

## Website Colours that make an Impact

**“First impressions count so make them count”**

Colours can mean different things to different people. On websites, with a wide range of interests and topics, often the colours can make the difference between an attractive site and a site that with one click you've left, even though you did not even read a word on the site. How colours are combined can provide as aesthetically pleasing appearance that subconsciously creates for the visitor a pleasant experience.

Although the text content, graphics and logos can be important they have little value if the colours are uninviting as it is the colours that will provide the first and maybe the last impression a visitor receives.

So what colours should you use? Today there is a whole range of colours with various subtle differences available. For a start ensure that your colours are web safe to ensure consistence across the different browsers that a visitor may use to view your site.

Colours affect your visitors' moods, emotions and feelings whilst conveying your websites identity, branding and image. If psychologically they impact our website visitors then surely we should use them to our advantage to create the right ambiance for your site so that you can influence them to carry out the actions that you desire.