candybox marketing.

Your website IS your virtual showroom – Are you maintaining it?

Flash is Dead and Your Website May Be Too!

In 2010, Steve Jobs, openly declared that Apple devices would no longer use Adobe Flash. Even Adobe has announced that by 2020, they will stop updating and distributing Flash Player. Now if Adobe itself has started to eradicate Flash Player, why are you still using it on your website? Here are three reasons to do away with Flash for good!

Your customers hate Flash: Customers hate Flash Player because not only does it take too long to load, but it impairs the usability of a website. Flash Player can be too large to download, it prevents Google from indexing the content on the site, and it's plain annoying for users when they are trying to navigate through pages on the website itself. If users do not abandon the site altogether by this point, they will when they find themselves constantly redirected to the beginning of their web surfing journey, all because Flash Player makes your website cumbersome to use.

Not search engine friendly: Your website is the backbone to your digital presence. What happens then when your Flash-based website cannot be found or optimized for search engines? Soon your competitors will be ranking higher than you on Google, because Google cannot understand or rank your website, no matter how valuable it may be for users.

Low security: Lastly, but most importantly, your website should be a safe place for users to learn about your business and the services you offer. It should also provide customers with a secure method of contacting your team! Flash undermines the security of your website in several ways and is regularly being targeted by hackers making it unsafe to use.

With various security failures and several browser incompatibilities, developers have moved away from utilizing Flash and had instead navigated towards using HTML5, JavaScript, and jQuery. At Candybox Marketing, we make it a point to create websites that are interactive, accessible, engaging, and that businesses will love.

We want to share our expertise with CKCA members as well, which is why we are offering a free 30-minute consultation, just for you! Let us provide you with our expert opinion on what is working for your website and what isn't.

[Contact us](#) today and take that first step in getting a website that truly represents your business.