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Scsi's Mobile WebKISS™ Guide #12: What Does Your Company Mobile Web Site Convey About Customer-Centric Focus?

Scsi's "Web-based Keep-It-Simple, Sonoff" document -- Scsi's Mobile WebKISS™ Guide #12: What Does Your Company Mobile Web Site Convey About Customer-Centric Focus? highlights numerous "failure to communicate" Mobile Web site design situations that should be collectively addressed to better serve both prospective and existing customers.

Why bother? It's good business and it makes economic sense as well. For by taking proactive customer-centric steps, you will contribute significantly toward maximizing return-on-investment (ROI) in your company's Mobile Web site(s).

For your convenience, the major headings provided on this Mobile Web page are listed immediately below:

- [What Should Always Be Provided?](#)
- [What Is Perhaps Less Glaringly Missing?](#)
- [With Some Effort What Could Easily Have Been Done Better?](#)
- [What Actions Should You Take Next?](#)

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

What Should Always Be Provided?

To start off on a positive note, Scsi provides below in alphabetical order the following list of essentials that every company Mobile Web site should address -- assuming that its dominant objective is to convey information and useful content to its Mobile Web visitors.

- Adherence to [Scsi's Mobile Web Best Practices](#) to assure that the entire Mobile Web site is [productivity-focused](#)
- Citations of Authorship, Date(s) of Publication, etc.
- [Contact Information](#)
- Hyperlinks to Supporting References
- Inform Mobile Web Visitors, Prospects, and Customers [What Your Company Offers as its Products and/or Services](#) -- and Why They Should Consider Doing Business with Your Company.
- Search Functionality (see Scsi's Mobile Web Best Practice [#5](#) for more information about Scsi's implementation.)
- [Site Map](#)
- Navigation Elements (view Scsi's Mobile Web Best Practice [#4](#) for more details.)
- Thorough Content Coverage
- [Web Accessibility](#) Factors
- [Web Usability](#) Factors

Most of the above-mentioned topics are rather self-explanatory. However, in the interests of being more complete, here are some additional comments for your examination and reflection.

- Contact information should be both easily located and provide several options (e-mail; phone number(s), regular mail address, and so on).
- Save time for your Mobile Web site visitors by providing as many of the above-listed essentials as possible. They will reward you with their business, as well as recommend to their associates and friends to visit your Mobile Web site to appreciate how much thoughtfulness and customer-centric focus is present among its Mobile Web pages.
- Don't skimp on providing supporting and illustrative information that will better educate your Mobile Web site visitors so that their decisionmaking task will be eased by your having been so thorough in your content, coverage, and explanations.
- By clearly explaining things and making navigation schemes almost intuitive, your Mobile Web site will stand out from those which might be classified as falling into the "take it or leave it" league of also-rans that never really understood what it takes or means to be customer-centric.
- Recognize this challenge as a true "win-win" situation: Your Mobile Web site will almost certainly achieve improved Search Engine Optimization (SEO) rankings (see Scsi's Mobile WebKISS™ Guide [#8: Want to Increase Your Search Engine Rankings?](#) for more details) when you adopt and implement [Scsi's Mobile Web Best Practices](#).

What Is Perhaps Less Glaringly Missing?

Listed below in alphabetical order are some categories of customer-centric matters that most Mobile Web sites fail to provide relevant information about (or specific implementations of) on at least one Web page.

- Accessibility-related Implementations
- Consistent Page Layouts
- Definitions of Terms and Acronyms
- Graceful Error Handling Processing (See [Scsi's Mobile Contingency Page](#), for an example)
- Logical Sequences in Content Presentation
- Page Content's Date and Timestamp
- Privacy Policy (see [Scsi's Mobile Privacy Policy](#) for a specific implementation example.)

- User-focused Signposts (see Scsi's Mobile Web Best Practice [#3](#) for more information.)

With Some Effort What Could Easily Have Been Done Better?

Listed below in alphabetical order are some categories of customer-centric matters that most Mobile Web sites seldom encounter but which Scsi suggests be adopted and implemented by any information dissemination-focused company.

- Convenient E-mail-based Feedback Hyperlinks
- Cross References provided among Mobile Web site's related Web pages
- Downloadable PDFs (with associated hyperlinks embedded) of Mobile Web Page Contents
- Intelligent Printing-related Options (access Scsi's Mobile Web Best Practice [#8](#) for more information)
- Keep-It-Simple Architectural Elements and Alternatives to avoid any need for requiring use of Scripting, Multimedia, various Plug-Ins, and so on.
- Liquid Layout Design to readily accommodate various size display screens and browser window resizings. (Access Scsi's Mobile Web Best Practice [#7](#) for more details.)
- Meaningful Naming of Files and Directories
- Simplified Navigation (examine [Scsi's Access Keys](#) for specific examples.)
- User-Controlled Text Resizing (Access Scsi's Mobile Web Best Practice [#6](#) for more details.)

What Actions Should You Take Next?

What are some of the takeaways from this presentation? That depends on what side of the fence you are on, namely: 1) Mobile Web site owner and/or content developer, or 2) Mobile Web site visitor, prospective customer, or existing customer.

So, the following list may apply to one or both categories and should be applied accordingly.

- Before making any Major Mobile Web Site Design Changes, Inform Web Visitors of Anticipated Changes and Ask for Specific Feedback
- Focus on Addressing What Mobile Web Visitors, Prospects, and Customers Want Answered
- Periodically Revisit Your Mobile Web Pages to Update Content to assure its Usefulness
- Provide Mobile Web Site Feedback and Critiques Indicating the Good, the Bad, and the (downright) Ugly Observations that Every Company Should Receive from its Mobile Web Visitors, Prospects, and Customers
- Retain one or more Independent Reviewers to Assess Your Company's Mobile Web Site(s) for Customer-Centricity

Mobile Web Page Validation and Contact Information

Validate this Scsi's Mobile WebKISS™ What Does Your Company Mobile Web Site Convey About Customer-Centric Focus? Page to assure full conformance to W3C's [XHTML 1.0 Basic](#), cascading style sheet ([CSS](#)), and [WCAG Accessibility](#) recommendations.

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

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Shortcut Text	Internet Address
Raymond Sonoff	http://sonoffconsulting.mobi/filters/scsi_corp/rsonoff_scsi_profile.html
Sonoff Consulting Services, Inc.	http://sonoffconsulting.mobi/filters/scsi_corp/scsi_corp.html
NAVIGATION	http://sonoffconsulting.com/scsi_pkt_navigation.html
MAIN HEADING	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_12_what_does_your_company_mobile_web_site_convey_about_customer-centric_focus.html#SkipToHeading1
view or download	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_12_what_does_your_company_mobile_web_site_convey_about_customer-centric_focus_with_hyperlinks.pdf
BOTTOM	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_12_what_does_your_company_mobile_web_site_convey_about_customer-centric_focus.html#bottompage
Mobile Home	http://sonoffconsulting.mobi/
Mobile Expanded Home	http://sonoffconsulting.mobi/index_expanded.html
Graphics-based Mobile Home	http://sonoffconsulting.mobi/index_graphics_mapped_version_3.html
Mobile Site Map	http://sonoffconsulting.mobi/site_map/site_map.html
Mobile Productivity	http://sonoffconsulting.mobi/filters/productivity/productivity.html
Scsi's Mobile WebKISS™ Guides	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_webkiss_guides_page.html
Other Mobile Web Sites	http://sonoffconsulting.mobi/filters/url_links/url_links.html
Mobile Contact Us	http://sonoffconsulting.mobi/filters/contact_us/contact_us.html
Scsi's Mobile Access Keys	http://sonoffconsulting.mobi/access_keys.html
need professional assistance	http://sonoffconsulting.mobi/need_professional_assistance.html
e-mail	mailto:info@sonoffconsulting.mobi
	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_11_total_access_so_what.html
What Should Always Be Provided?	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_12_what_does_your_company_mobile_web_site_convey_about_customer-centric_focus.html#h2_1
What Is Perhaps Less Glaringly Missing?	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_12_what_does_your_company_mobile_web_site_convey_about_customer-centric_focus.html#h2_2
With Some Effort What Could Easily Have Been Done Better?	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_12_what_does_your_company_mobile_web_site_convey_about_customer-centric_focus.html#h2_3
What Actions Should You Take Next?	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_12_what_does_your_company_mobile_web_site_convey_about_customer-centric_focus.html#h2_4
Scsi's Mobile Web Best Practices	http://sonoffconsulting.mobi/mobile_unique_features_part2.html#h3_3
productivity-focused	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_9_how_productivity-focused_is_your_mobile_web_site.html
What Your Company Offers as its Products and/or Services	http://sonoffconsulting.mobi/what_scsi_pkt_does.html
#5	http://sonoffconsulting.mobi/mobile_unique_features_5_of_10.html
#4	http://sonoffconsulting.mobi/mobile_unique_features_4_of_10.html
Web Accessibility	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_2_why_100_accessibility.html
Web Usability	http://sonoffconsulting.mobi/filters/productivity/web_usability/web_usability.html
#8: Want to Increase Your Search Engine Rankings?	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_8_increase_mobile_search_engine_rankings.html
Scsi's Mobile	

Shortcut Text	Internet Address
Contingency Page	http://sonoffconsulting.mobi/errordocs/404.html
Scsi's Mobile Privacy Policy	http://sonoffconsulting.mobi/w3c/scsi_pkt_p3p.html
#3	http://sonoffconsulting.mobi/mobile_unique_features_3_of_10.html
#8	http://sonoffconsulting.mobi/mobile_unique_features_8_of_10.html
#7	http://sonoffconsulting.mobi/mobile_unique_features_7_of_10.html
#6	http://sonoffconsulting.mobi/mobile_unique_features_6_of_10.html
XHTML 1.0 Basic	http://validator.w3.org/check?uri=http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_12_what_does_your_company_mobile_web_site_convey_about_customer-centric_focus.html
CSS	http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.mobi/code/scsi_pkt_mobi_2007a_all.css
WCAG Accessibility	http://www.contentquality.com/Default.asp