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Micro Visions News

Web Standards
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Site to See

Thursday April 26, is the day Micro Visions' newly redesigned website will be unveiled! Visit www.microvisionsinc.com to see our new design and features.

Tech Tips - Email

Go to the following address for a quick read of email tips we should all be reminded of: <http://tech.msn.com/howto/article.aspx?cp-documentid=812158&page=1> If you have any questions call Micro Visions, 616-776-0400.

We Can Help-Anytime

System crashes are never convenient, but when it happens it's good to know Micro Visions offers 24/7 emergency service. To reach a Systems Engineer after hours call 616-776-0400 leave a message, then call our pager at 616-230-1620.

Tech Quote of the Month

The best way to predict the future is to invent it.
-Alan Kay

Web standards define the guidelines within which a competent web developer should work when writing website development code. This includes easily readable, lean syntax strategically placed for the most benefit. The World Wide Web Consortium (WC3) members and invited experts develop specifications to enhance cross platform usability for the many available web browsers, to provide forward and backward compatibility that accommodates the various versions of available web browsers, and to provide a stable framework for developers to work within.

Developing websites and web based applications in accordance with the W3C's standards significantly shortens development time and makes code much easier to maintain. Maintenance costs are reduced and consistency is provided across different browsers and platforms. A non-technical user has a much better chance of editing his website with quick updates. Further, if the site is standards compliant, edits can generally be done by the inexperienced without breaking the site. Adhering to good coding practices will also make web content accessible to a much wider audience, such as users who cannot use mice or keyboards or users with sight deficiencies who rely on screen readers.

Standards compliant sites also maintain their design integrity between different display resolutions, rendering them compatible with the multitude of different monitor sizes, formats, and display qualities. Additionally, compliant websites are able to accommodate more complex designs.

Those using older browsers may not be able to render newer functionalities of web development. Some alter settings in their browsers, such as turning off Javascript or disabling images to enable quicker screen loads. These users can be accommodated with alternative content and the use of good practice as defined in the standards.

Search engines such as Google, Yahoo, and the rest have a much easier time indexing a well structured, standards compliant site. A poorly structured site either may not be seen by these search engines and, consequently, your prospective customers, or might be listed far lower than sites designed to standard. With millions of pages on the internet, if a search engine cannot translate your content properly enough to rank and index it, the probability is great that anyone searching for a local business that does what yours does will be provided instead a list of all your competitors. Your website either may not appear in that search or may be listed so many pages into the search results that prospective customers won't notice it.

Your corporate website represents your company to existing customers and to an entire world of prospective customers. It should be a prized investment. Ignoring web standards will result in restricted access to your site and can render a site that looks far less professional than it should. It makes no sense to limit the exposure of your business or to portray your business as something less than it is when you've paid for it to be represented on the very medium designed to promote it. Using an expert who implements good coding practices can make your business look better than that of your competitors. Call Micro Visions at 616-776-0400 and ask what you can do to get your business noticed.

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