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Scsi's WebKISS™ Guide #8: Want to Increase Your Search Engine Rankings?



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Major Headings for Scsi's WebKISS™ Guide #8: Want to Increase Your Search Engine Rankings? Page

- [What can be learned](#) by reading and applying what is contained in Scsi WebKISS™ Guide #8?
- [Convince yourself beforehand](#) that Scsi's best practices really do work.
- [Actual Results](#) of specific Google.com search engine-based searches
- [What's the point](#) of providing all these search engine rankings examples?
- Want some [independent confirmation](#) that adherence to both Web- and search engine optimization-focused best practices will pay off?
- How can you [achieve "triple-hitter" results](#) for your Web site's pages?

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

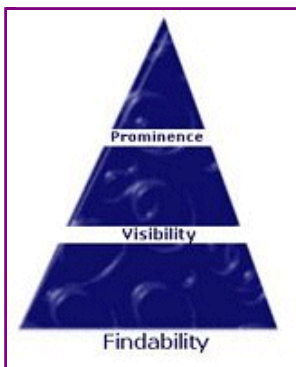
What Can Be Learned By Reading And Applying What Is Contained In This Scsi WebKISS™ Guide?

Purpose

The purpose of Scsi's WebKISS™ Guide #8: Want to Increase Your Search Engine Rankings? Web page is three-fold:

1. Provide Web site personnel with absolutely irrefutable (read: convincing beyond any doubt) proof that adoption of [Scsi's "Perfect 10" Web Site Standard](#) with its underlying set of Scsi's Web Best Practices will contribute significantly toward accomplishing this ever-in-demand objective -- and [save both time and money](#) in the long run, as well.
2. Outline a general approach for companies to follow that should lead to the realization for their Web site(s) of all three constantly-sought-after (read: "triple hitter") goals among search engine rankings, namely: **Findability** (at a minimum); **Visibility** (somewhere well up the list); and **Prominence** (at or very near the top of the list).
3. Ultimately, reach the desired end-point goal of climbing Scsi's Search Engine Optimization "Triple-Hitter" Pyramid to prominence -- by adopting, learning exactly how to implement, and committing to adhering to as many of Scsi's Web Site Best Practices as are practicable within your company's Web site design(s).

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



Why Do It?

Rest assured that once one or more of [Scsi's ten Web Best Practices](#) -- that any World Class Level Web site should strive to provide its visitors -- are implemented, they will provide your company with a [cost-effective \(read: design-in once; use forever\) solution](#) for sustaining high organic search engine rankings -- and do so regardless of what search engines may be used to locate your Web site's pages.

Convince Yourself Beforehand That Scsi's Best Practices Really Do Work.

Okay, so how can Scsi most easily get you to see the benefits behind laying a proper foundation using Scsi's Best Practices? By example would seem to be the most obvious approach.

For perusal convenience, Scsi has arranged a representative collection of **keyword search phrases** and their **respective google.com-based search engine non-sponsored (read: organic/natural) rankings in ascending order according to total number of Web pages found**. Please note that the currently indicated values will likely vary, over time). Additionally, accompanying each bulleted result are some related comments shown within the adjacent pairs of parentheses.

Before you look at those extensive results, however, you might wish to know how to make these very determinations for yourself. Don't worry. It's easy to do and is explained below.

Learn How To Prove For Yourself That Scsi's Currently-reported Results Are Reasonably Accurate.

1. Select a phrase to "put to the test" in real time (see NOTE below for an automated means of confirmation).
2. Copy and paste that selected search phrase into a Google-based Search Engine window (e.g., make use of Scsi's dual-domain search window -- or open a new window if you prefer that approach).
3. Be sure to select the "WWW" radio button to specify the search to be throughout the entire Internet domain.
4. Select the Search button to initiate the actual search.
5. When the results appear, view and note where the sonoffconsulting.com-based Web pages actually appear.
6. Select the Back button to return to this Web page and compare the just-viewed results with what is currently indicated as recent Google.com Search Engine-based results.
7. Draw your own conclusion(s) about the reasonableness of the currently-listed results.
8. Repeat this general procedure for any other phrases listed below -- or anywhere else for that matter on the Scsi P&KT Web site's pages -- until you are satisfied as to the validity of this process.

NOTE: Some of the keyword phrases are already hyperlinked to allow you to perform the above set of steps automatically -- just to provide you with a means to quickly check those indicated search engine ranking results. Enjoy!

What's the Point of this Learning-By-Doing Exercise?

Once you do this sequence a few times, it will become second nature for you. You'll probably show all your friends and associates just how easy and informative this proves to be. Moreover, you will be learning firsthand how to appreciate the power underlying adherence to [Scsi's "Perfect 10" Web Site Standard](#).

Actual Results of Specific Google.com Search Engine-based Searches

To give you proof positive that Scsi's search engine optimization (SEO) Best Practices automatically do achieve what is claimed, five categories -- defined and selectable immediately below for your convenience -- of resulting search engine rankings are listed below.

- [SEO Category 1](#): For total Web page counts of less than 100,000 pages
- [SEO Category 2](#): For total Web page counts of between 100,000 and 10,000,000 pages
- [SEO Category 3](#): For total Web page counts of between 10,000,000 and 100,000,000 pages
- [SEO Category 4](#): For total Web page counts of between 100,000,000 and 1,000,000,000 pages
- [SEO Category 5](#): For total Web page counts of more than 1,000,000,000 pages

NOTE: In most cases, hyperlinks to the associated Web pages associated with each cited keyword search phrase are provided and allow for immediate detailed examination of the respective Web page's contents.

SEO Category 1: Search Engine Rankings Involving Total Web Page Counts Of Less Than 100,000 Pages

- [stcew evaluation \(1 and 2 out of 21 ... reveals the prominence for Scsi's Test Criteria Evaluation Worksheet \[STCEW tool\]\(#\) that anyone can freely use and which is cited in Scsi's WebKISS™ Guide \[#10: Want a Free STCEW Tool-based Evaluation of Your Web Site's Pages?\]\(#\) and in \[Part 3\]\(#\) of Scsi's "Perfect 10" Web Site Standard. See for yourself how easy it can be for anyone to both quickly and reliably assess the degree of conformance of any Web site's pages to each of Scsi's set of ten Web Best Practices -- Best Practices that every striving-to-be \[World Class Level Web site\]\(#\) should adopt and implement for their resulting "win-win" benefits that visitors, prospects, customers, users, and company personnel will see manifested as a result.\)](#)
- **best practice auto-resize (widthwise) (1 through 2 out of 287 ... demonstrates "one-and-only-one" prominence of sonoffconsulting.com's domain which always adheres to Scsi's Best Practices [#7](#) and [#3](#), respectively.)**

- **stcew (1 and 2 out of 1,470 ...** also reveals the prominence of Scsi's STCEW acronym that stands for [Scsi's Test Criteria Evaluation Worksheet \(STCEW\) Tool](#) that anyone can freely use and which is detailed in Scsi's WebKISS™ Guide [#10: Want a Free STCEW Tool-based Evaluation of Your Web Site's Pages?.](#))
- **webkiss guide (1 and 2 out of 2,400 ...** illustrates findability, visibility, and prominence (read: a "triple-hitter" combination) for Scsi's WebKISS™ Guides [#1](#) and [#7](#) Web pages, respectively.)
- **findability visibility prominence (1 and 2 out of 6,240 ...** these three words result in achieving a "triple-hitter" -- of findability, visibility, and prominence " -- in the Google.com-based search engine results --- for Scsi's WebKISS™ Guides [#8](#) (this Web page) and [#6](#).)
- **ubiquitous web access first-pass solution (1 and 2 out of 26,500 ...** clearly demonstrates prominence level for Scsi's [Home Page](#) and [Graphics-based Home Page](#) Web pages, respectively. For specific information about this objective, read the description provided in the section [Scsi's Working Definition of Universal Web Accessibility and Web Usability](#) of Scsi's [Expanded Home Page](#)).
- **best practice dual-domain search option (1 and 2 out of 34,600 ...** demonstrates prominence and will lead to Scsi's Web Best Practice [#5](#) Web page and its associated viewable/downloadable PDF file, respectively.)
- **total access tagline (4 and 5 out of 36,900 ...** clearly demonstrates a world-class level prominence for [Scsi's WebKISS™ Guides](#) and [#8: Want to Increase Your Search Engine Rankings?](#) Web pages, respectively.)
- **word wrapped truncation-free printout (1 and 2 out of 45,300 ...** reveals prominence for the PDF file associated with Scsi's Web Best Practice [#8](#) and the PDF version of [Scsi's "Perfect 10" Web Site Standard](#), respectively.)
- **ubiquitous web access achieved (3 and 4 out of 54,800 ...** clearly demonstrates prominence level for Scsi's [Home](#) and [#11: TOTAL ACCESS ... So What?](#) Web pages, respectively.
- **integral effective dual-domain search window (1 and 2 out of 69,300 ...** points out the relative uniqueness of Scsi's Web Best Practice [#5](#) -- a true productivity offering from Scsi that should be demanded of every Web site that claims to provide ease-of-search on every Web page and its associated viewable/downloadable PDF file, respectively.)
- **ubiquitous web access definition (12 and 13 out of 88,000 ...** clearly demonstrates prominence level of this phrase (as described in the section [Scsi's Working Definition of Universal Web Accessibility and Web Usability](#) of Scsi's [Expanded Home Page](#) and on Scsi's [Graphics-based Home Page](#), respectively.)

SEO Category 2: Search Engine Rankings Involving Total Web Page Counts Of Between 100,000 And 10,000,000 Pages

- **how to fill a web page widthwise (2 and 3 out of 176,000 ...** leads searchers for such information directly to Scsi's Web Best Practices [#7](#) and [#6](#), respectively, as helpful guides toward addressing this particular topic.)
- **best practice validation web standards (9 out of 182,000 ...** demonstrates first-page prominence that will lead the searcher to Scsi's Best Practice [#10](#).)
- **scsi total access (3 and 4 out of 202,000 ...** clearly demonstrates a world-class level prominence for Scsi's WebKISS™ Guide [#11: TOTAL ACCESS ... So What?](#) Web page and the PDF version of the Big Picture diagram for Scsi's TOTAL ACCESS Design Web page, respectively.)
- **scsi Profile page (1 and 2 out of 207,000 ...** convincingly illustrates the top two prominence levels are achieved as Google.com's search engine-based results for this particular keyword phrase.)
- **best practice hyperlink help text (1 and 2 out of 227,000 ...** demonstrates prominence and will lead to Scsi's Best Practices [#3](#) and [#8](#) Web pages, respectively.)
- **accesskey-initiated operations (1 and 2 out of 295,000 ...** top-level prominence results for Scsi's PDF file version of [Scsi's Access Keys](#) and Scsi's WebKISS™ Guide [#8: Want to Increase Your Search Engine Rankings?](#) Web pages, respectively.)
- **271 Saxony Drive (5, 6, and 7 out of 342,000 ...** exemplifies the prominence of Scsi's [Portal](#), [About Scsi](#), [Profile](#), and [Home](#) pages, respectively.)
- **major navigation hyperlinks (1 and 2 out of 479,000 ...** demonstrates the prominence of Scsi's [Portal](#) and [NAVIGATION](#) Web pages, respectively.)
- **return on investment rationale (1 out of 486,000 ...** How about this prominence-level result as convincing evidence for return on investment through adherence to Scsi's Best Practices? -- See Scsi's WebKISS™ Guide [#6: What's the Return-On-Investment Rationale for adopting Scsi's World Class Level Best Practices?](#) for specifics.)
- **scsi do exactly page (1 and 2 out of 608,000 ...** is a convincing indicator of prominence ... and the value of having a [What does Sonoff Consulting Services, Inc. do -- exactly?](#) page and its associated PDF file, respectively.)
- **sonoff (1 and 2 out of 651,000 ...** does provide for name recognition and prominence for Scsi's [Portal](#) and Scsi's [Profile](#) Web pages, respectively.)
- **knowledge transfer-related matters (3 and 4 out of 665,000 ...** leads to Scsi's [About Scsi](#) and [Productivity](#) Web pages, respectively, and clearly illustrates Scsi's Web site's prominence level search engine ranking for this particular keyword phrase.)
- **ubiquitous web access (42 out of 1,130,000 ...** demonstrates findability for Scsi's [Home Page](#).)
- **total Web access productivity services (2 and 3 out of 1,350,000 ...** achieves prominence ranking for Scsi's [Home Page](#) and [Graphics-based Home Page](#) Web pages, respectively.)
- **keyboard-based productivity (2 and 3 out of 1,420,000 ...** illustrates the prominence of [Productivity](#) and Scsi's [Portal](#) Web pages, respectively.)
- **best practice fast loading (10 and 11 out of 1,720,000 ...** demonstrates prominence and will lead to Scsi's Best Practice [#1](#) Web page and associated [PDF version page](#), respectively.)
- **assure full conformance (11 out of 1,910,000 ...** achieves prominence ranking for Scsi's [Proof that this is a "World Class level" Web site](#) Web page.)

- **ubiquitous web access best practices** (3, 4 and 5 out of 2,370,000 ... demonstrates prominence levels for Scsi's [Graphics-based Home Page](#), [Expanded Home Page](#), and [Home Page](#), respectively.)
- **productivity knowledge transfer web site** (2 through 5 out of 2,530,000 ... demonstrates the prominence of Scsi's P&KT Web site's [Portal](#), [Productivity](#), [Expanded Home](#), and [Home](#) pages, respectively, for finding out how both companies and individuals can achieve increased productivity and knowledge transfer skills, methods, and techniques.)
- **pre-defined access keys** (1 and 2 out of 2,710,000 ... reveals Scsi's prominence regarding keyboard-based navigation among Web pages. See [Scsi's Access Keys](#) or select the hyperlink on that same Web page to view/download the associated PDF file for further information about this topic.)
- **productivity Recommended Reading** (1 and 2 out of 2,890,000 ... should be garnering your attention and belief in achieving such top-of-the-heap prominence level search engine rankings exclusively through adherence to Scsi's "Perfect 10" set of Web Best Practices.)
- **best practice user control text size** (4 and 5 out of 2,900,000 ... demonstrates top-level prominence levels are associated with Scsi's Best Practice [#6](#) and Scsi's WebKISS™ Guide #8: Want to Increase Your Search Engine Rankings? Web Pages, respectively.)
- **total access productivity** (5 and 6 out of 2,930,000 ... demonstrates prominence for Scsi's [Home Page](#) and Scsi's [Graphics-based Home Page](#), respectively.)
- **productivity hyperlinks** (4 and 5 out of 3,380,000 ... clearly is a respectable prominence ranking for Scsi's [Portal Page](#), [Portal Page](#) and Scsi's [Productivity](#) Web pages, respectively.)
- **validate this web page** (9 out of 3,400,000 ... convincingly demonstrates achievement of search engine prominence level for Scsi's WebKISS™ Guide [#1: Why Validate a Web Site's Pages?](#)).
- **relevant hyperlinks included** (13 and 14 out of 3,530,000 ... illustrates prominence ranking for Scsi's Best Practice [#3: Why use more than one Web browser?](#) and [Tips and Notes](#) Web pages, respectively. These Web pages also serve Web site visitors by providing user-focused descriptions of all major headings of Scsi P&KT Web site's pages.)
- **Web productivity consulting services** (1 and 2 out of 5,760,000 ... readily demonstrates achievement of "triple-hitter" findability, visibility, and first-page prominence through Scsi's [Portal](#) and Scsi's [Productivity](#) Web pagea, respectively.)
- **what scsi does best** (2, 3, and 4 out of 5,910,000 ... is a reliable indicator of prominence and excellence proven by adherence to World Class Level Web Site Best Practices and points to Scsi's [What does Sonoff Consulting Services, Inc. do -- exactly?](#) and Best Practices [#3](#) and [#8](#), respectively.)
- **scsi's proof** (1 and 2 out of 6,510,000 ... demonstrates both a highly selective word pairing and achievement of prominence for [Proof that this is a "World Class level" Web site](#) Web page and [#8](#) (this Web page), respectively.)
- **best practice use any browser** (21 and 22 out of 7,330,000 ... demonstrates the high visibility search engine rankings for Scsi's Web Best Practice [#2](#) Web page and Scsi's [Use Any Browser -- by Design!](#) Web page, respectively.)
- **focusing productivity** (43 out of 7,350,000 ... demonstrates visibility level search results for Scsi's [Focusing on Productivity](#) Web page.)
- **proof world class level** (1 out of 7,590,000 ... demonstrates number one prominence level for Scsi's [Proof that this is a "World Class level" Web site](#) Web page.)
- **contingency page** (1 out of 7,940,000 ... shows prominence for Scsi's visitor-friendly (read: prospect- and customer-centric) and productivity-focused alternative to the ubiquitous (and very shortsighted as well) "Page Not Found (Error 404) results that all too many Web sites exhibit. NOTE: To learn more about what Scsi's contingency page offers you as recovery options, select Scsi's [Contingency Page](#) itself.)

SEO Category 3: Search Engine Rankings Involving Total Web Page Counts Of Between 10,000,000 And 100,000,000 Pages

- **web site-related productivity** (26 out of 12,100,000 ... is associated with Scsi's Productivity: [Contact Us](#) Web page.)
- **perfect 10 web** (2, 3, and 4 out of 12,200,000 ... findability + visibility + prominence exemplified once again via Scsi's "Perfect 10" Best Practices [#2](#), [#10](#), and [#3](#), respectively.)
- **productivity consulting services** (10 and 11 out of 13,000,000 ... are highly noteworthy positions for Scsi's [Home](#) and [Focusing on Productivity](#) Web pages, respectively.)
- **tips notes page** (39 out of 15,100,000 ... is a visible level search engine ranking achieved using just three little words that are clearly associated with Scsi's [Tips and Notes](#) Web page.)
- **best practice user control navigation** (1 and 2 out of 17,300,000 ... demonstrates prominence and will lead to Scsi's Best Practice [#4](#) and [#3](#) Web pages, respectively.)
- **best practice intelligent printing** (1 out of 19,100,000 ... demonstrates prominence and will lead to Scsi's Web Best Practice [#8](#) Web page.)
- **graphics-based page** (1 and 2 out of 23,000,000 ... is top-of-the-hill prominence for Scsi's P&KT Web site's [Graphics-based Home Page](#) and its associated PDF file, respectively.)
- **want professional assistance** (1 out of 23,200,000 ... is definitely a "triple hitter" of findability, visibility, and prominence for the [Need Professional Assistance?](#) Web page.)
- **scsi page** (5 out of 24,200,000 ... reflects findability, visibility, and prominence -- using just two words) -- obtained by Scsi's [About Scsi](#) Web page.
- **scsi's page** (5 out of 24,300,000 ... illustrates the strength of Scsi's [About Scsi](#) Web page.)
- **every page fast loading** (7 out of 27,300,000 ... is a visible level for Scsi's Web Best Practice [#1](#).)
- **need professional assistance** (1 out of 34,600,000 ... is definitely a "triple hitter" of findability, visibility, and prominence for the [Need Professional Assistance?](#) Web page.)
- **perfect 10 web standard** (1 and 2 out of 34,900,000 ... is another indicator that adherence to Web standards contributes significantly to the prominence of Scsi's Web site. See Scsi's [Scsi's "Perfect 10" Web](#)

[Site Standard](#) and [#10](#) Web pages, respectively.) Doesn't this set of results clearly support adherence to Scsi's Web Site Best Practices as a means for achieving prominence in search engine-based rankings?

- **professional assistance (1 out of 36,200,000 ... supports visibility for the [Need Professional Assistance?](#) Web page.)**
- **world class level web site (1 and 2 out of 38,200,000 ... demonstrates the prominence for Scsi's [Proof that this is a "World Class level" Web site](#) and [Part 2](#) of Scsi's "Perfect 10" Web Site Standard, respectively.)**
- **graphics-based home page (1 and 2 out of 38,800,000 ... illustrates prominence for Scsi's P&KT Web site's [Graphics-based Home Page](#) and Scsi's Web Best Practice [#3](#) Web pages, respectively.)**
- **world class level best practices (1 and 2 out of 39,300,000 ... exemplifies findability, visibility, and prominence in the world class level best practices arena. Refer to Scsi's [Proof that this is a "World Class level" Web site](#) and "Perfect 10" Web Site Standard: [Part 2](#) Web pages, respectively, for more details.)**
- **total access so what (1 out of 39,500,000 ... clearly demonstrates a world-class level prominence for Scsi's WebKISS™ Guide [#11: TOTAL ACCESS ... So What?](#) Web page.)**
- **productivity page (1 and 2 out of 43,000,000 ... illustrates with but two words the prominence of Scsi's [Productivity](#) and [Portal](#) Web pages, respectively.)**
- **perfect 10 best practices (2 and 3 out of 54,700,000 ... "rock solid" prominence attesting to adherence to Scsi's Best Practices [#2](#) and [#10](#), respectively.)**
- **productivity focused (5 out of 57,100,000 ... clearly demonstrates with but two words the prominence of what Sonoff Consulting Services, Inc. is all about. See [#9: How Productivity-focused is your Web Site?](#) for specific details.)**

SEO Category 4: Search Engine Rankings Involving Total Web Page Counts Of Between 100,000,000 Pages and 1,000,000,000 Pages

- **use any browser by design (3 and 4 out of 173,000,000 ... is clearly a prominence ranking for Scsi's [Use Any Browser -- by Design!](#) Web page and its associated viewable/downloadable PDF file, respectively.)**
- **world class level (1 out of 284,000,000 ... indicates a "triple hitter" combination of findability, visibility, and prominence for Scsi's [Proof that this is a "World Class level" Web site](#) Web page -- that details Best Practices that you should expect to find implemented to at least some degree on all claimed-to-be World Class Level Web sites.)**
- **do exactly page (1 and 2 out of 681,000,000 ... reveals top-of-the-heap prominence for Scsi's [What does Sonoff Consulting Services, Inc. do -- exactly?](#) Web page and its associated PDF version page, respectively.)**
- **perfect 10 web site standard (1, 2 and 3 out of 756,000,000 ... endorses the prominence of [Scsi's "Perfect 10" Web Site Standard page](#), and Scsi's Web Best Practices [#2](#) and [#1](#), respectively.)**

SEO Category 5: Search Engine Rankings Involving Total Web Page Counts Of More Than 1,000,000,000 Pages

perfect 10 web site (2 and 3 out of 1,290,000,000 ... findability + visibility + prominence exemplified via [Scsi's "Perfect 10" Web Site Standard page](#) and Scsi's Web Best Practice [#2](#) Web pages, respectively.

What's The Point Of Providing You With All These Search Engine Rankings Examples?

Obviously, the above-listed results -- across all but the last of the five wide-ranging SEO categories of Search Engine Rankings -- clearly demonstrate outstanding achievement of search engine-based "triple hitter" results for findability, visibility, and prominence rankings associated with Web pages within the sonoffconsulting.com domain.

Why is this so? Well, the fundamental reason behind attainment of such outstanding search engine rankings is simple: Adherence to [Scsi's "Perfect 10" Web Site Standard](#) with its underlying set of Best Practices -- see [Part 2](#) for details -- that every World Class Level Web site should strive to provide its visitors.

Want Some Independent Confirmation That Adherence to Both Web- and Search Engine Optimization-focused Best Practices Will Pay Off?

Need even more proof? Well, with the kind permission of Andy King, President of [Web Site Optimization, LLC](#) and author of Speed Up Your Site: Web Site Optimization, you can now directly access Andy's recently published 40-page PDF presentation entitled, ["Organic Search Engine Optimization: Best & Worst Practices for Maximum \(and minimum\) Rankings."](#) and enjoy his strongly-coupled graphical and point-by-point descriptions for why Best Practices are to be adopted, as well as to learn what some of the Worst Practices are that should definitely be avoided in your pursuit of achieving increased Search Engine Rankings for your Web site's pages.

Scsi suggests that you thoroughly examine Andy's highly informative document for yourself. Once you do, Scsi believes that you will become convinced that embracing these Web Site Best Practices will prove to be a truly "win-win" approach (read: a knockout "one-two-three triple-hitter" of findability, visibility, and prominence) that all companies' technical and management personnel should fully understand, appreciate, adopt, and vigorously apply to each and every one of their respective Web sites.

How Can You Achieve "Triple-Hitter" Results For Your Web Site's Pages?

Scsi's answer to the above question is both straightforward and obvious -- if you have followed the above-listed content through to this point: **You must commit to and focus your efforts toward implementing as many of [Scsi's World Class Level Web Best Practices](#) as possible.**

Yes, it's really that simple. However, just wishing to have this solution in place will not make it happen, of course.

Next, let's cover specific details to keep in mind for reaching this most worthwhile, profitable, and productive objective of increasing Search Engine Rankings:

- [Focus Efforts Toward Achieving Customer-centric Web Site Design Objectives.](#)
- [Provide Textual Content, Including Meaningful Anchor Text Descriptions, On Every Web Page.](#)
- [Maintain Attention To Detail At All Times.](#)
- [Seek Professional Assistance.](#)
- [Need Help?](#)

Focus Efforts Toward Achieving Customer-centric Web Site Design Objectives.

To get your bearings and begin to establish directions to move to address the numerous issues involved, Scsi suggests that you start by getting definitive answers to questions such as these:

- What design issues have to be brought to light to even begin the process of tailoring a solution for getting from where you are now to where you want to be with the yet-to-be-redesigned Web site?
- Who is best equipped to make such assessments and do so impartially in order to best serve the company's overall business objectives?
- In what ways can the various facets of assessment, design, implementation, testing, and maintenance be approached and completed successfully?
- What tools and documentation needs to be generated to keep all parties concerned working from the same road map?
- What manner of checks and balances can be established and adhered to so as to minimize either overlaps, gaps, or conflicting activities along the way?

Provide Textual Content, Including Meaningful Anchor Text Descriptions, On Every Web Page.

Okay, by now you should have convinced yourself that Scsi's Best Practices really do all of what they are claimed to do and that you need to focus your attention on details. Now, you must want to roll up your sleeves and get started and are likely asking the question, "What's next to know and practice?"

Know this: People everywhere are busy. They always want to be provided with information they are seeking and to obtain it quickly and with a minimal amount of effort on their part. Whatever it is that can be incorporated into a Web site that will make such customer-centric tasks easy for them to perform and complete -- preferably as seamlessly as possible -- will place your Web site at the top of their list of Internet-based "tools" for getting things done. Why? Because they will appreciate that they will become freed to pursue other activities all that much sooner.

What does this mean in terms of Web content? You should always provide substantial textual content, including meaningful anchor text descriptions, on every Web page, and here are some reasons for this statement:

1. Realize that garnering of high search engine rankings in Google or any other search engine of your choice is built upon adherence to the "Content is King" philosophy -- whose basic element is text which conveys information literally -- and (as no surprise to you) text is readily indexable by search engines. In other words, search engines love text.
2. Search engines really don't deal very well with perceived jibberish, such as JavaScript, plug-ins, graphic images devoid of meaningful and relevant alternative text descriptions.
3. Search engines do not handle well Web pages that contain broken hyperlinks, that do not validate, or that prove not to be accessible for whatever reason(s).
4. Search engines seek out and will devour those specific Web pages that are designed to provide meaningful anchor text descriptions and that make use of complete sentences of text.

Maintain Attention To Detail At All Times.

Once you have a list of appropriate questions well underway for what needs to be accomplished, formulate a detailed plan of attack for getting the needed answers, as well as coming up with the qualified personnel (whether inside or outside your company) who can be assigned each of the listed elements to be addressed.

Certainly the details will vary widely in both their breadth and depth for any given Web site, yet the importance of giving undivided attention to each detail cannot be overemphasized as to its importance to the success of the overall implementation process.

Conclusion: It will always take a concentrated effort by knowledgeable and well-informed Web content developers to both address and to satisfy as many of these critical elements as possible before those Web pages are rewarded by the Internet's current breed of search engines with findability, visibility, and prominence.

Seek Professional Assistance.

Because time is of the essence in nearly all professional endeavors, you should weigh carefully whom you will entrust with specific tasks. Moreover, you should always keep in mind the necessity for retaining independent consultants and other professionals who have suitable experience for the tasks at hand to be an integral part of your project team. Skimping on getting the best persons for the job tends to catch up with any project manager who has taken that route. Scsi's advice is to always make effective use of available resources who can assist you toward meeting your goals and objectives in both a timely and cost-effective manner.

Need Help?

[Contact Scsi](#) for assistance in making sure that all of these matters are properly identified, planned for, and both efficiently and effectively implemented.

If you have seriously pored over what is described and exemplified throughout the Scsi P&KT Web site's pages, you will understand that Scsi certainly offers you viable approaches and expertise regarding World Class Level Web Site Best Practices. By all means, do not hesitate to [contact Scsi](#) for further assistance should you need such help.

Web Page Validation and Contact Information

This Scsi's WebKISS™ Guide #8: Want to Increase Your Search Engine Rankings? Page was last updated, and validated -- to assure full conformance to W3C's [XHTML 1.0 Strict](#), cascading style sheet ([CSS](#)), and [WCAG Accessibility](#) (Priorities 1, 2, and 3, inclusive) recommendations -- and uploaded on Wednesday, June 29, 2011 at 8:40 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. --



Major Navigation Links for Scsi's WebKISS™ Guide #8 Page

NAVIGATION: Skip to [MAIN HEADING](#) of this page, [view or download](#) a PDF version of this Web page's main contents (including associated hyperlinks), jump to [TOP](#) of this page, or visit the [Portal](#), [Home](#), [Expanded Home](#), [Graphics-based Home](#), [About Scsi](#), [Site Map](#), [Productivity](#), [Scsi's WebKISS™ Guides](#), [Other Web Sites](#), or [Contact Us](#) page of the Scsi P&KT Web Site.

[Sonoff Consulting Services, Inc. \(Scsi\)](#) -- [Productivity](#) and [Knowledge Transfer](#) Specialists

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Shortcut Text	Internet Address
MAIN HEADING	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#SkipToHeading2
view or download	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings_with_hyperlinks.pdf
Major Navigation Hyperlinks	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_mnh
Raymond Sonoff	http://sonoffconsulting.com/filters/scsi_corp/rsonoff_scsi_profile.html
Sonoff Consulting Services, Inc.	http://sonoffconsulting.com/filters/scsi_corp/scsi_corp.html
	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_11_total_access_so_what.html
Portal Page	http://sonoffconsulting.com/portal.html
Home Page	http://sonoffconsulting.com/home.html
e-mail	mailto:info@sonoffconsulting.com
	http://search.yahoo.com/
NAVIGATION	http://sonoffconsulting.com/scsi_pkt_navigation.html
Expanded Home Page	http://sonoffconsulting.com/index_expanded.html
Graphics-based Home Page	http://sonoffconsulting.com/index_graphics_mapped_version_3.html
What does Sonoff Consulting Services, Inc. do -- exactly?	http://sonoffconsulting.com/what_scsi_pkt_does.html
Focusing on Productivity	http://sonoffconsulting.com/scsi_focus_on_productivity.html
Proof that this is a "World Class level" Web site	http://sonoffconsulting.com/scsi_proof_of_world_class_level.html
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
#5	http://sonoffconsulting.com/unique_features_5_of_10.html
#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
Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool	http://sonoffconsulting.com/unique_features_part3.html#stcew
Use Any Browser -- by Design!	http://sonoffconsulting.com/any_browser.html
Tips and Notes	http://sonoffconsulting.com/tips.html

Shortcut Text	Internet Address
Scsi's Access Keys	http://sonoffconsulting.com/access_keys.html
Scsi's Privacy Policy	http://sonoffconsulting.com/w3c/scsi_pkt_p3p.html
Clients	http://sonoffconsulting.com/filters/scsi_corp/clients/client_list.html
Site Map	http://sonoffconsulting.com/site_map/site_map.html
Productivity	http://sonoffconsulting.com/filters/productivity/productivity.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
Scsi's WebKISS™ Guides	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_webkiss_guides_page.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
#5: How does Adherence to Web Standards Save Both Time and Money?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_5_how_web_stds_save_time_and_money.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
#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	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_12_what_does_your_company_web_site_convey_about_customer-

Shortcut Text	Internet Address
Site Convey About Customer-Centric Focus?	centric_focus.html
Other Web Sites	http://sonoffconsulting.com/filters/url_links/url_links.html
Contact Us	http://sonoffconsulting.com/filters/contact_us/contact_us.html
What can be learned	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_1
Convince yourself beforehand	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_2
Actual Results	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_3
What's the point	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_4
independent confirmation	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_5
achieve "triple-hitter" results	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_6
TOP	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#toppage
SEO Category 1	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_6
SEO Category 2	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_7
SEO Category 3	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_8
SEO Category 4	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_9
SEO Category 5	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_10
stcew evaluation	http://www.google.com/search?q=stcew+evaluation
Scsi's Working Definition of Universal Web Accessibility and Web Usability	http://sonoffconsulting.com/index_expanded.html#h2_2
PDF version page	http://sonoffconsulting.com/unique_features_1_of_10_with_hyperlinks.pdf
ubiquitous web access best practices	http://www.google.com/search?hl=en&q=ubiquitous+web+access+best+practices&aq=f&aqi=&aql=&oq=&gs_rfai=
Contingency Page	http://sonoffconsulting.com/errordocs/404.html
scsi page	http://www.google.com/search?hl=en&q=scsi+page&aq=f&aqi=g3&aql=&oq=&gs_rfai=
need professional assistance	http://www.google.com/search?hl=en&q=need+for+professional+assistance&aq=f&aqi=&aql=&oq=&gs_rfai=
best practices	http://sonoffconsulting.com/unique_features.html#h2_2
productivity page	http://www.google.com/search?q=productivity+page
Portal	http://sonoffconsulting.com/
world class level	http://www.google.com/search?q=world+class+level&sourceid=ie7&rls=com.microsoft:en-us:IE-SearchBox&ie=&oe=
do exactly page	http://www.google.com/search?hl=en&q=do+exactly+page&aq=f&aqi=&aql=&oq=&gs_rfai=
perfect 10 web site	http://www.google.com/search?q=world+class+level&sourceid=ie7&rls=com.microsoft:en-us:IE-SearchBox&ie=&oe=#sclient=psy&hl=en&rls=com.microsoft:en-us%3AIE-SearchBox&source=hp&q=perfect+10+web+site&aq=f&aqi=&aql=&oq=&pbx=1&fp=c820984782c38d0
Web Site Optimization, LLC	http://www.websiteoptimization.com/
"Organic Search Engine Optimization: Best & Worst	http://www.websiteoptimization.com/presentations/organic-seo-itzone.pdf

Shortcut Text	Internet Address
Practices for Maximum (and minimum) Rankings."	
Focus Efforts Toward Achieving Customer-centric Web Site Design Objectives	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_11
Provide Textual Content, Including Meaningful Anchor Text Descriptions, On Every Web Page	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_12
Maintain Attention To Detail At All Times	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_13
Seek Professional Assistance	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_14
Need Help?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_15
XHTML 1.0 Strict	http://validator.w3.org/check?uri=http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html
CSS	http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.com/code/scsi-style2011a_scrn.css
WCAG Accessibility	http://www.contentquality.com/Default.asp