


You are here —> [Scsi's Mobile WebKISS™ Guide #6: What's the Return-On-Investment Rationale for adopting Scsi's World Class Level Mobile Web Best Practices?](#) — (last revised on Thursday, August 23, 2007 at 5:25 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 main 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. Also, be sure to learn about [Mobile Scsi's Access Keys](#) to increase your keyboard-based productivity on this 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 #6: What's the Return-On-Investment Rationale for adopting Scsi's World Class Level Mobile Web Best Practices?

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

- [A Short, Sweet, and to the Point Summary — Do the Up-Front Design Work Once and Reap Perpetual Benefits.](#)
- [What are you waiting for? Get started immediately.](#)

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

### A Short, Sweet, and to the Point Summary — Do the Up-Front Design Work Once and Reap Perpetual Benefits.

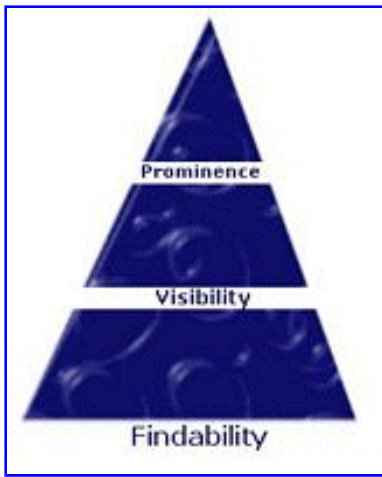
The purpose of this "Scsi's Mobile WebKISS™ Guide #6: What's the Return-On-Investment Rationale for adopting [Scsi's World Class Level Mobile Web Site Best Practices?](#)" Mobile Web page is simple: Convince both Mobile Web site personnel and corporate management that making such a commitment amounts to a definite win-win situation that quickly and effectively provides specific benefits for everyone concerned.

#### Justifications for Adopting Scsi's Best Practices

Some "bottom line" profitability-driven reasons for adopting, implementing, and adhering to one or more of Scsi's "Perfect 10" Mobile Web Best Practices are listed below:

1. No high technology investments are required — because only "low-tech" XHTML (read: plain old "vanilla" source code) is required as the fundamental tool for Mobile Web content generation. Stated in the vernacular, "[The price is right](#)." With this fact made clear up front, there's really no acceptable monetary excuse for not seriously considering adopting [Scsi's World Class Level Mobile Web Site Best Practices](#) to reliably advance your Mobile Web site's design in the direction toward achieving [universal Web accessibility](#) and [Web Usability](#).
2. Cost savings are assured — through various reductions in monies expended to produce, test, distribute, and maintain a given Mobile Web site's pages.
3. Time savings are automatically realized — all of which are attributable to increased efficiencies and effectiveness in such areas as Mobile Web page design, development, implementation, testing, support, and maintenance.
4. Increase Mobile Web site presence — through a "triple-hitter" of **findability**, **visibility**, and **prominence** in [mobile search engine rankings](#) — all without requiring any additional effort by your company's personnel or any additional expenses imposed on any of your company's departments. Now, how about that?
5. Most important of all, increased revenue generation should prove to be significantly spurred on as a consequence of your company's having produced an enhanced customer-centric-focused Mobile Web site — no doubt due in large measure to the adoption and incorporation of one or more of [Scsi's World Class Level Mobile Web Site Best Practices](#) for each and every Mobile Web page within your Mobile Web site(s). And, as we all know, nothing beats having satisfied customers reward your company's efforts on their behalf by providing you with repeat business time and time again.

#### Scsi's "Triple-Hitter" Mobile Search Engine Optimization Pyramid



**What are you waiting for? Get started immediately.**

All of the above-listed positive factors and incentives can be achieved as a consequence of making this return-on-investment commitment to adopt and apply [Scsi's World Class Level Mobile Web Site Best Practices](#).

Your next action step to take amounts to being a "no brainer" decision: Get started on this vitally important task right now — or else your competition will likely gain an advantage over your company that may prove insurmountable to recover from. Time being of the essence, don't put things off. [Contact Us](#) today for professional assistance.

In the fast-paced and highly competitive real world of today, you can bet any amount of money that your competitors will also be doing their own Mobile Web browsing and quite possibly have already discovered for themselves the numerous and easily demonstrable benefits inherently resulting from adoption and implementation of Scsi's Mobile Web Site Best Practices, and they surely will not miss out on this opportunity to come out with their implementation of as many of Scsi's Best Practices as they can and do so as quickly as possible.

Enough said? Scsi wishes that good luck and good timing be with you all along the way toward achieving a "World Class Level" Mobile Web Site as a result of your company's efforts in this direction.

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

Validate this Scsi's Mobile WebKISS™ Guide #6: What's the Return-On-Investment Rationale for adopting Scsi's World Class Level Mobile Web Best Practices? Page to assure full conformance to W3C's [XHTML 1.0 Basic](#), screen medium 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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MAIN HEADING	<a href="http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_6_what_is_roi_rationale_for_adopting_scsi_mobile_web_best_practices.html#SkipToHeading1">http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_6_what_is_roi_rationale_for_adopting_scsi_mobile_web_best_practices.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>
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professional assistance	<a href="http://sonoffconsulting.mobi/need_professional_assistance.html">http://sonoffconsulting.mobi/need_professional_assistance.html</a>
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knowledge transfer-related matters	<a href="http://sonoffconsulting.mobi/what_scsi_pkt_does.html">http://sonoffconsulting.mobi/what_scsi_pkt_does.html</a>
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#9: How Productivity-focused is your Mobile Web Site?	<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>
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