

questions about using include() in php

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i am doing seo for a website and this website uses a lot of php for which i need suggestions. this is how the website is set up.

in the index.php file there is a flash banner at the top of the page and the center part is another file which is called using include("links.php") and the bottom part using include("footer.php")
the footer has links such as = webdevelopment software development ... each of this has a query string= <http://website.com/index.php?page=webdevelopmentand>
<http://website.com/index.php?page=software> ... etc

this way every link in the website is calling index.php and a query string is being passed and the index.php looks for the name ex=webdevelopment and loads that particular page in the center section of the website. the main purpose of doing this was to load the flash file only 1 time and the rest of the time when the links from the footer are clicked only the center part changes and the flash file does not have to reload.

due to this the entire website is having only 1 page index.php therefore using 1 <title> tag 1 meta description and 1 meta keywords tag as the values of <title> and <meta> tags are being displayed from index.php

however from a seo and sem perspective ideally there should be different file name which means i can optimize the <title> and <meta> tags for individual files.

please advice a best solution to get around this as i would like to have different title and meta tag for individual pages like webdevelopment.php software.php etc which i am presently not able to due to include("")

any help will be greatly appreciated.

thanks.