Dzine It, Inc. Says It Is Important to Avoid Common Mistakes When Launching a New Website

New York-based website designer offers tips on how to avoid problems during the launch of a new website.

NEW YORK, NY - NEW YORK, UNITED STATES, January 27, 2014 /EINPresswire.com/ -- When publishing a new website, business owners and their developers often make some pretty big mistakes, which ends up costing more money in the long-run, says Peter Crisafi, President of dzine it, Inc. (www.dzineit.net), a leading [website design](#) and [website development firm](#) located in New York and serving clients from around the world.

"At dzine it, we know what it takes to successfully build, launch, and migrate websites," says Crisafi. "We are also aware of the mistakes that can affect a small business website's user experience

Social Media with Dzine it

and search engine optimization efforts."

When creating a new website design for an existing website, it is important that the designer pay close attention to any changes in the site's architecture, says Crisafi.
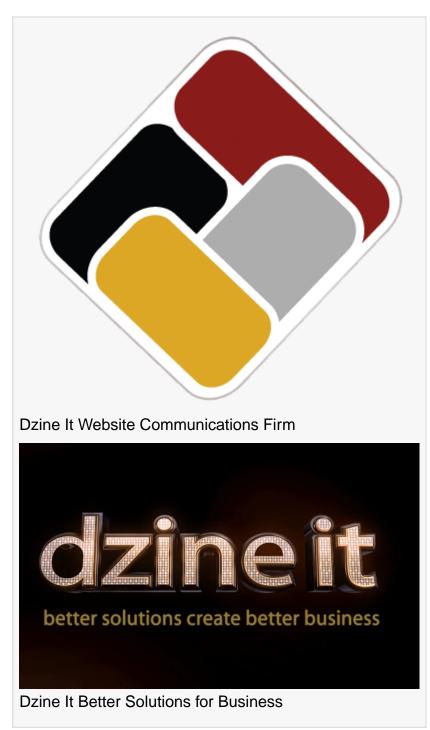
"If you are changing the website's architecture, there is a chance that existing landing pages and URLs may not be included in the new site," says Crisafi. "If this is the case, it is important to keep track of where the new pages are and redirect the old ones when necessary."

According to Crisafi, testing your website before launch is crucial and he suggests that, before going live, website owners set up a beta site for this purpose.

"If a website owner decides to do this, however, they must be careful to password protect all folders, or the sub domain being used in the test, and make sure that robots.txt is disallowed," he explains. "Not doing so could result in the test website being crawled by the search engines and logging duplicate content once your website is up and running."

Crisafi also reminds business owners who are redesigning their website to migrate any tracking scripts, whether for analytics, ad tracking, or anything else, to their new website.

Established in 2003, dzine it, inc. is a leader in custom web development, programming and design solutions for small and large business, agencies. The company offers a wide range of business-centered visual communication solutions, including web-based content management, web design, graphic design, custom web software applications, content marketing (organic SEO), video encoding, and print media solutions. For more information, call 212.989.0813 or visit www.dzineit.net.

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