

Internet Marketing Expert Says That Online Success Can Be Found in the Details of a Business's Online Marketing Campaign

Leading Manhattan SEO provider, dzine it, inc explains the key elements of a truly successful online marketing campaign.

NEW YORK, NEW YORK, UNITED STATES, May 20, 2014 /EINPresswire.com/ -- "A good [online marketing](#) firm can typically provide a business with all of its search engine optimization and website development needs," explains Peter Crisafi, President of dzine it, Inc. (www.idzineit.net), a leading [website marketing](#) and [website development firm](#), based in New York, that serves clients from around the globe. "At dzine it, we believe that a business's web content is the most important part of its online marketing campaign. However, generating massive amounts of unfocused online material, as some so-called SEO experts are quick to do, won't do anything for the business."

Crisafi says that any good online marketing expert will tell you that that content is king, but a true expert in the field will be able to guarantee success by pulling all of the pieces of a marketing campaign together, with an attention to detail and a thoughtful strategy.

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dzine it in

some sort of meaningful way,” he continues. “As I've said repeatedly, this is why a business's website needs to grab the visitor's attention immediately.”



Dzine It Website Communications Firm

“A detail-oriented strategic approach to online marketing will pay off for a business in ways that can sometimes be impossible to quantify,” says Crisafi, “but it is a proven fact that when it comes to website content, a steady and dedicated commitment to producing ongoing quality content will boost a company's search engine placement.” In addition, he notes that such content makes the business more credible in the eyes of visitors, while generating more backlinks.

“A quality online marketing campaign isn't just about getting people to a business's website, but engaging those visitors in

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“A business obviously wants potential customers to know that they demand the best because they are the best, which is why a business needs to hire quality writers, graphic designers, web developers, and marketing experts to create and manage its website,” he concludes. “A quality website development firm will be careful to spend its time and resources to provide the highest quality services possible, because it is the only way to guarantee a client’s success.”

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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