

# HTML



## 7 REASONS WHY YOU SHOULD

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CONVERT YOUR PDF CONTENT TO HTML5

## Introduction

### Why Turn Your PDF's into HTML5?

We are big PDF fans and believe that it is still the format for many uses and users. However, for putting content on your website, HTML5 makes a lot more sense.

We have written a series of articles explaining all the advantages.

The simple answer is that:

- It is the natural language of the Internet
- It does a good job of displaying complex files
- It makes it easy to read on mobile devices and PCs
- It is much easier for the search engines to digest
- Putting your content on your website improves your rank and improves the traffic you get.

In this guide we will look at '7 reasons why you should convert PDF magazines to HTML5'.



# Chapter 1

## Gain Control of your Content

There are lots of companies offering various tools to put magazines online, all with different strengths and weaknesses. Some use flash, others display the page as an image maybe with an invisible text overlay to give the appearance of search and selection. We actually put together an interesting little demo [using Google Maps](#) and it can work very well.

All of these systems have their strengths and weaknesses. Some of them have fancy page turn effects which are not easily reproducible in HTML5. However, the big drawback with a lot of sites is that the content is hosted on their website (and not that of the content creator).

That is great for them (it gives some of them very good rankings because they are gaining all this traffic from all their customers). But it is not so good for their customers who are losing out in terms of SEO and their website rankings – as we will explain in detail more next time. In the days of walled gardens, poor HTML capabilities and before mobile this may have made sense but not in the present day.



# Chapter 2

## SEO and the Long Tail



In chapter 1, we mentioned the importance of SEO. Search Engine Optimisation is about getting the right keywords so that your website gets found. And in order to be found, your website needs to have lots of good material on it, which people want to read, and to be easily scannable by the search engines such as Google.

It also needs to be on your site! As I said last time, if you are putting your content on someone else's site, you are doing them (but not necessarily yourself) a big favour. If you put your magazines on your website as HTML5 you are doing yourself the favour. Of course, you may not want to put your latest magazines on the web and make them accessible to Google – if you are trying to sell your magazines, you only want people to access them who have paid – this is very easy to ensure in HTML5. But you would like to attract people to your site – so how can you achieve this?

# Chapter 2

## SEO and the Long Tail (Continued)

There is another trick you could use.

The term [long-tail](#) was popularised by by the author

[Chris Anderson](#) to refer to the fact that lots of small items together could add up to a substantial amount.

Amazon makes a fortune from small numbers of sales of books which bookshops cannot risk selling. But sell 5 copies of something a million times and that is a lot of books (and money!).

If you have a magazine on kittens/cars/etc, you probably have a lot of back issues containing many articles which are still relevant, well-written and full of all the right keywords.

So what effect do you think turning those into HTML5 pages for the website while still limiting access to the new material would have on the way google and other search engines see you?



### Chapter 3

#### The Best Browser for your PDF Content

One of the most compelling reasons to convert your PDF to HTML5 is that it is then easily accessible in Firefox, IE, Chrome and Safari. At the moment there is a war going on between the companies to that develop browsers (ie Apple, Google, Microsoft,etc) to offer the fastest, most fully featured browser which they then give away for free. You can take advantage of this battle if your content is in HTML5.

If you convert your PDF content into a proprietary format (such as Flash) or use a bespoke tool you will lose this all. Some of them will display within a web page but they still do not offer you all the features of the browsers themselves. It is not real McCoy.

So do you want to use a limited custom viewer or a choice of free tools which are being heavily tested every day by millions of users and benefitting from millions of dollars of development???



# Chapter 4

## Make it Easy for Foreign Readers

If you are a Russian/French/Chinese (or even American!) reader of this blog, the chances are that you are reading this not in the original English but in a fairly good translation into your own language. When I open foreign pages in Google Chrome it gives me the option to translate the pages into my own language.

I am generally pretty impressed with the job it does. Google has spent a great deal of money on this technology and continues to evolve it. I think that one of the reasons for the popularity of web-based based is this ability to get it translated into any language instantly.

So if you are creating content and making it available in your language.

You have the following options:

1. Ignore the problem.
2. Manually produce several different language versions.
3. Let the experts solve the problem and make it universally available for free.

Which option would you prefer to use???

# Chapter 5

## Publish Everywhere

People are increasingly choosing to consume their content on a huge variety of systems ranging from a PC/Mac with a huge screen to a tiny mobile device, and often they want it on multiple devices.

Most mobile devices have more or less ubiquitous Internet access and the HTML5 spec allows for offline viewing of web pages for those decreasing number of places where it is not available.





# Chapter 5

## Publish Everywhere (Continued)

This makes it a nightmare to be a publisher, unless you choose to use the feature which is common to all these devices – an HTML5 browser. And the browsers have already put a great deal of work into dealing with issues for specific devices (like allowing the user to scroll across the page on phones and tablets.

Realistically, no manufacturer is now going to release a device which does not have good HTML5 support.

Publishing to the browser makes it very simple to publish your content with a consistent interface and a look and feel to whatever devices your readers want to use, while catering for all platforms.

# Chapter 6

## Load Quickly and Save on Bandwidth

One of the things that PDF does really well is portability – so well in fact that they decided to include it in the name (Portable Document Format).

But a lot has changed since PDF was conceived in 1991, and in the age of the smartphone the definition has grown slightly.

With high quality graphics or a large number of pages ([or video](#)), the size of a PDF file can quickly grow to be very large. PDF handles this very well – if you ask for page 500 it will go to the index to find the location of page 500 and go straight to it, skipping over pages 1 to 499.

Much the same as humans use contents pages to find a topic and go straight to it – if you want to read page 10, you don't have to read pages 1 to 9 first.

# Chapter 6

## Load Quickly and Save on Bandwidth (Continued)

This is fine when the PDF file is on your computer, but when viewing PDF from a website it's a little more tricky because the content is streamed from start to end, and to gain access to the index you need to have the whole file. It's a bit like you needing to know how to bake a cake and me handing you the recipe book one page at a time. You need to wait for me to give you all the pages in the book before you are able to access the index and find out which page you need to turn to.

Adobe added a "Fast Web View" feature that allows a viewer to display some pages while the rest are loaded, but this is of limited use if the PDF has not been set up to use this feature. And what about if you just want to view a couple of the pages? Regardless of how much you need, the whole file will still get downloaded.



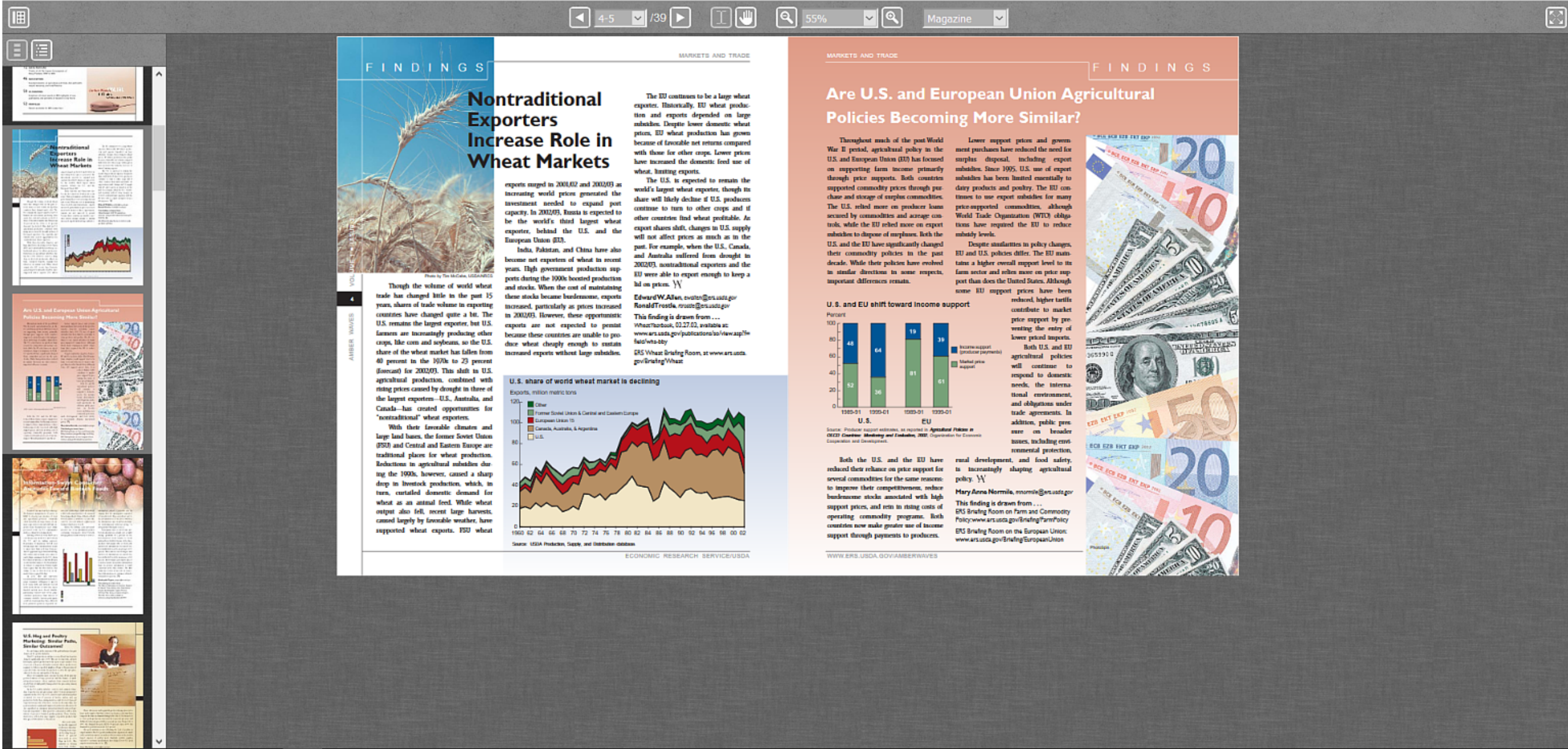
# 7 Reasons why you should Converter PDF to HTML5

## Chapter 6

### Load Quickly and Save on Bandwidth (Continued)

If the readers of your magazine have slow internet connections or mobile phones and tablets with expensive data plans, this can be a big issue.

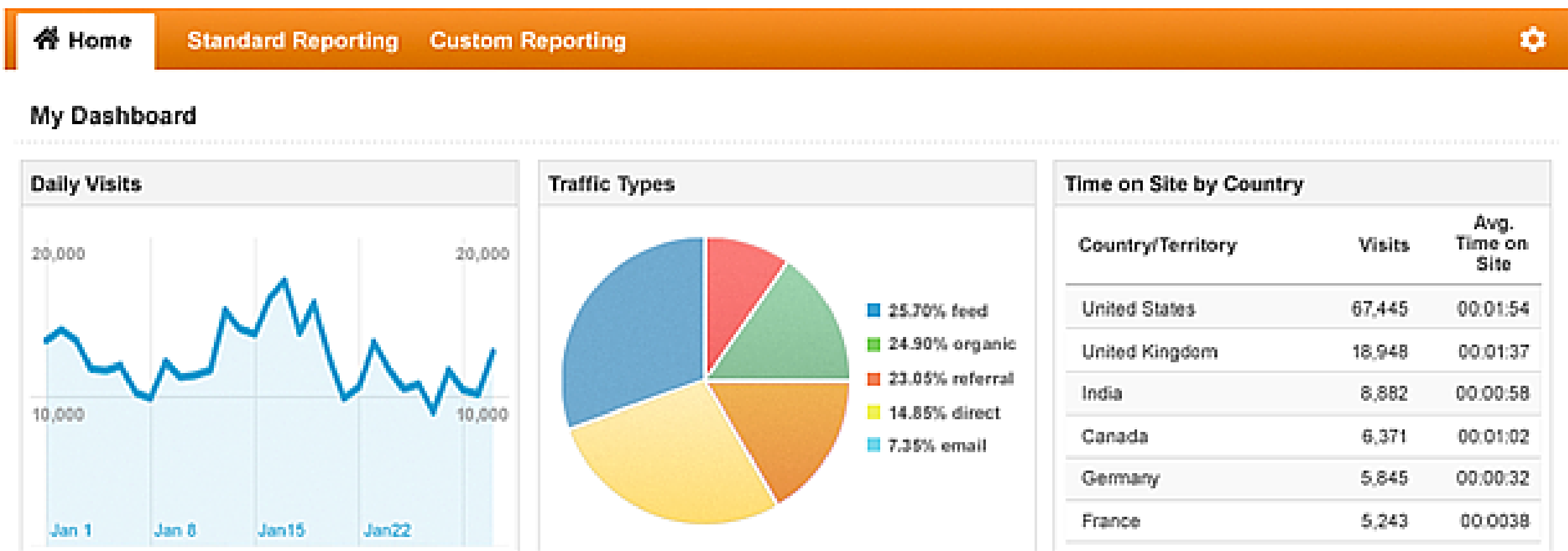
Wouldn't it be great if your reader could download only the pages they actually read, and if you could create bespoke versions at different quality or zoom levels to optimise for devices with smaller screens such as mobile phones?





## Chapter 7

### Measure content performance with Analytics



One of the things that all good content producers rely heavily on is analytics.

Analytics give you the opportunity to see what is doing well (the stuff you need to do more of), and what isn't doing well (the stuff you need to do less of).

Not only do they let you know about the performance of your content, but they can also give you information about the people consuming your content. For example, there is a 7.28% chance that you are reading this from Germany (shout out to our German readers!). This allows you to tailor your content to your demographics and to bring in better quality traffic.

# Chapter 7

## Measure content performance with Analytics (Cont)

For those of you advertising to your readers, you can also increase your ad revenue by targeting your readers with adverts that you know are most relevant to them. For example there are companies that pay Facebook good money to display their dating website advert to the users that have recently set their relationship status to Single.

Unfortunately this is something that PDF is completely lacking, but by converting to HTML5 you can enable this functionality, and start measuring your content and demographics!

If you have not used [Google Analytics](#) before, you can [click here](#) to learn more and sign up.

If you already have an account, it is possible to pass in your tracking ID (UA-XXXXXXXX-X) to our [free online PDF to HTML5 converter](#) (which gives you the HTML5 version to put on your own website).

### And Finally...

There you have it. 7 Reasons why you should convert PDF to HTML5 and why its the future of content!

If you haven't done so yet Why not try some sample copies with our [free online PDF to HTML5 converter](#) (which gives you the HTML5 version to put on your own website).

Or interact with some [sample conversions](#) with a variety of outputs.

### Online Support

For more technical Information or for an In depth guide see our support section on our website for more details.

We do a blog on general Java/PDF issues at <http://blog.idrsolutions.com>.

You can also follow us on Social Media below .



A Newsletter with the latest news summarised at <https://www.idrsolutions.com/about-us/subscribe-newsletter/>

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