The Black Magic of Flash SEO

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Adobe Systems
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Speaker bio - Duane Nickull

- **Current**
  - Chair - OASIS SOA Reference Model Technical Committee (OASIS Standard as of 2006)
  - Community Member (Planning Committee) - Ontolog Forum
  - Contributor - OASIS SOA Reference Architecture Technical Committee
  - Contributor – Most Web Services Specifications
  - Host – Duane’s World TV (http://tv.adobe.com)

- **Past:**
  - Contributor/architect - W3C Web Services Architecture
  - Chief Architect/Chair - United Nations CEFACHT Technical Architecture (SOA)
  - Chair - OASIS eBusiness SOA Technical Committee
  - Chief Architect - ebXML Technical Architecture (first major SOA)
  - Co-inventor - GoXML Contextual XML Search (51 unique patent points)
  - Co-Inventor - XML Commerce Pro (1997-8) first fully XML commerce engine

- Author (books, white papers, technical articles0
- Speaker (Conferences, Universities …)
- My Band http://www.myspace.com/22ndcentury
My work

- [link](http://www.google.com/search?source=ig&hl=en&rlz=&q=soa+white+paper&btnG=Google+Search)
- [link](http://www.google.com/search?hl=en&q=search+engine+optimization+tricks&btnG=Search)
This beat out MSDN, IBM Developer Networks and Sun DN

- [http://www.google.com/search?hl=en&q=enterprise+developer+resources&btnG=Search](http://www.google.com/search?hl=en&q=enterprise+developer+resources&btnG=Search)

  Adobe - Enterprise developer resources - 4 visits - 9/29/07
  Adobe LiveCycle Developer Center. Get access to technical resources, tools, and software to help you create enterprise solutions based on Adobe LiveCycle ...
  www.adobe.com/enterprise/developer/ - 27k - Cached - Similar pages - Note this

  enterprise developer Resources | TechRepublic
  White papers, case studies, technical articles, and blog posts relating to enterprise developer.
  search.techrepublic.com.com/search/enterprise+developer.html - 57k - Cached - Similar pages - Note this

  Office SDK Documentation and Developer References
  Find software development kits and developer references for the 2007 Microsoft Office system. ... Office Developer Resources ...
  msdn.microsoft.com/en-us/office/aa900495.aspx - 24k - Cached - Similar pages - Note this

  Sun Developer Tools: now FREE with SDN membership!
  ... Sun Java Studio Enterprise, and Sun Studio development tools. ... Additional Resources. Product support is sold with a product license and a service ...
  developers.sun.com/devtools/index.html - 20k - Cached - Similar pages - Note this

  Certified Internet Web Professional | CIW-certified.com
  Master CIW Enterprise Developer certification can lead to a successful career as a ... Resources. The following CIW educational programs and materials are ...
  www.ciwcertified.com/certifications/mceed.asp - 28k - Cached - Similar pages - Note this
Agenda

- Understanding the basic forces working against you.
- A look at Ichabod
- What testing needs to be done
- Some tips you can employ today.
Search Engine Ranking Process

- Can be broken into two main phases:
  - The initial crawling, indexing and page rank
  - Dynamic page rank scoring using adaptive algorithms
RULE #1: Do not get too worried about initial page rank!

- This is only a starting point, all is dynamic afterwards.
- Google’s page rank has some funny results

http://www.blogger.com/publish-confirmation.g?blogID=17460203&postID=8164939958507135964&timestamp=1224750925988&javascriptEnabled=true

Your blog post published successfully!

View Blog (in a new window)

Need to change it? Edit post | Create a new post

http://www.blogger.com/publish-confirmation.g?blogID=17460203&postID=8164939958507135964&timestamp=1224750925988&javascriptEnabled=true
RULE #1: Do not get too worried about initial page rank!

Why 8/10 for the admin page; 7/10 for the public page????
Dynamic Ranking is FAR more important than initial

Yahoo and Google watch what you do!

http://rds.yahoo.com/_ylt=A0oGkw3ZDP9I0xkAnXNXNyoA_t_ylu=X3oDMTEzc3BxaWM5BHNIyWnzcgRwb3MDMjEY29sbwNzazEEdnRpZANIMTgyXzc5/SIG=12rat2hb5/EXP=1224760921/**http%3a//mrsteel.wordpress.com/2008/06/24/duanes-world-at-adobe-tv-video/
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Adobe has created a server technology enabling computer applications to understand the content of a SWF file by using the Flash Player runtime.

- Adobe has partnered with the leaders in search, Yahoo! and Google
- The solution is a true collaboration with between Adobe and the search engines designing APIs that let their code talk to Flash Player and drive the search experience

- Text and link data from the runtime are available to be indexed.
- Users don’t have to do anything
  - New search results and more accurate search results are available
- Content owners don’t have to do anything
  - Works with all versions of SWF content
  - Works with Flex applications
How Ichabod works with a Search Spider

- Link Crawler
- Virtual User
- Network Manager
- HTML Parser
- Page Relevance/Indexing
We do not understand fully how much content they will index or how they will weight it.
Pixton.com – case study in Flash text being indexed by google

**Duane's World, Part 1 - Pixton - Create web comic strips online** - Oct 14
Can I come film you for Duane's World? I promise it won't suck! Sure Duane! Come on over. Let's make a comic of ourselves. Hey! Hi Duane! Wanna beer? ...
pixton.com/comic/jofxlbkq - 14k - Cached - Similar pages - Note this

http://pixton.com/comic/jofxlbkq
We know this does not get indexed at all

http://www.google.com/search?hl=en&q=%22duanes+world+episode+12%22&btnG=Search
Google did not pick it up

Google search for "duanes world episode 12"

Did you mean: "duane's world episode 12"

No results found for "duanes world episode 12".

Results for duanes world episode 12 (without quotes):

Technoracle (a.k.a. "Duane's World"): Duane's World Episode 10
Friday, September 12, 2008. Duane's World Episode 10. Duane's World on Adobe TV and InsideRIA has now reached into double digits with Episode 10. ...

http://www.google.com/search?hl=en&q=%22duanes+world+episode+12%22&btnG=Search
Yahoo did

http://de.search.yahoo.com/search?p=%22duane%27s+world+episode+12%22&fr=yfp-t-501&ei=UTF-8&rd=r1
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Study over 1, 3, 6, 12 months

HTML: Unique1

SWF: Unique1

Data Providers
Text
Labels
metadata

Data Providers
Text
Labels
metadata

All Unique Terms
Pure – no one can search and click.
The Test!

- Results will be announced Dec 3 at MAX in Milan!
- We will find out how swf content is weighted against html by both Google and Yahoo and share all results.

MAX 2008 Europe
Milan, Italy
December 1–4, 2008

www.max.adobe.com/eu
Agenda

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Dynamic Page Ranking – your main focus!

- Dynamic page ranking
- Search engines constantly monitor what you search for and what you click on.

Adobe Launches Media Player, Adobe TV
Apr 8, 2008 ... Adobe has launched Adobe Media Player 1.0 and a Adobe TV. Adobe Media Player is a cross-platform Adobe AIR application that offers content.
www.techcrunch.com/2008/04/08/adobe-launches-media-player-adobe-tv/ - 69k -
Cached - Similar pages - Note this

This won’t do much. Why?

Piotr:

Check out how the new site looks. Just use the link below and click on the 3rd link to the domain www.myFlashSite.com


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Senior Technical Evangelist - Adobe Systems, Inc.
Duane's World TV Show - http://tv.adobe.com/#pg+1537
Blog - http://technoracle.blogspot.com
Community Music - http://www.mix2r.com
My Band - http://www.myspace.com/22ndcentury

------------------------------------------------------------------
This is far better.

All:

Check out what I did for the new landing page. When you get to this page, select the entry for technoracle and see the page:

http://www.google.com/search?hl=en&pwst=1&q=Adobe+max+2008&start=10&sa=N

Duane

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Deep Linking – more restful!

Deep linking relies on communication between the browser and the Flex application.

Enable deep linking in Flex Builder

1. Select Project > Properties.
2. Select the Flex Compiler option.
3. Select the "Enable integration with browser navigation" option.

Demo: [http://tv.adobe.com/#vi+f1537v1483](http://tv.adobe.com/#vi+f1537v1483)

Warning – works with most browsers, not sure how SE’s will use it.
Deferred Creation

This is the default initial view when the application opens. This text here will be available to be indexed.

The other tabs are not created until the user invokes them by clicking on the tab. The text

DEMO TABS
DIV layers

- DIV element with search-engine-accessible, primary content, and an open source Javascript function called swfobject() to detect when browsers are capable of viewing Flash.
- This is not manipulation.
- BUT – Do not use terms that are not relevant! This is illogical.
- Example:

  ```html
  <div id="flashcontent" align="center">
  <br />
  Sombrio Cartel<br />
  The original rider owned outfitter. Purveyors of world leading design and manufactured high performance apparel, outerwear & subversive street wear for the everyday mountain culture enthusiast.<br />
  This flash content has not loaded.<br />
  </div>

  <script type="text/javascript">
  //<![CDATA[
  var so = new SWFObject("swf/hp_slideshow.swf", "mymovie", "685", "490", "7", "#fff");
  so.addParam("quality", "high");
  so.addParam("wmode", "transparent");
  so.addParam("scale", "noscale");
  so.addParam("align", "1");
  so.writeln("flashcontent");
  // ]]>}
  </script>
Remote data loading

```xml
<photos>
  <photo>
    <name>abandonedCar</name>
    <source>images/abandoned_car.jpg</source>
  </photo>
  <photo>
    <name>amalfi</name>
    <source>images/amalfi.jpg</source>
  </photo>
  <photo>
    <name>EiffelTower.jpg</name>
    <source>images/EiffelTower.jpg</source>
  </photo>
  <photo>
    <name>londonbridge.jpg</name>
    <source>images/londonbridge.jpg</source>
  </photo>
  <photo>
    <name>slide5</name>
    <source>images/slide5.png</source>
  </photo>
</photos>
```
XHTML as a data provider!

```xml
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
<title>Text here scores very highly</title>
</head>
<body>
<h1>Big Text sizes also score highly</h1>
<h2>scores a bit lower</h2>
<p>you can add more text here for your data provider</p>
</body>
</html>
```
As many links as you can make!

- Adobe Flash is a binary format and has not always been accessible to search engine spiders (small bits of code that algorithmically determine a page's content for rankings in search engines). SEO experts have developed several key workarounds and new technical developments have made new functionality available to search engines and developers alike.

Duane Nickull, an Adobe Technical Evangelist, will showcase some advanced tips and tricks to give you the edge over the competition as well as share some secrets. Attendees will learn how to increase initial page rankings as well as monitor and increase dynamic page ranks.

Comments

ichabod is now at work. I wrote about on my blog have now more research to back it up. Tomorrow will be showing you examples of how flash has been indexed and some also advanced tests and research planned for the near future.

More Resources

- http://www.businesswire.com/portal/site/home?dmViewId=news_view&newsId=20080630006840&newsLang=en
- http://technoracle.blogspot.com - for research announcements
Blah blah blah – the other obvious stuff

- In HTML, based on many factors
  - The text of a page
  - The text hyperlinked to the page
  - The meta tags (keywords), BUT only if they also appear in the article
  - The URL
  - The page name
  - Page title
  - Number of pages relevant for a topic pointing at that page
Some general tips

- Research your search term(s) carefully
- No more than 3 words
- Ensure your domain has these terms
- Register the local country domain too.
- Use alt text for all images
- Use meta keywords and add your terms in the body of your page, but no more than 7%.
- Use email signatures
- Page titles
- H1 near top of page
- Name the images, SWF’s the search term names
More Resources


http://www.businesswire.com/portal/site/google/?ndmViewId=news_view&newsId=20080630006649&newsLang=en

http://www.sitemaps.org/faq.php

http://www.adobe.com/devnet/flashplayer/articles/swf_searchability.html

http://technoracle.blogspot.com - for research announcements