

Dzine It a NY Website Design Firm Says That a Website Defines the Business It Represents

There are three ways that a website design can impact the business it represents, for better or for worse.

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/EINPresswire.com/ -- "Whether you want to admit it or not, your website is a defining factor in a potential customer's first impression of your business," 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. "When people visit your website their experience is assimilated, both consciously and subconsciously, as being highly indicative of your business as a whole, and they will make decisions on whether to engage with your company based on that first impression."

According to Crisafi, a business's website is the first place that most potential customers will go to introduce and familiarize themselves with that business, as well as its products or services. This is why, he explains, business owners should approach their website design in the same way they would an introductory meeting with a potential high-value client.



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Dzine It

"Your website has got to look good, communicate well, and be very organized," he says. "These are three main ways through which your potential customers will form a first impression of your business."

1. [Visual Communication](#) (Looking Good)

Crisafi says that if the visual and aesthetic design of a business website looks dated or unattractive, the visitor will project that impression onto the business itself.

"A business website design needs to be professional, modern, clean, and aesthetically pleasing," Crisafi says. "When something looks good, people feel confident and reassured, and they naturally feel like they want to be a part of what they're experiencing."



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2. User Experience (Being Organized)

According to Crisafi, if a business's website is difficult to navigate, doesn't make it easy to find information, or it is simply slow to load, visitors will intuitively assume that dealing with that business will be frustrating and difficult.

"A website's navigation needs to be clear, logical and intuitive," Crisafi says.

"Information should be easy to find and easily understood. The website must also load fast and display well on every browser and any device."

3. Strong Content (Communicate Well)

"If a business's website content is vague, long winded, or doesn't provide the information that potential customers are looking for, that business will not connect with their target audience," Crisafi says, "and the target audience will perceive that the business does not understand its needs."

Content, Crisafi says, should be concise, to the point, and delivered in easily digestible amounts. A great starting point is a carefully crafted 200 word business pitch for the website's home page. In addition to the information about the business and its services, the website needs to be rich in valuable content that is focused on fulfilling the intrinsic needs of the target market.

"The idea," Crisafi says, "is to establish the business as a credible resource and trusted leader in its industry."

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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