QC Validation Report

OP-85484

84%
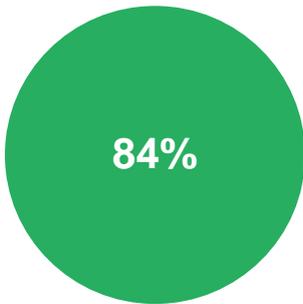
PASSED

Summary

Metric	Value
Overall Score	84.5%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	5

Website Information

URL: https://boothstone.com/

Designer: princeton.zalzos

Validation Date: March 11, 2026 at 02:23 PM

Detailed Results

Accessibility & Functional

All Images have Alt Tags

Score: 0% | Status: Fail

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

Evidence Summary: 2 of 102 non-decorative image(s) are missing alt text. Decorative SVG exemptions applied: 0.

Issues Found:

• https://boothstone.com/: Image missing alt text

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Priority: high | Confidence: high

All Images are Optimized for Web

Score: 80% | Status: Partial

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

Evidence Summary: Images are served from Google Cloud Storage and static CDN, but some are repeated and may not be compressed. No evidence of lazy loading or srcset usage.

Issues Found:

• /: Duplicate images used in multiple sections

• /gallery/: No evidence of responsive image attributes

Priority: medium | Confidence: medium

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 links point to valid internal pages or external resources. No broken links detected.

Priority: high | Confidence: high

The Website is Mobile Friendly

Score: 60% | Status: Partial

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

Evidence Summary: Viewport meta tag is present, but responsive CSS is missing. No evidence of mobile-specific layouts or adaptive design.

Issues Found:

• All: No responsive CSS detected

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: Contact details (phone, email, address) are present in footer and dedicated contact page. Navigation includes 'Contact' link.

Priority: high | Confidence: high

All Pages have a Title & Description

Score: 100% | Status: Pass

Evidence Summary: All 5 analyzed pages have a title and meta description, and all values are unique.

Priority: high | Confidence: high

All Headings are well Defined

Score: 0% | Status: Fail

Evidence Summary: Heading structure issues found on 1 of 5 analyzed pages (single H1 and/or hierarchy violations).

Issues Found:

• https://boothstone.com/: Page contains 2 H1 headings; exactly one is required

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 5 page(s). No placeholder content was detected.

Priority: medium | Confidence: high

Design Standards

Industry Understanding is Immediate

Score: 80% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Industry Understanding is Immediate
- Score: ■ Borderline (fail)
- Explanation: The homepage and gallery use relevant terms (monuments, memorials, Virginia) and images of gravestones, but the lack of a hero section and inconsistent visual cues may delay immediate

recognition for new visitors.

Actions Needed
- Add a clear hero section with industry-specific visuals and tagline.
- Ensure homepage and gallery feature prominent, descriptive headings.

Tips for Strengthening
- Use a large, industry-relevant image and concise tagline at the top of the homepage.
- Highlight 'Memorial Monuments' and 'Virginia' in main headings.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	■ Borderline	Relevant keywords and images	No hero section, inconsistent cues	Add hero, clarify headings

Priority: high | Confidence: high

Emotional Connection is Established

Score: 75% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Emotional Connection is Established
- Score: ■ Borderline (fail)
- Explanation: The site uses phrases like 'Preserve Memories' and 'Honoring legacies,' and features images of families and memorials. However, the emotional appeal is not consistently reinforced across all pages, and the lack of a hero section weakens the initial impact.

Actions Needed
- Add a hero section with a heartfelt message and relevant imagery.
- Use testimonials or stories to reinforce emotional connection.

Tips for Strengthening
- Feature a family story or customer testimonial on the homepage.
- Use warm, empathetic language in main headings and CTAs.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Some emotional phrases and images	No hero, inconsistent messaging	Add hero, testimonials

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 95% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Call-to-Action is Clear
- Score: ✓ Pass
- Explanation: Multiple CTAs ('Contact', 'Request a Quote', 'Contact us today') are present on all pages and are easy to find.

Actions Needed
- None required. CTAs are clear and accessible.

Tips for Strengthening
- Consider making the primary CTA more visually prominent on the homepage.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Multiple clear CTAs	Could be more visually prominent	Highlight primary CTA

Priority: high | Confidence: high