

Flash in a Web 2.0 World

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About Me

- Senior Software Developer @ Schematic(.com) NYC
- Teach Flash & XHTML/CSS at The Cooper Union
- Created and maintain SWFObject Flash detect + embed script
- Started using Flash at v. 4, made deconcept.com as an experimental playground of sorts in 1999
- Wrote a couple of Flash book chapters, Tech editor for Flash to the Core by Josh Davis
- <http://blog.deconcept.com/>

Some work

- Vongo
- Game Invasion (Comcast)
- GameTap MCE
- XM Radio Online Player
- Cosmogirl.com
- Other Clients: NBC, ABC, MTV, Comedy Central, AOL

What is Web 2.0?

- It's a state of mind, not a specific technology
- An easy way for people who 'get it' to talk shop
- Using the technology available to you in the best way possible

Web 1.0 vs. 2.0

DoubleClick → Google AdSense

Ofoto → Flickr

Akamai → BitTorrent

mp3.com → Napster

Britannica Online → Wikipedia

personal websites → blogging

evite → upcoming.org and EVDB

domain name speculation → search engine optimization

page views → cost per click

screen scraping → web services

publishing → participation

content management systems → wikis

directories (taxonomy) → tagging ("folksonomy")

stickiness → syndication

“Flash Web 2.0”

Skip Intro → No Intro

Flash as Content → Flash as Style + Behavior (XML as content)

Quicktime/WMV → Flash Video

object/embed tags → Progressive Enhancement

"Detecting Flash" → SWFObject/UFO

Using Flash for Flash's sake → Using Flash for what it's good for

The Philosophy of web (2.0)

(one of them eat least)

Use progressive enhancement:

- Content (HTML)
- Style (CSS)
- Behavior (Javascript)

Flash can be all three, so where does it fit in?

The Philosophy of Flash

(as a web 2.0 technology)

Flash as a web 2.0 technology

- Separate your content from Style + Behavior
- Use progressive enhancement
- Recreate basic browser functions
- Only use it when you need it

Separating Content

- Use a Database!
 - Use XML files
 - Use Remoting
 - LoadVars if you have to!

Progressive Enhancement

Or “graceful degradation”

- Only show Flash if the user agent supports it
- Build your HTML first
 - (or) an upgrade message / notice at least
- Solution: SWFObject or UFO

Browser Functions

- Provide back button & deep link support
- Don't break searchability by search engines
- Solution: SWFAddress or StateManager

State Management Scripts

- SWFAddress and StateManager
- Both work about the same way
- No more broken Back Buttons!

Links can look however you like:

<http://www.example.com/#/section/subsection/>

or

<http://www.example.com/#foo=bar&bar=foo>

Etc.

State Manager Scripts

- The hash and page title can be updated whenever you like
- Back button sends notification to Flash
- Not just for use with Flash

Only use it when you need it

- Great examples of Flash used well
 - YouTube
 - Google Finance
 - Google Analytics
 - Yahoo Maps
 - Measure Map

- Solution: Don't be stupid!

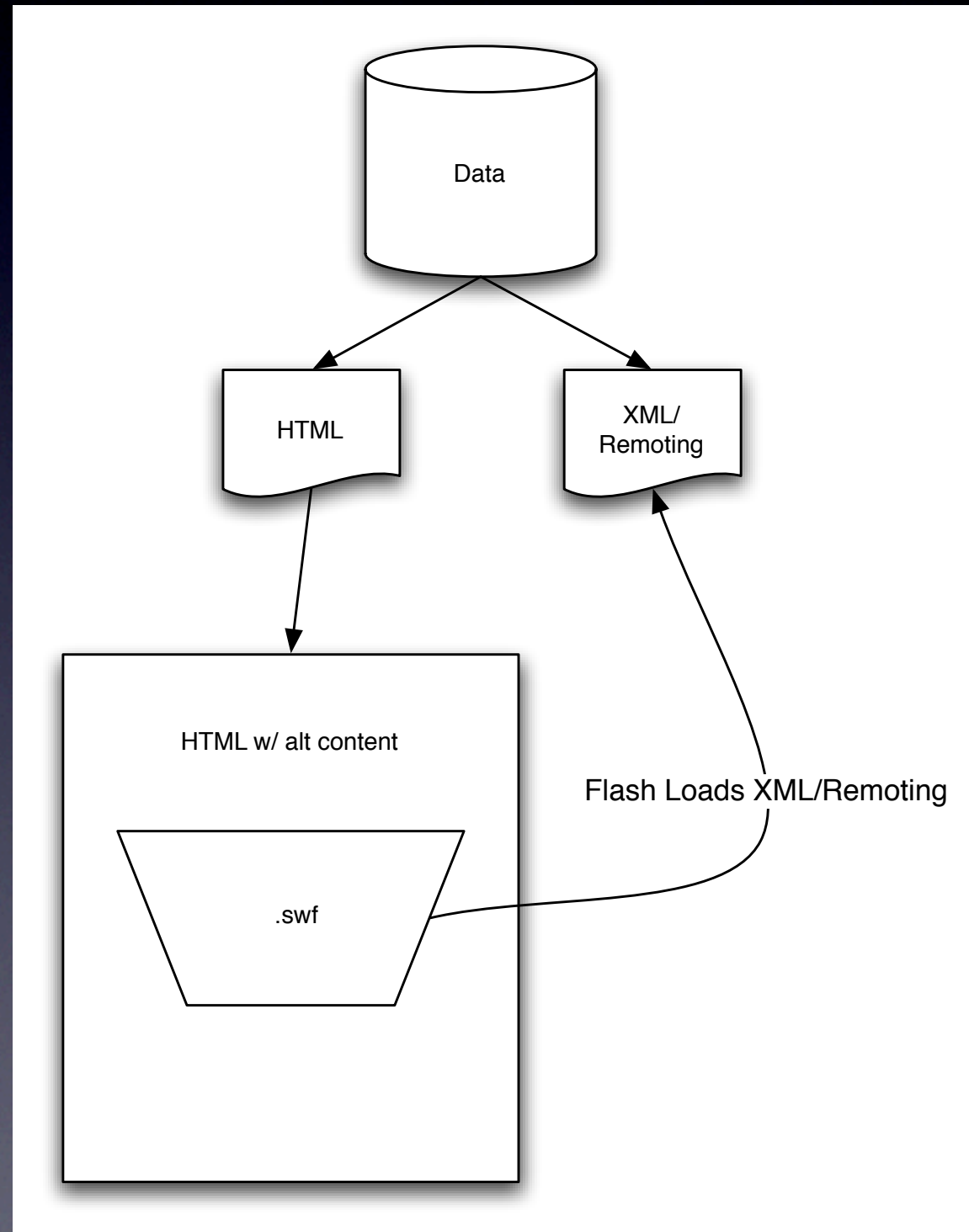
The HUF (HTML Under Flash) technique

Progressive Enhancement with Flash

- Build HTML first, then add Flash
- Google gets: HTML, is happy
- Users get: Flash, users are happy(?)
- Your client/boss gets Flash, is VERY happy

The HUF technique

Progressive Enhancement with Flash



Search Engine Optimization

Search Engine Optimization

- Google can read .swf files, but why should you want it to?

Progressive Enhancement

= Instant searchability

```
<script type="text/javascript" src="swfobject.js"></script>
```

```
<div id="flashcontent">
```

```
  <a href="otherpage.html">Other Page</a>
```

```
  <a href="otherotherpage.html">Other Other Page</a>
```

```
  <p>Search engines eat this shit up!!</p>
```

```
</div>
```

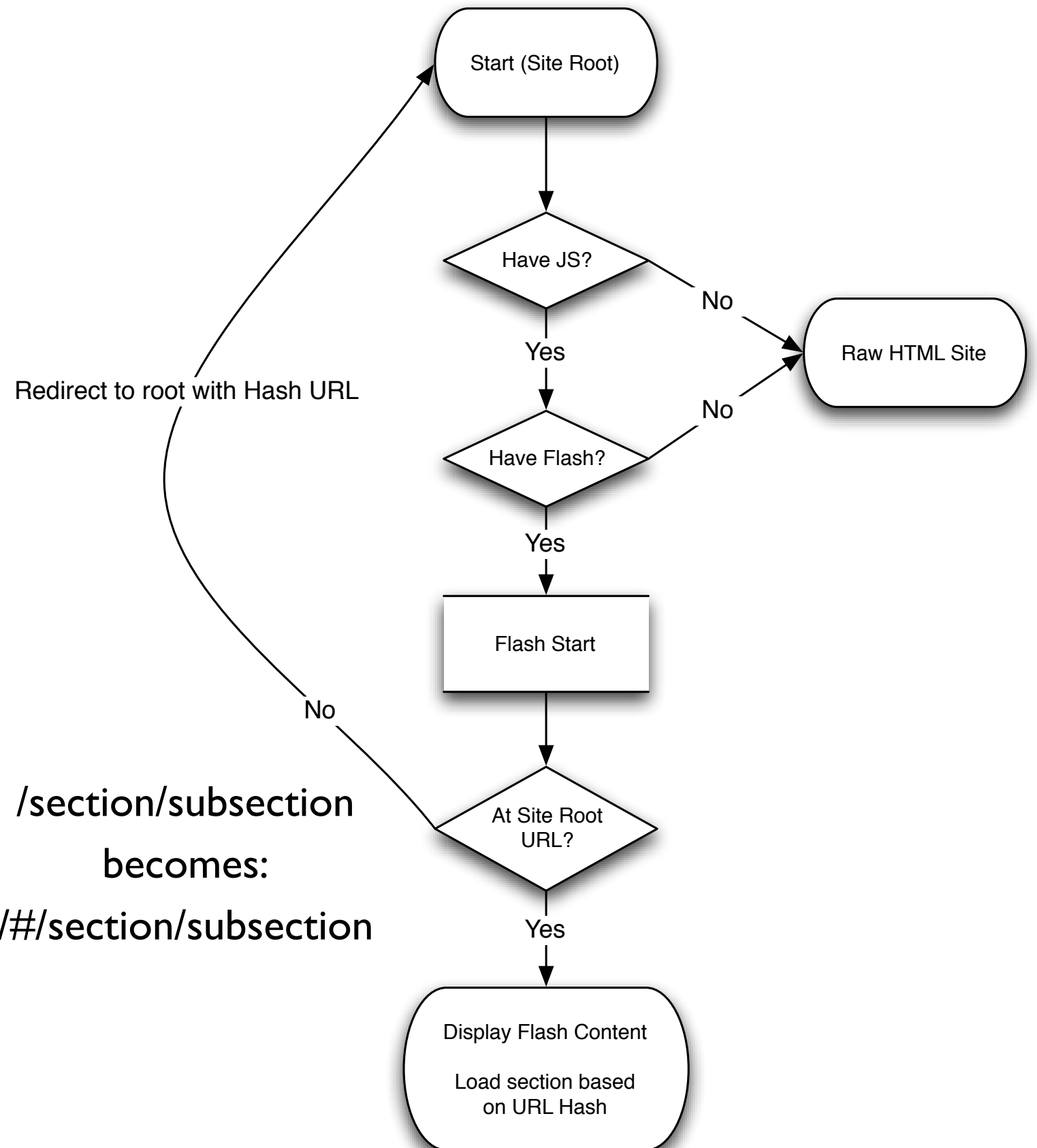
```
<script type="text/javascript">
```

```
  var so = new SWFObject("movie.swf", "mymovie", "200", "100", "7");
```

```
  so.write("flashcontent");
```

```
</script>
```


The HUF
Technique
+
“Crawl Pages”
=
SEO for your
Flash site



Into the future

- Browser makers need to fix the Object tag
- Built in version detection is important for providing fallback content

Questions?

The End!

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<http://blog.deconcept.com/>

<http://blog.deconcept.com/swfobject/>

<http://www.asual.com/swfaddress/>

<http://exanimocom/as2/StateManager>

Further Reading:

<http://blog.deconcept.com/2006/03/13/modern-approach-flash-seo/>

http://www.adobe.com/devnet/flash/articles/progressive_enhancement.html