**Golden ratio**

The golden ratio is used within graphic layouts in websites to sometimes draw you away from heavy text to keep you interested and to draw the viewer’s eyes to a specific area of the website. The golden ratio is referred to by the Greek letter phi ϕ and equals 1.6180.

A golden rectangle is a rectangle which length is 1.6180 times it width for example a rectangle that has one side of 300px of 300 x 1.6180 = 485px

The golden ratio normally tries to draw to a part of the website that either has an advert or something they are trying to sell or if it isn’t a selling website it will aim for you to end up reading the most important information.