

## 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

Skip to the [MAIN HEADING](#) of this page, request immediate [assistance](#), jump to this page's [Major Navigation Hyperlinks](#) section or to the [BOTTOM](#) of this page, or [view or download](#) a PDF version of this Web page's contents (including associated hyperlinks):

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**Scsi's TOTAL ACCESS Web Design ... Simply the BEST**  
**Sonoff Consulting Services, Inc. (Scsi)**  
**271 Saxony Drive, Crestview Hills, KY 41017-2294 USA**  
**To discuss your specific needs, call Scsi. Phone: (859) 261-5908**

Phone **(859) 261-5908** for prompt assistance.

Make use of [Scsi's dual-domain search configuration](#):

(Search Window):  (Search Domain):  Search the Web  
 Scsi P&KT

### PRIMARY NAVIGATION BUTTONS

|  |  |   |  |
|--|--|---|--|
| <a href="#">MAIN HEADING</a>                                 | <a href="#">BOTTOM of Page</a>               | <a href="#">TOP of Page</a>                   | <a href="#">Validate HTML code</a>   |
| <a href="#">Validate CSS3 code</a>                           | <a href="#">Accessibility Checker</a>        | <a href="#">Portal Page</a>                   | <a href="#">Index</a> ***** 55-  |
| <a href="#">Navigation</a>                                   | <a href="#">Site Map</a>                     | <a href="#">Home</a>                          | <a href="#">Expanded Home</a>  |
| <a href="#">Graphics-based Home</a>                          | <a href="#">Mobile Site</a>                  | <a href="#">Privacy Policy</a>                | <a href="#">Other Web Sites</a>  |
| <a href="#">Business Listings</a>                            | <a href="#">About Scsi</a>                   | <a href="#">Profile</a>                       | <a href="#">15 Major Categories</a>  |
| <a href="#">Services Offered</a>                             | <a href="#">What does Scsi do--exactly?</a>  | <a href="#">Need Professional Assistance?</a> | <a href="#">Clients</a> minute Audio Interview: Scsi's "World Class Level" Web site Design *****                             |
| <a href="#">E-mail Scsi</a>                                  | <a href="#">Contact Scsi</a>                 | <a href="#">Contact Form</a>                  | <a href="#">Productivity</a>   |
| <a href="#">Focus on Productivity</a>                        | <a href="#">Scsi's Access Keys</a>           | <a href="#">Tips and Notes</a>                | <b>SPECIAL NOTE:</b> Learn what <a href="#">Scsi's "World Class Level" Web site design</a> is all about by accessing the 55- |
| <a href="#">Scsi's "Perfect 10" Standard</a>                 | <a href="#">Part 1: User-focused Control</a> |   |  |
| <a href="#">Part 2: "A+W+F+U=L" World Class Level Design</a> |  |   |  |
| <a href="#">Part 3: "Perfect 10" Challenge</a>               | <a href="#">Proof "World Class Level"</a>    |   |  |

|   |  |  |
|---|--|--|
| <a href="#">Web Site Best Practices</a>   | <a href="#">Use Any Web Browser</a>                  | minute recorded (audio-only              |
| <a href="#">Scsi's WebKISS(tm) Guides</a> | <a href="#">WKG #10: STCEW Tool-based Evaluation</a> | MP3                                      |
| <a href="#">WKG #11: TOTAL ACCESS</a>     | <a href="#">HFM Vendors Listing</a>                  | file, 12                                 |
|   |  | MB in size) interview                    |
|   |  | <a href="#">Cincinnati Business Talk</a> |

**#158 Raymond Sonoff, Web Sites** produced by [Mike Roth, Cincinnati's longest-trained Sandler Trainer](#).



**PLAY  
INTERVIEW**

**Ready to act?** Call **(859) 261-5908** to immediately reach [Raymond Sonoff](#), President of [Sonoff Consulting Services, Inc.](#), [271 Saxony Drive, Crestview Hills, KY 41017-2294](#) USA. ... or send an [e-mail](#) message to "info AT sonoffconsulting DOT com" to get answers to your specific questions, or make immediate use of Scsi's [Contact Form 1](#) Web page, and fill out the form's fields citing whatever you want addressed by Scsi.

## **Part 2: What to look for -- and expect -- in any World Class Web Site's Underlying Design?**

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

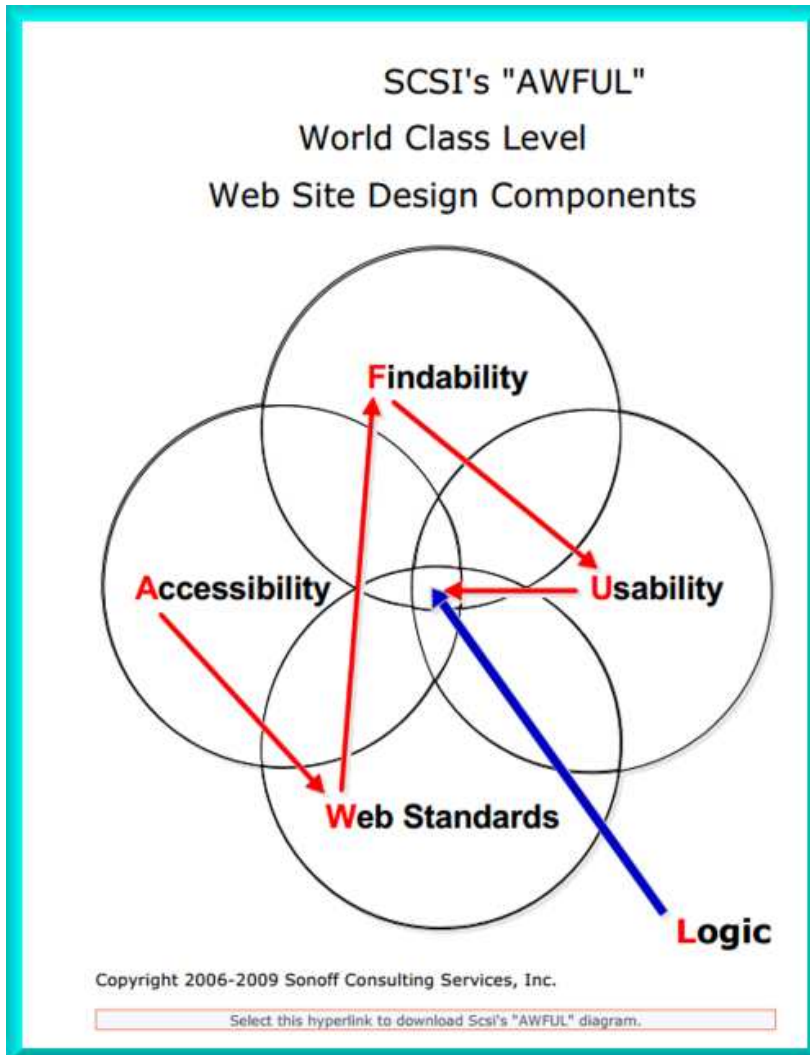
1. [Answer: A "Perfect 10" Best Practices Score of 100 for each and every Web page](#)
2. [Keeping the Focus on Customer-centric Benefits is the Goal of Scsi's Web Site Best Practices.](#)
3. [Scsi makes Web page assessments as easy as filling in a single-page document \(on- or off-line\).](#)

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 "A+W+F+U=L" 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:

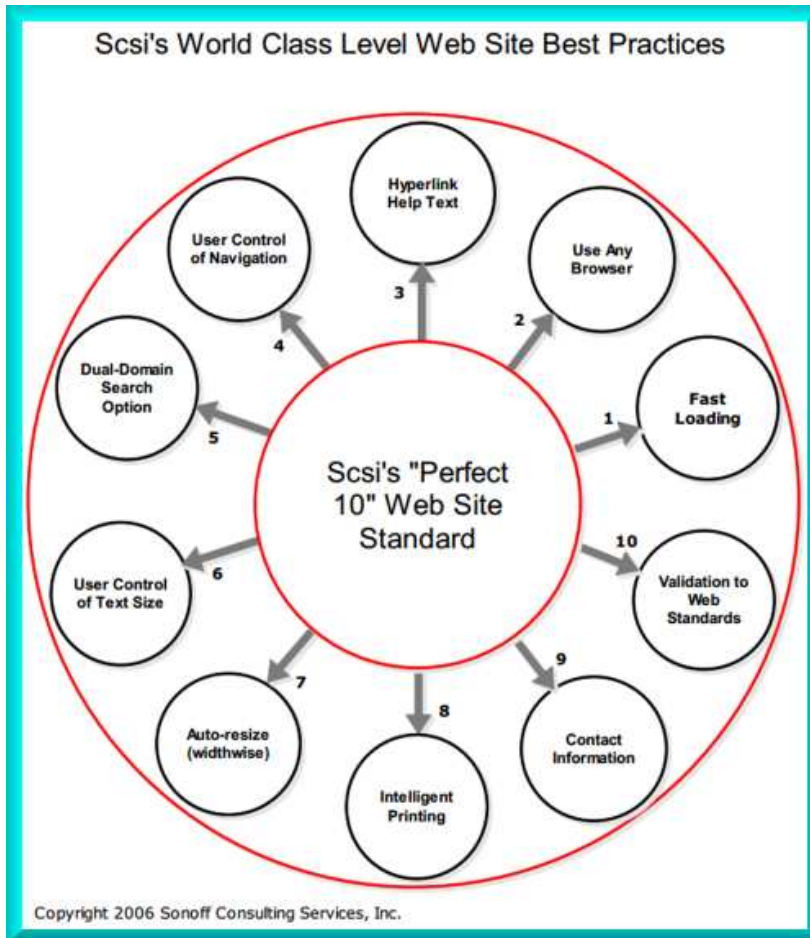


As used here, Logic [L] equates to the [union](#) of four World Class Level Web Site Design Components -- [Accessibility](#) [A], [Web Standards](#) [W], [Findability](#) [F], and [Usability](#) [U].

### **Transforming "A+W+F+U=L" design-level concepts into demonstrable "world class level" Web Site Best Practices that benefit everyone**

With such a high-level summary of Scsi's "A+W+F+U=L" 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 Web Site 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 [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 Web Site Best Practices for World Class Level Web Sites

1. [Best Practice #1](#): Every Web page is [fast loading](#).
2. [Best Practice #2](#): Every Web page is [viewable with any type of browser](#).
3. [Best Practice #3](#): Every Web page incorporates meaningful, descriptive 'balloon help' text for every hyperlink (both text- and graphics-based).
4. [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.
5. [Best Practice #5](#): Every Web page incorporates an integral and effective dual-domain search window.
6. [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.

7. [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.
8. [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.
9. [Best Practice #9](#): Every Web page incorporates readily accessible contact information.
10. [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 Web Site 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 Web Site 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 Web Site Best Practices.**

The collective set of [Scsi's Web Site 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?**

To quickly find out what seamlessly integrated and clearly demonstrable benefits are claimed for each and every Web page, take a moment now to either view or download [Scsi's Test Criteria Evaluation Worksheet \(STCEW\) Tool](#) -- especially by using Scsi's convenient one-pager worksheet file:



STCEW Tool Scoring Results and Comments Enter a Tracking ID # for this particular STCEW Tool-based Evaluation: \_\_\_\_\_

| <a href="#">Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool -- Results and Comments</a> Need help? Call (859) 261-5908 for <a href="#">professional assistance</a> .<br>Ten Features Every Web Site Should Always Provide its Visitors For more details, visit Scsi's P&KT Web Site at <a href="http://sonoffconsulting.com/">http://sonoffconsulting.com/</a> |                 |  |
|---|-----------------|--|
| <a href="#">Scsi's Web Site Best Practices for Usability and Accessibility</a><br><a href="http://">http://</a> _____   | Pass?<br>Y or N | Specific comments associated with the corresponding Best Practice evaluation test results can be entered in the areas below. |
| 1. Every Web page is <a href="#">fast loading</a> .   |                 |  |
| 2. Every Web page is <a href="#">viewable with any type of browser</a> .  |                 |  |
| 3. Every Web page incorporates meaningful, descriptive 'balloon help' text for every hyperlink (both text- and graphics-based).   |                 |  |
| 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.   |                 |  |
| 5. Every Web page incorporates an integral and effective dual-domain search window.   |                 |  |
| 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.   |                 |  |
| 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.   |                 |  |
| 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.  |                 |  |
| 9. Every Web page incorporates readily accessible contact information.  |                 |  |
| 10. Every Web page <a href="#">validates</a> 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).   |                 |  |
| <b>Resulting Best Practices score for this Web page (based upon an "N" equating to 0 points), tally up the number of "Y" entries is:</b><br>_____   |                 |  |
| <b>Keep In Mind: Every one of Scsi's Web pages scores 100.</b>  |                 |  |

Access and download this file at <http://sonoffconsulting.com/scsi-pkt-stcew-tool-scoring-results-and-comments-to-fill-in.pdf> on Scsi's P&KT Web site.

Form Completed by \_\_\_\_\_ on (date) \_\_\_\_\_ ; Completed form reviewed by \_\_\_\_\_ on (date) \_\_\_\_\_

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With the STCEW Tool either displayed or printed out and in front of you, do the following:

1. Access a Web site page to examine for assessment for each of Scsi's ten Web Site Best Practices.
2. For each of the ten Web Site Best Practices listed, enter either a Y (for Yes) or an N (for No) as answers -- based on what you have learned should occur with the Scsi P&KT Web Site as your model reference.
3. Tally up the number of "Yes" entries and multiply that number by 10 to get the Best Practices score for that particular Web page.
4. Refer to the legend for scoring and enter the resulting number on the Worksheet box reserved for that entry.
5. Assess the grade for that Web page based on the cumulative score, namely: Perfect (100), Excellent (90), Good (70 or 80), Fair (50 or 60), Poor (30 or 40), Abysmal (10 or 20), and Total Failure (a zero).

6. Repeat the prior steps for any other Web page(s) that you want to quantitatively assess.

### **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 Web Site 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 Web Site 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 Web Site 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.

#### **Major Navigation Links**

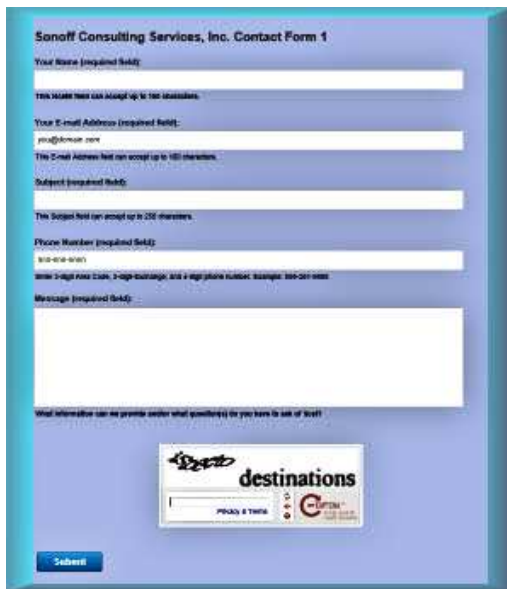
**NAVIGATION:** Skip to [MAIN HEADING](#) of this page, [view or download](#) a PDF version of this Web page's main contents (including associated hyperlinks), jump to the [TOP](#) of this page, or visit the [Portal](#), [Home](#), [Expanded Home](#), [Graphics-based Home](#), [About Scsi](#), [Site](#)



[Map](#), [Productivity](#), [Scsi's WebKISS™ Guides](#), [Other Web Sites](#), or [Contact Us](#) page of the Scsi P&KT Web Site.

### Need immediate assistance?

Call **(859) 261-5908** to immediately reach [Raymond Sonoff](#), President of [Sonoff Consulting Services, Inc.](#) (Scsi), [271 Saxony Drive, Crestview Hills, KY 41017-2294](#) USA, send an [e-mail](#) message to "info AT sonoffconsulting DOT com" to get answers to your specific questions, or access Scsi's [Contact Form 1](#) Web page (or the thumbnail image provided below), and fill out the form's fields citing whatever you want addressed by Scsi.

The image shows a contact form titled "Sonoff Consulting Services, Inc. Contact Form 1". It contains several input fields with labels and validation instructions: "Your Name (required field)", "Your E-mail Address (required field)", "Subject (required field)", "Phone Number (required field)", and "Message (required field)". There is a "Submit" button at the bottom left. A logo for "destinations" is visible at the bottom center of the form area.

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).

### Web Page Validation and Contact Information

This **Scsi's Part 2: What to look for -- and expect -- in any World Class Web Site's Underlying Design? Page** was last updated, validated -- to assure full conformance to W3C's [HTML5](#), cascading style sheet ([CSS3](#)), and [WCAG Accessibility](#) (Priorities 1, 2, and 3, inclusive) recommendations --and uploaded on **Sunday, February 14, 2016 at 11:00 a.m. ET** by [Raymond Sonoff](#), President of [Sonoff Consulting Services, Inc.](#) (Scsi), [271 Saxony Drive, Crestview Hills, KY 41017-2294](#) USA: Telephone: **(859) 261-5908**.

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

**Scsi's set of thirty-eight (38) [Pre-defined Access Keys](#):**

**Sixteen (16) Alphabetical Characters:** [c](#): [q](#): [i](#): [k](#): [m](#): [n](#): [o](#): [p](#): [q](#): [r](#): [u](#): [w](#): [x](#): [y](#): (See NOTE below.)

**Ten (10) Numbers:** [1](#): [2](#): [3](#): [4](#): [5](#): [6](#): [7](#): [8](#): [9](#): [0](#):

**Twelve (12) Specific Symbols:** [\\*](#): [\\_](#): [:](#) : [/](#): [=](#): [\](#): [!](#): [^](#): [\[](#): [≡](#): [\]](#):

**NOTE:** Two of Scsi's 16 pre-defined Alphabetical character Access keys, namely: **j** and **s** are not cited here. However, they are always assigned to perform "Skip to MAIN HEADING" and "Jump to and Select the Search Window's search string" functions, respectively, within the displayed Web page.

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| <b>Shortcut Text</b>                    | <b>Internet Address</b>   |
|---|---|
| MAIN HEADING                            | <a href="http://sonoffconsulting.com/unique_features_part2.html#SkipToHeading2">http://sonoffconsulting.com/unique_features_part2.html#SkipToHeading2</a>   |
| assistance                              | <a href="http://sonoffconsulting.com/unique_features_part2.html#assistance">http://sonoffconsulting.com/unique_features_part2.html#assistance</a>   |
| Major Navigation Hyperlinks             | <a href="http://sonoffconsulting.com/unique_features_part2.html#mnh">http://sonoffconsulting.com/unique_features_part2.html#mnh</a>   |
| BOTTOM                                  | <a href="http://sonoffconsulting.com/unique_features_part2.html#bottompage">http://sonoffconsulting.com/unique_features_part2.html#bottompage</a>   |
| view or download                        | <a href="http://sonoffconsulting.com/unique_features_part2_with_hyperlinks.pdf">http://sonoffconsulting.com/unique_features_part2_with_hyperlinks.pdf</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>   |
| Scsi's dual-domain search configuration | <a href="http://sonoffconsulting.com/unique_features_5_of_10.html">http://sonoffconsulting.com/unique_features_5_of_10.html</a>   |
| TOP of Page                             | <a href="http://sonoffconsulting.com/unique_features_part2.html#toppage">http://sonoffconsulting.com/unique_features_part2.html#toppage</a>   |
| Validate HTML code                      | <a href="http://validator.w3.org/check?uri=http://sonoffconsulting.com/unique_features_part2.html">http://validator.w3.org/check?uri=http://sonoffconsulting.com/unique_features_part2.html</a>   |
| Validate CSS3 code                      | <a href="http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.com/code/responsive-scsi-pkt-1e1g3e3.css">http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.com/code/responsive-scsi-pkt-1e1g3e3.css</a> |
| Accessibility Checker                   | <a href="http://achecker.ca/checker/">http://achecker.ca/checker/</a>   |
| Portal Page                             | <a href="http://sonoffconsulting.com/portal.html">http://sonoffconsulting.com/portal.html</a>   |
| Index                                   | <a href="http://sonoffconsulting.com/filters/">http://sonoffconsulting.com/filters/</a>   |
| Navigation                              | <a href="http://sonoffconsulting.com/scsi_pkt_navigation.html">http://sonoffconsulting.com/scsi_pkt_navigation.html</a>   |
| Site Map                                | <a href="http://sonoffconsulting.com/site_map/site_map.html">http://sonoffconsulting.com/site_map/site_map.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>   |
| Mobile Site                             | <a href="http://m.sonoffconsulting.com/">http://m.sonoffconsulting.com/</a>   |
| Privacy Policy                          | <a href="http://sonoffconsulting.com/w3c/scsi_pkt_p3p.html">http://sonoffconsulting.com/w3c/scsi_pkt_p3p.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>   |
| Business Listings                       | <a href="http://sonoffconsulting.com/scsi-business-directories.html">http://sonoffconsulting.com/scsi-business-directories.html</a>   |
| About Scsi                              | <a href="http://sonoffconsulting.com/filters/scsi_corp/scsi_corp.html">http://sonoffconsulting.com/filters/scsi_corp/scsi_corp.html</a>   |
| Profile                                 | <a href="http://sonoffconsulting.com/filters/scsi_corp/rsonoff_scsi_profile.html">http://sonoffconsulting.com/filters/scsi_corp/rsonoff_scsi_profile.html</a>   |
| 15 Major Categories                     | <a href="http://sonoffconsulting.com/15-major-categories.html">http://sonoffconsulting.com/15-major-categories.html</a>   |
| Services Offered                        | <a href="http://sonoffconsulting.com/scsi-pkt-services-offered.html">http://sonoffconsulting.com/scsi-pkt-services-offered.html</a>   |
| What does Scsi do--                     | <a href="http://sonoffconsulting.com/what_scsi_pkt_does.html">http://sonoffconsulting.com/what_scsi_pkt_does.html</a>   |

| <b>Shortcut Text</b>                 | <b>Internet Address</b>   |
|--------------------------------------|---|
| exactly?                             |   |
| Need Professional Assistance?        | <a href="http://sonoffconsulting.com/need_professional_assistance.html">http://sonoffconsulting.com/need_professional_assistance.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>   |
| E-mail Scsi                          | <a href="mailto:info@sonoffconsulting.com">mailto:info@sonoffconsulting.com</a>   |
| Contact Scsi                         | <a href="http://sonoffconsulting.com/filters/contact_us/contact_us.html">http://sonoffconsulting.com/filters/contact_us/contact_us.html</a>   |
| Contact Form                         | <a href="http://sonoffconsulting.com/filters/contact_us/contact_form-1.html">http://sonoffconsulting.com/filters/contact_us/contact_form-1.html</a>   |
| Productivity                         | <a href="http://sonoffconsulting.com/filters/productivity/productivity.html">http://sonoffconsulting.com/filters/productivity/productivity.html</a>   |
| Focus on Productivity                | <a href="http://sonoffconsulting.com/scsi_focus_on_productivity.html">http://sonoffconsulting.com/scsi_focus_on_productivity.html</a>   |
| Scsi's Access Keys                   | <a href="http://sonoffconsulting.com/access_keys.html">http://sonoffconsulting.com/access_keys.html</a>   |
| Tips and Notes                       | <a href="http://sonoffconsulting.com/tips_and_notes.html">http://sonoffconsulting.com/tips_and_notes.html</a>   |
| Scsi's "Perfect 10" Standard         | <a href="http://sonoffconsulting.com/unique_features.html">http://sonoffconsulting.com/unique_features.html</a>   |
| Part 1: User-focused Control         | <a href="http://sonoffconsulting.com/unique_features_part1.html">http://sonoffconsulting.com/unique_features_part1.html</a>   |
| Part 3: "Perfect 10" Challenge       | <a href="http://sonoffconsulting.com/unique_features_part3.html">http://sonoffconsulting.com/unique_features_part3.html</a>   |
| Proof "World Class Level"            | <a href="http://sonoffconsulting.com/scsi_proof_of_world_class_level.html">http://sonoffconsulting.com/scsi_proof_of_world_class_level.html</a>   |
| Web Site Best Practices              | <a href="http://sonoffconsulting.com/scsi-pkt-web-best-practices.html">http://sonoffconsulting.com/scsi-pkt-web-best-practices.html</a>   |
| Use Any Web Browser                  | <a href="http://sonoffconsulting.com/any_browser.html">http://sonoffconsulting.com/any_browser.html</a>   |
| Scsi's WebKISS (tm) 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>   |
| WKG #10: STCEW Tool-based Evaluation | <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> |
| HFM Vendors Listing                  | <a href="http://sonoffconsulting.com/scsi-listing-of-vendors-at-historic-findlay-market.html">http://sonoffconsulting.com/scsi-listing-of-vendors-at-historic-findlay-market.html</a>   |
| Scsi's "World Class Level" Web       | <a href="http://sonoffconsulting.com/scsi_proof_of_world_class_level.html#SkipToHeading2">http://sonoffconsulting.com/scsi_proof_of_world_class_level.html#SkipToHeading2</a>   |

| Shortcut Text  | Internet Address  |
|--|---|
| site design  |   |
| Cincinnati Business Talk #158 Raymond Sonoff, Web Sites  | <a href="http://sonoffconsulting.com/mp3-files/raymond-sonoff-interview-on-cincy-business-talk-show-17oct2013.mp3">http://sonoffconsulting.com/mp3-files/raymond-sonoff-interview-on-cincy-business-talk-show-17oct2013.mp3</a> |
| Mike Roth, Cincinnati's longest-trained Sandler Trainer  | <a href="http://www.rothconsulting.sandler.com/">http://www.rothconsulting.sandler.com/</a>   |
| 271 Saxony Drive, Crestview Hills, KY 41017-2294   | <a href="https://plus.google.com/106377151163997196082?gl=US&amp;hl=en-US">https://plus.google.com/106377151163997196082?gl=US&amp;hl=en-US</a>   |
| Answer: A "Perfect 10" Best Practices Score of 100 for each and every Web page                 | <a href="http://sonoffconsulting.com/unique_features_part2.html#h2_1">http://sonoffconsulting.com/unique_features_part2.html#h2_1</a>   |
| Keeping the Focus on Customer-centric Benefits is the Goal of Scsi's Web Site Best Practices   | <a href="http://sonoffconsulting.com/unique_features_part2.html#h2_2">http://sonoffconsulting.com/unique_features_part2.html#h2_2</a>   |
| Scsi makes Web page assessments as easy as filling in a single-page document (on- or off-line) | <a href="http://sonoffconsulting.com/unique_features_part2.html#h2_3">http://sonoffconsulting.com/unique_features_part2.html#h2_3</a>   |
| Venn diagram   | <a href="http://sonoffconsulting.com/scsi_pkt_awful_design_components_with_hyperlinks.pdf">http://sonoffconsulting.com/scsi_pkt_awful_design_components_with_hyperlinks.pdf</a>   |
| 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>                                   |
| Web Standards  | <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>   |
| Findability  | <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>           |

| <b>Shortcut Text</b>   | <b>Internet Address</b>   |
|--|---|
| Usability  | <a href="http://sonoffconsulting.com/filters/productivity/web_usability/web_usability.html">http://sonoffconsulting.com/filters/productivity/web_usability/web_usability.html</a>   |
| Scsi's Web Site Best Practices   | <a href="http://sonoffconsulting.com/unique_features_part2.html#h3_3">http://sonoffconsulting.com/unique_features_part2.html#h3_3</a>   |
| image  | <a href="http://sonoffconsulting.com/scsi_pkt_perfect_10_web_best_practices_diagram_with_hyperlinks.pdf">http://sonoffconsulting.com/scsi_pkt_perfect_10_web_best_practices_diagram_with_hyperlinks.pdf</a>                               |
| Best Practice #1   | <a href="http://sonoffconsulting.com/unique_features_1_of_10.html">http://sonoffconsulting.com/unique_features_1_of_10.html</a>   |
| Best Practice #2   | <a href="http://sonoffconsulting.com/unique_features_2_of_10.html">http://sonoffconsulting.com/unique_features_2_of_10.html</a>   |
| Best Practice #3   | <a href="http://sonoffconsulting.com/unique_features_3_of_10.html">http://sonoffconsulting.com/unique_features_3_of_10.html</a>   |
| Best Practice #4   | <a href="http://sonoffconsulting.com/unique_features_4_of_10.html">http://sonoffconsulting.com/unique_features_4_of_10.html</a>   |
| Best Practice #6   | <a href="http://sonoffconsulting.com/unique_features_6_of_10.html">http://sonoffconsulting.com/unique_features_6_of_10.html</a>   |
| Best Practice #7   | <a href="http://sonoffconsulting.com/unique_features_7_of_10.html">http://sonoffconsulting.com/unique_features_7_of_10.html</a>   |
| Best Practice #8   | <a href="http://sonoffconsulting.com/unique_features_8_of_10.html">http://sonoffconsulting.com/unique_features_8_of_10.html</a>   |
| Best Practice #9   | <a href="http://sonoffconsulting.com/unique_features_9_of_10.html">http://sonoffconsulting.com/unique_features_9_of_10.html</a>   |
| Best Practice #10  | <a href="http://sonoffconsulting.com/unique_features_10_of_10.html">http://sonoffconsulting.com/unique_features_10_of_10.html</a>   |
| Ubiquitous Web Access  | <a href="http://sonoffconsulting.com/index_expanded.html#h2_2">http://sonoffconsulting.com/index_expanded.html#h2_2</a>   |
| challenge  | <a href="http://sonoffconsulting.com/unique_features_part3.html#stcew">http://sonoffconsulting.com/unique_features_part3.html#stcew</a>   |
| achieving a Web site design that remains focused on serving its visitors effectively | <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> |
| Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool                               | <a href="http://sonoffconsulting.com/scsi_pkt_stcew_tool_scoring_results_and_comments_fill-in.pdf">http://sonoffconsulting.com/scsi_pkt_stcew_tool_scoring_results_and_comments_fill-in.pdf</a>   |
|  | <a href="http://sonoffconsulting.com/filters/contact_us/contact_form-1.html#SkipToHeading2">http://sonoffconsulting.com/filters/contact_us/contact_form-1.html#SkipToHeading2</a>   |
| Alphabetical Characters  | <a href="http://sonoffconsulting.com/access_keys.html#alphabetical-characters-access-keys">http://sonoffconsulting.com/access_keys.html#alphabetical-characters-access-keys</a>   |
| Numbers  | <a href="http://sonoffconsulting.com/access_keys.html#numbers-access-keys">http://sonoffconsulting.com/access_keys.html#numbers-access-keys</a>   |
| Specific Symbols   | <a href="http://sonoffconsulting.com/access_keys.html#specific-symbols-access-keys">http://sonoffconsulting.com/access_keys.html#specific-symbols-access-keys</a>   |