

Hannon Hill Corporation

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Makers of the Award-Winning Cascade Server content management software

WCM Scores Points for Solving Gonzaga University's Website 'March Madness' De-Ranking

ATLANTA— MARCH 27, 2007 – In 2005, after seven consecutive years of competing in the NCAA's March Madness tournaments, Gonzaga University's basketball team found that fan fever dominated search engine findings so much so that the university's educational web site didn't appear until the second page of results. To improve its search engine rankings and better manage its web content, the school enlisted the help of [Hannon Hill's](#) Cascade Server web content management (WCM) solution and saw its rankings rise to the top of the first page in less than one week.

"Our search rankings were really a problem because our old CMS dynamically delivered content, rather than publishing flat files to the web server," said Paul Edminster, Web Services Manager, Gonzaga University. "Another key advantage to Cascade Server is the ability to publish and manage multiple sites of differing technologies. For example, we can publish an ASP site to an IIS server and publish a PHP site to an Apache server."

Even with Gonzaga now participating in the NCAA tournament for the ninth consecutive year, search rankings remain strong for both the athletic department and the main .edu site.

"Gonzaga's March Madness participation was a double-win for us," said Hannon Hill's President David Cummings. "We won their business and the opportunity to support their team in the NCAA. Because the website is the most important information resource for students and faculty, the content management system is vital for a successful higher education website."

Gonzaga is one of several Hannon Hill higher education clients involved in this year's NCAA men's basketball championship play-offs. Other 2007 March Madness competitors utilizing Cascade Server include Duke University, Gonzaga University, Belmont University, University of Maryland (AGNR), Georgia Tech (Business School), Texas A&M (Health Science Center) and Michigan State University (Law School).

"While we can't help clients' basketball teams perform in the game," joked Cummings, "we can help schools competing in March Madness tournaments to more easily manage their web content for up-to-the-minute updates on team wins and losses! At Hannon Hill, account managers working with competing March Madness schools have a difficult time selecting their bracket picks."

[About the Company](#)

Hannon Hill creates web marketing solutions that give people and organizations the freedom to manage their Internet, Intranet, Extranet and Portal content with ease. Our primary software solution, Cascade Server, is ideal for organizations in industries such education, healthcare, technology, government, and publishing. Designed for any network environment, Cascade Server is as easy as e-mail and gives IT departments much needed deployment flexibility, a zero-footprint client and fast implementation. Since 2001, Hannon Hill solutions have been utilized and trusted by organizations including Duke University, Carnegie Mellon University, MCG Health Systems, PGP Corporation, Reed College and SCOREGolf magazine. For more information about Hannon Hill and all of our products, please visit www.HannonHill.com or contact us directly at 800-407-3540.

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