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:

Billy Taylor:

As people who live in the actual modest era should be change about what going on or information even knowledge to make these individuals keep up with the era and that is always change and advance. Some of you maybe may update themselves by looking at books. It is a good choice for you but the problems coming to an individual is you don't know what kind you should start with. This The Big Red Fez: How to Make Any Web Site Better is our recommendation to cause you to keep up with the world. Why, since this book serves what you want and need in this era.

Walter Knight:

People live in this new moment of lifestyle always try to and must have the time or they will get lot of stress from both day to day life and work. So , whenever we ask do people have spare time, we will say absolutely indeed. People is human not only a robot. Then we consult again, what kind of activity are you experiencing when the spare time coming to an individual of course your answer will probably unlimited right. Then do you try this one, reading textbooks. It can be your alternative with spending your spare time, typically the book you have read is usually The Big Red Fez: How to Make Any Web Site Better.

Ronald Smith:

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Ann Macdonald:

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