

Adobe AD0-E144

**Adobe Experience Manager Sites Content Author
Professional**

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Question: 1

An author duplicates multiple webpages manually for recurring campaigns, resulting in inconsistent updates and increased maintenance effort. What is the best improvement strategy?

- A. Increase use of reusable templates and fragments
- B. Disable page inheritance entirely
- C. Configure custom Dispatcher rules for every campaign
- D. Rebuild all pages independently each quarter

Answer: A

Question: 2

Which two benefits are commonly associated with workflow-based collaboration in AEM Sites?
(Choose two)

- A. Improved approval tracking
- B. Clear assignment of responsibilities
- C. Automatic Dispatcher optimization
- D. Reduced OSGi configuration requirements

Answer: A,B

Question: 3

A multinational organization wants to create localized versions of its website while preserving the original site hierarchy and navigation structure. Which AEM feature best supports this requirement?

- A. Cloud Manager Environment Cloning
- B. Dispatcher Farm Configuration
- C. Language Copies
- D. OSGi Factory Configuration

Answer: C

Question: 4

A brand management team wants to standardize banners, navigation elements, and promotional layouts across multiple sites while still allowing regional teams to modify localized text content. Which approach should be used?

- A. Manual page duplication for every region
- B. Reusable Experience Fragments with localized content adaptation
- C. Dispatcher cache segmentation
- D. Independent component recreation on each site

Answer: B

Question: 5

Which two actions help maintain long-term consistency when managing reusable content in AEM Sites?
(Choose two)

- A. Centralize reusable fragments
- B. Duplicate components independently on each page
- C. Maintain approved template governance
- D. Disable shared content references

Answer: A,C

Question: 6

A reviewer approves webpage changes, but the content should not go live until a future launch date. What should be configured next?

- A. OSGi indexing configuration
- B. Dispatcher cache invalidation
- C. Cloud Manager deployment promotion
- D. Scheduled publication after workflow approval

Answer: D

Question: 7

A campaign manager wants webpage updates to become visible automatically at midnight during a product launch event. Which two AEM capabilities support this requirement?
(Choose two)

- A. OSGi Scheduler Configuration
- B. Launches
- C. Dispatcher Farm Rules
- D. Scheduled publishing

Answer: B,D

Question: 8

Before publishing a newly created webpage, which two validation activities should an author perform to reduce publishing errors and SEO issues?
(Choose two)

- A. Configure Dispatcher caching policies
- B. Review SEO metadata and image alt text
- C. Validate internal and external links
- D. Modify Cloud Manager quality gates

Answer: B,C

Question: 9

Which two governance practices support long-term content velocity improvements without sacrificing consistency?
(Choose two)

- A. Maintain centralized reusable content libraries
- B. Disable shared branding governance
- C. Allow unrestricted publishing without review
- D. Define standardized authoring workflows and templates

Answer: A,D

Question: 10

A digital content team wants to standardize SEO practices across multiple authors and websites. Which two governance practices should be implemented?
(Choose two)

- A. Allow unrestricted component usage
- B. Disable reusable fragments
- C. Use standardized metadata requirements

D. Enforce template-based authoring workflows

Answer: C,D

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