

# Hannon Hill Corporation

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Makers of the Award-Winning Cascade Server content management software

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## Search Engine Friendly URLs

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Improve Search Engine Optimization (SEO) and Search Engine Marketing (SEM) efforts with keyword-packed, relevant, human-readable URLs.

Article: [Search Engine Optimization \(SEO\) with a CMS](#)

### What are the benefits of Search Engine Friendly URLs?

- Allow search engines to index your site effectively and improve SEO efforts/rankings.
- Provides easier site navigation.
- No query strings.

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