

# Leading Online Marketing Firm Says That There Are Four Proven Ways to Increase Revenue through Internet Marketing Firm

*Website marketing expert, Peter Crisafi, says there are four steps that small businesses can take to harness the power of SEO and enhance their overall sales.*

NEW YORK, NEW YORK, UNITED STATES, July 9, 2014 / EINPresswire.com/ -- "Many small business owners may not realize it, but they can truly increase their bottom line by using proven search engine optimization and social media marketing methods," says Peter Crisafi, President of dzine it, Inc. ([www.idzineit.net](http://www.idzineit.net)), a leading [website marketing](#) and search engine optimization (SEO) firm located in Manhattan and serving clients across the country and around the world. "The good news is that small business owners don't need to spend a ton of money to reap the benefits of online marketing. They can even follow their progress using free online tracking tools."

Crisafi suggests that businesses optimize their resources using one of the many free analytics and Webmaster tools on sites run by Google, Yahoo!, or Bing. Regardless of whether a business hires a [professional SEO firm](#) or whether they market their website in-house, Crisafi says it is important to track the progress of an online marketing campaign and use such information to formulate a comprehensive online marketing plan.

Here are four ways, according to Crisafi, that small business owners can harness the power of Internet marketing to increase revenue:



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1. Enhance user experiences based on analytics results. Once your analytics are up and running, you'll be able to track how potential customers and targeted groups are engaging with your business. By analyzing these patterns you can start to grow your business organically and begin to draw in new users.

2. Identify key influencers. Using social media, businesses can connect with and create sustainable relationships with key industry thought leaders who have enough online traction to boost that business's online visibility.

3. Collect reviews and testimonials. Small businesses will see an organic increase in traffic when they gather as many positive online reviews as possible. One of the best ways to encourage reviews is to create web page buttons that will urge visitors to leave a review once they have made a purchase or utilized your services.

4. Tap into the mobile advertising. The relationship between mobile advertisers and social networking sites has become a huge industry. Small businesses who allocate a portion of their marketing budget to mobile advertising will see measurable results.

"These are just a few of the many ways that small business owners can harness the power of the Internet to increase their bottom line," says Crisafi. "One of the best things small business owners can do is hire a [professional online marketing firm](#) that can guide them through the ever-changing technologies that are essential tools for doing business on the Web."

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](http://www.idzineit.net).



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