

Splash design and splash pages:

By Thomson Chemmanoor

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Whenever we go surfing on the internet, we find many websites interesting enough for us to read. In addition to these websites, we can find many pages called splash pages on the internet. Splash pages are introductory pages to a web site. It generally offers some of these features to the viewer; a graphic or a logo design, a choice of entering the site through either a flash design or a design with no flash and sometimes even technical requirements like about the browser, version, etc. needed for that specific site. A splash page is also known as a main entry page housing a graphic image and link for visitors to enter a web site. These splash designs prove to be quite popular, especially among the designers as they allow the designer to show their skills in flash and any other technology on a single page. The splash page design involved in the splash page will be one that is very attractive to the eye of the viewer. Its main intention lies in captivating the viewer the moment he looks at it. It can be a stationary design or an animated design, which in turn makes it more interesting to look at!

There are quite a few advantages and disadvantages to a splash page. The main advantage of a splash page is that through a splash page, one can get all the information required on the first page of the website without much scrolling as splash pages are fast loading. And just think, after all that effort put into the making of that animation or flash splash page design, you can be confident that through a splash page, the visitors of the site at least see the splash design at least once. Splash pages are a great way to show off the best work you can produce, and thus also act as a portfolio of your work and work capacity for potential employers. As the splash page states the technical requirements required for their particular website, it allows the reader to choose, prior to visiting the site, the technology that best fits them and their computers. It is also a great means of using your server logs to get the complete breakdown of the actual number of customers to the website.

The cons to splash pages are not that many or major. It is only that some readers do not like splash pages as it prevents them from entering the website immediately, and thus may leave the site upon seeing the splash page. Splash pages also tend to break search engines as most splash pages have a redirect. It should be remembered that splash pages cannot be used for sending emails to a third party. As it can be seen, the pros of a splash page heavily outweigh the cons of a splash page. It all lies down on how one accepts a splash page on seeing it! Remember, splash pages are fun to build. They are very creative and allow the user to play around with animation and sound, to get the desired splash page design they need!

Thomson Chemmanoor is CEO and Search engine optimization expert who operates the following websites <http://www.digitallabz.com/splash-page.html> <http://www.articlenetworks.com> and <http://www.ppcmanagementguide.com>

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