

## **A SMALL AMOUNT OF ANIMATION CAN GO A LONG WAY**

Many recent animated Gifs on websites & emails are subtle & gently drawing the eye to a link. These are replacing the animated Gif banner that has been extensively used. Why? The animated gif motion on a static page attracts viewer's attention. Color choice & excellent copy creates a successful sales campaign or drawing attention to a product or link.

## **ANIMATED GIF'S & JAVA APPLET'S**

Animated Gif Samples - We Have Over 400,000 Varieties of Animation for Our Custom Design Clients

Part of our service to our clients in custom built site design is providing a wide variety of inexpensive animation which are animated gif's and Java Applet's. We buy these in bulk which saves you the time and expense of sourcing these images.

Our library of over 400,000 animations represents the most creative and high quality images available in the market.

And our buying in bulk saves you money and also gives you the licensing rights to display the image on your web-site.

You are probably operating under a budget and in these frugal times, it's possible to have high quality web animation at a very affordable price.

There are some important issues that we ask you to consider before introducing animation to your website, which are

1. Animation can add time to the page loading
2. Flash and Java Animation require additional software and plug-ins to play
3. If you want custom made animation it can be expensive to maintain and kept up-to-date
4. Animation makes it difficult if not impossible for search engines to find text content put in the image
5. Animation can distract the user from reading the page content

With these issues on the table, we can carefully consider the use of animation in your website and determine where it may benefit you or if it's better to investigate other options that will improve the results of your website.

To answer this question we must ask the questions what are the primary objectives of your website and does adding animation really help you to achieve these objectives. How does adding animation to your website help you achieve these objectives?

Some common forms of animation on a website:

- A logo that moves in some way
- A slide show of images highlighting products or services
- Help videos or product information video
- Animated Banners
- Interactive and animated navigation systems

Animated gif's banners can be used to promote your web site, your products (as in Ebay or other web sites), the services you offer etc. The important point to remember when using animated gif's is that they don't irritate the viewer.

Use of animation on web sites and email is increasing due to animated GIF's being well supported by browsers and major email clients. Animation also helps marketers to stand out in a crowd and they work.

## **Stronger ROI with Animation**

Recent A/B test by BlueFly found an animated email pulling in 12% more revenue than the non-animated equivalent. Another case study on Marketing Sherpa, Lake Champlain Chocolates experienced a sales increase of 49% in relation to a campaign using animated GIF's compared with a campaign the previous year.

More advantages are marketers can use a relatively small amount of space to highlight multiple products, special offers, or calls-to-action, as well as increase click-through rates to hosted videos. Smart marketers can also use animation to encourage scrolling in exceptionally long web pages or emails.

These advantages with web animation translate into 3 primary objectives:

1. Building brand recognition - Using web animation to create a memorable user experience and generate positive feelings towards the website and the company.
2. Product / service Information - To help sell more product and generate more revenue using web animation to convey important information about a product or service that is difficult to do with text and images.
3. Advertising - To sell more products and generate more revenue using animation to up sell or cross sell product and service offers.

The main disadvantages are how animated emails render in Outlook 2007 - only the first frame of the animated GIF is displayed and the GIF might negatively affect the speed and order of which your images are displayed. Slow loading time often results in abandonment of the page.

Small to medium businesses can benefit from animated GIF's because of the diversity of designs that can really add quality to your message. And an animated GIF can easily demonstrate your products or services more quickly than paragraphs of text.

Though pictures or illustrations are useful, in some situations are not sufficient to describe some action. Note that a demonstration is only effective if the user wants to see it. Some business sites force users to watch a video demonstration of their product line, when they really wanted other information.

Perhaps you're a retailer offering infant products and services or a computer store wanting to display some of the newer innovations.

Builders and contractors trying to position themselves for the economy rebound, an affordable way to showcase the functionality of housing renovations is through an animated gif which is more affordable than Flash. It also adds some distinction to your website when done sparingly & tastefully.

The current trend is organic & returning to nature. Home delivery of fresh milk has occurred in some parts of the US. We can't wait for it to happen in the Carolinas. If you're contemplating partnering your dairy cows with a dairy plant and to provide information about your new services, do it with an animated Gif.

Unfortunately, too much of a good thing can backfire. Animated banner ads or company logos can become very irritating if they are continually blinking or moving while you are trying to read the content of the page. Certainly, the objective is not to alienate customers, but that is often what occurs through over-animation.

## **Java Applet's - Action Scripts**

We provide 180 varieties of Java applets action scripts for our web design customers web pages, blogs, or screensavers.

These applets are fractals & ALife, image effects, transition effects, visual effects, text Effects, scroll effects, menus, games, clocks and calendars. Below is just a sampling of some of the action scripts.

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