

# QC Validation Report

OP-85348



**PASSED**

Generated: March 31, 2026

Report ID: #107

# Summary

Metric	Value
Overall Score	91.3%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	6

## Website Information

**URL:** <https://wordpress-671713-6265527.cloudwaysapps.com/>

**Designer:** cliffvincent.glipa

**Validation Date:** March 11, 2026 at 12:20 AM

# Detailed Results

## Accessibility & Functional

### All Images have Alt Tags

Score: 100% | Status: Pass

**Checks For:** Validates non-decorative images for non-empty alt text; ignores decorative SVGs with empty/missing alt.

**Evidence Summary:** All 35 non-decorative image(s) include alt text. Decorative SVG exemptions applied: 0.

Priority: high | Confidence: high

### All Images are Optimized for Web

Score: 90% | Status: Partial

**Checks For:** Total image count, image formats, and optimization/performance risk indicators such as oversized or likely uncompressed images

**Evidence Summary:** Most images are SVG placeholders or PNG logos. No evidence of large, unoptimized files, but PNG logos may be improved.

**Issues Found:**

- /: Logo image is PNG, not SVG or compressed format

Priority: medium | Confidence: high

### No Broken Links appear on the Website

Score: 100% | Status: Found

**Checks For:** Suspicious link patterns (empty/hash/javascript placeholders) and likely broken destinations (e.g., localhost/test/placeholder URLs)

**Evidence Summary:** All 60+ links are valid, with HTTP status 200 or external social links. No broken links detected.

Priority: high | Confidence: high

### The Website is Mobile Friendly

Score: 100% | Status: Found

**Checks For:** Mobile responsiveness indicators including viewport meta tag presence and responsive framework/class markers in page markup

**Evidence Summary:** All pages have viewport meta tag and responsive CSS. Navigation adapts for mobile and landscape.

Priority: high | Confidence: high

### Contact Details are Easy to Find

Score: 100% | Status: Found

**Checks For:** Contact-discovery signals such as contact/phone/email/call/reach keywords across analyzed page content

**Evidence Summary:** Phone and address are present in footer and Contact page. Multiple links to Contact page from main navigation.

Priority: high | Confidence: high

## All Pages have a Title & Description

Score: 100% | Status: Pass

**Evidence Summary:** All 6 analyzed pages have a title and meta description, and all values are unique.

Priority: high | Confidence: high

## All Headings are well Defined

Score: 100% | Status: Pass

**Evidence Summary:** All 6 analyzed pages contain exactly one H1 and maintain valid heading hierarchy.

Priority: medium | Confidence: high

## No Placeholder Content

Score: 100% | Status: Pass

**Checks For:** Checks for placeholder/draft text markers such as Lorem Ipsum, Placeholder, Sample Text, Coming Soon, Under Construction, and similar temporary copy.

**Evidence Summary:** Checked for placeholder patterns (Lorem Ipsum, Placeholder Text, Sample Text, Coming Soon, Under Construction, Under Maintenance, Dummy Text, Your Text Here, Insert Text Here, To Be Announced, Tbd) across 6 page(s). No placeholder content was detected.

Priority: high | Confidence: high

# Design Standards

## Industry Understanding is Immediate

Score: 90% | Status: Fail

**Evidence Summary:** Headings and meta titles clarify industry, but no hero section or immediate visual cues.

### Design Standards Validation:

#### ### Evaluation

- Area: Industry Understanding is Immediate
- Score: ■ Borderline (fail)
- Explanation: The site uses clear product and industry language (e.g., 'Construction Measuring Devices', 'Grade Control Systems'), but lacks a visual hero section and immediate visual cues on landing. Industry is clear after reading headings, but not instantly from visuals.

#### ### Actions Needed

- Add a hero section with a strong visual (e.g., excavator, construction site) and a headline that states the industry and product.
- Consider using industry icons or background imagery in the header.

#### ### Tips for Strengthening

- Place a descriptive tagline and industry image above the fold.
- Use color and iconography associated with construction.

### ### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	■ Borderline	Clear headings, product language	No hero, weak visual cues	Add hero, tagline, icons

#### Issues Found:

- /: No hero section or industry visual above the fold

Priority: high | Confidence: high

## Emotional Connection is Established

Score: 95% | Status: Fail

**Evidence Summary:** Friendly copy and family focus, but visuals lack emotional warmth.

#### Design Standards Validation:

##### ### Evaluation

- Area: Emotional Connection is Established
- Score: ■ Borderline (fail)
- Explanation: The site uses friendly language ('Once a customer, always a friend'), testimonials, and family contractor references. However, visuals are technical and lack warmth or personal imagery.

##### ### Actions Needed

- Add customer testimonials with photos.
- Use images of people (e.g., contractors, families) in hero or about sections.

##### ### Tips for Strengthening

- Highlight customer stories and positive outcomes.
- Use warm colors and friendly design elements.

### ### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Friendly copy, family focus	Technical visuals, no people	Add testimonials, people images

#### Issues Found:

- /about/: No customer testimonials or people images

Priority: medium | Confidence: high

## Call-to-Action is Clear

Score: 100% | Status: Found

**Evidence Summary:** CTAs are present and visible on all pages.

#### Design Standards Validation:

##### ### Evaluation

- Area: Call-to-Action is Clear
- Score: ✓ Pass
- Explanation: Multiple CTA buttons ('Contact', 'Get in Touch', 'Downloads') are present in navigation and main content. CTAs are visible and actionable on all pages.

##### ### Actions Needed

- None. CTAs are clear and accessible.

##### ### Tips for Strengthening

- Maintain CTA visibility and consistency across all pages.

### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Multiple CTAs, clear labels	None	None

Priority: high | Confidence: high