

Web Site Design

S.O.E.

Internet Marketing

E-commerce

Web Development



Develop and Promote

Web Sites that get you results

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## Flash Animation

Great web design is an art and occurs when design and content are seamless and you don't notice its greatness. With great web design, it's easy to find the information you need. The content makes you want to return again and again and, most importantly, great design gives credibility to the company/organisation. This is particularly important for Flash Design.

### What is Flash?

Adobe Flash is a standard for delivering rich animated content on the internet. The simplest way to think of it is to imagine a digital video which can interact with people. You can get it to stop and start following commands from a person.

### What can I use it for?

It can be used for creating games and other interactive content. A well designed flash banner can always attract more eyeballs and clicks, than a static image that remains still. Most banner ads you see on major portals such as Yahoo! are Flash banners. It can also be used to create whole web sites but the target audience must have a higher level of computer use. Here are some examples of its uses:-

- Web Site intros
- Quizzes
- Games
- Advertising banner
- Whole web site
- Database management
- Presentations or Product Demos

## **The Pros and Cons**

As with most things you need to be aware of when to and when not to use flash. It is a great tool for making a web site look more dynamic but used incorrectly you will annoy the user and blow your chances if any search engine rankings. Here are some of the main pros and cons:-

### **Pros**

- Delivers animated content not normally available with basic web design
- Eye catching
- Dynamic content
- Interactive

### **Cons**

- Requires a plug in, an extra piece of software in the use's web browser to run it
- The text content is not used in search engines, so lower rankings
- Loading times of web pages with Flash can be high

### **What can I do with it?**

Just about anything your imagination can come up with! It will make your web sites more fun and interactive for your audience.

### **Should I have Flash?**

**Yes**, it makes your web site more appealing to visitors and can also be used to make your site even more interactive and dynamic. Flash should be used in moderation.

We are offering you a chance to enhance your web site with a flash banner for £95.

### **Book your Web Site here**

With any new web site booked before the end of December you will also get a free standard Flash banner. To see some examples click on the links below.

[With sound and animation](#)

[With animation](#)

[Content Managed picture gallery](#)

**Call Develop and Promote on 01522 822520 to get some help.**