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Scsi's WebKISS™ Guide #6: What's the Return-On-Investment Rationale for adopting Scsi's World Class Level Best Practices?



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Main Headings of Scsi's WebKISS™ Guide #6: What's the Return-On-Investment Rationale for adopting Scsi's World Class Level Best Practices?

- [A Short, Sweet, and to the Point Summary -- Do the Up-Front Design Work Once and Reap Perpetual Benefits.](#)
- [What are you waiting for? Get started immediately.](#)

NOTE: Relevant hyperlinks are included within the associated paragraphs to make your browsing session productive and all the more enjoyable.

A Short, Sweet, and to the Point Summary -- Do the Up-Front Design Work Once and Reap Perpetual Benefits.

The purpose of this "Scsi's WebKISS™ Guide #6: What's the Return-On-Investment Rationale for adopting [Scsi's World Class Level Web Site Best Practices?](#)" Web page is simple: Convince both Web site personnel and corporate management that making such a commitment amounts to a definite win-win situation that quickly and effectively provides specific benefits for everyone concerned.

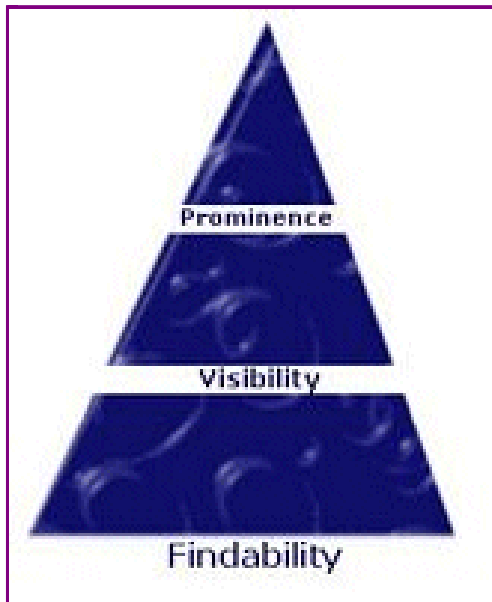
Justifications for Adopting Scsi's Best Practices

Some "bottom line" profitability-driven reasons for adopting, implementing, and adhering to one or more of Scsi's "Perfect 10" Best Practices are listed below:

1. No high technology investments are required -- because only "low-tech" XHTML (read: plain old "vanilla" source code) is required as the fundamental tool for Web content generation. Stated in the vernacular, "[The price is right.](#)" With this fact made clear up front, there's really no acceptable monetary excuse for not seriously considering adopting [Scsi's World Class Level Web Site Best Practices](#) to reliably advance your Web site's design in the direction toward achieving [universal Web accessibility](#) and [Web Usability](#).
2. Cost savings are assured -- through various reductions in monies expended to produce, test, distribute, and maintain a given Web site's pages.
3. Time savings are automatically realized -- all of which are attributable to increased efficiencies and effectiveness in such areas as Web page design, development, implementation, testing, support, and maintenance.

4. Increase Web site presence -- through a "triple-hitter" of **findability, visibility, and prominence** in [search engine rankings](#) -- all without requiring any additional effort by your company's personnel or any additional expenses imposed on any of your company's departments. Now, how about that?
5. Most important of all, increased revenue generation should prove to be significantly spurred on as a consequence of your company's having produced an enhanced customer-centric-focused Web site -- no doubt due in large measure to the adoption and incorporation of one or more of [Scsi's World Class Level Web Site Best Practices](#) for each and every Web page within your Web site(s). And, as we all know, nothing beats having satisfied customers reward your company's efforts on their behalf by providing you with repeat business time and time again.

Scsi's "Triple-Hitter" Search Engine Optimization Pyramid



What are you waiting for? Get started immediately.

All of the above-listed positive factors and incentives can be achieved as a consequence of making this return-on-investment commitment to adopt and apply [Scsi's World Class Level Web Site Best Practices](#).

Your next action step to take amounts to being a "no brainer" decision: Get started on this vitally important task right now -- or else your competition will likely gain an advantage over your company that may prove insurmountable to recover from. Time being of the essence, don't put things off. [Contact Us](#) today for professional assistance.

In the fast-paced and highly competitive real world of today, you can bet any amount of money that your competitors will also be doing their own Web browsing and quite possibly have already discovered for themselves the numerous and easily demonstrable benefits inherently resulting from adoption and implementation of Scsi's Web Site Best Practices, and they surely will not miss out on this opportunity to come out with their implementation of as many of Scsi's Best Practices as they can and do so as quickly as possible.

Enough said? Scsi wishes that good luck and good timing be with you all along the way toward achieving a "World Class Level" Web Site as a result of your company's efforts in this direction.

Web Page Validation and Contact Information

This Scsi's WebKISS™ Guide #6: What's the Return-On-Investment Rationale for adopting Scsi's World Class Level Best Practices? Page was last updated, validated -- to assure full conformance to W3C's [XHTML 1.0 Strict](#), screen medium cascading style sheet ([CSS](#)), and [WCAG Accessibility](#) (Priorities 1, 2, and 3, inclusive) recommendations -- and uploaded on Wednesday, June 29, 2011 at 7:45 p.m. ET by [Raymond Sonoff](#), President of Sonoff Consulting Services, Inc., 271 Saxony Drive, Crestview Hills, KY 41017-2294 USA: Telephone: 859-261-5908.

Remember: If you have some questions to ask, wish to request additional information about specific topics, or want to send a request for proposal, Scsi will always welcome your inquiries and respond



promptly -- often the very same day -- to your [e-mail](#) communications. --

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#10: Want a Free STCEW Tool-based Evaluation of Your Web Site's Pages?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_10_want_a_free_stcew_tool-based_evaluation_of_yo
#12: What Does Your Company Web Site Convey About Customer-Centric Focus?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_12_what_does_your_company_web_site_convey_abo centric_focus.html
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