

The color red finally has an Internet home!

By It's Gotta Be Red

Dated: Feb 28, 2008

The color red now has an Internet home of its own as It's Gotta Be Red launches officially.

It was at the beginning of 2007 that hobbyist webmaster Mark Daniels realised that an Internet niche was waiting to be filled. A red-colored niche.

For lo and behold, there was NOWhere on the Internet for the discerning lover of the color red to lay his or her (red) head. And so **It's Gotta Be Red** was born at <http://www.itsgottabered.com>

Red is the color of danger, of excitement, of that stuff that appears when you play with sharp things! And so the subtly-blended red tones of **It's Gotta Be Red** greet the visitor and draw him or her into its ruddy world.

It's Gotta Be Red aims to cover all things red, through the Red Stuff section - which catalogues all things red from the world of sport, culture, language and history - through the Red Gallery - which is a small but growing collection of lovely red images - and the Red Games section, for those who like to play red.

It's Gotta Be Red supports itself through an Amazon-powered shop (primarily aimed at the US market) which is unique in that it aims to stock only red items! From red toasters to red digital cameras, from red notebook computers to red Ford Mustangs, we hope the rubophile will find everything their heart desires.

It's Gotta Be Red might be a bit of fun, but we also have a serious goal: to become the number one ranking website for the color red and to create a sustainable business based on quality content and careful affiliate marketing.

Mark Daniels is a part-time webmaster, a Brit based in Serbia where he lives as an expat and supplements his translation business with online ventures. He currently has no plans to move into any other colors.

<http://www.itsgottabered.com>

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| Email | Click to contact author |
| Website | http://www.itsgottabered.com |
| Phone | ++381 63 252 181 |
| Fax | ++381 21 6372 536 |
| Address | Kolo srpskih sestara 18b |
| City/Town | Novi Sad |
| State/Province | Serbia |
| Zip | 21000 |
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