



Flash SEO Best Practices

*Integrated Solutions
Measurable Results*

Chris Humber
SES Conference - NYC
3/19/2008



Flash Based Applications - The Root Problem


- Reliance on Visual Branding and Graphic-Heavy Layouts
- Site Pages Contain Little or No Body Copy
- Flash Sites Are Not Easily Indexed by Search Engine Crawlers
- Some Search Engines Attempting to Index Flash-based Sites
- Content Extracted From .SWF Files is Often Incomplete and Contextually Inaccurate



Maybe Some Day Soon...

HOME PAGE | MY TIMES | TODAY'S PAPER | VIDEO | MOST POPULAR | TIMES TOPICS

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The New York Times

Wednesday, March 25, 2008 . Last Update: 4:12 PM ET

18 U.S. gateways and over 400 destinations worldwide.

There's no better way to fly. **Lufthansa**

Ameriprise Financial

NYT Archive Since 1981 Search


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 - Fashion & Style
 - Home & Garden
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- TRAVEL
- Blog

Google Now Able to Effectively Crawl Adobe Flash

By SOMINI SENGUPTA and HARI KUMAR 2:41 PM ET

After years of speculation, Google has officially announced "Flash is no longer a restrictive technology for indexing".



SPORTS »

N.C.A.A. Tournament

News and discussion on The Quad blog as the tournaments take shape.

[Go to Complete Coverage »](#)

Video: Final Days of Dodgertown

The Dodgers are leaving Vero Beach, Fla., after 60 years of spring training.

[Audio: Lasorda Reflects](#)

OPINION »

- Kristof: The Pimps' Slaves
- Dowd: Oddly Carefree W.
 - [Post a Comment](#)
- Op-Classic: Spitzer in '07
- Editorial: Bush & Economy

MARKETS


3/14/08 BigCharts

DOJW	11,951.09	-194.65	-1.60%
NAS	2,212.49	-51.12	-2.26%
S&P	1,288.14	-27.34	-2.08%

My Portfolio » Stock Quotes:

[Tools: Alerts | Stocks | Sectors](#)

ACTIVE TRADERS



For Democrats, Increased Fears of a Long Fight

By ADAM NAGOURNEY and JEFF ZELENY

Many superdelegates cite the will of the voters as a guiding principle, a boon to Senator Barack Obama.


- [Video: Saving Their Vote](#)
- [Superdelegate Tallies](#)

Major Stock Markets in Asia Tumble

By MARTIN FACKLER 11:24 PM ET

Stocks in Japan and Hong Kong were down more than 4 percent in early trading on Monday, as pessimism continued to spread.

[World Market Updates »](#)





Treasury Secretary Defends Bailout of Bear Stearns

Curbs on Protest in Tibet Lashed by Dalai Lama

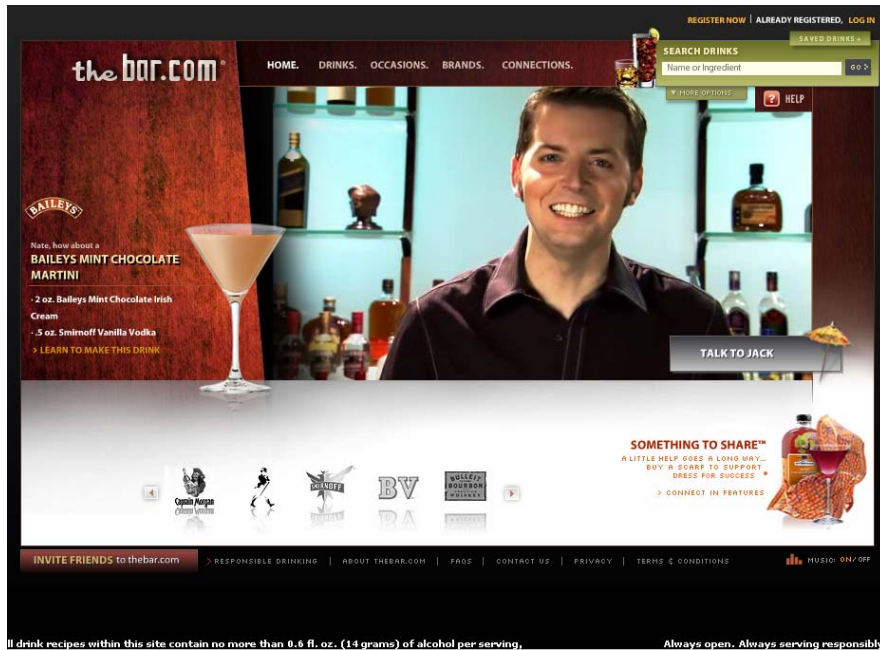
By SOMINI SENGUPTA

The Dalai Lama accused China of waging "cultural genocide" against his followers in Tibet.





The Bar – Great Content | Great Experience



Extensive drink recipe database, hidden from search engines



Learn to Make Your Favorite Drinks

The screenshot shows the website 'thebar.com' with a dark red header. The navigation menu includes 'HOME', 'DRINKS', 'OCCASIONS', 'BRANDS', and 'OFFERS & NEWS'. A user is logged in as 'Hi, mike' with options for 'LOGIN / NOT YOU?' and 'Music: On'. The main content area features a search bar for 'Name or Ingredient' and a 'BROWSE BY' section with filters for 'SPIRIT' (All Spirits), 'TYPES' (All Types), and 'OCCASIONS' (All Occasions). The featured recipe is for a 'Blue Margarita', which includes a list of ingredients and a preparation instruction. A bottle of Jose Cuervo Especial and a glass of the drink are also shown. The footer contains links for 'INVITE FRIENDS', 'RESPONSIBLE DRINKING', 'ABOUT THEBAR.COM', 'FAQS', 'CONTACT US', 'PRIVACY', and 'TERMS & CONDITIONS'.

thebar.com

HOME. DRINKS. OCCASIONS. BRANDS. OFFERS & NEWS.

REGISTER NOW. SEE WHAT'S UP. >

Hi, mike LOGIN / NOT YOU? Music: On

SEARCH DRINKS

Name or Ingredient GO ADVANCED SEARCH

BROWSE BY

SPIRIT TYPES OCCASIONS

All Spirits All Types All Occasions GO

DRINKS

DRINK TYPES

MOST SEARCHED

IN STYLE

BY BRAND

BEST MADE WITH:

Blue Margarita

Ingredients

- 4 oz. crushed ice
- 1 oz. Jose Cuervo Especial
- 5 oz. blue curacao
- 3 oz. lime margarita mix
- 1 slice lime
- 1 tsp. salt

Preparation

- Rub rim of a glass with half a lime and dip glass into salt to coat.

MORE BY SPIRIT MORE BY TYPE MORE BY OCCASION

INVITE FRIENDS tothebar.com

RESPONSIBLE DRINKING | ABOUT THEBAR.COM | FAQS | CONTACT US | PRIVACY | TERMS & CONDITIONS



No Bar | No Recipe | No Drinks

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Web

[Blue Margarita recipe](#)
A delicious **recipe** for **Blue Margarita**, with tequila, **Blue** Curacao liqueur, lime juice and salt. Also lists similar drink **recipes**.
www.drinksmixer.com/drink1397.html - 16k - [Cached](#) - [Similar pages](#) - [Note this](#)

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[Bahama Mama Blue Margaritas Recipe | Margarita Recipes | Bahama ...](#)
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www.cdktichen.com/recipes/cat/215/0.shtml - 28k - [Cached](#) - [Similar pages](#) - [Note this](#)
[More results from www.cdktichen.com »](#)

[Blue Margarita, Margarita Recipe, Drink and Cocktail Recipe](#)
Blue Margarita, Margarita Recipe, Drink and Cocktail Recipe.
whatscookingamerica.net/Beverage/BlueMargarita.htm - 13k - [Cached](#) - [Similar pages](#) - [Note this](#)

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www.miss-charming.com/recipes/marg.htm - 44k - [Cached](#) - [Similar pages](#) - [Note this](#)



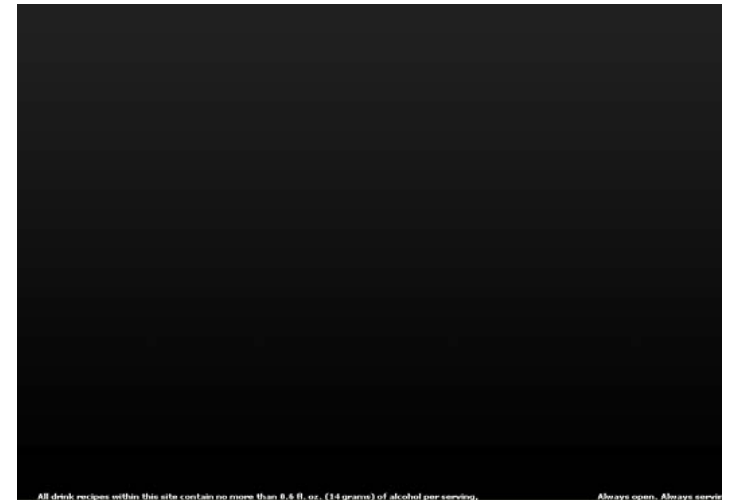
Is your Content Invisible to Search Engines?

- Rich Internet Applications (RIAs) limits the amount of visible content for spiders to 'feed'
 - Adobe Flash & Ajax (Lazlo, Flex and others)

User/Browser Perspective



SE Spider/BOT Perspective



Flash Optimization Techniques

- Adobe Search Engine SDK
 - <http://www.adobe.com/licensing/developer/search/faq/>
 - Google It!
- SWF Address / SWF Object
 - <http://blog.deconcept.com/swfobject/>
 - <http://www.asual.com/swfaddress/>
 - Google It!
- sIFR – Scalable Inman Flash Replacement
 - <http://www.mikeindustries.com/sifr>
 - Google It!





Adobe Search Engine SDK



Adobe Search Engine SDK

- Extracts text and links from a Flash .SWF file to an HTML document
- Supports SWF files created for Flash Player 3,4,5,6,7 & 8
- Matt Cutts says *“Google uses SDK to extract text/links from SWF files”*
- Not a stand-alone solution
 - Doesn't provide a 'comprehensive' perspective of site structure
 - Does not allow for PageRank distribution





.SWF Address & .SWF Object

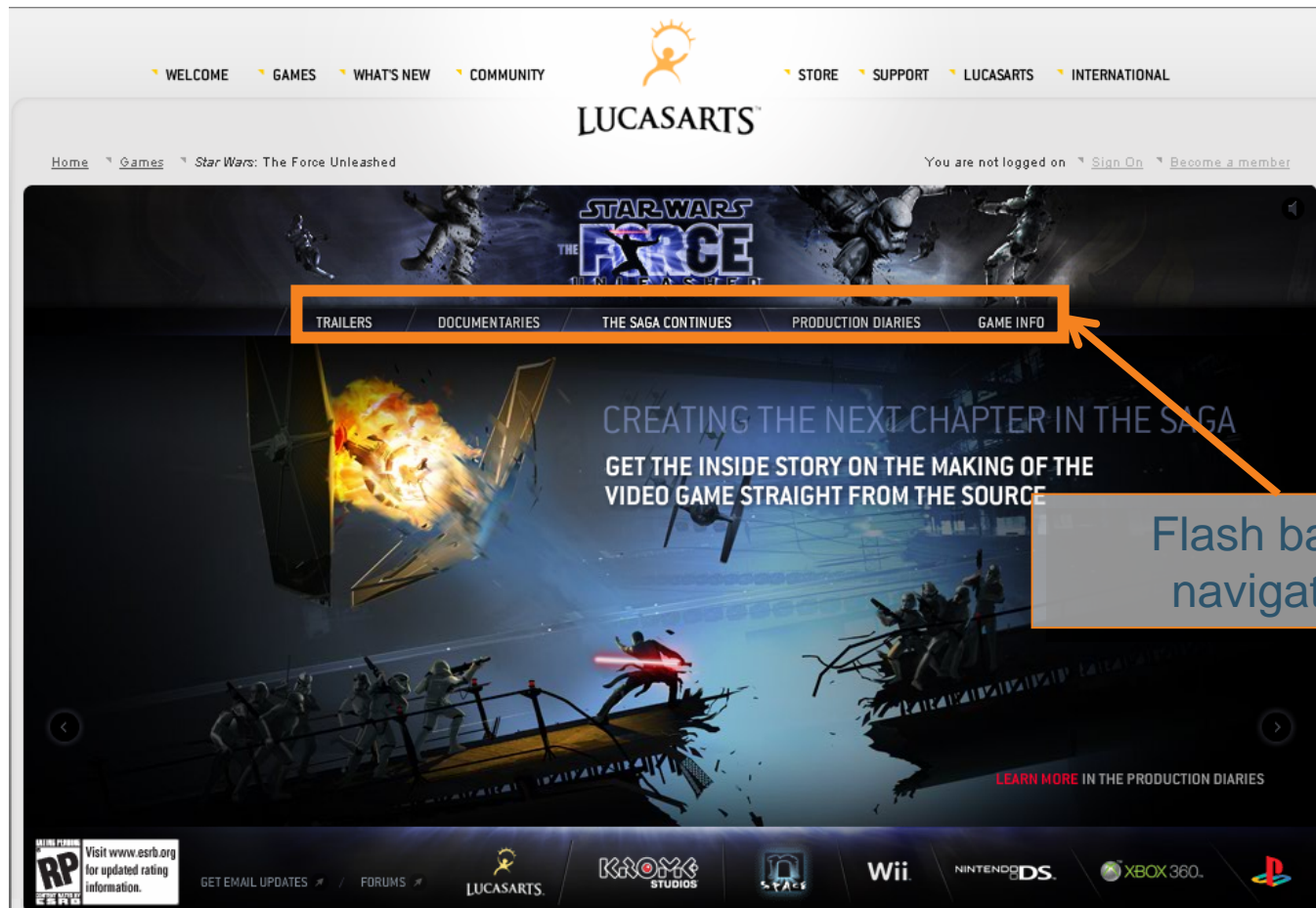


Why is SWF Address Important?

- Software library built to enable 'deep linking' within Flash & AJAX applications
- Allows for the creation of unique virtual URLs that can point to a website section or an application state.
- SWFAddress enables a number of important capabilities which are missing in today's rich web technologies including:
 - Bookmarking in a browser or social website
 - Sending links via email or instant messenger
 - Finding specific content with the major search engines
 - Utilizing browser history and reload buttons



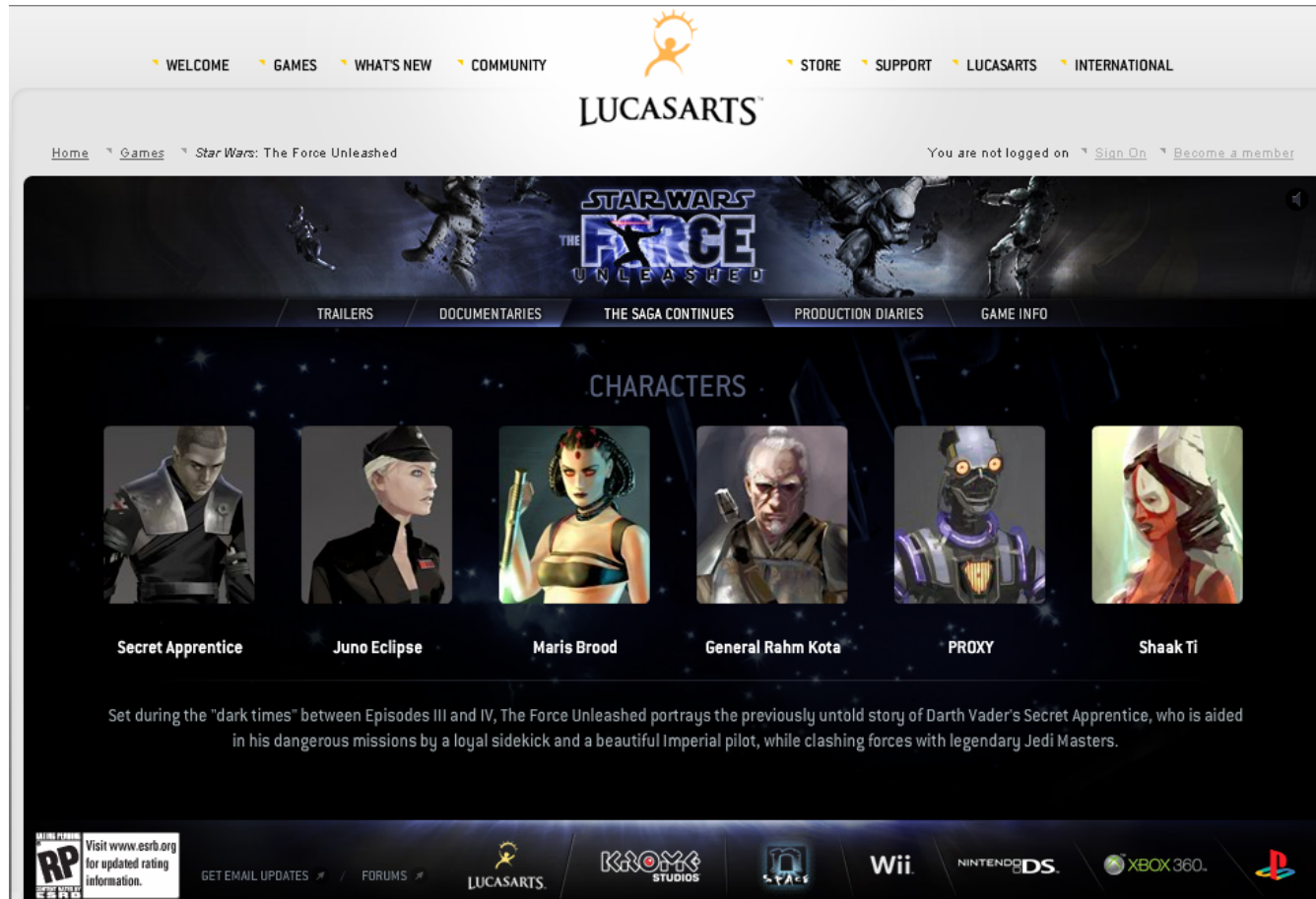
SWF Address in Action | Use the Force



<http://www.lucasarts.com/games/theforceunleashed/>



Each Section Within The Flash Experience Has a Unique URL



<http://www.lucasarts.com/games/theforceunleashed/#/story/characters/>



SWFObject

- Preferred SEO Alternative
- Detects Flash Plug-in on All Major Browsers
- Uses Adobe's Standard `embed` Tag
- Ease-of-Integration
- Degrades Gracefully
- Forward Compatible
- Usable in Valid HTML and XHTML 1.0



Who Uses SWFObject?

- Adobe (customized version): <http://www.adobe.com>
- The Library of Congress: <http://www.loc.gov/bookfest/>
- Windows.com: <http://www.windows.com>

The screenshot shows the Adobe website homepage. At the top, there is a navigation bar with links for SOLUTIONS, PRODUCTS, SUPPORT, COMMUNITIES, COMPANY, DOWNLOADS, and STORE. Below this is a large graphic of the letter 'A' with a stylized figure inside it, and the text 'CREATI Take as much'. On the left side, there are sections for 'Solutions and products' and 'Announcements'. The 'Solutions and products' section includes links to download Adobe Reader and Flash Player, and lists various industries and products. The 'Announcements' section features a 'Live on!' event and a 'Creative as you' announcement.

The screenshot shows the Library of Congress National Book Festival website. The header includes 'The LIBRARY of CONGRESS NATIONAL BOOK FESTIVAL' and a search bar. Below the header, there is a navigation menu with links for '2006 Book Festival Home', 'Welcome', 'Authors', 'Sponsors', 'Pavilions', 'Related Sites', 'Lifetime Literacy', and 'Contact'. A main section titled '2006 National Book Festival' features a large image of the festival and text describing the event. Below this, there are sections for 'Book Festival Gala' and '2006 NBF White House Breakfast', each with a 'Go to Webcast' link. At the bottom, there is a 'Welcome Message' link.

The screenshot shows the Windows.com website. The header includes the Windows logo and the text 'Windows'. Below the header, there is a navigation bar with links for 'Windows Home', 'Products', 'Shop', 'Downloads', 'Using Windows', and 'Help and How-to'. The main content area features a large graphic of the Windows logo and the text 'The "Wow" starts now. Experience Windows Vista'. Below this, there are several promotional banners for Windows Vista Business edition, Windows Internet Explorer 7, and Windows Vista partner products. On the right side, there is a 'Get more from Windows' section with links to '2007 Microsoft Office System', 'Windows Vista Special Offers', and 'Get Windows tips, tricks, and news'. At the bottom right, there is a 'FOR COMPLIMENTARY HI-PI CLICK ON YURT' banner.



Flash Based Optimization Alternatives

- Utilize a DIV with search engine accessible content, and JavaScript to detect when browsers are capable of viewing Flash
- When the browser has Flash capability, the JavaScript manipulates the page's document object model to replace the alternative content with the Flash movie.
 - Search engine spiders without JavaScript, so they see and index the alternative content. The alternative content may contain links, heading, styled text, images—anything you can add to an ordinary HTML page.
- To prevent page breaks when alternative content is larger than the Flash player placeholder use a DIV, and set it's CSS property "overflow:auto" to create a scrolling text area



Create Alternative Content Layer

```
<head>  
<script type="text/javascript" src="/js/script/flashobject.js"></script>  
</head>  
<body>  
<div id="flashcontent">
```

Required external JavaScript file

```
<h1>Make the Most of Your Investments</h1>  
<p>Looking for ways to reduce your tax burden and move closer to your financial goals? Whether it's sending your kids to college, retirement, or starting your own business, H&R Block Financial Advisors is here to help.</p>  
<p>Learn More about <a href="http://www.hrblock.com/investments/tax_smart/index.html">Tax-smart Investing</a></p>  
<h1>Taxes</h1>  
<p>Pre-order TaxCut Deluxe + State today! Buy now, and get a head start on your 2006 taxes with our special pre-season offer that ends Sept. 30, 2006!</p>  
Other <a href="http://www.hrblock.com/taxes/index.html">Tax Services</a>
```

Content marked up with standard header tags, links, etc.

```
<div class="footer2"><a href="/taxes/products/product.jsp?productId=31&WT.svl=1008" title="TaxCut Online">TaxCut Online</a> | <a href="/taxes/products/product.jsp?productId=34&WT.svl=1009" title="TaxCut Software">TaxCut Software</a> | <a href="/taxes/products/product.jsp?productId=64&WT.svl=1010" title="Office Services">Office Services</a> | <a href="http://www.hrblock.ca/" title="H&R Block Canada" target="_blank">H&R Block Canada</a> | <a href="/turbotax/index.html?WT.svl=1012" title="Comparison Page | TurboTax&reg;">Compare TurboTax</a><sup>&reg;</sup> | <a href="/taxact/index.html?WT.svl=1013" title="Comparison Page | TaxACT&reg;">Compare TaxACT</a><sup>&reg;</sup>  
</div>
```

Include navigation to other areas of the site.

```
<script type="text/javascript">  
var fo = new FlashObject("/flash/newstyle.swf", "mymovie", "800", "105", "6", "#####");  
fo.write("flashcontent");  
</script>
```

Calls the Flash swf to replace the div "flashcontent" with





sIFR

Scalable Inman Flash Replacement



sIFR Image Replacement

- Replaces short text blocks with Flash movies of selected typefaces
 - Platform Independent
 - Local Fonts Not Required
- Uses a combination of JavaScript, CSS & Flash
- Developed by Mike Davidson & Mark Wubben
 - Based on initial code (IFR) framework conceived by Shaun Inman
- **Best used for page headers, dynamic leads or carousels**



sIFR Meets Both Design and SEO Objectives



Warning Signs About Foley Ignored for at Least Five Years
As early as 2001, pages were warned to be careful with Mark Foley, the former Florida congressman who resigned over lurid messages to underage boys.

DISCRETION ADVISED: Email Exchange With Teen
Vote What Is the Appropriate Punishment for Foley?
Video Full Video Coverage: Foley Fallout

1 2 3 4 5

HEADLINES
Rumsfeld: Venezuela Build-Up Is Concern
Florida GOP Names Replacement Candidate
Letter Criticized al-Qaida Head in Iraq
Rice: I Don't Recall Alert About Attack

HOT TOPICS
PHOTOS Scarlett Fever: The Sexiest Woman Alive
VIDEO Sean Lennon's Fiery Return
VIDEO Abracadabra: The Business of Magic
Town Loves God So Much, It Faces a Cash Crunch
SUSPENSE 'Screaming' Phone May Stop Theft

BRIAN ROSS INVESTIGATES
Do You Have Info About Foley's Contact With Pages? E-Mail Us Via Our Secured Server
MESSAGE BOARD GOP Ignored Foley Warnings?
VOTE Will Scandal Affect the Midterm Elections?

WEBCASTS
VIDEO World News: Pa. School Shooting; Foley Fallout; Moonwalk Mumble
VIDEO 20/20 In Touch: Gender and Sex

JUST IN

Flash carousel gallery delivers rich user experience (images, etc.)

Search engine spider 'food' formatted using standard HTML markup (H1/H2)

TOP ABC NEWS HEADLINES

Warning Signs About Foley Ignored for at Least Five Years
As early as 2001, pages were warned to be careful with Mark Foley, the former Florida congressman who resigned over lurid messages to underage boys.

Foley Runs to Rehab: Will It Work?
By checking into rehab, Mark Foley is following a well-worn path for public figures in crisis. But some experts say it may not be the best choice for him.

Corporations Work to End the Exodus of Working Women
As more and more professional women with children step off the fast track, employers look for ways to lure them back or ensure they never leave.

Robin Williams Comes Clean
The actor-comedian talks candidly to "Good Morning America" about his battle with alcoholism and his new movie "Man of the Year."

Man Storms Amish School, Kills 3, Self
Milk-Truck Driver With Three Guns Storms Amish Schoolhouse in Pa., Killing Three Girls, Self

HEADLINES
Rumsfeld: Venezuela Build-Up Is Concern
Florida GOP Names Replacement Candidate
Letter Criticized al-Qaida Head in Iraq
Rice: I Don't Recall Alert About Attack

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VIDEO World News: Pa. School Shooting; Foley Fallout; Moonwalk Mumble; Scarface and Hip-Hop
VIDEO 20/20 In Touch: Gender and Sex





Conclusion



The Bar Can Achieve Higher Rankings!

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Web

[Blue Margarita recipe](#)
A delicious **recipe** for **Blue Margarita**, with tequila, **Blue** Curacao liqueur, lime juice and salt. Also lists similar drink **recipes**.
www.drinks.mixer.com/drink1397.html - 16k - [Cached](#) - [Similar pages](#) - [Note this](#)

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[More results from www.cditchen.com »](#)

[Blue Margarita Recipe | Drink and Cocktail Recipes | The Bar](#)
Blue Margarita Recipe from the Bar - Always open. Always serving responsibly.
thebar.com/Recipes/BlueMargarita.htm - 13k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Miss Charming's Margarita Recipes](#)
It comes in orange, **blue** and green. The green is made from unripe oranges that are still green ... Here are the **recipe** names: Tequila Mockingbird **Margarita**, ...
www.miss-charming.com/recipes/marg.htm - 44k - [Cached](#) - [Similar pages](#) - [Note this](#)

- By applying Flash SEO best practices, TheBar.com can improve natural search visibility
- And so can YOU!

Thank You

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