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The Key Elements of Web Design London by LogicSpot

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At its best web design London provides a bespoke solution for every client. But there are some core elements, which remain unchanged no matter what the outer clothing of your final online solution. In effect theyâ€™re the guiding conventions for making good websites.

The first principle of a good web design London is simplicity. That applies even to a complicated website. Complex things can either be confusing complicated, or complex but arranged in an intuitive way, so navigating through them is as simple as itâ€™s possible to be. In every web design situation, the simplest solution is always the best one.

Simple is an equally necessary quality at the other end of the scale. Where a web design London solution is naturally simple â€“ normally because the client has few requirements other than a web presence, or the sale of one or two products â€“ it is not necessary to put in any â€œfillerâ€• content.

The next core principle of good web design is clarity. Any page in a client website should present its information clearly so both visitors and web spiders know what they are looking at. Rather than clustering too much information onto one page, which dilutes its meaning. It is better for a web design London solution to farm out different subjects to different URLs.

This approach makes SEO easier too. By optimising each URL for one or two related keywords, a web design London company can give a lot more reach to a client site â€“ attacking various subsections of its core keywords across a range of pages.

The third core element of good web design is modernity. Every website is built using programming languages and plugins. While the core programming language remains basically the same, the way in which it is used changes over the years â€“ it is imperative that a web design London embodies the most current conventions of use or the web spiders will see it as outdate and index it less frequently.

In addition, of course, the end users of a web design project will see it as outmoded if it embodies functionality weâ€™ve grown to think of as old fashioned. If a web design company develops a client site using old style menus, or with an excess of Flash in it, it looks out of place next to the slick, sparse modern sites weâ€™re all used to using. And an end user confronted with a site that looks out of place tends not to use it at all, clicking away in search of something more familiar.

The final core element of a good web design London is content. If the content of your site is no good, then your end user will bounce away from the landing page before he or she has had a chance to convert any calls to action. Look after the content and the rest takes care of itself.

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LogicSpot - About Author:
LogicSpot is a London based web design, development and SEO company. LogicSpot offers bespoke a Web design London services, designing each website to perform in synch with client requirements.

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