WHAT COLOR WEBSITES ATTRACT MOST?

Introduction

Color is an important element in a website's design. Most of the buyers are influenced by the color in making their purchase decisions. Color helps the brand to stand out among the competitors.

Color creates a visual impression among the users. Professionalism, trustworthiness, and relevance is conveyed through the colors used in website.

Importance of color in a website

- Brand recognition
- First visual impression
- User experience
- Call-to-action
- Accessibility
- Mobile responsiveness

Best Practices

- Create balance within the colors.
- Contrast
- Add whitespace to a website
- Conduct A/B testing

Best colours to choose

- Blue
- Green
- Red
- Yellow
- Orange
- Purple
- Black
- White