News Flash!

Marlene Murphy, the tech whiz behind our industry's most recommended website development group weighs in on changes in technology that affect jewelers and their websites.

You all have websites by now don't you? If your site was built some time ago--even just a couple years back, you need to conduct a health & wellness exam to assess its functionality today. We are all painfully aware of how technology evolves quicker than our ability to process these advances.

You Want New

For the jeweler, it is essential to have a website that promotes your goods and services in the most attractive platform, and utilizes the latest technology. There's a very common sense reason for that, and it's not just so you can boast about the latest gizmos. Current technology does not respond to or often recognize older functions and outdated applications. In brief, it has moved on and you should too.

Take Flash, Please

Take Flash for instance. This software (called vector animation) was state of the art some years ago. It allowed websites to display animation plus a variety of imported artwork, sometimes with special effects. Its big feature was quick load time. At the time of its creation, it was thought of as artsy. Alrighty. But its problem was and still remains one of handling text poorly.

You want your site to be read by every major browser; your text is critical in

this regard. Your site should contain enough text quantity for browser bots to 'like it'. It should contain words and phrases on each page that are what your visitor uses when searching for a business like yours. Placement of the text must be located in strategic areas where browsers search. And, drum roll please, it should not be in Flash. Browsers can't read text placed in Flash. What? Because Flash is really a movie, the browser bots only see a movie file but unfortunately not the text displayed within that movie.

Ok, So Now What?

So what's a jeweler to do? You want the bad news first? Ok, sites built entirely in Flash have no alternative but to be basically scrapped and totally remade using newer technology. Those sites which use smaller Flash movies or videos (at one time the most efficient platform for web videos) are easily remedied by converting the flash movie to several different platform versions such as mp4 and webm. Now the good news: updated platforms will show your site beautifully on the broadest range of devices, certainly the smart mobile ones from which your customers use to shop.

Browser technology has made enormous strides recently. Attractive and engaging animation which formerly could only be created with Flash are now produced through more modern HTML5 or jQuery.

You're the One

It's all about reaching your intended market when reviewing the efficacy of your site. You know who you want to reach. Make sure your site is optimized so those visitors can easily find you---and importantly like what they see. Speak the language of your core customer group, and display your goods and services in a way that tells them you're the one.

Want to chat more on this topic? Contact Marlene@jewelrywebsitedesigners.com.

Murphy's rich experience in the tech culture began in 1981 with the dawn of corporate reliance upon computer technology. She played a pivotal role in implementing and integrating computer programming for the automotive industry. Sharp and intuitive, she developed computer training programs, and computer applications for myriad departments. Her decades of expertise include developing Visual Basic for Applications, SQL, and the Microsoft Suite of Office Products like MSAccess, MSWord, MSExcel, MSPowerPoint, Classic ASP and ColdFusion. She's been a custom web developer since 2000 and a specialist developer for the jewelry trade since 2009.
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