

[News Home](#)

[Top Stories](#)

[Elections](#)

[U.S. National](#)

[Business](#)

[World](#)

[Entertainment](#)

[Sports](#)

► [Technology](#)

[Internet](#)

[Personal Tech.](#)

[Communications](#)

[Software](#)

[Enterprise](#)

[Apple/Macintosh](#)

[Linux/Open Source](#)

[Most Popular](#)

[Tech Tuesday](#)

[Politics](#)

[Science](#)

[Health](#)

[Oddly Enough](#)

[Op/Ed](#)

[Local](#)

[Comics](#)

[News Photos](#)

[Most Popular](#)

[Weather](#)

[Audio/Video](#)

[Full Coverage](#)

News Resources

Providers

- [Reuters](#)
- [AP](#)
- [washingtonpost.com](#)
- [USATODAY.com](#)

Technology - Ziff Davis

Can Flash Gain Search Engine Respect?



ADVERTISEMENT

Wed Nov 17, 3:24 AM ET



[Technology - Ziff Davis](#)

Matt Hicks - eWEEK

LAS VEGAS—For Web sites based on Macromedia Flash, search engines are anything but friendly. The major crawlers used to discover content rarely dig deep into Flash, often missing pages or, worse yet, ignoring sites altogether.



- [Macromedia Ships Flash Player 7 for Solaris](#)
- [Macromedia Seeks to Simplify Flash Video](#)
- [Macromedia Takes Flash Mobile](#)
- [Macromedia, Speedera Ink Flash Streaming Deal](#)
- [Flash Player 7 Meets Linux](#)

But a pair of Web designers detailed a new approach on Tuesday at the [WebmasterWorld.com World Search Conference](#) here to change that.

They are investigating a way to abstract the content and presentation layers of Flash sites so that search engines can spider the HTML that they favor and sites can take advantage of the multimedia and interactivity features of Flash.

"We want [Flash sites] to act just like HTML Web sites," said George Shaw, creative director at DivinePenguin, in Los Angeles. "There's no reason philosophically why they shouldn't."

Shaw is one of the designers behind a project called [RichMediaSEO](#). The other is Gregory Markel, founder and president of search marketing company Infuse Creative, of Santa Monica, Calif.

While demand remains high for Flash-based sites in industries such as entertainment, which want to display multimedia, the lack of full search-engine support creates roadblocks, the designers said.

"The only issue we're running into is

Related Quotes

YHOO	36.65	-0.09
DJIA	10534.06	+46.41
NASDAQ	2093.27	+14.65
S&P 500	1181.00	+5.57

delayed 20 mins - [disclaimer](#)
Data provided by [Reuters](#)

EXCLUSIVE to Yahoo! News



Is FM Dead?

Tech Education

- [Online Degrees in IT](#)

- [PC World](#)
- [AFP](#)
- [SiliconValley.com](#)
- [Ziff Davis](#)
- [InfoWorld](#) **NEW!**
- [TechWeb](#)
- [CP](#)

Services

- [News Alerts](#)

News via RSS

Technology News

Technology [XML](#)

Internet [XML](#)

Personal Tech [XML](#)

Wireless [XML](#)

Linux/Open Source [XML](#)

Software [XML](#)

Enterprise [XML](#)

Apple/Macintosh [XML](#)

Tech Tuesday [XML](#)

[More Tech Feeds](#) | [All Feeds](#)

Today, [satellite radio](#) is all the rage. But do you choose [XM](#) or [Sirius](#)?



verifiability of the content," Shaw said. "It's a trust issue at this point. The search engines need to trust that the content they're searching is the same as the Flash [sites] are displaying."

The options for Flash sites today, though, remain limited. Shaw and Markel agreed that sites should avoid Flash if search engine optimization is a top priority and if the multimedia and interactivity features of Flash are not necessary.

Even sites using Flash need to take a hybrid approach by combining Flash and HTML, rather than relying exclusively for Flash in their architecture, Shaw said.

The pair's efforts are not the first to try to tackle Flash's search engine problems, Macromedia Inc. in 2002 released a software development kit (SDK) for Flash to help search engines index the content.

[Click here to read about multimedia search engine Singingfish's introduction of Flash support.](#)

But the SDK has offered limited help, Markel said. He said that Macromedia in recent months has become more involved in figuring out how to optimize Flash for search engines.

Google Inc. earlier this year appeared to begin indexing Flash using its own SDK, but that effort has appeared to be on again, off again, Markel said.

Tim Mayer, director of product management for search at Yahoo Inc. (Nasdaq: [YHOO](#) - [news](#)), said that Yahoo does not spider into Flash content for its Web index but could once it "helps our comprehensiveness."

Multimedia sites, though, can use Yahoo's paid inclusion program, [Overture Site Match](#), to feed the content into its index.

"At this point, if you're using Flash you rarely are going to get a No. 1 listing, and that's a shame," Mayer said

Check out eWEEK.com's [Enterprise Applications Center](#) at <http://enterpriseapps.eweek.com> for the latest news, reviews and analysis about productivity and business solutions.

Be sure to add our eWEEK.com enterprise applications news feed to your [RSS newsreader](#) or [My Yahoo page](#)

More headlines from Ziff Davis:

- [\[external\] SBC, Microsoft in \\$400 Million Deal](#)
- [\[external\] Hewlett-Packard 4th-Quarter Profit Soars](#)
- [\[external\] AOL: Netscape's Not Dead Yet](#)
- [\[external\] HP PCs To Include Blu-Ray Drives](#)

- [Browse All Technology Programs](#)

from [Yahoo! Education](#)

Story Tools



[Email Story](#)



[Post/Read Msgs](#)



[Print Story](#)

Ratings: Would you recommend this story?

Not at all

Highly

Not Rated

Special Feature



EXCLUSIVE to Yahoo! News

TECH TUESDAY: HIGH-DEF RADIO

Is FM Dead?

Why satellite radio may be worth a closer listen

Prev. Story: [Sears, Kmart Merger to Create Huge Retail IT Operation](#) (Ziff Davis)

Next Story: [Epiphany's New CRM Apps Offer Instant Analysis](#) (Ziff Davis)

More Technology - Top Stories Stories

- [EBay Outlines Policy on Racist Language](#) (AP)
- [Hollywood's One Strike Policy](#) (washingtonpost.com)
- [Nanotech could put a new spin on sports](#) (USATODAY.com)
- [IBM Builds World Community Grid](#) (NewsFactor)
- [MPAA Sues First Movie Swappers](#) (PC World)

Sponsored Links

[VitalStream - Macromedia Flash Streaming](#)

Are you looking to stream Flash video? Look no further because Vitalstream is the first content delivery network authorized by Macromedia to deliver Flash video ...

www.vitalstream.com

[Macromedia Flash MX 2004](#)

Create rich interactive experiences with Macromedia Flash MX 2004. Available now.

www.macromedia.com

[Buy Flash at SoftwareMoreUsa.com](#)

SoftwareMoreUSA.com offers a large selection of Macromedia products at discount prices.

www.softwaremoreusa.com

([What's this?](#))

Copyright © 2004 Ziff Davis Inc. All Rights Reserved.

Content originally published in Ziff Davis Media publications is the copyrighted property of Ziff Davis Media.

Copyright © 2004 Yahoo! Inc. All rights reserved.

[Questions or Comments](#)

[Privacy Policy](#) - [Terms of Service](#) - [Copyright Policy](#) - [Ad Feedback](#)