

FOR IMMEDIATE RELEASE

CONTACT: Sherry Michaels
(480) 614-8440
Sherry.Michaels@docntrain.com

MICHAELS & ASSOCIATES DEVELOPS UNIQUE SOLUTION TO OVERCOME THE SEARCH ENGINE DILEMMA FOR FLASH-BASED WEBSITES

June 7, 2007. Scottsdale, Arizona: Michaels & Associates has developed a unique website template solution to overcome the search engine dilemma faced by most Flash-based websites.

Regardless of the ever-changing criteria to remain at the top of Internet search results, it is common knowledge that search engines prefer HTML to Flash-based websites. Search engines crawl through cyberspace looking for keyword-rich text in web pages in order to index them. While search engines are getting better at extracting links from Flash sites, Flash still presents an obstacle to indexing the remaining site content because it is merely treated as a graphic by search engines. This leaves most Flash sites ranking poorly for keyword search results.

The experts at Michaels & Associates accepted the challenge to create a custom template in which both HTML and Flash reside in tandem on every page of their company website. This radical design concept is different from most websites that offer both HTML and Flash because these sites usually require two separate versions in which the user is asked to select their viewing preference. Instead, Michaels & Associates website developers created a single website template comprised of Flash vs. HTML replacement code that glides along the cutting edge of innovation.

To achieve optimal user experience and demonstrate the company's capabilities for developing online training, the team selected the interactive and engaging Flash-based version of the website as the default view. When the custom template detects the Flash plugin in the user's browser, the Flash content automatically displays. However, if the Flash plugin is not detected or if the site is viewed from a PDA or assistive device, the template automatically displays the HTML version of the site. This allows search engines to index the HTML portion of the page and solves the problem for disabled users and users who do not have the Flash plug-in.

Some users enjoy the exploratory aspect of the Flash version. Others, in a hurry, may wish to access information via the traditional HTML. Therefore, the template was designed so that when a user selects the HTML version of the site, HTML content displays throughout the remainder of the site's visit. Allowing the user to toggle from Flash to HTML makes it easy for the user to control their website experience.

This innovative template solves typical search engine problems with Flash-based sites. The result is a single site that remains at the "top of the charts" for search engines and provides content choices to a diverse audience.

For more information about Michaels & Associates, contact Sherry Michaels at (480) 614-8440 or Sherry.Michaels@docntrain.com. Alternatively, see the innovative template in action at the Michaels & Associates website: www.docntrain.com.