

# Dzine It Says That Quality “Before and After” Photos are an Important Aspect of Many Professional Business Websites

*Award winning web design Firm says Before and after” photos are important elements of some business websites; they are only effective if they are done properly.*

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/EINPresswire.com/ -- “Regardless of whether we’re talking about a physician’s website, an architect’s website, or a builder’s website, before and after pictures can be a valuable asset that can put a business one step ahead of its competition,” says Peter Crisafi, President of dzine it, Inc.

([www.idzineit.net](http://www.idzineit.net)), a leading [website design](#) and [web development firm](#) based in Manhattan, and serving clients from around the world. “Internet users are becoming increasingly savvy and many turn to online reviews and ratings before making a decision on what company will get their business. However, online ratings are just one of the many factors that influence the quality of a professional's online presence.”



According to Crisafi, potential customers love before and after photos.

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*dzine it*

“Quality before and after photos can give potential clients a sense of what to expect when they hire a company, firm, or professional,” says Crisafi. “In the case of reconstructive surgery or cosmetic dentistry websites, for example, seeing before and after photos can put a potential patient’s mind at ease regarding post-surgery scarring and other concerns.”

Regardless of whether we are talking about before and after photos for those in the fields of medical and dentistry, or those in the construction or design industry, Crisafi says there are a number of rules to follow when using before and after pictures on a business website.

## Rule #1: Use high Quality Images.

“The caliber of your work may be judged based on the quality of the images on the website,” says Crisafi. “When choosing photos, make sure that the lighting, composition, and focus are just right.”

Whenever possible, Crisafi suggests using a professional photographer to take the shots.

## Rule #2: Use Editing Software to Point Out Pertinent Details

According to Crisafi, there are many free and low-cost photo editing software packages available that make it easy to learn the basics of adding text, circles, and call-outs to your images.

“These tools can be used to draw the reader's attention to the changes in the before and after photo,” he explains.

## Rule #3: Watermark Your Before and After Photos

“You can use the same software,” Crisafi continues, “to watermark photos with your business name and website address. This will ensure that no one misuses your quality before and after photos.”

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.idzineit.net](http://www.idzineit.net).

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