

# Hannon Hill Corporation

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Makers of the Award-Winning Cascade Server content management software

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## SEO Best Practices using Web Content Management

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1254166200000All-Hands Session - Collaborating with CascadeMorgan Griffith, Marketing Director and Brent Arrington, Services DeveloperHannon Hill

Watch and learn as Hannon Hill's Marketing Director, Morgan Griffith and Services Developer, Brent Arrington explore best practices for search engine optimization (SEO) using the Cascade Server web content management system. Topics covered will include steps to improving current SEO efforts and best practices for content naming, construction, and maintenance. This session will also delve into metadata and how to use it for SEO as well as how to create a strong sitemap for search engines to crawl. Morgan and Brent will also talk about link management, content validation, and the use of Asset Factory plug-ins to maintain SEO efforts automatically.

[View full schedule](#)

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