



# Article Side

Using Web Design to Influence the Subconscious of your Target Audience by

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The aesthetics of your website influence the way visitors perceive your portal as well as your brand in more ways than one can imagine. In addition to how elements such as content, navigability, and layout matter to the quality of your website, there are a number of elements that stimulate the subconscious mind of an internet user and compel act upon it.

## Creating an Intriguing Portal

As a designer, it is your responsibility to develop a portal which is appealing and encourages internet users to stay back and explore what it has to offer. More so, it must also motivate users to come back on a regular basis.

## Engaging Users with your Website

Every time a member of the audience visits your website, goes through your content, navigates through the various web pages and engage with your brand; their subconscious mind is continuously analyzing everything they see and evaluating whether or not they are enjoying the experience they are having.

We as humans tend to get impacted by everything we see “ whether it is the visual appeal of the website or the words that are being read.

## Visual Appeal “

Most experts in web design from Vancouver will agree that visual appeal is crucial to how audience members perceive your brand and your website in general. It is important for the portal to make them feel welcome and at ease. A number of studies have proven time and again that certain colors encourage certain moods in human beings and it is important for designers to recognize the positive colors which motivate audience members to pursue a “Call for Action”™ or simply perceive the website positively.

In addition to that, it is also important for designers to create a portal that is easy to navigate. Consider the bigger picture and create a website that will cater to a much wider audience base. By implementing best practices in design strategies you can easily influence the subconscious of your target audience in a positive manner.

## Content “

How you word the content of your website also has a tremendous effect on audience perception. The information you provide, the tone of your content and the vocabulary influences the emotions of the readers and a conscious as well as subconscious level.

Your content must focus on stimulating positive emotions within themselves. The objective of your content must be to make the audience connect with your business; understand your business goals as well as your offerings. It is best to use simple words and a relatively informal tone depending on the nature of your business.

In addition to this, even simple elements such as the white spaces and the alignment of your content influence the subconscious mind of your target audience. Systematic alignment of all the

elements of your website ensures that your audience perceives your website a more professional and reliable portal. The white spaces make it easier for audience members to draw attention towards the elements you wish to highlight such as the content and the graphics.

If you are able to truly influence the subconscious of an internet user in a positive manner, you are bound to find internet success in the long run.

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- About Author:

Ivory shore has invented new ways of making marketing more effective within a [Web Design Vancouver](#) with a team creating finest strategies.

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