

*"Redesigning my website has changed my business. I have online customers now. Thanks."*  
 Nathan, Small Business Owner, Raleigh NC

Home   Web Design   Content Management   SEO Optimization   Logo Design   Portfolio   About Us   Contact

« WEB 2.0 IS A CHALLENGE FOR SMALL WEB DESIGN COMPANIES  
 ADS BY GOOGLE ARE FOR BIG WEBSITES »

## Websites in Flash – The Cons

Filed under: [Web Design](#) by [Chip](#) on November 9th, 2007

The vast majority of users are using the internet for the specific purpose of finding information and they want it quick, on their terms. Flash and animation make websites look like presentations. They go against interactivity rules: users are simple observers that can not actively control and participate – flash pages don't respond to a browser's forward and back buttons. Taking control from the user can easily get them frustrated in which case they will move on.

Search engines are not able to see all the links and pages inside a flash website. They cannot create the architecture of the website in order to rank each page properly. Google recommends creating an html version of the site but, unless you are a big company, this can be very expensive.

Other minuses of flash websites are compatibility in different browsers, loading time, the production costs and difficulty to update and add information in the future.

So even if you might think that looks cool, a flash website most of the time is not the successful internet presence that a small business should consider.

This doesn't mean that you should never consider flash for your website. Flash, when used properly, can enhance a particular message by shifting the balance and focus of the webpage. **This only works if you minimize the usage.**

Filed under: [Web Design](#) by [Chip](#)

### Leave a Reply

Name (required)

Mail (will not be published) (required)

Website

### Recent Projects



Optimal Resume



Nextstep



DTF Mechanical



Grace Mission Ministries



## Free SEO

FREE Search Engine Optimization  
Check Results



## Web Design

Optimized, Clean,  
Easy-to-Navigate  
Starting at \$1,999



[More Specials](#)

### From the Blog

- [Do You Need New Customers?](#)
- [SEO Tips – Increase Traffic](#)
- [Are You Happy With Your Website?](#)
- [SEO Is Not Internet Marketing](#)
- [Internet Marketing and Usability](#)
- [Search Engine Traffic](#)
- [Don't Pay Monthly SEO Fee](#)
- [Web Design Prices](#)
- [Web Design Big Mistakes](#)
- [Wordpress as CMS](#)
- [Online Advertising – PPC](#)
- [Free Templates Are Not For Everyone](#)
- [Real Estate Web Design](#)
- [SEO Misunderstood](#)
- [Selecting a Web Designer](#)
- [Better Image Redesign](#)