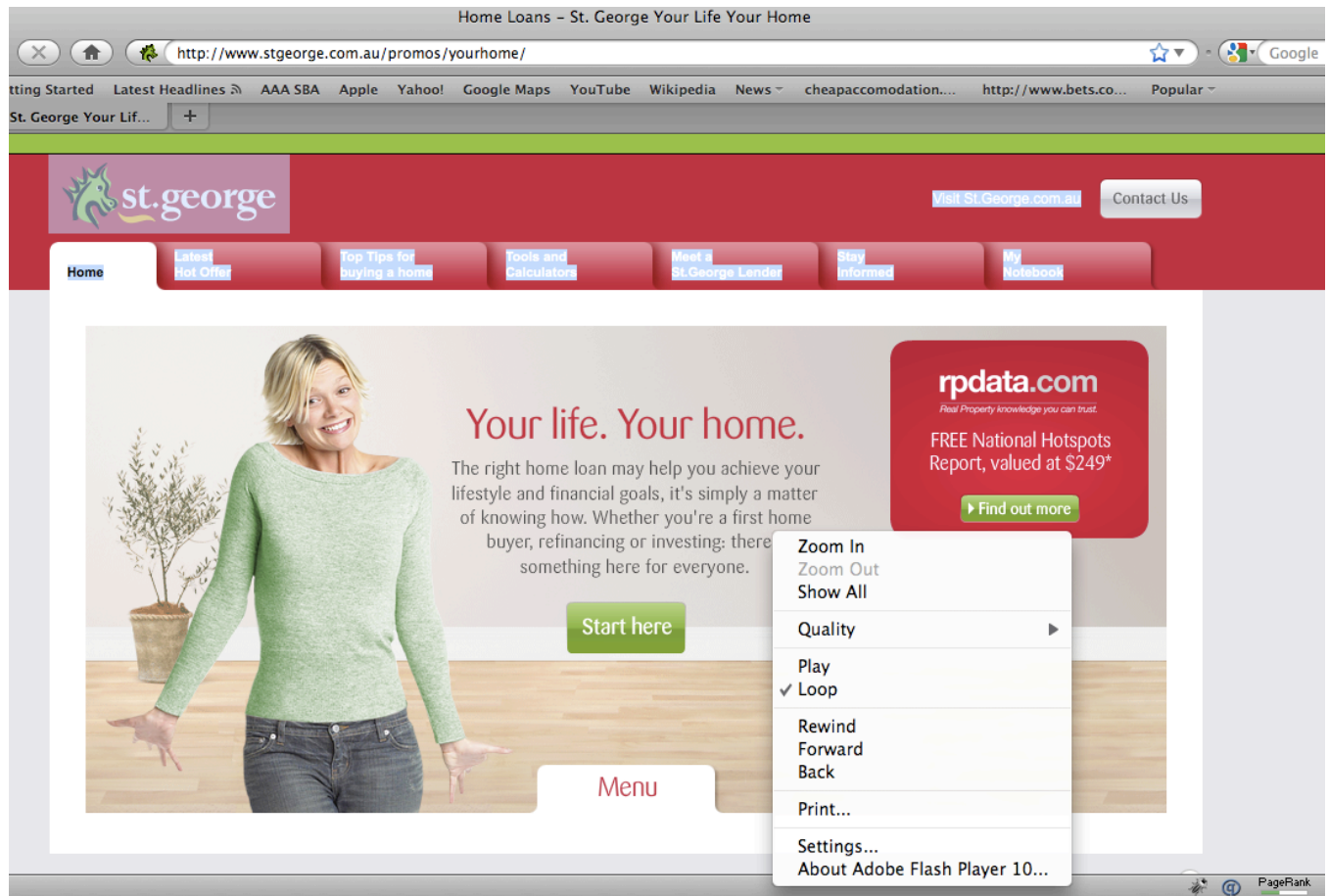


SEO for Adobe Flash Website October 2009

The microsite <http://www.stgeorge.com.au/promos/yourhome/> home page is largely developed in Flash.

Search Engine crawlers such as Googlebot and YahooSlurp, can only read the content that is in the html - including URL, meta tags, div tags, anchor text and text - as selected in the below screen capture.

It is important that St.George include non-Flash elements across the page in navigational links in menu headings, sub-headings, breadcrumbs and footer links - allowing search engines to crawl for keywords within heavy flash microsites.



Page Rank in Flash Sites

As detailed above Google does assign PageRank to Flash pages - resulting from the July 2008 Google Algorithm Update - resulting from the joint initiative between Adobe and Google engineering teams.

Action Points for Flash on Websites

Since “optimizing Flash” is difficult, SearchForecast suggest the following:

- Include Keywords in URLs
- Limit keyword text and content and links in Flash
- When using SWF files, use absolute URLs in underlying (X)HTML and Flash files
- When using SWFObject, be sure to include “alternative” images for users without Flash
- Avoid using text content in Flash for pages employing “seamless transitions” where URLs don’t change, or, instead, include “pound signs”
- Provide links to important pages within Flash files using absolute URLs for users who arrive at the Flash file via Google search engine results pages
- Consider how translation issues may impact content in Flash and investigate ways of working around these issues.

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