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Scsi's "Perfect 10" Web Site Standard Page of Sonoff Consulting Services, Inc.'s Productivity and Knowledge Transfer Web Site

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

- [How to achieve a World Class Level Web Site](#)
- [Orientation to Scsi's ten Best Practices as exemplified throughout Scsi's P&KT Web Site](#)
- [Recommendations for where to begin](#)
- [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 Best Practices](#).
- [Want Scsi to do a FREE STCEW Tool-based evaluation for you? That's okay, too.](#)
- [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 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 ten Best Practices as exemplified throughout Scsi's P&KT Web Site

Scsi believes that it is critically important for you to read, apply, and appreciate the concepts presented here. So, besides what is stated on this introductory Web page, supporting details are described and detailed in three parts:

- [Part 1](#): Why is User-focused Control of Paramount Importance to Scsi?
 - [Part 2](#): What to look for -- and expect -- in any World Class Web Site's Underlying Design? Answer: A "Perfect 10" [Scsi's Best Practices](#) score of 10x10=100 for each and every Web page.
 - [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?
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Recommendations for where to begin

- 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](#).
- 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](#).
- 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](#).
- 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.

- 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 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.

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 -- to [quantitatively score](#) any page -- on any Web site -- you so choose to evaluate. At that point, you should draw your own conclusions as to their degree of conformance to [Scsi's set of World Class Level Web Site Best Practices](#).

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 Best Practices.
2. For each of the ten 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.

You can expect to receive the results and comments, possibly even the same day that you submit your STCEW Request by e-mail.

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 "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 Monday, April 7, 2008 at 8:55 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 -- often the very same day -- to your [e-mail](#) communications. -- 

[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.html#SkipToHeading1
view or download	http://sonoffconsulting.com/unique_features_with_hyperlinks.pdf
BOTTOM	http://sonoffconsulting.com/unique_features.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
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
Part 1	http://sonoffconsulting.com/unique_features_part1.html
Part 2	http://sonoffconsulting.com/unique_features_part2.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
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	http://sonoffconsulting.com/filters/productivity/elearning_and_collaboration/elearning_and_collaboration.html

Shortcut Text	Internet Address
Collaboration	
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_stdts_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
How to achieve a World Class Level Web Site	http://sonoffconsulting.com/unique_features.html#h2_1
Orientation to Scsi's ten Best Practices as exemplified 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
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_9
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/perfect_10_conformity_checklist.pdf
quantitatively score	http://sonoffconsulting.com/filters/web_kiss_guides/scsi_pkt_what_could_management_learn.html#h2_4
STCEW Request e-mail	mailto:stcew@sonoffconsulting.com
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_scrm.css
WCAG Accessibility	http://www.contentquality.com/Default.asp
TOP	http://sonoffconsulting.com/unique_features.html#toppage