

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



[Home Page](#)

---

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

---

Among the major points covered in this document are the following:

- [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.

---

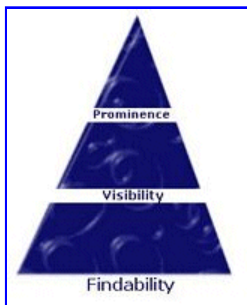
### What Can Be Learned By Reading And Applying What Is Contained In This Scsi WebKISS™ Guide?

#### 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 page 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 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.

To help you on this, Scsi has listed below -- arranged for your convenience in ascending order, that is, according to total number of Web pages found -- a representative collection of search phrases and their respective google.com-based search engine non-sponsored (read: organic) rankings (values are likely to change, of course, over time). 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.
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.

### **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 many cases, hyperlinks to the associated Web pages associated with each cited 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**

- **accesskey-initiated operations** (1 through 8 out of 8 ... a truly "one-of-a-kind" prominence for Scsi's set of pre-defined access keys -- see [Scsi's Access Keys](#) Web page for specifics.)
- **best practice auto-resize (widthwise)** (1 through 16 out of 16 ... demonstrates "one-and-only-one" prominence of sonoffconsulting.com's domain which always adheres to Scsi's Best Practice [#7](#).)
- **word wrapped truncation-free printout** (1 through 9 and 10 through 17 ... reveals prominence for Scsi's Best Practice [#8](#).)
- **best practice dual-domain search option** (1 through 4 out of 164 ... demonstrates prominence and will lead to Scsi's Best Practice [#5](#) Web page.)
- **triple-hitter combination** (1 and 2 out of 98 ... is a convincing example of findability, visibility, and prominence

- a true "triple" hit in Search Engine Rankings.)
- **stcew evaluation** (1 through 18 out of 175 ... reveals the prominence for Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool that anyone can freely use. If you do, you will find the [STCEW tool](#) makes it easy 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 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.)
- **stcew** (1 and 2 out of 260 ... also reveals the prominence of Scsi's STCEW acronym that stands for [Scsi's Test Criteria Evaluation Worksheet \(STCEW\) Tool](#), so even just a single keyword can provide high search engine rankings.)
- **integral effective dual-domain search window** (1 and 2 out of 268 ... points out the relative uniqueness of Scsi's 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.)
- **webkiss guide** (1 and 2 out of 360 ... illustrates findability, visibility, and prominence (read: a "triple-hitter" combination) for [Scsi's WebKISS™ Guides](#) on the Internet.)
- **WAI/508 Accessibility** (10 out of 632 ... is showing up on the leader board of companies working to promote Web site accessibility standards and validation) -- specifically via Scsi's Web Best Practice [#10](#) Web page and through [Scsi's "Perfect 10" Web Site Standard](#) Web page.
- **scsi's proof** (1 and 2 out of 1,030 ... demonstrates both a highly selective word pairing and achievement of prominence as well for Scsi's WebKISS™ Guide #8: Want To Increase Your Search Engine Rankings? and for [Scsi's Access Keys](#) Web page.)
- **ubiquitous web access first-pass solution** (1 and 2 out of 2,650 ... clearly demonstrates prominence level for Scsi's [Home Page](#) and [Graphics-based Home Page](#), 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](#)).
- **findability visibility prominence** (1 and 2 out of 2,300 ... Would you believe that these three words also result in achieving a "triple-hitter" -- of findability, visibility, and prominence " -- in the Google.com-based search engine results?)
- **sonoff** (1 and 2 out of 2,790 ... obviously, this may at first appear to be a "no biggie" but it does provide for name recognition and prominence for Scsi's [Home](#) and Scsi's [Profile](#) Web pages, respectively.)
- **keyboard-based productivity** (1 out of 10,500 ... illustrates the prominence of [Miscellaneous](#) and also serves to point out the usefulness of [Scsi's Access Keys](#).)
- **knowledge transfer-related matters** (1 and 2 out of 10,700 ... leads to Scsi's [What does Sonoff Consulting Services, Inc. do -- exactly?](#) Web page and clearly illustrates its top-of-the-hill prominence for this particular phrase.)
- **scsi's page** (1 and 2 out of 11,900 ... illustrates Scsi's [Home](#) page holds a position of prominence in organic search engine ranking -- which should be a major incentive for all companies to strive to adhere to Scsi's set of Web Best Practices -- and the strength of [Scsi's WebKISS™ Guides](#) Web page.)
- **graphics-based home page** (1 and 2 out of 15,000 ... illustrates prominence for Scsi's P&KT Web site's [Graphics-based Home Page](#) and [Home Page](#), respectively.)
- **needle-in-the-haystack professional organization** (1 out of 19,600 ... illustrates prominence for Scsi's [High-end Technology](#) Web page.)
- **scsi's** (1 and 2 out of 20,700 ... demonstrates prominence level for [Scsi's "Perfect 10" Web Site Standard](#) and [Scsi's WebKISS™ Guides](#) and represents a major accomplishment in reaching prominence level for Sonoff Consulting Services, Inc. [Scsi] -- given that there is a mature and long-standing Small Computer System Interface (SCSI) that has been around and in use since pre-Internet times.)
- **total access tagline** (3 out of 31,900 ... clearly demonstrates a world-class level prominence for Scsi's WebKISS™ Guide #8: Want To Increase Your Search Engine Rankings? Web page.)
- **graphics-based** (6 out of 32,200 ... Such prominence for Scsi's [Graphics-based Home](#) page is more than somewhat surprisingly given the less restrictive two-word search phrase.)
- **best practice hyperlink help text** (1 out of 67,900 ... demonstrates prominence and will lead to Scsi's Best Practice [#3](#) Web page.)
- **271 Saxony Drive** (5 and 6 out of 70,500 ... specifically demonstrates the importance of Scsi's P&KT Web site's Best Practice [#9](#) and exemplifies the prominence of Scsi's About Scsi: [Clients](#) page and Scsi's [Contact Us PDF file](#), respectively.)

---

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

- **graphics-based page** (1 and 2 out of 101,000 ... is essentially top-of-the-hill prominence for Scsi's P&KT Web site's [Graphics-based Home Page](#) and [#4's](#) associated PDF file, respectively.)
- **relevant hyperlinks included** (3 out of 116,000 ... illustrates prominence ranking for Scsi's Best Practice [#3: Why use more than one Web browser?](#) and also serves Web site visitors by providing user-focused descriptions of all major headings of Scsi P&KT Web site's pages.)

- **web site-related productivity** (8 and 9 out of 119,000 ... are associated with Scsi's Productivity: [Contact Us](#) and [Recommended Reading](#) pages, respectively.)
- **ubiquitous web access achieved** (6 and 7 out of 132,000 ... clearly demonstrates prominence level for Scsi's [Home](#) page and for Scsi's [Use Any Browser -- by Design!](#) Web page, respectively.)
- **scsi total access** (1 and 2 out of 147,000 ... clearly demonstrates a world-class level prominence for Scsi's [Home](#) and Scsi's WebKISS™ Guide #11: [TOTAL ACCESS ... So What?](#) Web pages, respectively.)
- **assure full conformance** (19 and 20 out of 167,000 ... achieves near-prominence ranking for Scsi's Best Practice #4 and Scsi's About Us: [Clients](#) Web pages, respectively.)
- **ubiquitous web access definition** (5 out of 192,000 ... 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](#)).
- **productivity knowledge transfer specialists** (1 and 2 out of 199,000 ... clearly illustrates achievement of prominence for Scsi's [Home Page](#) and [Productivity](#) Web pages.)
- **best practice user control navigation** (1 out of 225,000 ... demonstrates prominence and will lead to Scsi's Best Practice #4 Web page.)
- **best practice user control text size** (2 out of 225,000 ... demonstrates prominence and will lead to Scsi's Best Practice #6 Web page.)
- **scsi Profile page** (1 and 2 out of 245,000 ... reveals prominence level within Google.com's search engine-based results.)
- **pre-defined access keys** (1 out of 247,000 ... reveals Scsi's prominence regarding keyboard-based navigation among Web pages. See [Scsi's Access Keys](#) for further information about this topic.)
- **best practice fast loading** (3 out of 256,000 ... demonstrates prominence and will lead to Scsi's Best Practice #1 Web page.)
- **Web productivity consulting services** (1 and 2 out of 274,000 ... readily demonstrates achievement of findability, visibility, and first-page prominence through Scsi's Home Page and Scsi's Productivity: [Web Usability](#) pages, respectively.)
- **productivity Recommended Reading** (1 out of 300,000 ... should be garnering your attention and belief in achieving prominence through adherence to Scsi's Best Practices.)
- **proof world class level** (1 out of 301,000 ... demonstrates prominence for Scsi's [Proof that this is a "World Class level" Web site](#) Web page.)
- **best practice validation web standards** (2 out of 311,000 ... demonstrates first-page prominence that will lead the searcher to Scsi's Best Practice #10 Web page.)
- **productivity knowledge transfer web site** (1 and 2 out of 320,000 ... demonstrates the prominence of Scsi's P&KT Web site's [Home](#) and [Productivity](#) pages for finding out how both companies and individuals can achieve increased productivity and knowledge transfer skills, methods, and techniques.)
- **scsi do exactly page** (1 and 2 out of 335,000 ... is a convincing indicator of prominence ... and the value of having a [What does Sonoff Consulting Services, Inc. do -- exactly?](#) page and Scsi's [Home](#) page.)
- **productivity hyperlinks** (1 and 2 out of 343,000 ... clearly is a respectable prominence ranking for Scsi's WebKISS™ Guides #8: Want To Increase Your Search Engine Rankings? and [Other Web Sites](#) pages, respectively.)
- **best practice use any browser** (1 and 2 out of 371,000 ... demonstrates prominence and will lead to Scsi's Best Practice #2 Web page and Scsi's [Use Any Browser -- by Design!](#) Web page.)
- **ubiquitous web access** (22 and 23 out of 382,000 ... demonstrates a near-prominence level for Scsi's [Expanded Home Page](#) and [Home Page](#), respectively.)
- **return on investment rationale** (1 out of 464,000 ... 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.)
- **one-and-only Privacy Policy** (2 out of 470,000 ... reveals prominence for an easy-to-find, simply stated information privacy policy for Scsi's Productivity and Knowledge Transfer Web site.)
- **total access productivity** (1 and 2 out of 495,000 ... demonstrates prominence for Scsi's [Home](#) and [Scsi's WebKISS™ Guides](#) Web pages, respectively.)
- **productivity consulting services** (2 and 3 out of 518,000 ... is a noteworthy position for Scsi's Home and About Scsi's Web pages.)
- **focusing productivity** (2 out of 533,000 ... demonstrates definitely "top tier" productivity search results for Scsi's [Focusing on Productivity](#) Web page.)
- **want to increase your search engine rankings** (23 out of 559,000 ... Hey, doesn't this result convincingly support Scsi's WebKISS™ Guide #8 as exemplifying-by-example the ever-sought-after prominence level among search engine rankings?)
- **what scsi does best** (1 out of 722,000 ... is a reliable indicator of prominence and excellence proven by adherence to World Class Level Web Site Best Practices and points to [What does Sonoff Consulting Services, Inc. do -- exactly?](#) for details.)
- **want professional assistance** (1 out of 735,000 ... is definitely a "triple hitter" of findability, visibility, and prominence for the [Need Professional Assistance?](#) Web page.)
- **best practice intelligent printing** (1 out of 747,000 ... demonstrates prominence and will lead to Scsi's Best Practice #8 Web page.)
- **productivity focused** (1 and 2 out of 981,000 ... 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.)

- **every page fast loading** (4 out of 1,110,000 ... now that clearly demonstrates prominence for Scsi's Best Practice [#1](#).)
- **keep-it-simple privacy policy** (2 out of 1,240,000 ... illustrates the prominence of Scsi's Keep-It-Simple-Sonoff (KISS) [Privacy Policy](#) page.)
- **perfect 10 best practices** (1 and 2 out of 1,270,000 ... "rock solid" prominence attesting to adherence to [Scsi's "Perfect 10" Web Site Standard](#) and Scsi's Web site Best Practice [#1](#).)
- **perfect 10 web site standard** (1 and 2 out of 1,560,000 ... endorses the prominence of Scsi's Productivity and Knowledge Transfer Web site.)
- **perfect 10 web standard** (1 and 2 out of 1,690,000 ... 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 [#1](#) 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?
- **world class level best practices** (1 out of 2,600,000 ... exemplifies findability, visibility, and prominence in the world class level best practices arena.)
- **need professional assistance** (1 out of 2,930,000 ... is definitely a "triple hitter" of findability, visibility, and prominence for the [Need Professional Assistance?](#) Web page.)
- **tips notes page** (16 out of 3,190,000 ... is a definite prominence-level search engine ranking achieved using just three little words.)
- **free evaluation web site's pages** (388 out of 3,820,000 ... demonstrates findability, but even more importantly, will lead to discovering Scsi's [Part 3: What is Scsi's "Perfect 10" Challenge?](#) Page.)
- **contents automatically resize** (1 out of 5,080,000 ... reflects top-level prominence for Scsi's Best Practice [#7](#).)
- **world class level web site** (1 and 2 out of 6,920,000 ... demonstrates prominence for Scsi's [Proof that this is a "World Class level" Web site](#) and [Scsi's "Perfect 10" Web Site Standard](#) Web pages, respectively.)
- **contingency page** (1 out of 7,400,000 ... 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.)
- **use any browser by design** (1 and 2 out of 8,720,000 ... is clearly a prominence ranking that perhaps reflects well upon adherence to [Use Any Browser -- by Design!](#) approach and to Scsi's [#3: Why use more than one Web browser?](#), respectively.)

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

- **scsi page** (1 out of 13,300,000 ... reflects findability, visibility, and prominence -- using just two words) -- obtained by Scsi's [About Scsi](#) Web page.
- **professional assistance** (13 out of 14,900,000 ... supports visibility for the [Need Professional Assistance?](#) Web page.)
- **world class level** (1 out of 15,200,000 ... 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.)
- **productivity focused** (5 out of 18,000,000 ... clearly demonstrates with but two words the prominence of the Home Page of Sonoff Consulting Services, Inc.'s Web site. Visit [#9: How Productivity-focused is your Web Site?](#) for specific details.)
- **test criteria evaluation** (1 and 2 out of 19,400,000 ... illustrates the prominence of [Part 3: What is Scsi's "Perfect 10" Challenge?](#) Web page and its associated PDF file, respectively.)
- **total access so what** (1 out of 20,300,000 ... clearly demonstrates a world-class level prominence for Scsi's WebKISS™ Guide [#11: TOTAL ACCESS ... So What?](#) Web page.)
- **perfect 10 web** (1 and 2 out of 20,700,000 ... findability + visibility + prominence exemplified once again via [Scsi's "Perfect 10" Web Site Standard](#) and Scsi's Web Best Practice [#1](#), respectively.)
- **perfect 10 web site** (5 and 6 out of 21,600,000 ... findability + visibility + prominence exemplified via [Scsi's "Perfect 10" Web Site Standard](#) and Scsi's "Perfect 10" Best Practice [#7](#) Web pages, respectively.)
- **productivity focus** (29 out of 26,400,000 ... illustrates with but two words the findability and visibility, and near-prominence of [Scsi's WebKISS™ Guides](#) Web page. See also [Scsi's Productivity Focus diagram](#) and its usefulness in seeing the ["big picture benefits"](#) associated with achieving a World Class Level Web site design implementation.)
- **productivity page** (1 and 2 out of 53,100,000 ... illustrates with but two words the prominence of Scsi's [Productivity](#) and [Focusing on Productivity](#) Web pages, respectively.)

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

## and 1,000,000,000 Pages

- **Web page's main contents** (44 out of 131,000,000 ... demonstrates findability for Scsi's [Focusing on Productivity](#) Web page.)
  - **do exactly page** (1 out of 139,000,000 ... reveals prominence for Scsi's [What does Sonoff Consulting Services, Inc. do -- exactly?](#) Web page.)
  - **do exactly** (35 out of 198,000,000 ... reveals visibility and near-prominence for Scsi's [What does Sonoff Consulting Services, Inc. do -- exactly?](#) Web page.)
- 

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

- As of this moment, no keyword phrase results were found that fell within this SEO category. Please check back again at a later time. Thank you.
- 

## 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 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](#), screen medium cascading style sheet ([CSS](#)), and [WCAG Accessibility](#) (Priorities 1, 2, and 3, inclusive) recommendations -- and uploaded on Monday, November 10, 2008 at 7:55 p.m. EST by [Raymond Sonoff](#), President of Sonoff Consulting Services, Inc., 271 Saxony Drive, Crestview Hills, KY 41017 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. -- 

---

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

Copyright © 2002-2008 Sonoff Consulting Services, Inc. -- All rights reserved -- [Scsi's Privacy Policy](#)

<b>Shortcut Text</b>	<b>Internet Address</b>
Raymond Sonoff	<a href="http://sonoffconsulting.com/filters/scsi_corp/rsonoff_scsi_profile.html">http://sonoffconsulting.com/filters/scsi_corp/rsonoff_scsi_profile.html</a>
Sonoff Consulting Services, Inc.	<a href="http://sonoffconsulting.com/filters/scsi_corp/scsi_corp.html">http://sonoffconsulting.com/filters/scsi_corp/scsi_corp.html</a>
NAVIGATION	<a href="http://sonoffconsulting.com/scsi_pkt_navigation.html">http://sonoffconsulting.com/scsi_pkt_navigation.html</a>
MAIN HEADING	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#SkipToHeading1">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#SkipToHeading1</a>
view or download	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings_with_hyperlinks.pdf">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings_with_hyperlinks.pdf</a>
BOTTOM	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#bottompage">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#bottompage</a>
Home	<a href="http://sonoffconsulting.com/">http://sonoffconsulting.com/</a>
Expanded Home	<a href="http://sonoffconsulting.com/index_expanded.html">http://sonoffconsulting.com/index_expanded.html</a>
Graphics-based Home	<a href="http://sonoffconsulting.com/index_graphics_mapped_version_3.html">http://sonoffconsulting.com/index_graphics_mapped_version_3.html</a>
Site Map	<a href="http://sonoffconsulting.com/site_map/site_map.html">http://sonoffconsulting.com/site_map/site_map.html</a>
Productivity	<a href="http://sonoffconsulting.com/filters/productivity/productivity.html">http://sonoffconsulting.com/filters/productivity/productivity.html</a>
Scsi's WebKISS™ Guides	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_webkiss_guides_page.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_webkiss_guides_page.html</a>
Other Web Sites	<a href="http://sonoffconsulting.com/filters/url_links/url_links.html">http://sonoffconsulting.com/filters/url_links/url_links.html</a>
Contact Us	<a href="http://sonoffconsulting.com/filters/contact_us/contact_us.html">http://sonoffconsulting.com/filters/contact_us/contact_us.html</a>
Scsi's Access Keys	<a href="http://sonoffconsulting.com/access_keys.html">http://sonoffconsulting.com/access_keys.html</a>
need professional assistance	<a href="http://sonoffconsulting.com/need_professional_assistance.html">http://sonoffconsulting.com/need_professional_assistance.html</a>
e-mail	<a href="mailto:info@sonoffconsulting.com">mailto:info@sonoffconsulting.com</a>
	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_11_total_access_so_what.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_11_total_access_so_what.html</a>
#9: How Productivity-focused is your Web Site?	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_9_how_productivity-focused_is_your_web_site.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_9_how_productivity-focused_is_your_web_site.html</a>
#10: Want a Free STCEW Tool-based Evaluation of Your Web Site's Pages?	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_10_want_a_free_stcew_tool-based_evaluation_of_your_web_site_pages.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_10_want_a_free_stcew_tool-based_evaluation_of_your_web_site_pages.html</a>
#12: What Does Your Company Web Site Convey About Customer-Centric Focus?	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_12_what_does_your_company_web_site_convey_about_customer-centric_focus.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_12_what_does_your_company_web_site_convey_about_customer-centric_focus.html</a>
What does Sonoff Consulting Services, Inc. do -- exactly?	<a href="http://sonoffconsulting.com/what_scsi_pkt_does.html">http://sonoffconsulting.com/what_scsi_pkt_does.html</a>
Focusing on Productivity	<a href="http://sonoffconsulting.com/scsi_focus_on_productivity.html">http://sonoffconsulting.com/scsi_focus_on_productivity.html</a>
Proof that this is a "World Class level" Web site	<a href="http://sonoffconsulting.com/scsi_proof_of_world_class_level.html">http://sonoffconsulting.com/scsi_proof_of_world_class_level.html</a>
Scsi's "Perfect 10" Web Site	<a href="http://sonoffconsulting.com/unique_features.html">http://sonoffconsulting.com/unique_features.html</a>

Shortcut Text	Internet Address
Standard	
Part 1	<a href="http://sonoffconsulting.com/unique_features_part1.html">http://sonoffconsulting.com/unique_features_part1.html</a>
Part 2	<a href="http://sonoffconsulting.com/unique_features_part2.html">http://sonoffconsulting.com/unique_features_part2.html</a>
Part 3	<a href="http://sonoffconsulting.com/unique_features_part3.html">http://sonoffconsulting.com/unique_features_part3.html</a>
Scsi's Best Practices	<a href="http://sonoffconsulting.com/unique_features_part2.html#h3_3">http://sonoffconsulting.com/unique_features_part2.html#h3_3</a>
#1	<a href="http://sonoffconsulting.com/unique_features_1_of_10.html">http://sonoffconsulting.com/unique_features_1_of_10.html</a>
#2	<a href="http://sonoffconsulting.com/unique_features_2_of_10.html">http://sonoffconsulting.com/unique_features_2_of_10.html</a>
#3	<a href="http://sonoffconsulting.com/unique_features_3_of_10.html">http://sonoffconsulting.com/unique_features_3_of_10.html</a>
#4	<a href="http://sonoffconsulting.com/unique_features_4_of_10.html">http://sonoffconsulting.com/unique_features_4_of_10.html</a>
#5	<a href="http://sonoffconsulting.com/unique_features_5_of_10.html">http://sonoffconsulting.com/unique_features_5_of_10.html</a>
#6	<a href="http://sonoffconsulting.com/unique_features_6_of_10.html">http://sonoffconsulting.com/unique_features_6_of_10.html</a>
#7	<a href="http://sonoffconsulting.com/unique_features_7_of_10.html">http://sonoffconsulting.com/unique_features_7_of_10.html</a>
#8	<a href="http://sonoffconsulting.com/unique_features_8_of_10.html">http://sonoffconsulting.com/unique_features_8_of_10.html</a>
#9	<a href="http://sonoffconsulting.com/unique_features_9_of_10.html">http://sonoffconsulting.com/unique_features_9_of_10.html</a>
#10	<a href="http://sonoffconsulting.com/unique_features_10_of_10.html">http://sonoffconsulting.com/unique_features_10_of_10.html</a>
Use Any Browser -- by Design!	<a href="http://sonoffconsulting.com/any_browser.html">http://sonoffconsulting.com/any_browser.html</a>
Tips and Notes	<a href="http://sonoffconsulting.com/tips.html">http://sonoffconsulting.com/tips.html</a>
Scsi's Privacy Policy	<a href="http://sonoffconsulting.com/w3c/scsi_pkt_p3p.html">http://sonoffconsulting.com/w3c/scsi_pkt_p3p.html</a>
Clients	<a href="http://sonoffconsulting.com/filters/scsi_corp/clients/client_list.html">http://sonoffconsulting.com/filters/scsi_corp/clients/client_list.html</a>
Desktop	<a href="http://sonoffconsulting.com/filters/productivity/desktop_tools/desktop_tools.html">http://sonoffconsulting.com/filters/productivity/desktop_tools/desktop_tools.html</a>
Editors and Viewers	<a href="http://sonoffconsulting.com/filters/productivity/editors_and_viewers/editors_and_viewers.html">http://sonoffconsulting.com/filters/productivity/editors_and_viewers/editors_and_viewers.html</a>
eLearning and Web-based Collaboration	<a href="http://sonoffconsulting.com/filters/productivity/elearning_and_collaboration/elearning_and_collaboration.html">http://sonoffconsulting.com/filters/productivity/elearning_and_collaboration/elearning_and_collaboration.html</a>
High-end Technology	<a href="http://sonoffconsulting.com/filters/productivity/high-end_technology/high-end_technology.html">http://sonoffconsulting.com/filters/productivity/high-end_technology/high-end_technology.html</a>
Mail Programs	<a href="http://sonoffconsulting.com/filters/productivity/mail_programs/mail_programs.html">http://sonoffconsulting.com/filters/productivity/mail_programs/mail_programs.html</a>
System Utilities	<a href="http://sonoffconsulting.com/filters/productivity/system_utilities/system_utilities.html">http://sonoffconsulting.com/filters/productivity/system_utilities/system_utilities.html</a>
Web Usability	<a href="http://sonoffconsulting.com/filters/productivity/web_usability/web_usability.html">http://sonoffconsulting.com/filters/productivity/web_usability/web_usability.html</a>
Miscellaneous	<a href="http://sonoffconsulting.com/filters/productivity/miscellaneous/miscellaneous.html">http://sonoffconsulting.com/filters/productivity/miscellaneous/miscellaneous.html</a>
Recommended Reading	<a href="http://sonoffconsulting.com/filters/productivity/gotm_resources/gotm_books.html">http://sonoffconsulting.com/filters/productivity/gotm_resources/gotm_books.html</a>
#1: Why Validate a Web Site's Pages?	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_val_web_site.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_val_web_site.html</a>
#2: Why 100% Accessibility?	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_100_accessibility.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_100_accessibility.html</a>
#3: Why use more than one Web browser?	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_use_more_than_one_browser.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_use_more_than_one_browser.html</a>
#4: What could Management learn ....?	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_what_could_management_learn.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_what_could_management_learn.html</a>
#5: How does Adherence to Web Standards Save Both Time and Money?	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_5_how_web_stds_save_time_and_money.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_5_how_web_stds_save_time_and_money.html</a>
#6: What's the Return-On-Investment Rationale for	

Shortcut Text	Internet Address
adopting Scsi's World Class Level Best Practices?	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_6_what_is_roi_rationale_for_adopting_scsi_best_practices.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_6_what_is_roi_rationale_for_adopting_scsi_best_practices.html</a>
#7: What are the strengths and weaknesses of search tools and engines?	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_7_search_tools_and_engines.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_7_search_tools_and_engines.html</a>
What can be learned	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_1">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_1</a>
Convince yourself beforehand	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_2">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_2</a>
Actual Results	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_3">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_3</a>
What's the point	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_4">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_4</a>
independent confirmation	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_5">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_5</a>
achieve "triple-hitter" results	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_6">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h2_6</a>
SEO Category 1	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_6">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_6</a>
SEO Category 2	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_7">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_7</a>
SEO Category 3	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_8">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_8</a>
SEO Category 4	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_9">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_9</a>
SEO Category 5	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_10">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_10</a>
STCEW tool	<a href="http://sonoffconsulting.com/unique_features_part3.html#stcew">http://sonoffconsulting.com/unique_features_part3.html#stcew</a>
Scsi's Working Definition of Universal Web Accessibility and Web Usability	<a href="http://sonoffconsulting.com/index_expanded.html#h2_2">http://sonoffconsulting.com/index_expanded.html#h2_2</a>
Contact Us PDF file	<a href="http://sonoffconsulting.com/filters/contact_us/contact_us_with_hyperlinks.pdf">http://sonoffconsulting.com/filters/contact_us/contact_us_with_hyperlinks.pdf</a>
best practices	<a href="http://sonoffconsulting.com/unique_features.html#h2_2">http://sonoffconsulting.com/unique_features.html#h2_2</a>
Contingency Page	<a href="http://sonoffconsulting.com/errordocs/404.html">http://sonoffconsulting.com/errordocs/404.html</a>
Scsi's Productivity Focus diagram	<a href="http://sonoffconsulting.com/productivity_focus_with_hyperlinks.pdf">http://sonoffconsulting.com/productivity_focus_with_hyperlinks.pdf</a>
big picture benefits	<a href="http://sonoffconsulting.com/unique_features_part1.html#h2_1">http://sonoffconsulting.com/unique_features_part1.html#h2_1</a>
Web Site Optimization, LLC	<a href="http://www.websiteoptimization.com/">http://www.websiteoptimization.com/</a>
"Organic Search Engine Optimization: Best & Worst Practices for Maximum (and minimum) Rankings."	<a href="http://www.websiteoptimization.com/presentations/organic-seo-itzone.pdf">http://www.websiteoptimization.com/presentations/organic-seo-itzone.pdf</a>
Focus Efforts Toward Achieving	

Shortcut Text	Internet Address
Customer-centric Web Site Design Objectives	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_11">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_11</a>
Provide Textual Content, Including Meaningful Anchor Text Descriptions, On Every Web Page	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_12">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_12</a>
Maintain Attention To Detail At All Times	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_13">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_13</a>
Seek Professional Assistance	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_14">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_14</a>
Need Help?	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_15">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#h3_15</a>
XHTML 1.0 Strict	<a href="http://validator.w3.org/check?uri=http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html">http://validator.w3.org/check?uri=http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html</a>
CSS	<a href="http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.com/code/scsi_style2005a_scrn.css">http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.com/code/scsi_style2005a_scrn.css</a>
WCAG Accessibility	<a href="http://www.contentquality.com/Default.asp">http://www.contentquality.com/Default.asp</a>
TOP	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#toppage">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html#toppage</a>