

[Emergence of Bing Means Immediate Search Engine Optimization is Important for Website Owners](#)

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*The emergence of Microsofts Bing, Yahoos new default search engine and the first search engine to rival Google, will likely change the SEO landscape and now is the time for website owners to prepare, according to a leading Manhattan search engine optimization firm.*

Online PR News â€“ 31-August-2009â€” Peter Crisafi, Vice President of dzine it, Inc., a New York website development firm specializing in organic search engine optimization (SEO) services, says that the emergence of Microsofts search engine, Bing, is proof that search engine optimization is key to a companys success online. He also notes that websites that have already been optimized using Google as a search engine model should be tweaked to meet the changes that will result from Yahoos decision to make Bing its default search engine.

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What you essentially have right now are two powerhouse search engines that website developers should be mindful of when optimizing a website for stronger search engine rankings, says Crisafi. Although Google is considered to be the king of major online search engines, Bing is expected to garner up to thirty percent of the US search market, which makes it a major player right up there with Google.

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More importantly, Crisafi says, Bing is now the default search engine for Yahoo and according to reports, one of every two Internet users visits a Yahoo-branded site at least once a month. That makes Bing an instant player in the business of online search.

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With all this movement and what is expected to be a shift in the search engine market, now is the time to optimize your website for better search engine ranking, says Crisafi. Even if you are satisfied with your current placement on Google, you may not have the authority with Bing right out of the box and your current website may need a quick overhaul.

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Crisafi would know. He and the professional search engine optimization staff at dzine it constantly watch trends in search engine placement, website design, website development, and visual communications as a whole.

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With the addition of Bing to Yahoos existing services, the way we approach search engine optimization is about to be blown wide open, says Crisafi. It is imperative that website owners are prepared.

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Established in 2003, dzine it, inc. is a leader in Custom software development, web 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 718.336.2660 or visit [www.dzineit.net](http://www.dzineit.net).

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