. Regular database backup
C. Minimizing the use of third-party extensions
D. Utilizing caching mechanisms

Answer: A,C,D

Question: 5

Considering the integration of third-party services in Magento, what is the primary consideration to maintain site performance?

A. Ensuring compatibility with existing modules
B. Maximizing the number of third-party services
C. Focusing solely on aesthetics
D. Reducing the use of JavaScript

Answer: A

Question: 6

Which Magento Open Source feature allows store owners to manage product variables that differ in several dimensions such as size, color, and material?

A. Static blocks
B. Attribute sets
C. Widgets
D. CMS pages

Answer: B

Question: 7

How can a business use Magento's customer segments feature to enhance marketing efforts?

A. By creating targeted promotions based on purchase history
B. By reducing the number of products in the catalog

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C. By increasing the price of bestselling items
D. By removing outdated product listings

Answer: A

Question: 8

What are the foundational elements of SEO that Magento supports?
(Select all that apply)

A. Customizable meta tags
B. Automated sitemap generation
C. Product reviews
D. Structured data markup

Answer: A,B,D

Question: 9

Which component of Magento is primarily used for creating different layouts for web pages?

A. CMS pages
B. Static blocks
C. Widgets
D. Themes

Answer: D

Question: 10

Identify the features available in both Magento Open Source and Adobe Commerce.
(Select all that apply)

A. Page Builder
B. Customer segmentation
C. Integrated checkout, payment, and shipping
D. B2B functionality

Answer: A,C

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