



Search Engine Optimization for Flash: Best practices for using Flash on the web

Todd Perkins

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Some people believe that because search engines can't index all of the content in SWF files, Flash-based websites and Rich Internet Applications don't show up in web searches. This breakthrough book dispels that myth by demonstrating precisely what you can do to make your site fully searchable no matter how much Flash it contains. You'll learn best practices for using HTML, CSS, and JavaScript to build sites with Flash that will stand tall in search rankings.

Search Engine Optimization for Flash shows you how search engines work, what constitutes a search-engine-optimized (SEO) site, and what to watch out for in the way of SEO pitfalls. With this concise book, you will:

- Know what content is searchable, and why metadata, keywords, and links are so important
- Learn how to place HTML content in your Flash applications
- Create an SEO website by connecting Flash to JavaScript and CSS
- Work effectively with SWFObject by understanding its capabilities and limitations
- Discover the advantages of using the Adobe Flex framework for SEO

The first and most authoritative book on how to optimize Flash content for search engines, *Search Engine Optimization for Flash* is an invaluable resource if you develop with Flash and want to be sure your audience can easily find your site.

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Louise Perez:

People live in this new moment of lifestyle always attempt to and must have the free time or they will get lots of stress from both lifestyle and work. So , once we ask do people have spare time, we will say absolutely indeed. People is human not really a robot. Then we ask again, what kind of activity do you possess when the spare time coming to you of course your answer will unlimited right. Then do you ever try this one, reading ebooks. It can be your alternative within spending your spare time, the particular book you have read is Search Engine Optimization for Flash: Best practices for using Flash on the web.

Daniel Bryant:

Playing with family inside a park, coming to see the water world or hanging out with friends is thing that usually you have done when you have spare time, subsequently why you don't try issue that really opposite from that. Just one activity that make you not sensation tired but still relaxing, trilling like on roller coaster you already been ride on and with addition associated with. Even you love Search Engine Optimization for Flash: Best practices for using Flash on the web, you may enjoy both. It is excellent combination right, you still wish to miss it? What kind of hang-out type is it? Oh seriously its mind hangout men. What? Still don't have it, oh come on its identified as reading friends.

Crystal Thomas:

With this era which is the greater man or woman or who has ability in doing something more are more special than other. Do you want to become one of it? It is just simple method to have that. What you need to do is just spending your time not very much but quite enough to get a look at some books. On the list of books in the top checklist in your reading list is actually Search Engine Optimization for Flash: Best practices for using Flash on the web. This book that is qualified as The Hungry Inclines can get you closer in turning into precious person. By looking upward and review this guide you can get many advantages.

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