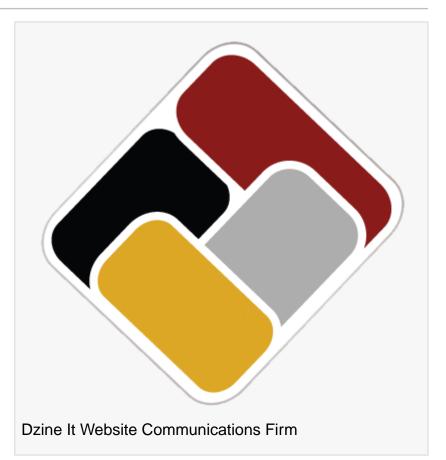# Website Design and Development Firm Says That There are Four Questions to Ask When Considering a Website Developer

For business owners in search of a website development firm, that there are four questions that must be asked before taking the plunge.

NEW YORK, NEW YORK, UNITED STATES, July 7, 2014 / EINPresswire.com/ -- "For business owners researching their options for the design and development of their business website, it is important to understand that there are many different website development firms out there and that they are not all created equal," says Peter Crisafi, President of dzine it, Inc. (www.idzineit.net), a leading website design and development firm based in Manhattan and offering services to clients worldwide. "While there are some really great website development companies out there, many use pre-made templates or lack the skills to create a functional website that will truly help to increase sales and build a company's brand."

Dzine It Website Communications Firm

Crisafi says that in order for a business website to be successful, the owner must hire a website development firm that knows the power of a strategically designed website and knows how to create one; a design firm, he says, that knows its client's business and wants to create the best product possible.

> Hire a website development firm that knows the power of a strategically designed website and knows how to create one; a design firm"
>
> *dzine it inc*

To find just the right web design and development firm to serve your needs, Crisafi says that the following four questions must be asked:

1. Do they understand your brand? Your website design is an extension of your business, which is why it needs to be developed specifically for your company alone. This is why, Crisafi says, that business owners must choose a website development firm that will take the time to understand their brand, mission, and customers, and can interpret it for the digital

world. Look for design firms that ask insightful questions about lead generation strategies you've attempted in the past, what worked, what didn't, and for details about your ideal client profiles. If they don't ask, that's a warning sign that they do the same work for every client.

2. Does the firm emphasize strategic communications? Website traffic is meaningless if the content of your website is ineffective. If you don't have those talents on staff, then you need to partner with a team that does. Crisafi says that business owners must choose a development firm that can write copy, write on brand, and can show examples of strategic communication. Many firms will just ask you for copy to throw it onto the site, but that's a red flag that they aren't scrutinizing the message your web presence sends.

3. Do they have a responsive point person? A quality website design and development firm will always have a dedicated account manager to guide your project to completion. Firms that don't work with seasoned account managers may get the job done, but the odds of your project falling to the bottom of their to-do list or falling apart, according to Crisafi, are high. A good account manager will push the project along and ensure that everything the agency is supposed to do is done.

4. Does the firm understand lead generation? Your goal should not be to simply design an attractive front window for your business, but to create lead generation asset that will earn you money by increasing sales. Template-grabbers might be able to give you a pretty website, but Crisafi warns that your business won't likely generate any new leads.

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"Every website design firm you consider will likely have a glowing portfolio, so it can be hard to know who can produce real results for your business," Crisafi says. "Ask these questions before you choose a website development team and you'll be much better off."

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.

Lue Guarrasi
dzine it inc
212-989-0813
email us here

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