

You are here -- [Scsi's Mobile WebKISS™ Guide #8: Want to Increase Your Mobile Search Engine Rankings?](#) - (last revised on Wednesday, July 1, 2009 at 11:35 a.m. EST).

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

Scsi's Mobile WebKISS™ Guide #8: Want to Increase Your Mobile Search Engine Rankings?

Among the major points covered in this document are the following:

- [What can be learned](#) by reading and applying what is contained in Scsi Mobile WebKISS™ Guide #8?
- [Convince yourself beforehand](#) that [Scsi's Mobile Web Best Practices](#) really do work.
- [Actual Results](#) of specific Google.com mobile search engine-based searches
- [What's the point](#) of providing all these search engine rankings examples?
- Want some [independent confirmation](#) that adherence to both Web- and search engine optimization-focused best practices will pay off?
- How can you [achieve "triple-hitter" results](#) for your Mobile Web site's pages?

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

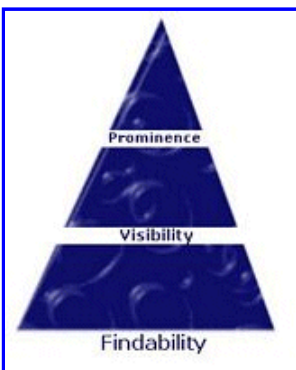
What Can Be Learned By Reading And Applying What Is Contained In This Scsi Mobile WebKISS™ Guide?

Purpose

The purpose of Scsi's Mobile WebKISS™ Guide #8: Want to Increase Your Mobile Search Engine Rankings? Web page is three-fold:

1. Provide Mobile Web site personnel with absolutely irrefutable (read: convincing beyond any doubt) proof that adoption of [Scsi's "Perfect 10" Mobile Web Site Standard](#) with its underlying set of Scsi's Mobile Web page Best Practices will contribute significantly toward accomplishing this ever-in-demand objective -- and [save both time and money](#) in the long run, as well.
2. Outline a general approach for companies to follow that should lead to the realization for their Mobile Web site(s) of all three constantly-sought-after (read: "triple hitter") goals among Mobile search engine rankings, namely: **Findability** (at a minimum); **Visibility** (somewhere well up the list); and **Prominence** (at or very near the top of the list).
3. Ultimately, reach the desired end-point goal of climbing Scsi's Search Engine Optimization "Triple-Hitter" Pyramid to prominence -- by adopting, learning exactly how to implement, and committing to adhering to as many of Scsi's Mobile Web site Best Practices as are practicable within your company's Mobile Web site design(s).

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



A simplistic graphic is provided above for reference purposes. The indicated set of three categories -- Findability, Visibility, and Prominence -- are generally referred to by Scsi as the "triple hitter" representation and arbitrary segmentation of search engine results for discussion and assessment purposes.

Why Do It?

Rest assured that once one or more of [Scsi's Mobile Web Best Practices](#) -- that any World Class Level Mobile Web site should strive to provide its visitors -- are implemented, they will provide your company with a [cost-effective \(read: design-in once: use forever\) solution](#) for sustaining high organic Mobile search engine rankings -- and do so regardless of what mobile Web search engines may be used to locate your Mobile Web site's pages.

Convince Yourself Beforehand That Scsi's Best Practices Really Do Work.

Okay, so how can Scsi most easily get you to see the benefits behind laying a proper foundation using Scsi's Best Practices? By example would seem to be the most obvious approach.

To help you on this, Scsi has listed below -- arranged for your convenience in ascending order, that is, according to total number of Web pages found -- a representative collection of search phrases and their respective google.com-based search engine non-sponsored (read: organic) rankings (values are likely to change, of course, over time). Accompanying each bulleted result are some related comments shown within the adjacent pairs of parentheses.

Before you look at those extensive results, however, you might wish to know how to make these very determinations for yourself. Don't worry. It's easy to do and is explained below.

Learn How To Prove For Yourself That Scsi's Currently-reported Results Are Reasonably Accurate.

1. Select a phrase to "put to the test" in real time.
2. Copy and paste that selected search phrase into a Google-based Search Engine window (e.g., make use of [Scsi's dual-domain search window](#) -- or open a new window if you prefer that approach).
3. Be sure to select the "WWW" radio button to specify the search to be throughout the entire Internet domain.
4. Select the Search button to initiate the actual search.
5. When the results appear, view and note where the sonoffconsulting.mobi-based Web pages actually appear.
6. Select the Back button to return to this mobile Web page and compare the just-viewed results with what is currently indicated as recent Google.com Mobile Search Engine-based results.
7. Draw your own conclusion(s) about the reasonableness of the currently-listed results.
8. Repeat this general procedure for any other phrases listed below -- or anywhere else for that matter on the Scsi P&KT Mobile Web Site's pages -- until you are satisfied as to the validity of this process.

What's the Point of this Learning-By-Doing Exercise?

Once you do this sequence a few times, it will become second nature for you. You'll probably show all your friends and associates just how easy and informative this proves to be. Moreover, you will be learning firsthand how to appreciate the power underlying adherence to [Scsi's "Perfect 10" Mobile Web Site Standard](#).

Actual Results of Specific Google.com Mobile Search Engine-based Searches

To give you proof positive that Scsi's mobile search engine optimization (SEO) Best Practices automatically do achieve what is claimed, five categories -- defined and selectable immediately below for your convenience -- of resulting mobile search engine rankings are listed below.

- [SEO Category 1](#): For total Web page counts of less than 100,000 pages
- [SEO Category 2](#): For total Web page counts of between 100,000 and 10,000,000 pages
- [SEO Category 3](#): For total Web page counts of between 10,000,000 and 100,000,000 pages
- [SEO Category 4](#): For total Web page counts of between 100,000,000 and 1,000,000,000 pages
- [SEO Category 5](#): For total Web page counts of more than 1,000,000,000 pages

NOTE: In many cases, hyperlinks to the associated Web pages associated with each cited search phrase are provided and allow for immediate detailed examination of the respective Web page's contents.

SEO Category 1: Search Engine Rankings Involving Total Web Page Counts Of Less Than 100,000 Pages

- [stcew evaluation](#) (3 and 4 out of 19 ... reveals the prominence of Scsi's Mobile Web site's [#10](#) Web page and the viewable/downloadable [STCEW Tool PDF file](#), respectively. Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool is available for anyone to freely use. If you do, you will find the [STCEW tool's description](#) explains how easy it is for anyone to both quickly and reliably assess the degree of conformance of any Mobile Web site's pages to each of Scsi's set of ten Mobile Web Best Practices -- Best Practices that every striving-to-be [World Class Level Mobile Web site](#) should adopt and implement for their resulting "win-win" benefits that visitors, prospects, customers, users, and company personnel will see manifested as a result.)
- [best practice auto-resize \(widthwise\)](#) (3 and 4 out of 81 ... demonstrates one-of-a-kind prominence for [Scsi's Mobile Access Keys](#) Web page and the associated viewable/downloadable PDF file for Scsi's [Mobile Home](#) Web page, respectively.)
- ["mobile web site standard"](#) (1 out of 84 ... definitely reflects achievement of top-level prominence level for Scsi's Mobile Web site's Mobile Best Practice [#3](#).)
- [sonoff](#) (7 and 8 out of 521 ... obviously, this may at first appear to be a "no biggie" but it does provide for name recognition and prominence for the [Mobile Home](#) and [Scsi's Mobile Privacy Policy](#) Mobile Web pages for Sonoff Consulting Services, Inc., and that proves to be a real "biggie" after all.)
- [stcew](#) (5 and 6 out of 1,170 ... reveals the prominence of [Scsi's Adobe PDF-formatted STCEW Tool](#) and Scsi's [Part 3: What is Scsi's "Perfect 10" Challenge? Page](#) both of which provide detailed information about Scsi's Test Criteria Evaluation Worksheet (STCEW) Tool. It's truly both significant and interesting how even just a single keyword can and does provide high mobile Web search engine rankings for [Scsi's Adobe PDF-formatted STCEW Tool](#).)

- **scsi's proof** (3 and 4 out of 3,200 ... demonstrates both a highly selective word pairing and achievement of prominence for [Scsi's Proof of World Class Level Mobile Web Site Page](#) and this [Scsi's Mobile WebKISS™ Guide #8: Want to Increase Your Mobile Search Engine Rankings?](#) Web page, respectively.)
- **scsi's page** (3 and 4 out of 12,300 ... illustrates how implementation of [Scsi's "Perfect 10" Mobile Web Site Standard](#) results in achievement of prominence levels in organic search engine ranking for [Scsi's Proof of World Class Level](#) and [Mobile Productivity](#) Web pages, respectively.)
- **integral effective dual-domain search window** (7 and 8 out of 13,000 ... points out the relative uniqueness of Scsi's Mobile Web Best Practices [#7](#) and [#8](#), respectively, as well as emphasizing this feature as a true productivity offering from Scsi that should be demanded of every Mobile Web site that claims to provide ease-of-search on every Mobile Web page.)
- **ubiquitous web access first-pass solution** (3 and 4 out of 26,700 ... clearly demonstrates achievement of prominence levels in mobile search engine rankings associated with Scsi's Mobile Web Site's [Scsi's Mobile WebKISS™ Guide #11: TOTAL ACCESS So What?](#) and [Expanded Home Page](#) Mobile Web pages, respectively).
- **best practice dual-domain search option** (3 and 4 out of 34,900 ... demonstrates prominence for [Scsi's Mobile Access Keys](#) and [#9](#) Web pages, respectively.)
- **Mobile WebKISS** (1 and 2 out of 57,900 ... illustrates top-level prominence levels in mobile search engine rankings associated with Scsi's Mobile Web Site's [Scsi's Mobile WebKISS™ Guide #11: TOTAL ACCESS So What?](#) and [Scsi's Mobile WebKISS™ Guides](#) Mobile Web pages, respectively).
- **scsi's** (3 and 4 out of 77,100 ... demonstrates prominence levels for [Scsi's Mobile Access Keys](#) and [Scsi's Mobile WebKISS™ Guide #11: TOTAL ACCESS So What?](#) Web pages, respectively.)

SEO Category 2: Search Engine Rankings Involving Total Web Page Counts Of Between 100,000 And 10,000,000 Pages

- **Enter a search string (up to 255 characters) here.** -- (4 and 5 out of 184,000 ... demonstrates achievement of mobile search engine ranking prominence for the Adobe PDF-formatted file associated with [Scsi's WebKISS\(tm\) Guide #5](#) and the associated viewable/downloadable PDF file, respectively.)
- **one-and-only Mobile Privacy Policy** (1 out of 337,000 ... reveals top-level prominence for an easy-to-find, simply stated information privacy policy for Scsi's Productivity and Knowledge Transfer Mobile Web Site.)
- **accesskey-initiated operations** (3 and 4 out of 346,000 ... a truly "one-of-a-kind" prominence for Scsi's Scsi's Mobile WebKISS™ Guide [#8: Want To Increase Your Mobile Search Engine Rankings?](#) Mobile Web page and its associated viewable/downloadable PDF file, respectively.)
- **scsi do exactly page** (6 and 7 out of 637,000 ... is a convincing indicator of prominence as to the value of having a [What does Sonoff Consulting Services, Inc. do -- exactly?](#) page -- as referenced in Scsi's Mobile ["Need Professional Assistance?"](#) and [Expanded Mobile Home](#) pages, respectively.)
- **ubiquitous web access definition** (122 out of 1,350,000 ... demonstrates findability of this [Scsi's Mobile WebKISS™ Guide #8: Want to Increase Your Mobile Search Engine Rankings?](#) Web page.)
- **assure full conformance** (21 and 22 out of 1,610,000 ... reveals near-prominence for [Scsi's Mobile Privacy Policy](#) page and Scsi's [Expanded Mobile Home](#) page, respectively.)
- **perfect 10 mobile web standard** (1 and 2 out of 1,870,000 ... supports adoption and adherence to mobile Web standards as a significant factor toward achieving prominence for Scsi's Mobile Web site's [#10](#) and [#1](#), respectively.)
- **mobile contingency page** (1 and 2 out of 1,990,000 ... illustrates the top-level prominence for Scsi's visitor-friendly (read: prospect- and customer-centric) and productivity-focused alternative to the ubiquitous (and very shortsighted as well) "Page Not Found (Error 404) results that all too many Web sites exhibit. NOTE: To learn more about what Scsi's Mobile Web contingency page offers you as recovery options, select Scsi's [Mobile Contingency Page](#) itself.)
- **need mobile professional assistance** (1 and 2 out of 2,580,000 ... is definitely a "triple hitter" of findability, visibility, and prominence for the [Mobile Need Professional Assistance?](#) Web page and its associated viewable/downloadable PDF file, respectively.)
- **world class level mobile web site** (1 and 2 out of 2,920,000 ... illustrates top-level prominence for [Scsi's Mobile Web Best Practices](#) and Scsi's [Scsi's "Perfect 10" Mobile Web Site Standard](#) Web pages, respectively.)
- **perfect 10 mobile web site standard** (1 and 2 out of 3,200,000 ... illustrates the top-level prominence of Scsi's Productivity and Knowledge Transfer Mobile Web Site's Best Practices [#10](#) and [#2](#), respectively.)
- **mobile focusing productivity** (1 and 2 out of 7,540,000 ... demonstrates definitely "top tier" productivity search results for Scsi's [focusing on productivity](#) and [Mobile Productivity](#) pages, respectively.)
- **expanded mobile home page** (1 and 2 out of 9,860,000 ... illustrates the prominence level attained by Scsi's Mobile Web Site's [Expanded Mobile Home](#) Page and its associated viewable/downloadable PDF file, respectively.)

SEO Category 3: Search Engine Rankings Involving Total Web Page Counts Of Between 10,000,000 And 100,000,000 Pages

- **productivity focused** (7 out of 12,600,000 ... demonstrates definitely "top tier" productivity search results for Scsi's [focusing on productivity](#) Web page.)
- **productivity consulting services** (30 and 31 out of 12,900,000 ... demonstrates visibility-level search results for Scsi's [focusing on productivity](#) and [Mobile Productivity](#) Web pages, respectively.)
- **web site-related productivity** (7 and 8 out of 17,800,000 ... are associated with Scsi's [Mobile Contact Us](#) and [Focusing on Productivity](#) Mobile Web pages, respectively.)
- **mobile productivity page** (1 and 2 out of 20,000,000 ... illustrates with but three words the prominence of Scsi's [Mobile Productivity](#) and Scsi's [focusing on productivity](#) Web pages, respectively.)
- **mobile web site-related productivity** (1 and 2 out of 21,800,000 ... exemplify top-of-the-hill prominence for Scsi's [Contact Us](#) Page and [Mobile Home](#) Mobile Web pages, respectively.)
- **mobile web productivity page** (4 out of 22,800,000 ... illustrates with but four words the prominence of Scsi's [Mobile Productivity](#) page and Scsi's [Mobile Home](#) Web page, respectively.)
- **perfect 10 web standard** (3 and 4 out of 34,400,000 ... supports adoption and adherence to Web standards as a significant factor toward achieving prominence for Scsi's Mobile Web site's Mobile Best Practices [#3](#) and [#4](#), respectively.)

- **perfect 10 web site standard** (3 and 4 out of 37,300,000 ... endorses the prominence of Scsi's Productivity and Knowledge Transfer Mobile Web Site's Best Practices [#10](#) and [#2](#), respectively.)
- **graphics-based home page** (1 and 2 out of 38,000,000 ... illustrates top-level prominence for Scsi's P&KT Mobile Web site's [Mobile Graphics-based Home Page](#) and Scsi's Mobile Web Best Practice [#3](#), respectively.)
- **graphics-based page** (1 and 2 out of 41,900,000 ... clearly illustrates a triple-hitter for Scsi's P&KT Web site's [Scsi's Mobile WebKISS™ Guide #1: Why Validate a Mobile Web Site's Pages?](#).)
- **world class level web site** (4 and 5 out of 47,800,000 ... illustrates prominence for [Scsi's Mobile Web Best Practices](#) and Scsi's [Scsi's "Perfect 10" Mobile Web Site Standard](#) Web pages, respectively.)
- **graphics-based mobile home page** (4 and 5 out of 52,300,000 ... illustrates top-level prominence for Scsi's P&KT Web site's Scsi's [Mobile Home](#) and its associated viewable/downloadable PDF file, respectively.)

SEO Category 4: Search Engine Rankings Involving Total Web Page Counts Of Between 100,000,000 Pages and 1,000,000,000 Pages

- **world class level** (9 out of 158,000,000 ... illustrates prominence for [Scsi's Mobile Web Best Practices](#) and Scsi's [Scsi's Proof of World Class Level Mobile Web Site Page](#) Web page.)
- **mobile site map page** (18 out of 364,000,000 ... indicates obvious prominence for Scsi's viewable/downloadable PDF file associated with Scsi's [Mobile Web Site Map](#) page that provides hyperlinks to all major headings within the entire sonoffconsulting.mobi domain.)
- **mobile Web privacy policy** (1 out of 424,000,000 ... endorses a top-of-the-heap "triple-hitter" (findability + visibility + prominence) level for [Scsi's Mobile Privacy Policy](#) Mobile Web page.)

SEO Category 5: Search Engine Rankings Involving Total Web Page Counts Of More Than 1,000,000,000 Pages

- No keyword phrases have yet been encountered that encompass this category of Web page counts. If and when these are established, the results will be placed here.

What's The Point Of Providing You With All These Mobile Search Engine Rankings Examples?

Obviously, the above-listed results -- across all but the last of the five wide-ranging SEO categories of Search Engine Rankings -- clearly demonstrate outstanding achievement of mobile search engine-based "triple hitter" results for findability, visibility, and prominence rankings associated with Web pages principally associated with the sonoffconsulting.mobi domain.

What is the root cause for the attainment of findability, visibility, and prominence, anyway? Well, the fundamental reason underlying such outstanding search engine rankings is simple: Adherence to [Scsi's "Perfect 10" Mobile Web Site Standard](#) with its underlying set of Best Practices -- see [Part 2](#) for details -- that every World Class Level Web site should strive to provide its visitors.

Want Some Independent Confirmation That Adherence to Both Web- and Search Engine Optimization-focused Best Practices Will Pay Off?

Need even more proof? Well, with the kind permission of Andy King, President of [Web Site Optimization, LLC](#) and author of Speed Up Your Site: Web Site Optimization, you can now directly access Andy's recently published 40-page PDF presentation entitled, ["Organic Search Engine Optimization: Best & Worst Practices for Maximum \(and minimum\) Rankings."](#) and enjoy his strongly-coupled graphical and point-by-point descriptions for why Best Practices are to be adopted, as well as to learn what some of the Worst Practices are that should definitely be avoided in your pursuit of achieving increased Search Engine Rankings for your Mobile Web site's pages.

Scsi suggests that you thoroughly examine Andy's highly informative document for yourself. Once you do, Scsi believes that you will become convinced that embracing these Web Site Best Practices will prove to be a truly "win-win" approach (read: a knockout "one-two-three triple-hitter" of findability, visibility, and prominence) that all companies' technical and management personnel should fully understand, appreciate, adopt, and vigorously apply to each and every one of their respective Web sites.

How Can You Achieve "Triple-Hitter" Results For Your Web Site's Pages?

Scsi's answer to the above question is both straightforward and obvious -- if you have followed the above-listed content through to this point:

- **You must commit to and focus your efforts toward implementing as many of [Scsi's World Class Level Mobile Web Best Practices](#) as possible.**

Yes, it's really that simple. However, just wishing to have this solution in place will not make it happen, of course.

Next, let's cover specific details to keep in mind for reaching this most worthwhile, profitable, and productive objective of increasing Search Engine Rankings:

- [Focus Efforts Toward Achieving Customer-centric Web Site Design Objectives.](#)
- [Provide Textual Content, Including Meaningful Anchor Text Descriptions, On Every Mobile Web page.](#)
- [Maintain Attention To Detail At All Times.](#)
- [Seek Professional Assistance.](#)
- [Need Help?](#)

Focus Efforts Toward Achieving Customer-centric Web Site Design Objectives.

To get your bearings and begin to establish directions to move to address the numerous issues involved, Scsi suggests that you start by getting definitive answers to questions such as these:

- What design issues have to be brought to light to even begin the process of tailoring a solution for getting from where you are now to where you want to be with the yet-to-be-redesigned Web site?
- Who is best equipped to make such assessments and do so impartially in order to best serve the company's overall business objectives?
- In what ways can the various facets of assessment, design, implementation, testing, and maintenance be approached and completed successfully?
- What tools and documentation needs to be generated to keep all parties concerned working from the same road map?
- What manner of checks and balances can be established and adhered to so as to minimize either overlaps, gaps, or conflicting activities along the way?

Provide Textual Content, Including Meaningful Anchor Text Descriptions, On Every Mobile Web page.

Okay, by now you should have convinced yourself that Scsi's Best Practices really do all of what they are claimed to do and that you need to focus your attention on details. Now, you must want to roll up your sleeves and get started and are likely asking the question, "What's next to know and practice?"

Know this: People everywhere are busy. They always want to be provided with information they are seeking and to obtain it quickly and with a minimal amount of effort on their part. Whatever it is that can be incorporated into a Web site that will make such customer-centric tasks easy for them to perform and complete -- preferably as seamlessly as possible -- will place your Mobile Web site at the top of their list of Internet-based "tools" for getting things done. Why? Because they will appreciate that they will become freed to pursue other activities all that much sooner.

What does this mean in terms of Web content? You should always provide substantial textual content, including meaningful anchor text descriptions, on Every Mobile Web page, and here are some reasons for this statement:

1. Realize that garnering of high search engine rankings in Google or any other search engine of your choice is built upon adherence to the "Content is King" philosophy -- whose basic element is text which conveys information literally -- and (as no surprise to you) text is readily indexable by search engines. In other words, search engines love text.
2. Search engines really don't deal very well with perceived jibberish, such as JavaScript, plug-ins, graphic images devoid of meaningful and relevant alternative text descriptions.
3. Search engines do not handle well Web pages that contain broken hyperlinks, that do not validate, or that prove not to be accessible for whatever reason(s).
4. Search engines seek out and will devour those specific Web pages that are designed to provide meaningful anchor text descriptions and that make use of complete sentences of text.

Maintain Attention To Detail At All Times.

Once you have a list of appropriate questions well underway for what needs to be accomplished, formulate a detailed plan of attack for getting the needed answers, as well as coming up with the qualified personnel (whether inside or outside your company) who can be assigned each of the listed elements to be addressed.

Certainly the details will vary widely in both their breadth and depth for any given Mobile Web site, yet the importance of giving undivided attention to each detail cannot be overemphasized as to its importance to the success of the overall implementation process.

Conclusion: It will always take a concentrated effort by knowledgeable and well-informed Web content developers to both address and to satisfy as many of these critical elements as possible before those Web pages are rewarded by the Internet's current breed of mobile search engines with findability, visibility, and prominence.

Seek Professional Assistance.

Because time is of the essence in nearly all professional endeavors, you should weigh carefully whom you will entrust with specific tasks. Moreover, you should always keep in mind the necessity for retaining independent consultants and other professionals who have suitable experience for the tasks at hand to be an integral part of your project team. Skimping on getting the best persons for the job tends to catch up with any project manager who has taken that route. Scsi's advice is to always make effective use of available resources who can assist you toward meeting your goals and objectives in both a timely and cost-effective manner.

Need Help?

[Contact Scsi](#) for assistance in making sure that all of these matters are properly identified, planned for, and both efficiently and effectively implemented.

If you have seriously pored over what is described and exemplified throughout the Scsi P&KT Mobile Web Site's pages, you will understand that Scsi certainly offers you viable approaches and expertise regarding World Class Level Web Site Best Practices. By all means, do not hesitate to [contact Scsi](#) for further assistance should you need such help.

Mobile Web Page Validation and Contact Information

Validate this Scsi's Mobile WebKISS™ Guide #8: Want to Increase Your Mobile Search Engine Rankings? Page to assure full conformance to W3C's [XHTML 1.0 Strict](#), 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.

Major Navigation Links for Scsi's Mobile WebKISS™ Guide #8 Page

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 Mobile P&KT 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.

[Sonoff Consulting Services, Inc. \(Scsi\)](#) -- [Mobile 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
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Scsi's Mobile Web Best Practices	http://sonoffconsulting.mobi/mobile_unique_features_part2.html#h3_3
Actual Results	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_8_increase_mobile_search_engine_rankings.html#h2_3
What's the point	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_8_increase_mobile_search_engine_rankings.html#h2_4
independent confirmation	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_8_increase_mobile_search_engine_rankings.html#h2_5
achieve "triple-hitter" results	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_8_increase_mobile_search_engine_rankings.html#h2_6
Scsi's "Perfect 10" Mobile Web Site Standard	http://sonoffconsulting.mobi/mobile_unique_features.html
save both time and money	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_6_what_is_roi_rationale_for_adopting_scsi_mobile_web_best_practices.htm
	http://sonoffconsulting.mobi/filters/contact_us/contact_us.html
Scsi's Mobile Web Best Practices	http://sonoffconsulting.mobi/mobile_unique_features_part2.html
cost-effective (read: design-in once; use forever) solution	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_5_how_mobile_web_stds_save_time_and_money.html
Scsi's dual-domain search window	http://sonoffconsulting.mobi/mobile_unique_features_5_of_10.html
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SEO Category 2	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_8_increase_mobile_search_engine_rankings.html#h3_7
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SEO Category 4	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_8_increase_mobile_search_engine_rankings.html#h3_9
SEO Category 5	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_8_increase_mobile_search_engine_rankings.html#h3_10
stcew evaluation	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
#10	http://sonoffconsulting.mobi/mobile_unique_features_10_of_10.html

Shortcut Text	Internet Address
STCEW Tool PDF file	http://sonoffconsulting.mobi/mobile_stcew_perfect_10_conformity_checklist.pdf
STCEW tool's description	http://sonoffconsulting.mobi/mobile_unique_features_part3.html#stcew
World Class Level Mobile Web site	http://sonoffconsulting.mobi/scsi_mobile_proof_of_world_class_level.html
Scsi's Mobile Access Keys	http://sonoffconsulting.mobi/access_keys.html
#3	http://sonoffconsulting.mobi/mobile_unique_features_3_of_10.html
Scsi's Mobile Privacy Policy	http://sonoffconsulting.mobi/w3c/scsi_pkt_p3p.html
Scsi's Adobe PDF-formatted STCEW Tool	http://sonoffconsulting.mobi/scsi_pkt_stcew_tool_scoring_results_and_comments.pdf
Mobile Productivity	http://sonoffconsulting.mobi/filters/productivity/productivity.html
#7	http://sonoffconsulting.mobi/mobile_unique_features_7_of_10.html
#8	http://sonoffconsulting.mobi/mobile_unique_features_8_of_10.html
Expanded Home Page	http://sonoffconsulting.mobi/index_expanded.html
#9	http://sonoffconsulting.mobi/mobile_unique_features_9_of_10.html
Scsi's Mobile WebKISS™ Guides	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_webkiss_guides_page.html
What does Sonoff Consulting Services, Inc. do -- exactly?	http://sonoffconsulting.mobi/what_scsi_pkt_does.html
"Need Professional Assistance?"	http://sonoffconsulting.mobi/need_professional_assistance.html
#1	http://sonoffconsulting.mobi/mobile_unique_features_1_of_10.html
Mobile Contingency Page	http://sonoffconsulting.mobi/errordocs/404.html
#2	http://sonoffconsulting.mobi/mobile_unique_features_2_of_10.html
focusing on productivity	http://sonoffconsulting.mobi/scsi_focus_on_productivity.html
#4	http://sonoffconsulting.mobi/mobile_unique_features_4_of_10.html
Scsi's Mobile WebKISS™ Guide #1: Why Validate a Mobile Web Site's Pages?	http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_1_why_val_web_site.html
Mobile Web Site Map	http://sonoffconsulting.mobi/site_map/site_map.html
Web Site Optimization, LLC	http://www.websiteoptimization.com/
"Organic Search Engine Optimization: Best & Worst Practices for Maximum (and minimum) Rankings."	http://www.websiteoptimization.com/presentations/organic-seo-itzone.pdf
XHTML 1.0	http://validator.w3.org/check?

Shortcut Text	Internet Address
Strict	uri= http://sonoffconsulting.mobi/filters/web_kiss_guides/scsi_pkt_mobile_wkg_8_increase_mobile_search_engine_rankings.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
Graphics-based Mobile Home	http://sonoffconsulting.mobi/index_graphics_mapped_version_3.html
Other Mobile Web Sites	http://sonoffconsulting.mobi/filters/url_links/url_links.html
#6	http://sonoffconsulting.mobi/mobile_unique_features_6_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
e-mail	mailto:info@sonoffconsulting.mobi