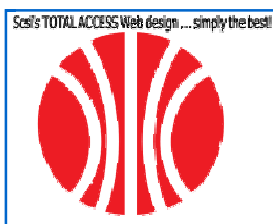


Telephone 859-261-5908 to immediately reach [Raymond Sonoff](#), President of [Sonoff Consulting Services, Inc.](#), 271 Saxony Drive, Crestview Hills, KY 41017-2294 USA.

Part 3: What is Scsi's "Perfect 10" Challenge? Page



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

Major Headings for Scsi's Part 3: What is Scsi's "Perfect 10" Challenge? Page

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

- [Answer: How well \(or how poorly\) do any other Web site's pages measure up against Scsi's World Class Level Quality Standard?](#)
- [Scsi's Test Criteria Evaluation Worksheet \(STCEW\) Tool -- Making "Perfect 10" Testing Easy For You To Do](#)
- [What subsequent actions are recommended by Scsi?](#)
- [How will going through the exercise of completing Scsi's Test Criteria Evaluation Worksheets help both Web site designers and Web site visitors in the long run?](#)
- [What to do if your Web site pages exhibit Best Practices scores that fall far short of measuring up?](#)

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


Answer: How well (or how poorly) do any other Web site's pages measure up against Scsi's World Class Level Quality Standard?

All right. Scsi assumes that you've reached this point by reading all of the statements in [Part 1](#) and in [Part 2](#) of Scsi's "Perfect 10" Web Site Standard combined with accessing the related hyperlinks.

If that is so, you've certainly spent a considerable amount of your time absorbing what [Scsi's Best Practices](#) are all about and what their attendant benefits are, especially the resulting increase in your productivity while browsing within the Scsi P&KT Web site. What's next to know and do?

Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool -- Making "Perfect 10" Testing Easy For You To Do

You will soon be able to [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.

As you make use of this worksheet, you will find that most of Scsi's ten "Best Practices for a World Class Level Web Site" are wholly absent from the vast majority of today's currently designed and implemented Web sites.

The resulting STCEW Tool-based scores you will determine will likely range from 0 to 20 which, unfortunately, represents the norm for most Web sites. Scsi believes that this disappointing fact reflects the lack of focus or serious attention by company personnel toward understanding and applying both [Web usability](#) and [Web accessibility](#) principles and practices -- matters that Scsi feels should be incorporated in as seamless a manner as possible -- to benefit every Web site visitor on any given company's Web site(s).

Actually [seeing for yourself](#) just how very large the "room for improvement" remains among most Web sites -- regardless of company size or amounts of monetary expenditures -- will definitely prove to be an eye-opening experience that you will long remember, appreciate, and (hopefully) pass along to others to learn about and apply as well. Lots o' luck.

Available Formats

For your convenience, make use of Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool -- provided as a one-page Adobe Acrobat ([PDF](#)), one-page Microsoft Word ([DOC](#)), or a two-page ([TXT](#)) file.

Scsi's WebKISS™ Guide #4 provides Guidelines for Assessing Scores

Specifically, follow closely the [detailed instructions](#) cited within [Scsi's WebKISS™ Guide #4: What could Management learn ...?](#) Web page.

Note that you should be able to readily complete while remaining on-line either the PDF- or Word-based STCEW Tool's fields and then print out the entire document if you wish to do so when finished.

Alternatively, you could print out any of the three document types and provide your answers manually on the printout itself. In either case, this straightforward, easy-to-complete document will provide you with a means and method that you can make immediate use of to quickly record for direct comparison any Web site's pages for conformance to Scsi's World Class Level Web Site standard.

Note also that if you have Adobe Acrobat software installed already, you can fill out the PDF version form on-line, print the results out before closing that window, and save the results locally on your PC for later recall.

Over the longer term, you can even make use of a number of copies of the worksheet's tabular format to determine for yourself whether or not you can actually find any other Web site that can match the Scsi P&KT Web site's set of "Perfect 10" Best Practices. Most likely, finding even just one page on any given other Web site that will pass all ten Best Practices will prove challenging enough to accomplish.

What subsequent actions are recommended by Scsi?

Let your thoughts be known

Consider the possibilities. Armed with the knowledge as to which of [Scsi's Best Practices](#): are missing, you can make a real difference because you now know specifically corrective actions are missing from the Web site pages you've evaluated.

Just take a few moments to pass along to these companies your newly-gained insights as to what they are specifically neglecting to address. Scsi is certain that you and the many respective Web site visitors who have to put up with such matters on a regular basis at these Web sites will certainly be thankful for your efforts on their behalf.

Demand answers to your focused criticisms

Imagine their surprise when and if you do contact them and state specifically which of Scsi's "Perfect 10" Best Practices are not adhered to within their Web site's pages. Moreover, they will most likely have little or no idea about how to discern these Web usability and accessibility issues for themselves. So, you can take the initiative to inform them about the Scsi P&KT Web site and direct them to make use of the STCEW Tool that you have by now mastered to confirm your observations for themselves.

For example, you can provide that company's Webmaster or Marketing/Sales/Customer Service/Support personnel with a copy of Scsi's Test Criteria Evaluation Worksheet (STCEW) results. Moreover, you should request that they take whatever steps are necessary to focus on implementing each missing Best Practice that you have taken the time to establish as being one that they have overlooked in creating their Web site's pages.

Remember that you are the one who must be served

You could even direct them to repeat the same series of tests for themselves by referencing the associated Scsi P&KT Web site's descriptions for each Best Practice (Feature).

Always remember this: As the visitor/customer/prospect/user to any Web site, you are both the most essential and most critical element in the overall Web site experience. The success of a company's Web site depends entirely upon putting your needs, wants, and desires first, foremost, and above all other objectives.

After all, your inherently customer-centric inputs and continued focus on fully expecting to get the most value for your time and money invested will ultimately prove crucial in stimulating company personnel to recognize this fact, pay attention to your inputs, and take actionable steps to correct any and all clearly defined Best Practices found to be missing from the Web site's currently faulty design and implementation.

Inform Scsi of your communication successes

In any case, do have fun trying, and be sure to [let Scsi know](#) if you find any Web sites that have even one Web page that scores 100 (that is, clearly deserved ten "Yes" entries in the STCEW Tool's set of Best Practices).

How will going through the exercise of completing Scsi's Test Criteria Evaluation Worksheets help both Web site designers and Web site visitors in the long run?

- Perhaps surprisingly, most Web page Best Practices scores will generally come out below 50 in most cases, indicative of significant room for improvement.
- Making use of this straightforward test will make you better informed of specific problems that should be addressed.
- The associated Web site designers should be made aware of these facts and should take appropriate steps to address the related Web Usability and Accessibility issues as soon as possible.
- Poring over the Scsi's Web site's pages for steps to take toward achieving a World Class level Web site is really the next best thing to actually retaining Scsi to assist your company in solving these easily discerned issues.

What to do if your Web site pages exhibit Best Practices scores that fall far short of measuring up?

You may conclude that you really need outside professional assistance to raise the overall Best Practices scores for your company's Web site(s)'s pages to a more acceptable level. If this proves to be the case, Scsi encourages you to swallow your pride and do the right (and most profitable) thing -- [contact us](#).

After all, by now you should be convinced that Scsi knows how to implement these and other productivity-driven concepts and principles. So, why not take that decisive step to retain Scsi to assist you toward achieving similar objectives for your company? Do it now. Thank you.

Web Page Validation and Contact Information

This Scsi's Part 3: What is Scsi's "Perfect 10" Challenge? 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, June 29, 2011 at 7:15 a.m. ET by [Raymond Sonoff](#), President of Sonoff Consulting Services, Inc., 271 Saxony Drive, Crestview Hills, KY 41017-2294 USA: Telephone: (859) 261-5908.

Remember: If you have some questions to ask, wish to request additional information about specific topics, or want to send a request for proposal, Scsi will always welcome your inquiries and respond promptly -- often the very same day -- to your [e-mail](#) communications. -- 

Major Navigation Links

[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.

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| Shortcut Text | Internet Address |
|---|---|
| NAVIGATION | http://sonoffconsulting.com/scsi_pkt_navigation.html |
| MAIN HEADING | http://sonoffconsulting.com/unique_features_part3.html#main_heading |
| view or download | http://sonoffconsulting.com/unique_features_part3_with_hyperlinks.pdf |
| Major Navigation Hyperlinks | http://sonoffconsulting.com/unique_features_part3.html#mnh |
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| 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 |
| Need Professional Assistance? | http://sonoffconsulting.com/need_professional_assistance.html |
| Scsi's "Perfect 10" Web Site Standard | http://sonoffconsulting.com/unique_features.html |
| Part 1 | http://sonoffconsulting.com/unique_features_part1.html |
| Part 2 | http://sonoffconsulting.com/unique_features_part2.html |
| Scsi's Best Practices | http://sonoffconsulting.com/unique_features_part2.html#h3_3 |
| #1 | http://sonoffconsulting.com/unique_features_1_of_10.html |
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| #7 | http://sonoffconsulting.com/unique_features_7_of_10.html |
| #8 | http://sonoffconsulting.com/unique_features_8_of_10.html |
| #9 | http://sonoffconsulting.com/unique_features_9_of_10.html |
| #10 | http://sonoffconsulting.com/unique_features_10_of_10.html |
| Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool | http://sonoffconsulting.com/unique_features_part3.html#stcew |
| Use Any Browser -- by Design! | http://sonoffconsulting.com/any_browser.html |

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|---|---|
| Tips and Notes | http://sonoffconsulting.com/tips.html |
| Scsi's Access Keys | http://sonoffconsulting.com/access_keys.html |
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| Productivity | http://sonoffconsulting.com/filters/productivity/productivity.html |
| Desktop | http://sonoffconsulting.com/filters/productivity/desktop_tools/desktop_tools.html |
| Editors and Viewers | http://sonoffconsulting.com/filters/productivity/editors_and_viewers/editors_and_viewers.html |
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| Web Usability | http://sonoffconsulting.com/filters/productivity/web_usability/web_usability.html |
| Miscellaneous | http://sonoffconsulting.com/filters/productivity/miscellaneous/miscellaneous.html |
| Recommended Reading | http://sonoffconsulting.com/filters/productivity/gotm_resources/gotm_books.html |
| Scsi's WebKISS™ Guides | http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_webkiss_guides_page.html |
| #1: Why Validate a Web Site's Pages? | http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_val_web_site.html |
| #2: Why 100% Accessibility? | http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_100_accessibility.html |
| #3: Why use more than one Web browser? | http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_use_more_than_one_browser.html |
| #4: What could Management learn? | http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_what_could_management_learn.html |
| #5: How does Adherence to Web Standards Save Both Time and Money? | http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_5_how_web_stds_save_time_and_money.html |
| #6: What's the Return-On-Investment Rationale for adopting Scsi's World Class Level Best Practices? | http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_6_what_is_roi_rationale_for_adopting_scsi_best_practices.html |
| #7: What are the strengths and weaknesses of search tools and engines? | http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_7_search_tools_and_engines.html |
| #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 | http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_12_what_does_your_company_web_site_convey_about_customer-centric_focus.html |

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| Customer-Centric Focus? | |
| Other Web Sites | http://sonoffconsulting.com/filters/url_links/url_links.html |
| Contact Us | http://sonoffconsulting.com/filters/contact_us/contact_us.html |
| Answer: How well (or how poorly) do any other Web site's pages measure up against Scsi's World Class Level Quality Standard? | http://sonoffconsulting.com/unique_features_part3.html#part_3 |
| What subsequent actions are recommended by Scsi? | http://sonoffconsulting.com/unique_features_part3.html#h2_1 |
| How will going through the exercise of completing Scsi's Test Criteria Evaluation Worksheets help both Web site designers and Web site visitors in the long run? | http://sonoffconsulting.com/unique_features_part3.html#h2_2 |
| What to do if your Web site pages exhibit Best Practices scores that fall far short of measuring up? | http://sonoffconsulting.com/unique_features_part3.html#h2_3 |
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| learn and prove for yourself | http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_what_could_management_learn.html#h2_4 |
| Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool | http://sonoffconsulting.com/perfect_10_conformity_checklist.pdf |
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