

Scsi's "Perfect 10" Web Site Standard 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

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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

MAIN HEADING	BOTTOM of Page	TOP of Page	Validate HTML code
Validate CSS3 code	Accessibility Checker	Portal Page	Index
Navigation	Site Map	Home	Expanded Home
Graphics-based Home	Mobile Site	Privacy Policy	Other Web Sites
Business Listings	About Scsi	Profile	15 Major Categories
Services Offered	What does Scsi do--exactly?	Need Professional Assistance?	Clients
E-mail Scsi	Contact Scsi	Contact Form	Productivity
Focus on Productivity	Scsi's Access Keys	Tips and Notes	Scsi's "Perfect 10" Standard
Part 1: User-focused Control	Part 2: "A+W+F+U=L" World Class Level Design	Part 3: "Perfect 10" Challenge	Proof "World Class Level"
Web Site Best Practices	Use Any Web Browser	Scsi's WebKISS(tm) Guides	WKG #10: STCEW Tool-based Evaluation
WKG #11: TOTAL ACCESS	HFM Vendors Listing	"World Class Level" Web	site Design *****

SPECIAL NOTE: Learn what [Scsi's "World Class Level" Web site design](#) is all about by accessing the 55-minute recorded (audio-only MP3 file, 12 MB in size) interview [Cincinnati](#)

Business Talk #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.

Major Headings of Scsi's "Perfect 10" Web Site Standard Page

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

1. [How to achieve a World Class Level Web Site](#)
2. [Orientation to Scsi's "Perfect 10" Web Site Best Practices implemented throughout Scsi's P&KT Web Site](#)
3. [Recommendations for where to begin](#)
4. [In a Hurry?](#) Make use of [Scsi's Test Criteria Evaluation Worksheet \(STCEW\) Tool](#) for assessing any Web page's Degree of Conformance to [Scsi's top ten Web Site Best Practices](#).
5. [Want Scsi to do a FREE STCEW Tool-based evaluation for you? That's okay, too.](#)
6. [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.

How to achieve a World Class Level Web Site

The Scsi P&KT Web site is believed to be the first -- and currently the only -- Web site that supports a "World Class Level" set of [Scsi's Web Site Best Practices](#) for [Web Accessibility](#) and [Web Usability](#) that are collectively referred to here as Scsi's "Perfect 10" Web Site Standard.

Orientation to Scsi's "Perfect 10" Web Site Best Practices implemented throughout Scsi's P&KT Web Site

Scsi believes that **it is critically important for anyone involved with Web site design and implementation to read, appreciate, and implement the concepts presented here if achievement of a World Class Level Web site is the end objective desired.**

If the preceding statement applies in your case, you should not only digest what is stated within this introductory Web page, but **you should also make sure that you access and "read, mark, and inwardly digest" the critically important supporting details described and detailed within three additional Web pages of the Scsi P&KT Web site,** namely:

1. [Part 1: Why is User-focused Control of Paramount Importance to Scsi?](#)
2. [Part 2: What to look for -- and expect -- in any World Class Web Site's Underlying Design?](#) Answer: A "Perfect 10" [Scsi's Web Site Best Practices](#) score of $10 \times 10 = 100$ for each and every Web page.
3. [Part 3: What is Scsi's "Perfect 10" Challenge?](#) Answer: How well (or how poorly) do any other Web site's pages measure up against Scsi's World Class Level Quality Standard?

Recommendations for where to begin

1. If this is your first visit to this Web site, Scsi recommends that you read [Part 1](#), then [Part 2](#), and finally [Part 3](#) in that order. This will lay the overall groundwork for a more complete understanding and appreciation of what you are about to experience. Scsi is confident that you will find this three-part tour to be a revelation of the stated uniqueness of the Scsi P&KT Web site's underlying design -- see [Web Site Productivity -- By Design](#) for more information -- for [100% accessibility](#).
2. If you already learned what is covered in [Part 1](#) and want to really find out what each of the ten Best Practices are, go right to [Part 2](#).
3. If you've been here before and have digested Parts 1 and 2, you will most likely be returning to [Part 3](#) to proceed with actually testing for the presence or absence of each of [Scsi's "Perfect 10" Web Standard Best Practices](#) on any other Web site's pages using [Scsi's Test Criteria Evaluation Worksheet \(STCEW\) Tool](#).
4. In any case, you'll find Scsi's STCEW Tool will readily assist you to [quantitatively evaluate any chosen Web site's pages degree of conformance](#). More than likely, you'll find that surprisingly low Best Practices scores will result. Don't be discouraged if that is what is revealed to be the existing situation. Instead, consider this finding to be a clear indicator that there is much room for improvement needed in terms of addressing [Web usability](#) and [Web accessibility](#) issues for the Web site page you've just put to this simple, easy-to-perform evaluation test.
5. Finally, no matter what choice you make for proceeding with this activity, you now have one extremely valuable Tool available either on-line or downloadable for your use at any time you so choose to make use of it.

In a Hurry? Make use of Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool for assessing any Web page's Degree of Conformance to Scsi's top ten Web Site Best Practices.

Keep in mind that Scsi is always seeking to help you increase both your personal and corporate productivity -- through learning-by-doing exercises while visiting the Scsi P&KT Web site.

How do you get started?

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: _____
<p>Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool -- Results and Comments Need help? Call (859) 261-5908 for professional assistance. Ten Features Every Web Site Should Always Provide its Visitors For more details, visit Scsi's P&KT Web Site at http://sonoffconsulting.com/</p> <p>Scsi's Web Site Best Practices for Usability and Accessibility</p>		
<p>Pass? Y or N</p>	<p>Specific comments associated with the corresponding Best Practice evaluation test results can be entered in the areas below.</p>	
<p>1. Every Web page is <u>fast loading</u>.</p>		
<p>2. Every Web page is <u>viewable with any type of browser</u>.</p>		
<p>3. Every Web page incorporates meaningful, descriptive 'balloon help' text for every hyperlink (both text- and graphics-based).</p>		
<p>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.</p>		
<p>5. Every Web page incorporates an integral and effective dual-domain search window.</p>		
<p>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.</p>		
<p>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.</p>		
<p>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.</p>		
<p>9. Every Web page incorporates readily accessible contact information.</p>		
<p>10. Every Web page <u>validates</u> 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).</p>		
<p>Resulting Best Practices score for this Web page (based upon an "N" equating to 0 points), tally up the number of "Y" entries is:</p> <p>-----</p> <p>Keep In Mind: Every one of Scsi's Web pages scores 100.</p>		
<p>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.</p>		
<p>Form Completed by _____ on (date) _____ ; Completed form reviewed by _____ on (date) _____</p>		
<p>Copyright 2003-2013 -- Sonoff Consulting Services, Inc. All Rights Reserved. View Scsi's Privacy Policy.</p>		

General Instructions

You can [use the STCEW Tool](#) to [quantitatively score](#) any page -- on any Web site -- you so choose to evaluate.

Upon completing all ten Yes/No (Y/N) fields, you can easily add up the score (10 for each "Yes" entry) and draw your own conclusions as to the degree of conformance to [Scsi's "Perfect 10" Set of "World Class Level" Web Site Best Practices](#).

Specific step-by-step Instructions

With this document as a reference you can methodically proceed to [quantitatively score](#) any page -- on any Web site -- you so choose to evaluate.

The STCEW Tool will make it easy for you to [quantitatively score](#) any page -- on any Web site -- you so choose to evaluate. Upon completing all ten fields and adding up the score, you should be able to draw your own conclusions as to the degree of conformance to [Scsi's "Perfect 10" Set of "World Class Level" Web Site Best Practices](#) for that specific Web page.

Now, try this methodology for yourself -- for real. **Below is a step-by-step procedure for how to proceed.**

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 "Perfect 10" 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.

That's how really easy it should be for you perform this evaluation process.

Want Scsi to do a FREE STCEW Tool-based evaluation for you? That's okay, too.

SPECIAL NOTE: If you decide that the procedure described above would prove to be either too time consuming for you, or you simply have too many other things to take care of and really don't want to bother with all this assessment-related stuff, that's understandable. The solution for you is straightforward: **Have Scsi do it for you -- for FREE.**

Just take advantage of Scsi's FREE one-Web-page-of-your-choice STCEW Tool-based evaluation offer as detailed in Scsi's WebKISS™ Guide [#10: Want a Free STCEW Tool-based Evaluation of Your Web Site's Pages?](#)

Here are the six (6) things that you should make sure you include within the body of your [STCEW Request e-mail](#) to Scsi:

1. Your name
2. Your e-mail address
3. Your company's name
4. The specific URL for the Web page to be assessed by Scsi
5. Your reach number(s) so as to allow Scsi to contact you to confirm your request has been received and processed
6. Your Job Title and Role(s) in the Company

Please double check to make sure of the completeness of your initial [STCEW Request e-mail](#). Otherwise, unnecessary delays in processing of your STCEW Request may occur as a result. NOTE: You can expect to receive the results and comments promptly from Scsi -- possibly even the same day that you submit your STCEW Request.

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.

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.

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.

Sonoff Consulting Services, Inc. Contact Form 1

Your Name (required field):

THIS FIELD MAY ONLY ACCEPT UP TO 100 CHARACTERS.

Your E-mail Address (required field):

you@domain.com

THE E-MAIL ADDRESS FIELD CAN ACCEPT UP TO 100 CHARACTERS.

Subject (required field):

THE SUBJECT FIELD CAN ACCEPT UP TO 200 CHARACTERS.

Phone Number (required field):

123-456-7890

ENTER A VALID PHONE NUMBER, 7-DIGIT COUNTRY CODE & 8-DIGIT PHONE NUMBER. EXAMPLE: 123-456-7890

Message (required field):

WHAT INFORMATION CAN WE PROVIDE AND/OR WHAT QUESTIONS DO YOU HAVE TO ASK OF US??

destinations

PHOTO & TRAVEL

Submit

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.

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 [HTML5](#), screen medium cascading style sheet ([CSS3](#)), and [WCAG Accessibility](#) (Priorities 1, 2, and 3, inclusive) recommendations -- and **uploaded on Sunday, February 14, 2016 at 10:55 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](#): [j](#): [k](#): [m](#): [n](#): [o](#): [p](#): [a](#): [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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Shortcut Text	Internet Address
MAIN HEADING	http://sonoffconsulting.com/unique_features.html#SkipToHeading2
assistance	http://sonoffconsulting.com/unique_features.html#assistance
Major Navigation Hyperlinks	http://sonoffconsulting.com/unique_features.html#mnh
BOTTOM	http://sonoffconsulting.com/unique_features.html#bottompage
view or download	http://sonoffconsulting.com/unique_features_with_hyperlinks.pdf http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_11_total_access_so_what.html
Scsi's dual-domain search configuration	http://sonoffconsulting.com/unique_features_5_of_10.html
TOP of Page	http://sonoffconsulting.com/unique_features.html#toppage
Validate HTML code	http://validator.w3.org/check?uri=http://sonoffconsulting.com/unique_features.html
Validate CSS3 code	http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.com/code/responsive-scsi-pkt-1e1g3e3.css
Accessibility Checker	http://achecker.ca/checker/
Portal Page	http://sonoffconsulting.com/portal.html
Index	http://sonoffconsulting.com/filters/
Navigation	http://sonoffconsulting.com/scsi_pkt_navigation.html
Site Map	http://sonoffconsulting.com/site_map/site_map.html
Home	http://sonoffconsulting.com/home.html
Expanded Home	http://sonoffconsulting.com/index_expanded.html
Graphics-based Home	http://sonoffconsulting.com/index_graphics_mapped_version_3.html
Mobile Site	http://m.sonoffconsulting.com/
Privacy Policy	http://sonoffconsulting.com/w3c/scsi_pkt_p3p.html
Other Web Sites	http://sonoffconsulting.com/filters/url_links/url_links.html
Business Listings	http://sonoffconsulting.com/scsi-business-directories.html
About Scsi	http://sonoffconsulting.com/filters/scsi_corp/scsi_corp.html
Profile	http://sonoffconsulting.com/filters/scsi_corp/rsonoff_scsi_profile.html
15 Major Categories	http://sonoffconsulting.com/15-major-categories.html
Services Offered	http://sonoffconsulting.com/scsi-pkt-services-offered.html
What does Scsi do--exactly?	http://sonoffconsulting.com/what_scsi_pkt_does.html
Need Professional Assistance?	http://sonoffconsulting.com/need_professional_assistance.html
Clients	http://sonoffconsulting.com/filters/scsi_corp/clients/client_list.html
E-mail Scsi	mailto:info@sonoffconsulting.com
Contact Scsi	http://sonoffconsulting.com/filters/contact_us/contact_us.html
Contact Form	http://sonoffconsulting.com/filters/contact_us/contact_form-1.html
Productivity	http://sonoffconsulting.com/filters/productivity/productivity.html
Focus on Productivity	http://sonoffconsulting.com/scsi_focus_on_productivity.html

Shortcut Text	Internet Address
Scsi's Access Keys	http://sonoffconsulting.com/access_keys.html
Tips and Notes	http://sonoffconsulting.com/tips_and_notes.html
Part 1: User-focused Control	http://sonoffconsulting.com/unique_features_part1.html
Part 2: "A+W+F+U=L" World Class Level Design	http://sonoffconsulting.com/unique_features_part2.html
Part 3: "Perfect 10" Challenge	http://sonoffconsulting.com/unique_features_part3.html
Proof "World Class Level"	http://sonoffconsulting.com/scsi_proof_of_world_class_level.html
Web Site Best Practices	http://sonoffconsulting.com/scsi-pkt-web-best-practices.html
Use Any Web Browser	http://sonoffconsulting.com/any_browser.html
Scsi's WebKISS (tm) Guides	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_webkiss_guides_page.html
WKG #10: STCEW Tool-based Evaluation	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_wkg_10_want_a_free_stcew_tool-based_evaluation_of_your_web_site_pages.html
HFM Vendors Listing	http://sonoffconsulting.com/scsi-listing-of-vendors-at-historic-findlay-market.html
Scsi's "World Class Level" Web site design	http://sonoffconsulting.com/scsi_proof_of_world_class_level.html#SkipToHeading2
Cincinnati Business Talk #158 Raymond Sonoff, Web Sites	http://sonoffconsulting.com/mp3-files/raymond-sonoff-interview-on-cincy-business-talk-show-17oct2013.mp3
Mike Roth, Cincinnati's longest-trained Sandler Trainer	http://www.rothconsulting.sandler.com/
271 Saxony Drive, Crestview Hills, KY 41017-2294	https://plus.google.com/106377151163997196082?gl=US&hl=en-US
How to achieve a World Class Level Web Site	http://sonoffconsulting.com/unique_features.html#h2_1
Orientation to Scsi's "Perfect 10" Web Site Best Practices implemented throughout Scsi's P&KT Web Site	http://sonoffconsulting.com/unique_features.html#h2_2
Recommendations for where to begin	http://sonoffconsulting.com/unique_features.html#h2_3

Shortcut Text	Internet Address
In a Hurry?	http://sonoffconsulting.com/unique_features.html#h2_4
Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool	http://sonoffconsulting.com/unique_features_part3.html#stcew
Want Scsi to do a FREE STCEW Tool-based evaluation for you? That's okay, too.	http://sonoffconsulting.com/unique_features.html#h2_5
What to do if your Web site pages exhibit Best Practices scores that fall far short of measuring up?	http://sonoffconsulting.com/unique_features.html#h2_6
Web Accessibility	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_why_100_accessibility.html
Web Usability	http://sonoffconsulting.com/filters/productivity/web_usability/web_usability.html
Web Site Productivity -- By Design	http://sonoffconsulting.com/scsi_focus_on_productivity.html#h2_2
quantitatively evaluate any chosen Web site's pages degree of conformance	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_what_could_management_learn.html#h2_5
	http://sonoffconsulting.com/scsi_pkt_stcew_tool_scoring_results_and_comments_fill-in.pdf
quantitatively score	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_what_could_management_learn.html#h2_4
Scsi's "Perfect 10" Set of "World Class Level" Web Site Best Practices	http://sonoffconsulting.com/scsi-pkt-web-best-practices.html#SkipToHeading2
STCEW Request e-mail	mailto:stcew@sonoffconsulting.com
	http://sonoffconsulting.com/filters/contact_us/contact_form-1.html#SkipToHeading2
Alphabetical Characters	http://sonoffconsulting.com/access_keys.html#alphabetical-characters-access-keys
u	http://sonoffconsulting.com/unique_features.html
Numbers	http://sonoffconsulting.com/access_keys.html#numbers-access-keys
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
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

Shortcut Text	Internet Address
0	http://sonoffconsulting.com/unique_features_10_of_10.html
Specific Symbols	http://sonoffconsulting.com/access_keys.html#specific-symbols-access-keys