

New York-based Website Design Says That There Are Three Simple Design Elements that Will Affect User Behavior

When it comes to marketing a business online, website design plays a key role, according to website development expert, Peter Crisafi.

NEW YORK, NY, UNITED STATES, June 5, 2014 /EINPresswire.com/ -- "There are many ways to market your business online and create a strong Internet presence through social media outlets, [organic search engine optimization](#) and other proven methods," says Peter Crisafi, President of dzine it, Inc. (www.dzineit.net), a leading website design and development firm located in Manhattan and serving clients from around the world. "However, when it comes to a business's Internet presence, unlike books, a business is always judged by its cover, or, in this case, the front page of its website."

According to Crisafi, the overall aesthetic of a business's website is ultimately how the business will first be judged by a potential customer. Regardless of how many calls-to-action, banners, and contact forms a website offers, Crisafi says that its visitors will rarely invest their time if the website doesn't look good to them.

To that end, Crisafi says that there are three design elements that can truly affect how a user interacts with a business's website.

Size

"When it comes to websites," Crisafi says, "size does matter."

According to Crisafi, a call-to-action in 10 point font won't resonate like it will in 100 point font. Therefore, he notes, it is important that the business boil down its most important message(s) and highlight them.

"It is best to follow a hierarchical order of textual sizing," he says, "by publishing your strongest, most



accessible headlines and calls-to-action in the largest font, and working your way down to a small size for the more in-depth reading.”

Crisafi says that the same theory of size applies to images, fields, forms, and navigation, as well.

Color

According to Crisafi, when it comes to color, businesses are wise to stick to a consistent palette. Furthermore, he says that basing a website's color palette on its existing logo, will go a long way to perpetuating the company's brand.

“When you design with a specific color palette in mind, you convey a professional presence,” he says. “When every page on your site presents a similar color scheme and uniform design elements, visitors always know that they're in the right place.”

Spacing

“It may seem nit-picky, but the spacing can truly make or break a user's experience,” Crisafi explains. “We have all seen examples of poorly-designed website with banners and clip art images squashed together with seemingly extraneous text. It's this type of flawed design that reminds us of the importance of spacing.”

Spacing, he says, needs to exist between images, paragraphs of text, and even the kerning between individual letters. The key, he says, lies in allowing enough

space for the text and images to breathe, giving visitors an experience that's organized and easier on the eyes.

“These may seem like minor details that wouldn't have much of an effect on a user's behavior, but they do,” Crisafi explains. “In order to have a strong Internet presence, it is imperative that the business's website designer does not cut any corners – even on the seemingly smallest of details.”

Established in 2003, dzine it, inc. is a leader in [custom web development](#), programming and [web design](#) solutions for small and large business, agencies. The company offers a wide range of



Website Commincation Solutions



Better Solutions Create Better Business

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.



Dzine It Supercharge Your Website

“

There are three design elements that can truly affect how a user interacts with a business's website.

Dzine It

Lue Guarrasi
dzine it
2129890813
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.