

# Popular New York Web Marketing Firm Offers Inside Tips on Better SEO

/EINPresswire.com/ Award winning website placement firm unveils important strategies for successful site optimization

[Digital marketing](#) specialists at dzine it, inc. have unveiled some important strategies behind successful [search engine optimization](#). The award winning New York web marketing agency says it is important to pay attention to what you put into your campaign. Research and planning as well as all the right ingredients must be there for SEO efforts to yield good results.

“Unless they have proper training or a good understanding of the subject, it is often difficult for people to get a good grasp of what search engine optimization is all about,” says Peter Crisafi, Vice President of dzine it, Inc., [www.dzineit.net](http://www.dzineit.net). “When most people start an SEO campaign for the first time, they tend to go all out, using every technique they can find. Unfortunately, this makes a website look ‘overdone’ in terms of SEO and such guerilla tactics usually result in low rankings.”

Crisafi says that creating a [search engine marketing](#) campaign can be a lot like cooking. When inexperienced cooks first start to create a dish, he says, they tend to use too much or too little of certain ingredients or have a hard time following a recipe, if they follow it at all.

“In cooking, recipes are very specific about how much of each ingredient should be used,” says Crisafi. “One false move can ruin an entire dish. The same goes for an web marketing campaign.”

Crisafi adds that there are many people out there that think when optimizing a website, that adding everything they can is the way to go. The result of this sort of haphazard SEO can be disastrous, he explains.

“Anyone that wants to cook like the search engine optimization experts needs to follow a professional’s recipe,” says Crisafi. “A poorly balanced dish will just taste bad, but an over-



optimized website can actually get a business into big trouble with major search engines like Google, who look for signs of SEO manipulation.”

Established in 2003, dzine it, inc. is a leader in Custom web programming, web design and digital marketing solutions for small and large business, agencies. The company offers a wide range of business-centered digital communications, including web-based content management, web design, graphic design, custom web software applications, ethical white hat search engine optimization (Organic SEO), Video Encoding, and print media solutions. For more information, call 212.989.0813 or visit [www.dzineit.net](http://www.dzineit.net).

Pete Crisafi

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