

Online Marketing Firm, Says That it is Important to Plan for the Future

According to website presence firm, Peter Crisafi, business website owners should plan for a long-term relationship with their online marketing professional.

NEW YORK, NY, USA, August 5, 2014 /EINPresswire.com/ -- According to Peter Crisafi, President of dzine it, Inc. (www.idzineit.net), a leading [search presence](#) and search engine optimization (SEO) firm based in New York, and offering Internet marketing services to clients worldwide, many business website owners see their website's development and optimization as a one-shot deal. They believe, he says, that they can leave their web presence alone and it will do its job. Unfortunately, Crisafi says, this is never the case, especially if a business wants its website to be successful.

“A website's [SEO strategy](#) should be an ongoing project that must constantly be tweaked and fixed to meet changing circumstances in the market and on the web,” he explains. “You can't treat a website like you would your home's paint job, which can be done every decade or so. Instead, maintaining a strong web presence is like vacuuming or doing laundry. It must be done on a regular basis to avoid a mess.”

According to Crisafi, this is the reason [quality website development](#) experts charge a monthly fee. This fee can include all the services that must be performed on a regular basis, such as checking competitor's websites, changing keywords, web page updates, updating coding standards or browser compliance, and analyzing performance. In some cases, complete website redesigns are necessary.



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“Website updates and other tasks must be scheduled on a regular basis, with attention to best practices in SEO and website development,” Crisafi says. “Thankfully, there are standards available to help you know when to perform certain tasks and optimize web site performance, no matter who manages your SEO.”

Create Your Game Plan

Having a list of your website development tasks can be a useful resource for website managers and business owners alike.

Some of the items that should be included in this list include:

- File naming. The names used for new website pages, image files, audio and video files and all other types of content should be clearly defined and checked on a regular basis. File names should describe the content and include specific keywords.
- Directory structure. The directory structure of your website can make it easy or difficult for search engine bots to find you. A well-defined structure, using top-level themes and building downward, is often the best choice for websites.
- Redirects. Best SEO practices indicate that the ideal number for redirects is 301. Redirect codes should always take into account your SEO strategy. Failure to perform proper redirection planning will result in less-than-optimal results. Routinely, webmasters or SEO experts should also remove pages that are no longer working or are no longer needed.
- Linking. The exact procedure for identifying links and keywords should be written out so that everyone understands the process. Guidelines for linking should be established in the very beginning.
- New pages. Before any new page is added, it is important to consider the page’s keywords, specific goals, and overall content.

“Keep this plan handy whenever you discuss your ever-changing online goals with your SEO professional,” Crisafi concludes. “This way, there will be no confusion about your business’s online goals, as well as the responsibilities of all parties involved in the SEO strategy.”



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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
2129890813
email us here

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