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What to Use in Your Latest Web Design London by [LogicSpot](#)

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What to use and what not to use – the two sides of the most important question for any web design London project! Often there is a discrepancy between what the customer wants from his or her site and what would be best for its visibility and success: so how do you know what to choose, what to use and what to tactfully discard as all flash but no bang?

The best way to start your latest web design London project is with a frank and friendly conversation. It's here that you build your rapport with the client and therefore it is also here where you get to sow the seeds of sense, in terms of the functionality you may recommend later on.

Bear in mind that your client doesn't build websites for a living, so he or she lacks the knowledge required to see (for example) that needless animation is a bad idea. What you need to do is make the client aware of why unnecessary animation, or music, or video, detracts from their product and brand message: and then suggest web design London alternatives that will be smoother, simpler and more appealing to the end user of the new site.

One way to do this is to come prepared. Research your client company and get together a list of good and bad websites that do the same kinds of things as them. Then you can have the client explore the sites and come back at you with their impressions – normally when you can show an exemplary web design London, smooth, simple and sophisticated, in your examples, they'll err towards that one as the kind of thing they would like.

Choosing when not to use multimedia inserts and applications is a fine art. The web goes through fashions just like everything else, and when something is on trend (like the current craze for video presenters, which can be as annoying as it can be useful), every client wants to have it on his or her site.

At the end of the day, the end goal of every web design London is to promote the product it is intended to support. That product may be a thing people buy, or it may be a message or a company ethos. But whatever it is, there will be tools that help you define it, and tools that detract from its core message. The tools that make it less clear what your website is designed to support are the tools that don't work in this case.

Take web presenters as an example. Let's say you load up a new web design London for a fashion photographer. Photography speaks for itself, so you don't need a little man or woman to wander onscreen and start distracting the end user by talking and gesticulating.

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