

Color Your Way To Online Success

By BB Lee

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(378 words)

It's a fact, the dominate color on your web-site will either help or hinder your marketing success Online.

Why? Behavioral Scientist discovered colors have a deep psychological impact on human emotional response. This is great for the Online Marketer! We can use the basic color theories to boost or establish our identity online.

Have I peeked your interest? Are you feeling blue about your color scheme or seeing red? After reading this article you will feel in the pink because you will be raking in the mean green;)

Red is an aggressive color. Red causes an immediate reaction in the viewer. This could be positive or negative. Red can also imply danger or passion. Use red to highlight specific text. Use conservatively.

Yellow is an intellectual stimulant. It tends to get the attention of the viewer immediately. Yellow also implies friendliness, child like qualities. Appeals to the younger crowd. Use this color sparingly. It can be very hard on the eyes.

Blue is an elegant color. It tends to imply loyalty, faithfulness, trustworthiness, conservativeness. Blue also tends to imply authority, structure, intelligence. Blue is an excellent background color.

Green allegedly makes people want to spend money. It tends to imply possessiveness. It also implies an earthiness, a practical nature.
Use green as a background or in specific text.

White implies truth and spirituality. It's a definite no-no to use as text. Very hard on the eyes. But, white makes an excellent background for most web sites.

Black implies danger and authority. Many people will be put off by a dramatic black background and click away because of its negative connotations. But, black is a good text color because it implies authority and blends in with most backgrounds.

Learn to establish an identity or brand your products through using the same color themes over and over. This will give a very professional look to your web-site.

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