

# Donna Galassi, Founder of Blue Zenith Web Design, Reveals Website Essentials

*Local web designer helps small businesses build their online presence.*

DENVER, CO, UNITED STATES, May 29, 2015 /EINPresswire.com/ -- Donna Galassi, owner and president of [Blue Zenith Web Design](#), knows exactly what companies should be doing to enhance their online presence. A website design guru with six years of design experience and fifteen years of software development experience, Galassi takes a personal approach to website and [digital brand development](#).



Most of Galassi's clients are small businesses who need help navigating through the technology available to them. She familiarizes herself with a client's business and creates a site which reflects the company's brand, culture, and offerings.

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Your website needs to be professional and able to quickly show what your business is about. This will give you the credibility to become the expert in your industry.

*Donna Galassi, President,  
Blue Zenith LLC*

Blue Zenith Web Design Reveals Five Essentials for Web Design Success:

- No matter how attractive your website is, it requires search engine optimization to be found. You need to know what Google is looking for. Get your business listed in online directories. This helps boost your rankings.
- Content strategy, duplicate content, linking strategy, metadata, mobile friendly design – all of these topics directly relate to how Google indexes and ranks your site.
- Collect online reviews and testimonials from clients.

Customers value others' opinions when making a purchasing decision.

- You should have [a mobile version of your website](#) that is readable and engaging, especially now given Google favors mobile-friendly websites.
- If you are selling products or services, you need an e-commerce site which is safe, secure and easily navigated by your online visitors.

“Your website needs to be professional and able to quickly show what your business is about. This will give you the credibility to become the expert in your industry. To do this right, you should have your own business blog where you can write articles about your industry and provide the information your clients need to know within your industry,” says Galassi.

Galassi is a Google Partner, which means her company is successfully using Google products.

Examples of Galassi's work reflecting these essentials include ExperiencePros.com,

CompleatCouture.com, ColoradoLifeLessons.com and Kicks4All.com.

“Now more than ever, you need to understand what Google is looking for in your website. Google periodically releases new “rules” as to how they index your site. You need to know what Google thinks is important – and what they don’t want to see. The better you can conform your website and digital presence to what Google is looking for, the more likely your site is to be higher ranked than those sites and companies who do not conform to their standards.”

To learn more about Blue Zenith Web Design, please visit [BlueZenith.com](http://BlueZenith.com).

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