


You are here —> [Scsi's Mobile WebKISS™ Guide #5: How does Adherence to Mobile Web Standards Save Both Time and Money?](#) —(last revised on Thursday, August 23, 2007 at 10:30 p.m. EDT).

**Sonoff Consulting Services, Inc., 271 Saxony Drive, Crestview Hills, KY 41017 USA: Telephone: (859) 261-5908.**

NAVIGATION: Skip to [MAIN HEADING](#) of this page, [view or download](#) a PDF version of this Mobile 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](#), [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 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 #5: How does Adherence to Mobile Web Standards Save Both Time and Money?

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

- [Summary of Producer- and Consumer-related Benefits](#)
- [Mobile Web Site Producer-related Benefits.](#)
- [Mobile Web Site Visitors-related Benefits.](#)

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

### Summary of Producer- and Consumer-related Benefits

The question at issue here is this: What will most likely happen once a company's management fully embraces a policy of adherence to Mobile Web standards for establishing and maintaining a significant Mobile Web presence for their company? The answer is that the ensuing benefits will be manifold. More specifically, "win-win" situations for both the company and its Mobile Web site visitors — both near- and long-term — will become ever more self-evident over time, and everyone's productivity will be substantially increased.

Bold statements? Yes, but this "Scsi's Mobile WebKISS™ Guide #5: How does Adherence to Mobile Web Standards Save Both Time and Money?" Mobile Web page outlines specific examples that support such important and far-reaching conclusions.

For your convenience, you may also select this [Scsi's Major Benefits of World Class Level Mobile Web Site Design](#) hyperlink — or the graphic below if present — to launch the untagged PDF file with its respective hyperlinks to choose from for each of the six major benefits of "World Class Level" Mobile Web site design listed above and detailed below.



Viewed from the highest level, increases in corporate profitability and individual productivity will be garnered in three essential ways:

1. Cost savings through reduction in monies expended to produce, test, distribute, and maintain a given Mobile Web site's pages
2. Time savings attributable to increased efficiencies and effectiveness in such areas as Mobile Web page design, development, implementation, testing, support, and maintenance
3. Increased revenue generation as a consequence of this [return-on-investment](#) commitment coupled with an enhanced Mobile Web site presence due largely to improvements in both [Web accessibility](#) and [Web usability](#) of its Mobile Web pages

Additional details on these and related matters are provided under the following headings:

- [Web Site Producer-related Benefits](#)
- [Web Site Visitors-related Benefits](#)

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

### Mobile Web Site Producer-related Benefits

- Reduced Time-to-Develop New Designs, Layouts, and Content
- Simultaneous Attainment of Customer-centric Benefits
- High and ongoing [return-on-investment](#) (ROI)

### Reduced Time-to-Develop New Designs, Layouts, and Content

Among the many possible coding-related burdens that can be either reduced or eliminated entirely when Mobile Web standards are adopted and implemented properly are the following:

- Overhead of extraneous code
- Juggling of scripting to address multiple versions among Mobile Web browsers, including Web browser-specific idiosyncrasies for rendering of Mobile Web page content
- Necessity for reworking of code to address newer version browsers or additional vendors' offerings
- Requirement for handling of numerous operating systems and any respective dynamic link library-dependent routines or calls; and plug-in support when applicable.

### Simultaneous Attainment of Customer-centric Benefits

As is clearly exemplified throughout the Scsi P&KT Mobile Web site, adherence to Mobile Web standards — especially so when carried to a World Class Level — can accommodate a number of wonderful benefits that Mobile Web site visitors will always appreciate as being available to them. For example:

- Platform Independence
- Web browser Independence
- Screen Resolution Independence

In addition, please refer to Scsi's Mobile Web Site Best Practices [#2](#) and [#7](#) for more details about each of these benefits ... and more.

NOTE: For a detailed explanation of all ten facets of Scsi's TOTAL ACCESS design and implementation, examine Scsi's Mobile WebKISS™ Guide [#11: TOTAL ACCESS ... So What?](#).

### High and ongoing Return on Investment (ROI)

Reduction in "Silent Losses" should always be kept in mind, and proactive steps should be in place toward minimizing this possibility

throughout any Mobile Web visitor's experience while at your Mobile Web site. By focusing on providing customer-centric features through adherence to Mobile Web standards, you will be doing your part toward addressing this matter both effectively and efficiently.

Look back over all the above reasons and justifications for adopting and implement Scsi's Best Practices for World Class Level Mobile Web sites and ask yourself this question: "After all is said and done, what's not to like about a Mobile Web site that incorporates such Best Practices as fast loading, a dual-domain search window, intelligently wordwrapped printing, and so on?"

If you reflect upon this question for even just a few moments, you will undoubtedly grasp hold of this fact: All of these high-return-on-investment capabilities are inherently contained within [Scsi's entire set of ten Mobile Web site Best Practices](#). Moreover, once these do-it-once-and-for-all-time Mobile Web page Best Practices are in place, the [return on investment](#) (ROI) will begin to kick in, and your company's chances for increased profitability will be significantly enhanced as a result.

### **Mobile Web Site Visitors-related Benefits**

Concentrated efforts by Mobile Web site personnel focused on achieving a judicious design which also adheres to Mobile Web standards will assure that your Mobile Web site will achieve an increased number of [Scsi's ten Mobile Web site Best Practices](#).

Whether they know it or not, as a consequence of your company's commitment to adherence to Mobile Web standards, savvy Mobile Web site visitors will immediately benefit from and recognize your customer-satisfaction-driven efforts. Moreover, because of the now-improved Mobile Web site experience, these same visitors will likely decide to transfer allegiance to your company and encourage their friends and associates to do likewise.

Meanwhile, any of your Web-site-dependent competitors who have yet to learn about, have neglected to consider further, or have simply delayed in applying one or more of [Scsi's World Class Level Mobile Web Site Best Practices](#) within their Mobile Web sites' pages will lose ground to those companies who have taken such steps. Doesn't that seem to be a reasonable conclusion to reach, especially in today's highly competitive Web-enabled environment?

### **Mobile Web Page Validation and Contact Information**

Validate this Scsi's Mobile WebKISS™ Guide #5: How does Adherence to Mobile Web Standards Save Both Time and Money? Page to assure full conformance to W3C's [XHTML 1.0 Basic](#), cascading style sheet ([CSS](#)), and [WCAG Accessibility](#) recommendations.

Contact Information: [Raymond Sonoff](#), President of Sonoff Consulting Services, Inc., 271 Saxony Drive, Crestview Hills, KY 41017 USA: Telephone: (859) 261-5908.

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

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Shortcut Text	Internet Address
MAIN HEADING	<a href="http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_5_how_mobile_web_stds_save_time_and_money.html#SkipToHeading1">http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_5_how_mobile_web_stds_save_time_and_money.html#SkipToHeading1</a>
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Expanded Mobile Home	<a href="http://sonoffconsulting.mobi/index_expanded.html">http://sonoffconsulting.mobi/index_expanded.html</a>
Graphics-based Mobile Home	<a href="http://sonoffconsulting.mobi/index_graphics_mapped_version_3.html">http://sonoffconsulting.mobi/index_graphics_mapped_version_3.html</a>
Mobile About Scsi	<a href="http://sonoffconsulting.mobi/filters/scsi_corp/scsi_corp.html">http://sonoffconsulting.mobi/filters/scsi_corp/scsi_corp.html</a>
Mobile Site Map	<a href="http://sonoffconsulting.mobi/site_map/site_map.html">http://sonoffconsulting.mobi/site_map/site_map.html</a>
Mobile Productivity	<a href="http://sonoffconsulting.mobi/filters/productivity/productivity.html">http://sonoffconsulting.mobi/filters/productivity/productivity.html</a>
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Other Mobile Web Sites	<a href="http://sonoffconsulting.mobi/filters/url_links/url_links.html">http://sonoffconsulting.mobi/filters/url_links/url_links.html</a>
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Scsi's Mobile Access Keys	<a href="http://sonoffconsulting.mobi/access_keys.html">http://sonoffconsulting.mobi/access_keys.html</a>
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why the Scsi P&KT Mobile Web Site is both virus- and worm-free	<a href="http://sonoffconsulting.mobi/mobile_unique_features_1_of_10.html#h2_2">http://sonoffconsulting.mobi/mobile_unique_features_1_of_10.html#h2_2</a>
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#8: Want to Increase Your Search Engine Rankings?	<a href="http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_8_increase_mobile_search_engine_rankings.html">http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_8_increase_mobile_search_engine_rankings.html</a>
#9: How Productivity-focused is	<a href="http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_9_how_productivity-focused_is_your_mobile_web_site.html">http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_9_how_productivity-focused_is_your_mobile_web_site.html</a>

Shortcut Text	Internet Address
your Mobile Web Site?	
#10: Want a Free STCEW Tool-based Evaluation of Your Mobile Web Site's Pages?	<a href="http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_10_want_a_free_stcew_tool-based_evaluation_of_your_mobile_web_site_pages.html">http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_10_want_a_free_stcew_tool-based_evaluation_of_your_mobile_web_site_pages.html</a>
Summary of Producer- and Consumer-related Benefits	<a href="http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_5_how_mobile_web_stds_save_time_and_money.html#h2_1">http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_5_how_mobile_web_stds_save_time_and_money.html#h2_1</a>
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WCAG Accessibility	<a href="http://webxact.watchfire.com/">http://webxact.watchfire.com/</a>
Raymond Sonoff	<a href="http://sonoffconsulting.mobi/filters/scsi_corp/rsonoff_scsi_profile.html">http://sonoffconsulting.mobi/filters/scsi_corp/rsonoff_scsi_profile.html</a>
Scsi's Mobile Privacy Policy	<a href="http://sonoffconsulting.mobi/w3c/scsi_pkt_p3p.html">http://sonoffconsulting.mobi/w3c/scsi_pkt_p3p.html</a>