The Big Red Fez: How to Make Any Web Site Better

By Seth Godin

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Everyone who surfs the web knows that some sites are better than others. Now marketing guru Seth Godin identifies and illustrates the crucial guiding principles behind creating websites that satisfy visitors and keep them coming back for more. Once upon a time it was believed that web surfers had plenty of time, knew exactly what they wanted,and made considered decisions with each click. Before long, however marketers asserted that surfers were busy, ill-informed and impatient. Data would later reveal that the marketers were right. Thus, according to Seth Godin, anyone building a website should think of every visitor as a monkey - in a big red fez. Monkeys want to know one thing: Where's the banana? If the banana isn't easy to see and easy to get, the monkey is as good as gone. Expanding upon this premise, Godin uses real-life examples to explain why no website sould try to be all things to all visitors, how and why the mantra 'customers first' applies to websites, why it's incredibly important to think proactively about serving online customers, and more. Packed with wisdom and practical applications, THE BIG RED FEZ is an essential tool for anyone involved in the web.

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Editorial Review

From Publishers Weekly
For those trying to make their Web sites profitable in the lean years, Internet marketing sage Seth Godin, author of Unleashing the Ideavirus, has written a practical guide to making sites more attractive to browsers. The Big Red Fez: How to Make Any Web Site Better offers simple but frequently overlooked design tips (avoid inefficient pull-down menus, don't ask for the same information twice) that will keep impatient users from ditching your site before they buy whatever it is you're selling. Godin's primary mantra is to limit information on each page and offer clear incentives for clicking to the next screen. Each of his concise points is illustrated with an image from an actual Web site, making the book itself a model of simplicity that will be appreciated by busy entrepreneurs and Web designers.

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From **Booklist**
While the average computer book is as thick as the unabridged telephone directory to China, Godin's new Web marketing manual is so slender you'll actually want to read it. Geared primarily toward those designing, building, or owning retail Web sites, the text encourages us to picture the would-be shopper as a monkey (wearing a red fez) whose attention will wander if he can't instantly find a "banana": a simple objective on each page that leads to a reward. (The author insists the comparison is not demeaning, saying we're all monkeys once in a while.) Though he may be part of the insidious gang that seeks the best way to part us from our hard-earned cash, he is also a de facto consumer advocate; it turns out that what we find most annoying in the online world--Flash sites, crappy search engines, Spam--are the very things that cut into revenue. Imagine! After this brisk and humorous read, even a monkey would agree that this is how business ought to be done. *Keir Graff*
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Review
"Business Week"Seth Godin is the ultimate entrepreneur for the Information Age.

Users Review

From reader reviews:

David Robinson:

Why don't make it to be your habit? Right now, try to prepare your time to do the important take action, like looking for your favorite reserve and reading a reserve. Beside you can solve your long lasting problem; you can add your knowledge by the book entitled The Big Red Fez: How to Make Any Web Site Better. Try to the actual book The Big Red Fez: How to Make Any Web Site Better as your pal. It means that it can being your friend when you sense alone and beside regarding course make you smarter than in the past. Yeah, it is very fortuned to suit your needs. The book makes you far more confidence because you can know every little thing by the book. So , let's make new experience along with knowledge with this book.

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Richard Hunt:

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Terry Snider:

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