

Scsi's Takeaway Checklist of Productivity-Focused Web Site Questions

Who is the intended audience and what is the underlying collective objective for all the questions?

Regardless of your current role, be it a Web site designer, Web content developer, search engine optimization (SEO) resource, staff member, upper-level management, company shareholder, or an end user, you are encouraged to no longer put up with the "same old, same old" set of problems, issues, and pet peeves encountered at any given Web site -- including your own.

Identify problems by asking the correct questions, and you will be on your way toward realizing productivity-focused benefits for your Web site

If you want to see much needed or highly desired changes made that will allow you and everyone else who accesses the Web site in question to be more productive, you must commit to diligently seeking out the ways, means, and ultimate solutions that will result in getting a "Yes" answer to apply for each of the following categories of questions:

Benefit #1: Enhance the User/Prospect/Customer experience -- regardless of the particular task at hand

Does each page ...

1. Adhere to a set of clearly described and easily verifiable Web site [best practices](#)?
2. Provide a meaningful and unique title that reflects that specific page's contents and coverage?
3. Focus on assisting the visitor/customer/prospect/user to easily discern the page's layout, [maintain navigational control](#), keep the interaction level simple as to possible choices or actions to take, and, most important of all, be able to do business with your company because of (not in spite of) the Web site's design?
4. Focus on assuring a positive experience occurs -- by providing meaningful answers on whatever topics or issues the visitor/customer/prospect/user might want to know more about?
5. Include "help" links -- referred to as acronym tags -- as a way to provide useful information for acronyms, abbreviations, and less-than-obvious-in-meaning or tutorial-in-nature phrases, especially when those terms or phrases are introduced on a Web page? Examples that appear on this very Web page include the following: Scsi, P&KT, Search Window, Search Domain, and WWW -- each of which will display a balloon tooltip description for the respective acronym.
6. Make it easy for visitors/customers/prospects/users to readily discern where they are at any given moment within the Web site's design?
7. Provide [navigation-focused signposts](#), such as balloon tooltip descriptions, for each and every hyperlink? Quite obviously, such a best practice will consistently provide visitors/customers/prospects/users with an easy-to-use means for indicating where they will be taken or what operation will occur should any particular hyperlink be selected.
8. Provide a convenient "takeaway" document containing the contents of the Web page, say, as a  [viewable/downloadable PDF file](#) that includes a listing of all of the associated hyperlinks? In short, such a takeaway would provide the

visitor/customer/prospect/user with information that can be read, marked up, and referred to easily whether on-line or off-line and at any time.

9. Provide [specific contacts](#) that visitors/customers/prospects/users can access readily to obtain information, assistance, or other pertinent resources whenever desired?
10. Cite authorship of the Web page's contents -- so that accountability is made clear to the Web page's reader?
11. Include a date stamp to clearly identify when content was initially uploaded or last updated -- so that relevancy and timeliness are more easily discerned?
12. [Load quickly](#)? For example, if a 56Kbps dialup modem connection situation applies, certainly no more than ten seconds should elapse for any given Web page to be completely downloaded, fully viewable, and navigation-ready.
13. Contain no broken hyperlinks -- so as not to waste anyone's precious time? Such situations do tend to suggest to whomever experiences such problems that maintenance of link integrity may not be a topic of major concern for your Web site (but certainly should be).
14. Have no situations where hyperlinks that are expected, such as for downloading of files, or phrases that were cited elsewhere to select are missing from the current Web page, thereby unnecessarily confusing the visitor/customer/prospect/user?
15. Automatically launch a [Contingency Page](#) when either an actual broken hyperlink is encountered or if a non-existent URL address (but still within the Web site's domain) is entered by the visitor/customer/prospect/user?
16. Seamlessly support [automatic paragraph resizing](#) as the browser window's width is altered by the visitor/customer/prospect/user?
17. Never -- ever -- purposely lock out the capability for visitor/customer/prospect/user selection either of the Web browser's Back button or that very functionality via the keyboard (for example, via the [Alt]+[left arrow] keys)?
18. Avoid employing any "pop under" windows?
19. Avoid employing any "pop up" windows -- especially for printing-related operations -- given that the user may either have JavaScript disabled or may have popup blocker software activated to prevent such windows from opening?

Benefit #2: Automatically and seamlessly support device- and technology-independent functionality

Imagine being able to have your Web site's pages display on both Web and Mobile Web platforms, across various operating systems, and for whatever screen/window sizes, and for navigation methods that remain under user control -- rather than being dictated by the Web site's current (read: faulty) design.

Does each page ...

1. Prove to be navigable using only keyboard-based operations only? See Scsi's Best Practice [#4](#) for more specifics.
2. Prove to be navigable using only pointing devices -- such as a mouse, trackball, or touch screen stylus -- for those systems that incorporate such mechanisms?
3. Prove to be navigable by a combination of both keyboard- and pointing devices-based devices?
4. Employ device-independent event handlers in the underlying source code so that access to each and every text- or graphics-based hyperlink can be accomplished using only keyboard-based operations?

Benefit #3: Enhance Findability, Visibility, and Prominence among Search Engines' Rankings

Does each page ...

1. Achieve findability ... at a "bare bones" minimum ... in organic search engine rankings? -- or does it fail to even "show up" in the Search Engine results?
2. Exhibit visibility ... typically... in organic search engine rankings? -- or is it at least appearing not too far after the first few pages of the Search Engine results?
3. Clearly distinguish itself "from the pack" by reaching prominence in [organic search engine rankings](#)? -- appearing at or near the very "top of the first page" level in the Search Engine results?

Benefit #4: Attain extended [Web Accessibility](#)

Does each page ...

1. Consist of source code that can be handled successfully by screen reader software programs?
2. Incorporate a methodology for accesskey-based navigation within and between Web pages? -- See [Scsi's Access Keys](#) for details.
3. Provide an accesskey-based hyperlink to allow for validation of the Web page's  [HTML5 source code](#)?
4. Provide an accesskey-based hyperlink to allow for validation of the Web page's Cascading Style Sheet ( [CSS3](#)) source code?
5. Provide an accesskey-based hyperlink to allow for testing of Accessibility-related ( [WAI/508 Accessibility](#)) issues in the page's source code?

Benefit #5: Attain extended [Web Usability](#)

Does each page ...

1. Consist of source code that validates -- to assure full conformance to W3C's HTML, CSS3, and WCAG recommendations -- and, moreover, is designed to provide a first-pass solution that incorporates many of the benefits cited in the W3C's  [Ubiquitous Web](#) definition?
2. Consist of source code that provides for and adheres to a meaningful hierarchy of heading levels?
3. Display its contents using [any Web- or text mode-only browser](#), on any Web-enabled device, and for any operating system?
4. Contain one or more sentences that provide readable descriptive content -- rather than just display hyperlinks that users have to figure out on their own?
5. Always [associate a hyperlink with every graphic image](#) -- thereby minimizing the possibility for user confusion regarding navigation options on any Web page?
6. Always [associate a balloon text tooltip with every hyperlink \(graphic- or text-based\)](#) to supply a signpost of information for the user to read when and if the pointing cursor is placed on any hyperlink?

7. Provide a [dual-domain search window](#) to allow for searching within the site's domain or throughout the Internet -- selectable by the user?
8. Provide useful sets of search engine results if and when the search functionality is exercised by the user?
9. Allow for [text resizing](#) in all Web browsers that support this user option?
10. Automatically support intelligently word wrapped printing of main contents? See Scsi's Best Practice [#8](#) for more details.
11. Provide a hyperlink to allow for validation testing of the Web page's source code (e.g., [HTML5](#))?
12. Provide a hyperlink to allow for validation testing of Cascading Style Sheet ([CSS3](#)) source code?
13. Provide a hyperlink to allow for validation testing of [WAI/508 Accessibility](#)-related conformance (to Priority 1, 2, and 3, inclusive levels) of the Web page's source code?
14. Provide a hyperlink to a [Site Map](#) Web page -- and one that is comprised of more than just a set of hyperlinks with minimal supporting text descriptions?
15. Consist of source code that supports cascading style sheet isolation of presentation from content and allow for quick global page layout adjustments or overrides?
16. Remain independent of requiring ActiveX, Shockwave Flash, or similar "executable" code?

Benefit #6: Maximize your company's return on investment (ROI)

Both short- and long-term, you should continually strive to find ways for [saving both time and money](#) at all points along the way toward improving your Web site's effectiveness.

Among the [return-on-investment-rationale](#)-focused questions you should ask regarding the Web site's overall design and implementation are the following:

1. Are you wasting time and monies always reinventing the wheel over and over again as your approach toward trying to keep pace with technology changes -- instead of adopting, implementing, and adhering to Scsi's World Class Level Best Practices that clearly serve as a [once-and-for-all cost-effective solution](#) to such avoidable dilemmas?
2. Are you over-specializing in your present approaches and mind sets to problem solving and thereby losing sight of the [big picture](#)? -- and once formulated, the picture must be transformed into an actionable working plan, including checklists. NOTE: Only after sufficient understanding is reached by all parties concerned as to what truly needs to be implemented as a solution to the problem at hand will such an engineering approach have any chance of overall success.
3. Are you continuing to waste huge sums of money through relying on other companies to come up with their own proprietary search engine optimization (SEO) and search engine marketing (SEM) services that generally force you to post ads (e.g., cost-per-click (CPC) sponsored hyperlinks) that often will result in significant expenses across one or more search engines' Web sites? -- By now, you should realize that such approaches make little practical or business sense -- especially when Scsi's Best Practices clearly exhibit top-of-the-chart organic (read: free of costs other than doing things correctly on your Web site's pages) rankings.

What's the bottom line?

With the above suite of fifty (50) questions supplied and readily available for you to work from, you should be well on your way toward becoming able to quantitatively assess any Web site page that you encounter. As always, however, should you decide that you need Scsi's professional assistance to achieve these or any other productivity-focused objectives within your company or Web site(s), just [Contact Us](#).

Because you can and should learn to do all these things for yourself and thereby gain total control, increased flexibility, and consequent cost savings as a result, why not start today? [Contact Us](#) for professional assistance and reap the rewards for taking this action step now.

Shortcut Text	Internet Address
TOP	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_9_how_productivity-focused_is_your_web_site.html#toppage
best practices	http://sonoffconsulting.com/unique_features_part3.html
maintain navigational control	http://sonoffconsulting.com/unique_features_4_of_10.html
navigation-focused signposts	http://sonoffconsulting.com/unique_features_3_of_10.html
viewable/downloadable PDF file	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_9_how_productivity-focused_is_your_web_site_with_hyperlinks.pdf
specific contacts	http://sonoffconsulting.com/filters/contact_us/contact_us.html
Load quickly	http://sonoffconsulting.com/unique_features_1_of_10.html
Contingency Page	http://sonoffconsulting.com/errordocs/404.html
automatic paragraph resizing	http://sonoffconsulting.com/unique_features_7_of_10.html
organic search engine rankings	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html
Web Accessibility	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_100_accessibility.html
Scsi's Access Keys	http://sonoffconsulting.com/access_keys.html
HTML5 source code	http://validator.w3.org/check?uri=http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_9_how_productivity-focused_is_your_web_site.html
CSS3	http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.com/code/responsive-scsi-pkt-1d.css
WAI/508 Accessibility	http://achecker.ca/checker/
Web Usability	http://sonoffconsulting.com/filters/productivity/web_usability/web_usability.html
Ubiquitous Web	http://www.w3.org/UbiWeb/
any Web- or text mode-only browser	http://sonoffconsulting.com/unique_features_2_of_10.html
dual-domain search window	http://sonoffconsulting.com/unique_features_5_of_10.html
text resizing	http://sonoffconsulting.com/unique_features_6_of_10.html
#8	http://sonoffconsulting.com/unique_features_8_of_10.html
Site Map	http://sonoffconsulting.com/site_map/site_map.html
saving both time and money	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_5_how_web_stds_save_time_and_money.html

Shortcut Text	Internet Address
return-on-investment-rationale	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_6_what_is_roi_rationale_for_adopting_scsi_best_practices.html
big picture	http://sonoffconsulting.com/productivity_focus_with_hyperlinks.pdf