

NY Web Design Firm Dzine It Says That Many Previous Design Trends Are Now a Thing of the Past

Webdesign trends come and go, says web design expert Peter Crisafi, and offers up three trends that are now old hat and should be avoided by website developers.

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/EINPresswire.com/ -- According to Peter Crisafi, President of dzine it, Inc. (www.idzineit.net), a leading [website design](#) and development firm located in Manhattan and serving clients throughout the United State and around the world, trends come and go; particularly in the fast-paced world of [website development](#). Unfortunately, he says, many website designers hold on to some of those old trends for too long, doing serious damage to their clients' reputation, both online and off.

“Technology is always evolving and, as website development professionals, we need to evolve our designs to match new technologies,” explains Crisafi. “While the website development industry moves forward, some so-called design experts hang on to the old trends and, as a result, weigh down their clients.”

According to Crisafi, there are three design trends that are currently outdated and he warns businesses that if their website development professional is still holding on to those trends, it may be time to look for a new web development firm.

Outdated Trend #1: Creating a Mobile Version of Your Website



Dzine It Website Communications Firm



Dzine It Better Solutions for Business

Instead of building a mobile “version” of a client’s website, innovative [website developers](#) are now focusing on responsive design, giving users the fully integrated experience that they’re looking for.

Outdated Trend #2: Text-Heavy Websites

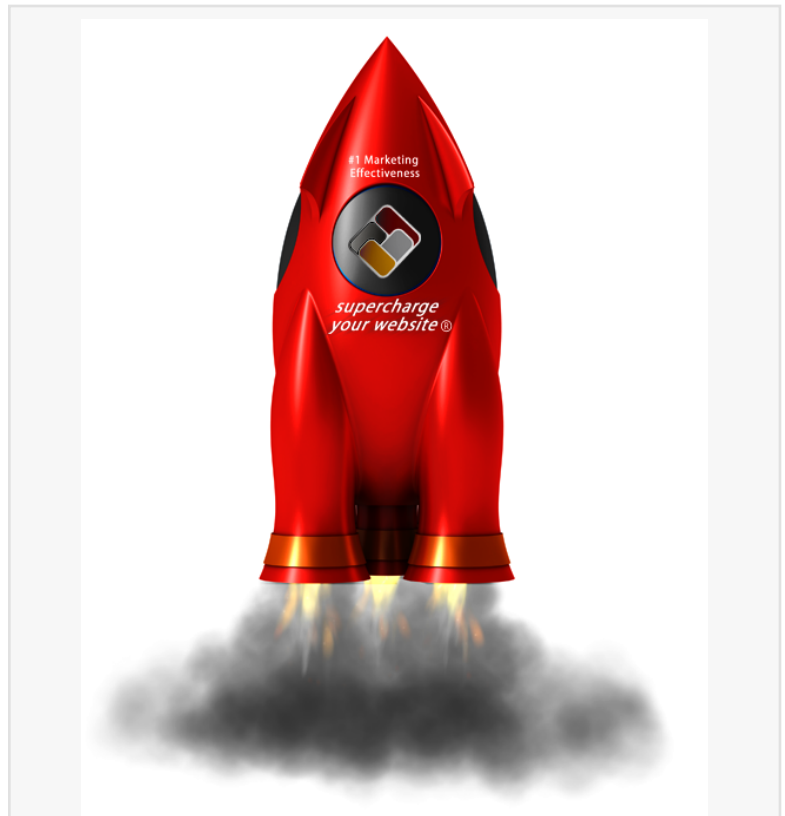
As visual media has taken over, the industry is seeing a decrease in text-heavy websites. Instead of telling your story in a paragraph or block of text, professional website designers are encouraging their clients to invest in more visual storytelling.

Outdated Trend #3: SEO Copywriting

For years, SEO copywriting has been a major player in website design and online marketing, but Google’s changing search algorithms have made it increasingly hard to keep up with the new SEO guidelines. Keyword stuffing and focusing copy from a keyword perspective is the wrong approach to modern SEO. Instead, a good website developer will help you to find a content expert that can develop user-centric content instead and help you to focus on more organic SEO.

“There are many outdated trends that some website developers are still using,” says Crisafi. “The key is to hire a website development expert who changes with the times.”

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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