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Part 2: What to look for -- and expect -- in any World Class Web Site's Underlying Design? Page of Sonoff Consulting Services, Inc.'s Productivity and Knowledge Transfer Web Site

The three major headings provided on this Web page are listed below:

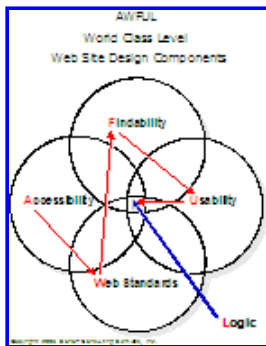
- [Answer: A "Perfect 10" Best Practices Score of 100 for each and every Web page](#)
- [Keeping the Focus on Customer-centric Benefits is the Goal of Scsi's Best Practices.](#)
- [Scsi makes Web page assessments as easy as filling in a single-page document \(on- or off-line\).](#)

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

Answer: A "Perfect 10" Best Practices Score of 100 for each and every Web page

A logical "view from the top down" perspective is the starting point

To illustrate this starting point graphically and emphasize its nature as being the core for all that follows, a [Venn diagram](#) provided below reveals how [Logic](#) [L] is the very foundation for Scsi's "AWFUL" design approach -- where "A+W+F+U=L" serves as a mnemonic for each of the five letters shown in brackets in the paragraph immediately following the diagram below:



As used here, Logic [L] equates to the [union](#) of four World Class Level Web Site Design Components -- [Accessibility](#) [A], [Web Standards](#) [W], [Findability](#) [F], and [Usability](#) [U].

Transforming "AWFUL" design-level concepts into real-world-level Best Practices that benefit everyone

With such a high-level summary of Scsi's "AWFUL" logical design components kept in mind, you will no doubt be better able to appreciate at least some of the thought processes that led to Scsi's World Class Level Web site design and implementation -- culminating in [Scsi's "Perfect 10" Web Site Standard](#) with its underlying set of [Scsi's Best Practices](#) for striving-to-become World Class Level Web Sites listed below.

To see the overall picture of what is stated above, select the [Scsi's World Class Web Site Best Practices image](#) immediately below -- if present -- to view or download a full-page Adobe PDF diagram that provides hyperlinks to each of Scsi's "Perfect 10" Web Site Best Practices for your convenience.



Scsi's "Perfect 10" Web Site Standard's underlying set of ten Best Practices for World Class Level Web Sites

- [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).

What does the presence of all these Best Practices really mean from a practical perspective?

Have it all ... [Ubiquitous Web Access](#) ... here and now on Scsi's P&KT Web Site

Think about it ... You can have it all -- here at the Scsi P&KT Web site. For, as you will discover for yourself, each and every one of [Scsi's Best Practices](#) for a [World Class Level Web site](#) is adhered to throughout the entire Scsi P&KT Web site.

Possibly, based on the usual Web site experiences we regularly encounter, the collective set of Best Practices listed above may be judged by most readers to be unreachable -- or at the very least unexperienced before you came to the Scsi P&KT Web site. Ah, but yes, convincing you that all that Scsi has stated above is absolutely true is the [challenge](#) to be met, now isn't it -- to overcome such obstacles and get on with the business at hand, right? Having said this, of course, it seems that there will always be naysayers whenever someone claims to have made a noteworthy breakthrough in any field of endeavor. That's also expected, isn't it?

Confirm all ten Best Practices are present for any Web page in the sonoffconsulting.com domain

Nonetheless, you can and will be able to prove for yourself that each and every one of these claims has been fully met. How? By actually putting everything claimed above to the test right here on the Scsi P&KT Web site -- using Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool as described below, you will soon realize that all of these Best Practices have in fact been achieved and that Y-O-U are the true benefactor. Isn't that what the Internet is supposed to be all about?

Keeping the Focus on Customer-centric Benefits is the Goal of Scsi's Best Practices.

The collective set of [Scsi's Best Practices](#): is built on a foundation of [conformance to World Wide Web Consortium \(W3C\) standards](#). However, as you will see, the Best Practices themselves need not be thought of as being listed in any rigid sequential or highest-to-lowest priority order. Rather, Scsi suggests that you view these Best Practices as significant contributors toward [achieving a Web](#)

[site design that remains focused on serving its visitors effectively.](#)

When and if any particular Best Practice catches your attention more than another, you might decide to examine the related details by selecting the corresponding hyperlink for the Best Practice of interest at that moment. Upon doing so, you will more readily be able to "read, mark and inwardly digest" (ala, Francis Bacon) -- what has been achieved -- all by design -- and provided throughout the sonoffconsulting.com domain as [customer-centric benefits for everyone to enjoy.](#)

Scsi makes Web page assessments as easy as filling in a single-page document (on- or off-line).

Use Scsi's STCEW Tool as your basic reference

For your convenience, Scsi provides an easy-to-understand and easy-to-use Test Criteria Evaluation Worksheet to use as a working tool that will make the task of reinforcing your understanding and appreciation of what was just described above straightforward -- as well as transferable to others either in hardcopy or softcopy format.

How and what is involved to accomplish all this? Don't worry. You will learn by doing. When and if you make use of [Scsi's Test Criteria Evaluation Worksheet Tool \(STCEW\)](#) described and hyperlinked to in [Part 3](#), this will become something that you will want to pass along to others to learn.

Want a quick look at the STCEW Tool's Checklist?

Curious? Well, you will soon [learn and prove for yourself](#) -- both quickly and quantitatively using Scsi's Test Criteria Evaluation



Worksheet (STCEW) Tool -- selectable via the graphic (if present here) to launch it as a PDF file -- and view a fill-in checklist of Scsi's ten "Best Practices for a World Class Level Web Site."

What will you quickly discern for yourself when you make use of the STCEW Tool?

The STCEW Tool is really an easy-to-use checklist, straightforward to understand, and anyone can use it to check for the presence or absence of [Scsi's Best Practices](#) on any Web site's pages.

What should you do to get other Web sites to fix their Web site's problems?

Let Web Sites know where they need improvement

As you gain experience in applying Scsi's Best Practices checklist -- refer to [Scsi's Test Criteria Evaluation Worksheet \(STCEW\) Tool](#) for details -- for performing degree-of-conformance assessments, you will come to more fully recognize which of [Scsi's Best Practices](#) are overlooked entirely by the vast majority of today's currently designed and implemented Web sites.

Provide specific assessments to prove your point


With quantitative assessments in hand that confirm specific Web pages as needing improvements you will definitely play an influential role by actually pointing out specific areas where improving the quality of any given Web site should be focused.

In fact, Scsi encourages you to provide copies of your STCEW checklist results to those Web sites' personnel. For by taking this action step, you will clearly indicate to those individuals that you truly do know exactly where they are currently "missing the boat" in terms of maximizing the visitor/customer/prospect/user Web experience.

If the Web site personnel are even a bit smart, they will listen to you, implement those needed changes for everyone's benefit, and you can take full credit -- once they do come through with the promised changes -- that you brought this matter to their attention.

Web Page Validation and Contact Information

This Scsi's "Perfect 10" Web Site Standard Page was last updated, validated -- to assure full conformance to W3C's [XHTML 1.0 Strict](#), screen medium cascading style sheet ([CSS](#)), and [WCAG Accessibility](#) (Priorities 1, 2, and 3, inclusive) recommendations --and uploaded on Wednesday, May 14, 2008 at 7:55 p.m. EDT 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 to your [e-mail](#) communications -- [e-mail](#) -- .

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

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Shortcut Text	Internet Address
NAVIGATION	http://sonoffconsulting.com/scsi_pkt_navigation.html
MAIN HEADING	http://sonoffconsulting.com/unique_features_part2.html#SkipToHeading1
view or download	http://sonoffconsulting.com/unique_features_part2_with_hyperlinks.pdf
BOTTOM	http://sonoffconsulting.com/unique_features_part2.html#bottompage
Home	http://sonoffconsulting.com/
Expanded Home	http://sonoffconsulting.com/index_expanded.html
Graphics-based Home	http://sonoffconsulting.com/index_graphics_mapped_version_3.html
About Scsi	http://sonoffconsulting.com/filters/scsi_corp/scsi_corp.html
Site Map	http://sonoffconsulting.com/site_map/site_map.html
Productivity	http://sonoffconsulting.com/filters/productivity/productivity.html
Scsi's WebKISS™ Guides	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_webkiss_guides_page.html
Other Web Sites	http://sonoffconsulting.com/filters/url_links/url_links.html
Contact Us	http://sonoffconsulting.com/filters/contact_us/contact_us.html
Scsi's Access Keys	http://sonoffconsulting.com/access_keys.html
need professional assistance	http://sonoffconsulting.com/need_professional_assistance.html
e-mail	mailto:info@sonoffconsulting.com
	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_11_total_access_so_what.html
#8: Want to Increase Your Search Engine Rankings?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html
#9: How Productivity-focused is your Web Site?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_9_how_productivity-focused_is_your_web_site.html
#10: Want a Free STCEW Tool-based Evaluation of Your Web Site's Pages?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_10_want_a_free_stcew_tool-based_evaluation_of_your_web_site_pages.html
#12: What Does Your Company Web Site Convey About Customer-Centric Focus?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_12_what_does_your_company_web_site_convey_about_customer-centric_focus.html
Home Page	http://sonoffconsulting.com/index.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
"Your WebKISS™ Guide Resource" Page	http://sonoffconsulting.com/your_webkiss_guide_resource_tagline.html
Proof that this is a "World Class level" Web site	http://sonoffconsulting.com/scsi_proof_of_world_class_level.html
Scsi's "Perfect 10" Web Site Standard	http://sonoffconsulting.com/unique_features.html
Part 1	http://sonoffconsulting.com/unique_features_part1.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
Use Any Browser -- by Design!	http://sonoffconsulting.com/any_browser.html
Tips and Notes	http://sonoffconsulting.com/tips.html
Scsi's Privacy Policy	http://sonoffconsulting.com/w3c/scsi_pkt_p3p.html

Shortcut Text	Internet Address
Clients	http://sonoffconsulting.com/filters/scsi_corp/clients/client_list.html
Profile	http://sonoffconsulting.com/filters/scsi_corp/rsonoff_scsi_profile.html
Desktop	http://sonoffconsulting.com/filters/productivity/desktop_tools/desktop_tools.html
Editors and Viewers	http://sonoffconsulting.com/filters/productivity/editors_and_viewers/editors_and_viewers.html
eLearning and Web-based Collaboration	http://sonoffconsulting.com/filters/productivity/elearning_and_collaboration/elearning_and_collaboration.html
High-end Technology	http://sonoffconsulting.com/filters/productivity/high-end_technology/high-end_technology.html
Mail Programs	http://sonoffconsulting.com/filters/productivity/mail_programs/mail_programs.html
System Utilities	http://sonoffconsulting.com/filters/productivity/system_utilities/system_utilities.html
Web Usability	http://sonoffconsulting.com/filters/productivity/web_usability/web_usability.html
Miscellaneous	http://sonoffconsulting.com/filters/productivity/miscellaneous/miscellaneous.html
Recommended Reading	http://sonoffconsulting.com/filters/productivity/gotm_resources/gotm_books.html
#1: Why Validate a Web Site's Pages?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_val_web_site.html
#2: Why 100% Accessibility?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_100_accessibility.html
#3: Why use more than one Web browser?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_use_more_than_one_browser.html
#4: What could Management learn?	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_what_could_management_learn.html
#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
Answer: A "Perfect 10" Best Practices Score of 100 for each and every Web page	http://sonoffconsulting.com/unique_features_part2.html#h2_1
Keeping the Focus on Customer-centric Benefits is the Goal of Scsi's Best Practices	http://sonoffconsulting.com/unique_features_part2.html#h2_2
Scsi makes Web page assessments as easy as filling in a single-page document (on- or off-line)	http://sonoffconsulting.com/unique_features_part2.html#h2_3
Venn diagram	http://sonoffconsulting.com/scsi_pkt_awful_design_components_with_hyperlinks.pdf
Scsi's World Class Web Site Best Practices image	http://sonoffconsulting.com/scsi_pkt_perfect_10_web_best_practices_diagram_with_hyperlinks.pdf
Ubiquitous Web Access	http://sonoffconsulting.com/index_expanded.html#h2_2
challenge	http://sonoffconsulting.com/unique_features_part3.html#stcew
learn and prove for yourself	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_what_could_management_learn.html#h2_4
	http://sonoffconsulting.com/perfect_10_conformity_checklist.pdf
XHTML 1.0 Strict	http://validator.w3.org/check?uri=http://sonoffconsulting.com/unique_features.html
CSS	http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.com/code/scsi_style2005a_scrn.css
WCAG Accessibility	http://www.contentquality.com/Default.asp
TOP	http://sonoffconsulting.com/unique_features_part2.html#toppage