



# Article Side

Interactive Website Design and Development using Flash Programming by [Excellent Solution](#)

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For Internet marketing, websites should create something new at regular intervals to attract the customers and give them something unique. The latest concept of flash programming enables lively designs on the website by virtue of which the website seems to breathe and look alive. Animation and flashy components are available on the internet to make it more interactive. Plain HTML scripts are out and Flash website development techniques are in.

What is Flash?

Flash is a multimedia programming tool developed by Macromedia. It enables web designers and developers to create and develop interactive movies, artistic animations and creative images. These are embedded into the website using flash programming code. The website looks interactive, welcoming and livelier to create greater impact and thus beckoning to the user.

Benefits of Flash Website Development

Flash is an interactive tool that makes websites so useful and enables people to know more about business processes:

In as low as 30 seconds, flash components like animations and tools can display company or product profile

Images, animations and video are a better than long texts in defining business processes.

Products are displayed automatically instead of user browsing with scroll

Flashy home pages are specifically very useful in depicting highlighted products or campaigns or offers on e-store or a simple website

Flash programmers have a huge community support for easy availability of Flash web designers. Competitive pricing strategy enables people to enable services with ease.

Flash movies are easily downloaded and can be stored in small file-size. The best part of flash website development is that websites can display ads and games on their website for greater attractions.

Flash programming comes into play in every aspect of website designing, where moving images are needed to be installed. Web designer affluent in Flash website development need not worry over programming language requirements and can avoid the difficulties arising out of XHTML design interfaces.

Drawbacks

There are some drawbacks attached with Flash programming. Flash development may weaken the site's SEO due to lack of enough usage of targeted keywords in content. Secondly, heavyweight flashes as intros might result in irritating users and many users click on "Skip Intro" to avoid flash content. This is a drawback to a website as it can't showcase everything it needs to.

## Solutions

There has to be a balanced usage of Flash programming in a website. Lightweight banners load faster providing an extra edge to web design.

Proper flash website development strategy discards flash-meddling in SEO, thus overcoming SEO problems. The solution is to embed it with HTML and provide codes which are crawled by search engines. It is better not to depend upon Flash programming, alone.

These days, website designing is a vast subject and companies are making great efforts to employ and retain the best designers as they are the source of website promotion in ongoing and ever-changing internet marketing. Flash website development is artistic and interesting provided it is used in balance with other website components. Flash programming is latest and gaining fast popularity amongst web designers.

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