

New York-based Website Design Expert Says That Paying “A Little Extra” for a Responsive Web Design is Worth the Money

When a business decides to hire a web development firm, they must consider going the extra mile, financially speaking, according to, Peter Crisafi of Dzine It

NEW YORK, NEW YORK, USA, April 23, 2014 /EINPresswire.com/ -- According to Peter Crisafi, President of dzine it, Inc. (www.dzineit.net), a leading [website design](#) and development firm located in Manhattan and serving clients worldwide, anyone in the market for a [website development](#) professional has shopped around and noticed that everyone in the business, from large website firms, to independent SEO specialists, and everyone in between, charges a higher premium for the luxury of a [responsive website design](#).

“Let’s face it, most of the people that are searching online for information about a business’s products or services are not searching from a desktop or laptop in the comfort of their home,” explains Crisafi. “The majority of people in search of information, whether it is a business’s store hours or their physical location, are searching from some sort of mobile device or tablet.”

Crisafi says that unless a business’s website is prepared to handle requests from every device imaginable, it will surely pay the price down the road in a loss of potential customers.

“Every business website owner should not only consider a responsive website design,” Crisafi says, “but they should demand it. However, they also have to be aware that it will cost



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them more money.”

In the end, he says, the potential return will outweigh the initial investment.

“Many business owners attempt to save money by opting out of a responsive design,” Crisafi explains. “What they don’t realize, though, is that studies have shown that a responsive design is vital for a business website’s success.”

For example, Crisafi points out that nearly 95 percent of smartphone users use their device to access the web, while 91 percent of adults keep their smartphones within reach throughout most of the day.

“Considering that 4 billion people, worldwide, own a smartphone, these numbers are pretty incredible,” he says. “Especially when studies have also shown that nine out of ten smartphone

searches lead to action.”

Therefore, Crisafi says that trying to save money by opting out of a responsive design isn’t just a mistake, but it is bad business as well.

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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.

Lue Guarrasi
Dzine It
2129890813
email us here



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