

Call (859) 261-5908 to immediately reach [Raymond Sonoff](#), President of [Sonoff Consulting Services, Inc.](#), 271 Saxony Drive, Crestview Hills, KY 41017-2294 USA.

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Scsi's WebKISS™ Guide #5: How does Adherence to Web Standards Save Both Time and Money?

- [Summary of Producer- and Consumer-related Benefits](#)
- [Web Site Producer-related Benefits.](#)
- [Web Site Visitors-related Benefits.](#)

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

Summary of Producer- and Consumer-related Benefits

The question at issue here is this: What will most likely happen once a company's management fully embraces a policy of adherence to Web standards for establishing and maintaining a significant Web presence for their company? The answer is that the ensuing benefits will be manifold. More specifically, "win-win" situations for both the company and its Web site visitors -- both near- and long-term -- will become ever more self-evident over time, and everyone's productivity will be substantially increased.

Bold statements? Yes, but this "Scsi's WebKISS™ Guide #5: How does Adherence to Web Standards Save Both Time and Money?" Web page outlines specific examples that support such important and far-reaching conclusions.

For your convenience, you may also select this [Scsi's Major Benefits of World Class Level Web Site Design](#) hyperlink -- or the graphic below if present -- to launch the untagged PDF file with its respective hyperlinks to choose from for each of the six major benefits of "World Class Level" Web site design listed above and detailed below.



Viewed from the highest level, increases in corporate profitability and individual productivity will be garnered in three essential ways:

1. Cost savings through reduction in monies expended to produce, test, distribute, and maintain a given Web site's pages
2. Time savings attributable to increased efficiencies and effectiveness in such areas as Web page design, development, implementation, testing, support, and maintenance
3. Increased revenue generation as a consequence of this [return-on-investment](#) commitment coupled with an enhanced Web site presence due largely to improvements in both [Web accessibility](#) and [Web usability](#) of its Web pages

Additional details on these and related matters are provided under the following headings:

- [Web Site Producer-related Benefits](#)
- [Web Site Visitors-related Benefits](#)

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

Web Site Producer-related Benefits

- Reduced Time-to-Develop New Designs, Layouts, and Content
- Simultaneous Attainment of Customer-centric Benefits
- High and ongoing [return-on-investment](#) (ROI)

Reduced Time-to-Develop New Designs, Layouts, and Content

Among the many possible coding-related burdens that can be either reduced or eliminated entirely when Web standards are adopted and implemented properly are the following:

- Overhead of extraneous code
- Juggling of scripting to address multiple versions among Web browsers, including Web browser-specific idiosyncrasies for rendering of Web page content
- Necessity for reworking of code to address newer version browsers or additional vendors' offerings
- Requirement for handling of numerous operating systems and any respective dynamic link library-dependent routines or calls; and plug-in support when applicable.

Simultaneous Attainment of Customer-centric Benefits

As is clearly exemplified throughout the Scsi P&KT Web site, adherence to Web standards -- especially so when carried to a World Class Level -- can accommodate a number of wonderful benefits that Web site visitors will always appreciate as being available to them. For example:

- Platform Independence
- Web browser Independence
- Screen Resolution Independence

In addition, please refer to Scsi's Web Site Best Practices [#2](#) and [#7](#) for more details about each of these benefits ... and more.

NOTE: For a detailed explanation of all ten facets of Scsi's TOTAL ACCESS design and implementation, examine Scsi's WebKISS™ Guide [#11: TOTAL ACCESS ... So What?](#).

High and ongoing Return on Investment (ROI)

Reduction in "Silent Losses" should always be kept in mind, and proactive steps should be in place toward minimizing this possibility throughout any Web visitor's experience while at your Web site. By focusing on providing customer-centric features through adherence to Web standards, you will be doing your part toward addressing this matter both effectively and efficiently.

Look back over all the above reasons and justifications for adopting and implement Scsi's Best Practices for World Class Level Web sites and ask yourself this question: "After all is said and done, what's not to like about a Web site that incorporates such Best Practices as fast loading, a dual-domain search window, intelligently wordwrapped printing, and so on?"

If you reflect upon this question for even just a few moments, you will undoubtedly grasp hold of this fact: All of these high-return-on-investment capabilities are inherently contained within [Scsi's entire set of ten Web site Best Practices](#). Moreover, once these do-it-once-and-for-all-time Web page Best Practices are in place, the [return on investment](#) (ROI) will begin to kick in, and your company's chances for increased profitability will be significantly enhanced as a result.

Web Site Visitors-related Benefits

Concentrated efforts by Web site personnel focused on achieving a judicious design which also adheres to Web standards will assure that your Web site will achieve an increased number of [Scsi's ten Web site Best Practices](#).

Whether they know it or not, as a consequence of your company's commitment to adherence to Web standards, savvy Web site visitors will immediately benefit from and recognize your customer-satisfaction-driven efforts. Moreover, because of the now-improved Web site experience, these same visitors will likely decide to transfer allegiance to your company and encourage their friends and associates to do likewise.

Meanwhile, any of your Web-site-dependent competitors who have yet to learn about, have neglected to consider further, or have simply delayed in applying one or more of [Scsi's World Class Level Web Site Best Practices](#) within their Web sites' pages will lose ground to those companies who have taken such steps. Doesn't that seem to be a reasonable conclusion to reach, especially in today's highly competitive Web-enabled environment?

Web Page Validation and Contact Information

This Scsi's WebKISS™ Guide #5: How does Adherence to Web Standards Save Both Time and Money? 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 -- uploaded on Sunday, June 27, 2010 at 4:45 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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BOTTOM	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_5_how_web_stds_save_time_and_money.html#bottompage
Portal	http://sonoffconsulting.com/portal.html
Home	http://sonoffconsulting.com/home.html
Expanded Home	http://sonoffconsulting.com/index_expanded.html
Graphics-based Home	http://sonoffconsulting.com/index_graphics_mapped_version_3.html
Site Map	http://sonoffconsulting.com/site_map/site_map.html
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Scsi's WebKISS™ Guides	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_webkiss_guides_page.html
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Need Professional Assistance?	http://sonoffconsulting.com/need_professional_assistance.html
Scsi's "Perfect 10" Web Site Standard	http://sonoffconsulting.com/unique_features.html
Part 1	http://sonoffconsulting.com/unique_features_part1.html
Part 2	http://sonoffconsulting.com/unique_features_part2.html
Part 3	http://sonoffconsulting.com/unique_features_part3.html
Scsi's Best Practices	http://sonoffconsulting.com/unique_features_part2.html#h3_3
#1	http://sonoffconsulting.com/unique_features_1_of_10.html
#2	http://sonoffconsulting.com/unique_features_2_of_10.html
#3	http://sonoffconsulting.com/unique_features_3_of_10.html
#4	http://sonoffconsulting.com/unique_features_4_of_10.html
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#6	http://sonoffconsulting.com/unique_features_6_of_10.html
#7	http://sonoffconsulting.com/unique_features_7_of_10.html
#8	http://sonoffconsulting.com/unique_features_8_of_10.html
#9	http://sonoffconsulting.com/unique_features_9_of_10.html
#10	http://sonoffconsulting.com/unique_features_10_of_10.html

Shortcut Text	Internet Address
Use Any Browser -- by Design!	http://sonoffconsulting.com/any_browser.html
Tips and Notes	http://sonoffconsulting.com/tips.html
Scsi's Privacy Policy	http://sonoffconsulting.com/w3c/scsi_pkt_p3p.html
Clients	http://sonoffconsulting.com/filters/scsi_corp/clients/client_list.html
Desktop	http://sonoffconsulting.com/filters/productivity/desktop_tools/desktop_tools.html
Editors and Viewers	http://sonoffconsulting.com/filters/productivity/editors_and_viewers/editors_and_viewers.html
eLearning and Web-based Collaboration	http://sonoffconsulting.com/filters/productivity/elearning_and_collaboration/elearning_and_collaboration.html
High-end Technology	http://sonoffconsulting.com/filters/productivity/high-end_technology/high-end_technology.html
Mail Programs	http://sonoffconsulting.com/filters/productivity/mail_programs/mail_programs.html
System Utilities	http://sonoffconsulting.com/filters/productivity/system_utilities/system_utilities.html
Web Usability	http://sonoffconsulting.com/filters/productivity/web_usability/web_usability.html
Miscellaneous	http://sonoffconsulting.com/filters/productivity/miscellaneous/miscellaneous.html
Recommended Reading	http://sonoffconsulting.com/filters/productivity/gotm_resources/gotm_books.html
#1: Why Validate a Web Site's Pages?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_val_web_site.html
#2: Why 100% Accessibility?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_100_accessibility.html
#3: Why use more than one Web browser?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_use_more_than_one_browser.html
#4: What could Management learn?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_what_could_management_learn.html
#6: What's the Return-On-Investment Rationale for adopting Scsi's World Class Level Best Practices?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_6_what_is_roi_rationale_for_adopting_scsi_best_practices.html
#7: What are the strengths and weaknesses of search tools and engines?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_7_search_tools_and_engines.html
#8: Want to Increase Your Search Engine Rankings?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html
#9: How Productivity-focused is your Web Site?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_9_how_productivity-focused_is_your_web_site.html
#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_your_web_site_pages.html
#12: What Does Your Company Web Site Convey	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_12_what_does_your_company_web_site_convey_about_customer-centric_focus.html

Shortcut Text	Internet Address
About Customer-Centric Focus?	
Summary of Producer- and Consumer-related Benefits	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_5_how_web_stds_save_time_and_money.html#h2_1
Web Site Producer-related Benefits	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_5_how_web_stds_save_time_and_money.html#h2_2
Web Site Visitors-related Benefits	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_5_how_web_stds_save_time_and_money.html#h2_3
TOP	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_5_how_web_stds_save_time_and_money.html#toppage
Scsi's Major Benefits of World Class Level Web Site Design	http://sonoffconsulting.com/scsi_pkt_six_web_benefits_with_links.pdf
XHTML 1.0 Strict	http://validator.w3.org/check?uri=http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_5_how_web_stds_save_time_and_money.html
CSS	http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.com/code/scsi_style2009c_scrn.css
WCAG Accessibility	http://www.contentquality.com/Default.asp