

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

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## Scsi's "Perfect 10" Web Site Standard - Best Practice #9: Every Web page incorporates readily accessible contact information.



... return to Scsi's [Portal Page](#), [Home Page](#), or send an [e-mail](#) message to Scsi: 

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### Major Headings of Scsi's "Perfect 10" Web Site Standard - Best Practice #9: Every Web page incorporates readily accessible contact information.

- [Contact Whom? Located Where? Communicate How? ... Are companies actually afraid to provide you with such vital information, or what?](#)
- [How does Sonoff Consulting Services, Inc. show respect for each and every visitor to the Scsi P&KT Web Site?](#)
- [Besides Best Practice #9, which of Scsi's "Perfect 10" Best Practices would you like to read about next?](#)

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

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### Contact Whom? Located Where? Communicate How? ... Are companies actually afraid to provide you with such vital information, or what?

#### Just how bad can it be?

Boy, it's hard to believe how truly difficult most business Web sites make it for anyone to 'get through' to them with some manner of meaningful correspondence or communications. Scsi finds this "I'll let you know only what I want you to know -- and in whatever way is in my own best interests" posture by business Web site developers and their upper Management personnel to be an affront to the integrity of the individual, as well as a significant source of frustration and loss of productivity on both sides of the communications loop.

#### Don't Web sites understand the importance of providing readily available contact information?

This "not-showing-our-best-face ... that's-the-way-we-are" (read: non-customer-centric) attitude brings up the obvious question: Why is it that most commercial Web sites are entirely impersonal with little or no information as to contact names, addresses, and telephone numbers? Scsi doesn't have the answer for this precarious stance by companies that claim as part of their mission that they are available 24x7 and stand ready to serve their customers and prospective customers in any way that they can.

What's Scsi's gut-feel explanation for all this? Apparently, these companies and their management just don't seem to get it. Putting the customer and prospective customers first somehow continues to elude either their understanding or their acceptance, and certainly is not manifested by compliance. All such Web sites are failing to provide their visitors with [Web accessibility](#), [Web Usability](#), and [meaningful text-based content](#) -- which are the very most important elements that should be provided without question as part of conducting business transactions-related activities in a thoroughly professional manner.

## How does Sonoff Consulting Services, Inc. show respect for each and every visitor to the Scsi P&KT Web Site?

### What is Scsi's stance regarding Contact Information?

Scsi has chosen to clearly demonstrate adherence to the following "put service first" business stance: A Web site visitor will always know where to reach the individual who is wholly responsible for the content placed on this Web site -- Raymond Sonoff.

Here's the basic point: Scsi always seeks to make things easy for you, and surprisingly enough most other Web sites make such things extremely difficult to accomplish most of the time. Scsi doesn't believe in making things difficult for its visitors, and we are here to prove it every time you visit our Web site.

As a worthy and commendable Best Practice, Scsi believes that every Web page (at least if it is a business Web site) should by default always provide you with the "who, what, where, why, when, and how" answers so that they are at your fingertips for access while you are on the Internet.

### Fact: Most Web sites simply do not manifest this fundamental Best Practice.

What do you find in most cases? Answer: Perhaps a phone number, a mailing address, a form to fill out (that goes to who knows whom, located who knows where, usually not including any guarantees as to either when or if you will get any response or further acknowledgments of your inquiry, etc.), or for many Web sites, absolutely no contact-related selections whatsoever. Now that is amazing, isn't it?

### Scsi's contact information is always easy to find.

That's why Scsi willingly 'sticks its contact information neck out' to make sure that you can reach someone at any time and in any of a number of ways, such as the [Contact Us](#) Web page, a hyperlink to initiate [e-mail](#) correspondence, as well as a business telephone number [(859) 261-5908], and a postal mail address [Sonoff Consulting Services, Inc. 271 Saxony Drive, Crestview Hills, KY 41017-2294 USA] -- all these contact-related points are conveniently located near both the top and bottom portions of each and every Web page within the sonoffconsulting.com Internet domain.

We look forward to hearing from anyone who takes the time to [contact us](#). Thanks in advance for all of your inputs -- by [e-mail](#), telephone [(859) 261-5908], or postal mail [Sonoff Consulting Services, Inc. 271 Saxony Drive, Crestview Hills, KY 41017-2294 USA]. So, remember: "I know, I'll [ask Scsi](#) for further assistance."

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## Besides Best Practice #9, which of Scsi's "Perfect 10" Best Practices would you like to read about next?


To learn more about Best Practices that comprise [Scsi's "Perfect 10" Web Standard](#), please make another selection from the list below:

- [Best Practice #1](#): Every Web page is [fast loading](#).
- [Best Practice #2](#): Every Web page is [viewable with any type of browser](#).
- [Best Practice #3](#): Every Web page incorporates meaningful, descriptive 'balloon help' text for every hyperlink (both text- and graphics-based).
- [Best Practice #4](#): Every Web page's navigation always remains under user control, thereby allowing use of any combination of keyboard, mouse, or other pointing devices as hyperlink selection tools.
- [Best Practice #5](#): Every Web page incorporates an integral and effective dual-domain search window.
- [Best Practice #6](#): Every Web page's text viewing size selections remain under user control at all times -- according to the particular browser tool's available selections.
- [Best Practice #7](#): Every Web page's contents will always automatically resize widthwise to fill the entire browser window -- no matter what screen resolution settings or window sizes are in effect at any time.
- [Best Practice #8](#): Every 'Print this page' operation automatically results in an intelligently word wrapped, truncation-free, black-on-white printout of that Web page's main body contents -- regardless of the page orientation and user-specified text size selection in effect at that time.
- [Best Practice #9](#): Every Web page incorporates readily accessible contact information.
- [Best Practice #10](#): Every Web page [validates](#) against the World Wide Web Consortium (W3C) specifications for Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), and Web Accessibility Initiative (WAI) Content Guidelines (WCAG).

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## Web Page Validation and Contact Information

This Scsi's "Perfect 10" Web Site Standard - Best Practice #9: Every Web page incorporates readily accessible contact information Page was last updated, 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 Monday, July 5, 2010 at 3:55 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 always welcomes inquiries and will respond promptly (often the very same day) once you select either of these hyperlinks -- [e-mail](#) or  -- then compose and send your message to us.

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### **Major Navigation Hyperlinks for Scsi's "Perfect 10" Web Standard -- Best Practice #9: Every Web page incorporates readily accessible contact information.**

**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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<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>
MAIN HEADING	<a href="http://sonoffconsulting.com/unique_features_9_of_10.html#SkipToHeading2">http://sonoffconsulting.com/unique_features_9_of_10.html#SkipToHeading2</a>
view or download	<a href="http://sonoffconsulting.com/unique_features_9_of_10_with_hyperlinks.pdf">http://sonoffconsulting.com/unique_features_9_of_10_with_hyperlinks.pdf</a>
BOTTOM	<a href="http://sonoffconsulting.com/unique_features_9_of_10.html#bottompage">http://sonoffconsulting.com/unique_features_9_of_10.html#bottompage</a>
Portal	<a href="http://sonoffconsulting.com/portal.html">http://sonoffconsulting.com/portal.html</a>
Home	<a href="http://sonoffconsulting.com/home.html">http://sonoffconsulting.com/home.html</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>
	<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>
e-mail	<a href="mailto:info@sonoffconsulting.com">mailto:info@sonoffconsulting.com</a>
NAVIGATION	<a href="http://sonoffconsulting.com/scsi_pkt_navigation.html">http://sonoffconsulting.com/scsi_pkt_navigation.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>
"Your WebKISS™ Guide Resource" Page	<a href="http://sonoffconsulting.com/your_webkiss_guide_resource_tagline.html">http://sonoffconsulting.com/your_webkiss_guide_resource_tagline.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>
Need Professional Assistance?	<a href="http://sonoffconsulting.com/need_professional_assistance.html">http://sonoffconsulting.com/need_professional_assistance.html</a>
Scsi's "Perfect 10" Web Site Standard	<a href="http://sonoffconsulting.com/unique_features.html">http://sonoffconsulting.com/unique_features.html</a>
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>

<b>Shortcut Text</b>	<b>Internet Address</b>
#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>
#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 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? Page	<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>
#8: Want to Increase Your	

Shortcut Text	Internet Address
Search Engine Rankings?	<a href="http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html">http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.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>
Contact Whom? Located Where? Communicate How? ... Are companies actually afraid to provide you with such vital information, or what?	<a href="http://sonoffconsulting.com/unique_features_9_of_10.html#h2_1">http://sonoffconsulting.com/unique_features_9_of_10.html#h2_1</a>
How does Sonoff Consulting Services, Inc. show respect for each and every visitor to the Scsi P&KT Web Site?	<a href="http://sonoffconsulting.com/unique_features_9_of_10.html#h2_2">http://sonoffconsulting.com/unique_features_9_of_10.html#h2_2</a>
Besides Best Practice #9, which of Scsi's "Perfect 10" Best Practices would you like to read about next?	<a href="http://sonoffconsulting.com/unique_features_9_of_10.html#h2_3">http://sonoffconsulting.com/unique_features_9_of_10.html#h2_3</a>
TOP	<a href="http://sonoffconsulting.com/unique_features_9_of_10.html#toppage">http://sonoffconsulting.com/unique_features_9_of_10.html#toppage</a>
XHTML 1.0 Strict	<a href="http://validator.w3.org/check?uri=http://sonoffconsulting.com/unique_features_9_of_10.html">http://validator.w3.org/check?uri=http://sonoffconsulting.com/unique_features_9_of_10.html</a>
CSS	<a href="http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.com/code/scsi_style2009c_scrn.css">http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.com/code/scsi_style2009c_scrn.css</a>
WCAG Accessibility	<a href="http://www.contentquality.com/Default.asp">http://www.contentquality.com/Default.asp</a>