



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

*Seth Godin*

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## **The Big Red Fez: How to Make Any Web Site Better** Seth Godin

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 could 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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