

Dzine It Says There Are Three Proven Strategies for SEO Success

According Peter Crisafi, of dzine it, Inc., there are three ways to help a business's SEO campaign to truly succeed

NEW YORK, NY, USA, September 9, 2014 /EINPresswire.com/ -- According to Peter Crisafi, President of dzine it, Inc. (www.idzineit.net), a leading [search engine optimization](#) (SEO) and [Internet marketing firm](#) based in Manhattan and serving clients throughout the United States, a good SEO campaign is necessary for a business's online success.

"On paper, it may sound easy to implement the methods and practices used to improve the way that a website is seen and interpreted by a search engine," says Crisafi. "However, the concept can be quite complicated and an SEO campaign will not work unless it is executed correctly."

Crisafi says that there is a lot of work that goes on behind the scenes to ensure that the best SEO tactics and practices are applied, ensuring the best results for traffic, rankings, conversions and leads. With Google frequently updating its algorithms, it can be easy to overlook certain tactics that can help a business website's rank or to use risky tactics that the search engines frown upon. According to Crisafi, there are three basic strategies that can help an SEO campaign to succeed.

1. Ongoing Website Optimization

"While many business owners have a sense of what keywords they would like their website to appear for in Google searches, it is impossible to just create a website and expect to appear on page one of a search engine," Crisafi says. "It takes a qualified search engine optimization expert to do the legwork



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required for Google to see a website as relevant.”

Ongoing optimization efforts are essential, Crisafi says, for a website to succeed in the long run and offer a worthwhile rate of return.

2. Offer Fresh and Unique Content

In order for success, Crisafi says that a website’s content must be informative, unique and fresh.

“Google loves fresh content, so it is important to ensure that a website’s content doesn’t go stale,” says Crisafi. “The longer a website’s content sits, the better the chance that Google will think that the website is not relevant or being used anymore.”

Crisafi says that having a blog is the best way to ensure that content remains

relevant and fresh. He suggests that businesses offer new content, via their own blog, at least once per month.

3. Build Brand Authority

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Dzine It


“The key to building strong brand authority,” explains Crisafi, “is for a business to differentiate itself from its competitors. The easiest way to do that is through the use of social media platforms.”

Crisafi says that websites such as Facebook, Twitter, LinkedIn, YouTube and Google+ have strong platforms that can help a business to communicate with its audience, and

help to create a true community. He suggests sharing photos, blog posts, information about new products and services, and anything else relevant to the business.

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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