


You are here —> [Scsi's Mobile WebKISS™ Guide #2: Why 100% Accessibility?](#) — (last revised on Wednesday, August 22, 2007 at 11:10 a.m. EDT).

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NAVIGATION: Skip to [MAIN HEADING](#) of this page, [view or download](#) a PDF version of this Web page's contents (including associated hyperlinks), or visit the [Mobile Home](#), [Expanded Mobile Home](#), [Graphics-based Mobile Home](#), [Mobile About Scsi](#), [Mobile Site Map](#), [Mobile Productivity](#), [Mobile Scsi's Mobile WebKISS™ Guides](#), [Other Mobile Web Sites](#), or [Mobile Contact Us](#) page of the [Scsi P&KT](#) Mobile Web Site. Make use of [Scsi's Mobile Access Keys](#) (namely: 1 through 9, and 0 for 10) to view [Scsi's Mobile Web Best Practices: #1; #2; #3; #4; #5; #6; #7; #8; #9; #10](#). Also, find out [why the Scsi P&KT Mobile Web Site is both virus- and worm-free](#). Have questions or comments, or need [professional assistance](#) in [addressing productivity](#) and [knowledge transfer-related matters](#)? If so, send Scsi an [e-mail](#) -  or call our office number (859) 261-5908 to get answers.



A sampling of [Scsi's Mobile WebKISS™ Guides](#):

- [#8: Want to Increase Your Mobile Search Engine Rankings?](#)
- [#9: How Productivity-focused is your Mobile Web Site?](#)
- [#10: Want a Free STCEW Tool-based Evaluation of Your Mobile Web Site's Pages?](#)
- [#11: TOTAL ACCESS ... So What?](#)

[\(Search Window\)](#): [\(Search Domain\)](#): [Mobile Scsi P&KT](#) [WWW](#)

Scsi's Mobile WebKISS™ Guide #2: Why 100% Accessibility?

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

- [Scsi's Commitment to 100% Accessibility](#)
- [Considerations and Justifications Provided within the Scsi P&KT Mobile Web Site](#)

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

Scsi's Commitment to 100% Accessibility

Scsi believes that everything is important when it comes to achieving valid, useful, accessible, and informative Web pages. To this end, Scsi's "Web-based Keep-It-Simple, Sonoff" document — Scsi's Mobile WebKISS™ Guide #2 — focuses on accessibility-related matters. In particular, the presentation is oriented toward an audience of Mobile Web site designers, owners, and any other individuals who truly will benefit by having this information spelled out for their better understanding and application to their Mobile Web site pages.

Scsi further believes that there really is no acceptable excuse for failing to address at least a reasonable number of accessibility-related issues, particularly since everyone will benefit by their presence. Carried even further, providing for accessibility is deemed mandatory for every company's Mobile Web site that is to be in compliance with [Section 508](#) of the Rehabilitation and Disability Act.

Considerations and Justifications Provided within the Scsi P&KT Mobile Web Site

The following headings reflect a few of the numerous considerations and justifications for making 100% accessibility a worthy design goal of this or any other Mobile Web site.

- Economic Considerations
- Practicality of Accessibility
- Compliance to Federal Mandates
- Unrestricted Choice of Navigational Methods and Tools for Accessing the Internet
- Continual Striving for Professionalism and Mobile Web Site Improvement

Economic Considerations

If your company has no governmental-related business activities, you may conclude that compliance to Federal mandates for accessibility removes the need for making accessibility a paramount concern. Why is this a shortsighted conclusion for any business organization to make? A primary concern of any business is to stay in business.

If you recognize this fact, you will have to agree that this requires a [commitment to making your company accessible to the widest possible audience](#) — especially via the Internet if you have any aspirations of significant growth of your business over both near- and long-term timeframes.

Compliance to Federal Mandates

Conversely, if your company conducts direct governmental-related business activities through its Mobile Web site (s), each such Mobile Web site is mandated to be in compliance with whatever Federal law(s) for accessibility are in effect for that governmental body. For example, in the United States of America, [Section 508](#) applies in such cases.

Practicality of Accessibility

Whether or not there are laws associated with providing accessibility, the business-related motivations for maximizing accessibility as a Mobile Web site-based company should be viewed as reflecting a [fundamental prerequisite](#) for individuals and corporations wishing to do business via the Internet.

Examples of short sightedness

Perhaps unknowingly, however, most business Mobile Web sites continue to lock out prospective customers because they made one or more Mobile Web design decisions — either by choice or oversight — that inherently will limit user accessibility to their Mobile Web site's pages. Typical examples of these extremely short-sighted decisions are listed below:

- Specific Web browser(s) and/or version(s) are required.
- Specific operating system(s) are required.
- JavaScript-enabled Web browsers are required.
- ActiveX, Multimedia, Flash, animation, or plug-ins are required.
- Failure to provide keyboard-only-based Navigation
- Failure to provide balloon text (tool tips) for all (both graphics- and text-based) hyperlinks
- Failure to provide meaningful contact information (specifically stating the following: Who is the person to contact, what is the company's mailing and e-mail addresses, and what telephone number(s) to call for assistance, support, ordering, etc.)
- Failure to validate every Web page's underlying HTML source code, the associated cascading style sheet(s), and Web Accessibility (to Priority levels 1, 2, and 3, inclusive)
- Failure to provide error handling (for example, a Contingency Page for an Error 404 Page Not Found condition)

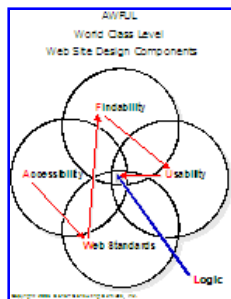
Pursuing accessibility-related Benefits

Because learning from the mistakes of others, as well as ourselves, is a natural path to meaningful, directed professional growth, the above-listed decisions are among those addressed and avoided entirely by [Scsi's "Perfect 10" Mobile Web Site Standard](#). Consequently, the remainder of this Mobile Web page highlights some of the specific accessibility-related benefits that you will come to recognize and appreciate as being direct consequences of the underlying design of the Scsi P&KT Mobile Web site.

A logical "view from the top down" perspective is the starting point

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

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 "AWFUL" design approach — where "A+W+F+U+L" serves as a mnemonic for each of the five letters shown in brackets above:



Unrestricted Choice of Navigational Methods and Tools for Accessing the Internet

As confirmation of having successfully overcoming each of the aforementioned Web design restrictions commonly found among other business Mobile Web sites, here are the corresponding accessibility-driven features — comprising only a portion of Scsi's "Perfect 10" Mobile Web Site Standard (not surprisingly) — provided for you to enjoy while browsing the Scsi P&KT Mobile Web site's pages:

- Use any Web- or Text-based Browser(s) and/or Version(s) — Refer to [Best Practice #2](#): Every Mobile Web page is [viewable with any type of browser](#)
- Use any Operating System(s) — because only 100% "plain vanilla" HTML source code statements are used.
- No JavaScript enabling is ever required — because only 100% "plain vanilla" HTML source code statements are used.
- No ActiveX, Multimedia, Flash, animation, or Plug-ins (save for Adobe Acrobat Reader) are ever required.
- Use Keyboard and/or Pointer Tools in any combination to navigate throughout the entire Mobile Web site — Refer to [Best Practice #4](#): Every Mobile 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.
- Balloon Text (Tool Tips) are provided for every text- or graphics-based hyperlink on every Web page — Refer to [Best Practice #3](#): Every Mobile Web page incorporates meaningful, descriptive 'balloon help' text for every hyperlink (both text- and graphics-based).
- Meaningful Contact Information is provided on every Mobile Web page — Refer to [Best Practice #9](#): Every Mobile Web page incorporates readily accessible contact information.
- Validation of the Underlying HTML Source Code, Cascading Style Sheets, and Accessibility is performed and provided for user confirmation testing on every Web page — Refer to [Best Practice #10](#): Every Mobile Web page [validates](#) the World Wide Web Consortium (W3C) specifications for Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), Web Accessibility Initiative (WAI) and Web Content Guidelines (WCAG).
- A Mobile Web Contingency Page is provided — should the situation ever arise — that will graciously handle any "Page Not Found" (Error 404) condition. NOTE: To "force" this specific page to appear, select the hyperlink [Mobile Web Contingency Page](#), examine the resulting Mobile Contingency Page and its contents, and choose from among the listed options for recovery from just such a situation.

Continual Striving for Professionalism and Mobile Web Site Improvement

Scsi knows from experience that for a Mobile Web site to remain useful, it must be continually re-examined and improved upon. Accomplishing this depends greatly upon receiving user feedback, criticisms, and additional inputs from individual visitors as to what is still needed, what can be re-addressed to make it better, and anything else that might be standing in the way of getting the job done more effectively, efficiently and completely.

Mobile Web Page Validation and Contact Information

Validate this Scsi's Mobile WebKISS™ Guide #2: Why 100% Accessibility? Page was last updated, validated — to assure full conformance to W3C's [XHTML 1.0 Basic](#), associated Mobile Web page's cascading style sheet (CSS), and [WCAG Accessibility](#) recommendations

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

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Shortcut Text	Internet Address
MAIN HEADING	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_2_why_100_accessibility.html#SkipToHeading1
view or download	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_2_why_accessibility_with_hyperlinks.pdf
Mobile Home	http://sonoffconsulting.mobi/
Expanded Mobile Home	http://sonoffconsulting.mobi/index_expanded.html
Graphics-based Mobile Home	http://sonoffconsulting.mobi/index_graphics_mapped_version_3.html
Mobile About Scsi	http://sonoffconsulting.mobi/filters/scsi_corp/scsi_corp.html
Mobile Site Map	http://sonoffconsulting.mobi/site_map/site_map.html
Mobile Productivity	http://sonoffconsulting.mobi/filters/productivity/productivity.html
Mobile 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
Scsi's Mobile Web Best Practices	http://sonoffconsulting.mobi/mobile_unique_features_part2.html#h3_3
#1	http://sonoffconsulting.mobi/mobile_unique_features_1_of_10.html
#2	http://sonoffconsulting.mobi/mobile_unique_features_2_of_10.html
#3	http://sonoffconsulting.mobi/mobile_unique_features_3_of_10.html
#4	http://sonoffconsulting.mobi/mobile_unique_features_4_of_10.html
#5	http://sonoffconsulting.mobi/mobile_unique_features_5_of_10.html
#6	http://sonoffconsulting.mobi/mobile_unique_features_6_of_10.html
#7	http://sonoffconsulting.mobi/mobile_unique_features_7_of_10.html
#8	http://sonoffconsulting.mobi/mobile_unique_features_8_of_10.html
#9	http://sonoffconsulting.mobi/mobile_unique_features_9_of_10.html
#10	http://sonoffconsulting.mobi/mobile_unique_features_10_of_10.html
why the Scsi P&KT Mobile Web Site is both virus- and worm-free	http://sonoffconsulting.mobi/mobile_unique_features_1_of_10.html#h2_2
professional assistance	http://sonoffconsulting.mobi/need_professional_assistance.html
addressing productivity	http://sonoffconsulting.mobi/scsi_focus_on_productivity.html
knowledge transfer-related matters	http://sonoffconsulting.mobi/what_scsi_pkt_does.html
e-mail	mailto:info@sonoffconsulting.mobi
	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_wkg_11_total_access_so_what.html
Scsi's Mobile WebKISS™ Guides	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_webkiss_guides_page.html
#8: Want to	

Shortcut Text	Internet Address
Increase Your Mobile Search Engine Rankings?	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_wkg_8_increase_search_engine_rankings.html
#9: How Productivity-focused is your Mobile Web Site?	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_9_how_productivity-focused_is_your_mobile_web_site.html
#10: Want a Free STCEW Tool-based Evaluation of Your Mobile Web Site's Pages?	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_wkg_10_want_a_free_stcew_tool-based_evaluation_of_your_mobile_web_site_pages.html
Scsi's Commitment to 100% Accessibility	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_2_why_100_accessibility.html#h2_1
Considerations and Justifications Provided within the Scsi P&KT Mobile Web Site	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_2_why_100_accessibility.html#h2_2
Section 508	http://www.access-board.gov/508.htm
commitment to making your company accessible to the widest possible audience	http://www.w3.org/WAI/bcase/Overview
fundamental prerequisite	http://www.w3.org/WAI/intro/accessibility.php
Scsi's "Perfect 10" Mobile Web Site Standard	http://sonoffconsulting.mobi/unique_features.html
union	http://sonoffconsulting.mobi/scsi_pkt_awful_design_components_with_hyperlinks.pdf
Mobile Web Standards	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_1_why_val_web_site.html
Usability	http://sonoffconsulting.mobi/filters/productivity/web_usability/web_usability.html
Logic	http://sonoffconsulting.mobi/scsi_proof_of_world_class_level.html
viewable with any type of browser	http://sonoffconsulting.mobi/any_browser.html
WAI	http://www.w3.org/WAI/
WCAG	http://www.w3.org/TR/1999/WAI-WEBCONTENT-19990505/
Mobile Web Contingency Page	http://sonoffconsulting.mobi/errordocs/404.html
XHTML 1.0 Basic	http://validator.w3.org/check?uri=http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_2_why_100_accessibility.html
CSS	http://jigsaw.w3.org/css-validator/validator?uri=http://sonoffconsulting.mobi/code/scsi_pkt_mobi_2007a_all.css
WCAG Accessibility	http://webxact.watchfire.com/
Raymond	

Shortcut Text	Internet Address
Sonoff	http://sonoffconsulting.mobi/filters/scsi_corp/rsonoff_scsi_profile.html
Scsi's Mobile Privacy Policy	http://sonoffconsulting.mobi/w3c/scsi_pkt_p3p.html