

Website Development Expert Says That Responsive Website Design is on the Rise among Small Business Website Owners

Dzine it, Inc., business website owners are finally getting the message that a responsive website design is necessary for success.

NEW YORK, NEW YORK, UNITED STATES, September 19, 2014 /EINPresswire.com/ -- "[Website development](#) experts are seeing a measured increase in the number of companies redesigning their sites to provide customers with optimal viewing, regardless of whether they are accessing the site from a desktop, laptop, tablet, or smartphone," says Peter Crisafi, President of dzine it, Inc. (www.idzineit.net), a leading website development and Internet marketing firm, based in New York and serving clients throughout the world. "We have been saying, for a long time, that a [responsive website design](#) is necessary to keep up with the ever-developing advancements in technology and stay ahead of competitors."

According to Crisafi, a responsive website allows a business to have a single website that works on all display sizes, rather than having to create multiple sites, which is why business owners are jumping on the bandwagon.

"A responsive web design uses CSS queries to figure out what device the website is being viewed on," Crisafi explains. "This information allows the website to adjust itself accordingly, ensuring that it is optimized for viewing on a specific screen size. Using responsive web design, web developers create single websites to



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serve all kinds of devices, from desktop computers to laptops, digital tablets, and smartphones.”

Crisafi says that website development firms are also now seeing an increase in business website owners who want websites that are “retina ready.”

“Now that iPhones, iPads and other devices feature retina displays, there has been a trend in [responsive web designs](#) featuring retina support,” Crisafi explains. “By incorporating retina support into responsive web designs, users can benefit from crystal clear images and text.”

He says that business owners should consider retina-ready websites because it is likely that most future devices will have retina displays.

Another important consideration in responsive website design, according to Crisafi, is the site’s navigation.

“There are essentially two choices in navigation,” says Crisafim, “because traditional drop-down menus do not work all that well on smartphones and other small devices.”

Block drop-down menus are one choice, Crisafi says, and they work by pushing down the rest of the content on a page when they are being displayed, preventing the links from having to appear on top of the content. Another widely accepted responsive navigation, according to Crisafi, is the hidden sliding menu, which was popularized by Apple. To open the menu, Crisafi explains that

users click or tap on a toggle switch located at the top of the page and the menu slides out from the side.

“The benefits of using a responsive web design are overwhelming,” says Crisafi. “Businesses that have opted for a responsive design have seen an increase in traffic and rate of return.”

Crisafi says that this is why it is essential for businesses to choose a responsive design.

Established in 2003, dzine it, inc. is a leader in custom web development, programming and design



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