New York Web Design Firm Dzine It Explains Customers Want Simplicity Above All Else

New York website design and development expert says that websites need to keep it simple, if they want to be successful.

NEW YORK, NY, UNITED STATES, February 14, 2014 /EINPresswire.com/ -- Peter Crisafi, Vice President of dzine it, Inc., a leading New York website design and website development firm with clients throughout the United States, says that annoying bells and whistles on a website are usually there for the website owner's benefit, not for the benefit of the customer.

"The bells and whistles I refer to are not the 'extras' that can set one business apart from another, but the literal ones, such as background music and annoying pop-ups," says Crisafi. "When it comes to website design and development, the old adage, 'keep it simple stupid,' should always be employed."

Crisafi says that while some people think that bells and whistles are fun, most people don't.

Better Solutions Create Better Business

"Just because you have the capability to add music on top of flash animation, on top of pop-ups, on top of registration forms, on top of survey requests and so on, it doesn't mean you have to use all of them," Crisafi explains. "In addition to the decorative doo-dads on a site, countless logins, memberships and requirements can really hinder a visitor's ability to get those most out of your website in the shortest time possible. After all, isn't that the ultimate goal?"

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dzine it

According to Crisafi, a recent survey backs up what he and the staff at dzine it has said all along; simplicity is the most important factor for consumers, when choosing where to do business online. In fact, the survey found that more than half of online marketing experts polled said that a "desire for simplicity" dominates consumer attitudes.

Based on this Crisafi and his staff has come up with three surefire ways to successfully woo customers online:
- Simplicity in design and use.

- Real-time interaction.
- Quality customer service.

"When a business employs these three standards online, their chance for success is greatly increased," says Crisafi. "A good website design and development firm can help a business achieve these goals."

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 digital 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 718.336.2660 or visit www.dzineit.net.
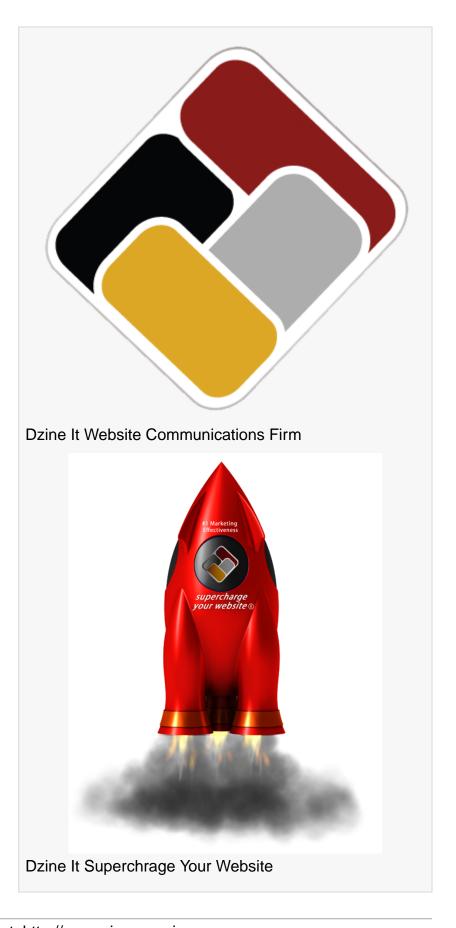
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