Manhattan Website Design Professional Says That a Successful Website Engages Users

The key to a successful web design, according to leading web development dzine it, is to create an environment that entices people to read the site's content.

NEW YORK, NEW YORK, UNITED STATES, May 9, 2014 /EINPresswire.com/ -- According to Peter Crisafi, President of dzine it, Inc. (www.idzineit.net), a leading [website design](#) and [website development firm](#) based in Manhattan and serving clients from around the world, business website only have a few seconds to grab a potential customer's attention. In order to make a great first impression and keep visitors exploring your website, Crisafi says that your site needs to look elegant, be easy to navigate, and feature informative content.

"When a business website focuses on these three elements, it makes the site more marketable," explains Crisafi. "If done just right, the website content will grab the reader's attention, and you end up with new subscribers and even new customers."

The best way to offer a positive experience to users, according to Crisafi, is to reduce the visitor's effort and increase the site's performance. In other words, users should be able to browse through your website with little or no effort. To achieve this, Crisafi says that the site needs to be intuitive to the needs of its users.

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"A visitor to a business website should never have to make an effort to understand how a website is arranged," says Crisafi. "It is up to the professional website design and development team to make the website as simple as possible for the user."

In addition to ensuring that your business website is intuitive, visually stimulating, and easy to use, it is important to ensure that your website loads fast, according to Crisafi, because he says that, online, every second counts.

"Your business's website needs to be running at peak performance at all times," Crisafi says, "because your website needs to always load quickly. People aren't going to wait around for your website to load."

In fact, Crisafi says that studies have shown that website delays of more than one to two seconds will significantly affect user experience and will interrupt the user's train of thought.

"Intuitive websites that look great and are user-friendly are the only websites that work," Crisafi says. "We have seen countless business owners cut corners in the design and development of their website, only to have to redesign their site when they realize the mistakes that they made."

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.

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