

# Adobe AD0-E723

**Adobe Commerce Business Practitioner Professional**

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# Latest Version: 6.0

## 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

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

- 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- D. By removing outdated product listings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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