

# Dzine It Says that Business Website Owners Must Pay Attention to Trends in Website Design

*Dzine It, a New York-based website design firm says that we have entered a new age of websites and it's important that small business websites change.*

NEW YORK, NY, USA, February 11, 2014 /EINPresswire.com/ -- The Internet and the way we use it is constantly changing, according to Peter Crisafi, President of dzine it, Inc.

([www.dzineit.net](http://www.dzineit.net)), a leading [website development firm](#) based in Manhattan, boasting countless clients from around the world. This means, he says, that small business website owners must work hard to ensure that their website platform and marketing strategies are up to date, or they can lose out on potential customers.

"We have known for a long time that having a website and a strong Internet presence is the key to growing a successful business," says Crisafi. "However, using out-dated website applications or old online marketing strategies can actually have the opposite effect on one's business."

Crisafi compares a small business website to car ownership.

"Think about the first car you ever owned," he suggests. "Chances are you wouldn't be caught dead driving that car today. It would likely be outdated, unreliable, and cumbersome. You can apply the same thought to your website."

Crisafi says that a small business website that was built three to five years ago is likely not allowing the business it represents to take advantage of the full potential of the Internet. What might have worked back then,



Dzine It Website Communications Firm



Website Communication Solutions

he explains, is likely not a valuable tool in this day and age. The best way to address this situation, according to Crisafi, is to have a website development expert give your site a check-up and offer up ways to re-develop and re-launch your site.

“When you and your [web developer](#) assess your existing website you should be looking for a few elements that are the keys to a modern successful site,” he explains.

An acceptable website will be designed responsively, using HTML5, and should offer the ability to be easily updated. Crisafi also suggests updating the site's core search engine optimization and says that any flash elements should be removed from the site.

“Flash is an out-dated technology that once allowed for animated images and text,” says Crisafi, “but it doesn't work on most mobile devices. If your website was built using flash, forty percent of your potential customers cannot see your website.”

The way we use the Internet is constantly changing, according to Crisafi. For that reason alone, he says, it is important to keep tabs on trends in development and design, to ensure that your small business website continues to gain the maximum amount of online exposure possible.

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, 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).

“

When you and your web developer assess your existing website you should be looking for a few elements that are the keys to a modern



Dzine It Supercharge Your Website



Dzine It Better Solutions for Business

The Forensic Panel  
2125359286  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.

successful site,

*dzine it*