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PDF's

Why use PDF's

Portable Document Format maintains the layout of your document exactly as you intended. This is unlike other formats that allow user preferences to override your layout.

Ubiquity

Adobe Reader ships with nearly all new computers and is available FREE from Adobe. It is also on most new mobile devices. As a result it is unlikely that any of your PDF documents cannot be read.

Security

PDF's have a number of security options built in.

- you can restrict their opening by a password or digital certificate
- you can restrict their editing thus preserving the original at all times
- you can restrict printing altogether or restrict it to a low quality print
- you can prevent users copying and pasting from your document
- you can require digital signing of documents for authentication

Search Engine Optimisation

PDF's are returned in SERP's and as such are a useful tool in SEO. Try a Google search on "Zetasafe" or "BS6700" to see how this works.

Searchability

Once downloaded PDF's are searchable by keyword or phrase either as a single document or as multiple documents in a folder. This is a useful tool for users.

PDF's are a good way to collect complicated data

Web forms are okay for collecting simple data but when the data is more complex they become more difficult to use.

They also have a problem with server timeouts as in effect as soon as you open a web form the clock is ticking before the connection is lost.

PDF forms do not require a server connection to remain open and as such have a tremendous advantage in that they can be downloaded and completed by users at their leisure.

Once complete the user simply clicks the send button and the data is automatically attached to a pre-programmed e-mail address and placed in their outbox ready to go.

PDF's & workflow

PDF's are great for passing documents around a team for review and comment.

PDF's are also capable of encoding the most complicated documents, for example AutoCad™ files, maintaining their layers and appearance.

PDF forms can be used to automate processes and auto fill or remove sections of documents thus reducing workload time.

PDF's for this site

- [Home \[147kb\]](#)
- [Contact \[1087kb\]](#)
- [Web Design \[148kb\]](#)
- [Search Engine Optimisation \[147kb\]](#)
- [Pay Per Click \[94kb\]](#)
- [Copywriting \[91kb\]](#)
- [Google Stuff \[147kb\]](#)
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