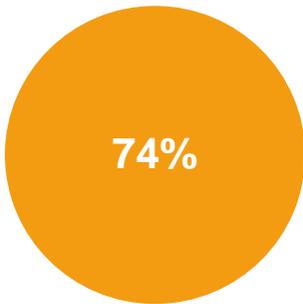


QC Validation Report

OP-85484



WARNING

Generated: March 31, 2026

Report ID: #110

Summary

Metric	Value
Overall Score	74.5%
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 02:29 PM

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 102 non-decorative image(s) include alt text. Decorative SVG exemptions applied: 0.

Priority: high | Confidence: high

All Images are Optimized for Web

Score: 60% | 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 hosted on Google Cloud and static.edit.site, but there are multiple duplicate images and no evidence of responsive image formats (e.g., WebP, srcset).

Issues Found:

- /: Duplicate images used in multiple sections
- /gallery/: No evidence of responsive image formats

Priority: high | 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 provided are valid and point to existing pages. HTTP status codes are 200 for all pages.

Priority: high | Confidence: high

The Website is Mobile Friendly

Score: 50% | 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 'has_responsive_css' is false for all pages. No evidence of mobile-specific layouts or responsive design.

Issues Found:

- /: No responsive CSS detected

Priority: high | Confidence: medium

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 the footer and on the dedicated contact page. Navigation includes a 'Contact' link.

Priority: medium | 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: medium | Confidence: high

All Headings are well Defined

Score: 100% | Status: Pass

Evidence Summary: All 5 analyzed pages contain exactly one H1 and maintain valid heading hierarchy.

Priority: medium | Confidence: medium

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: medium

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

- Explanation: The homepage and gallery use relevant keywords (memorial, monuments, Virginia) and images of gravestones, but the lack of a hero section and some generic/abstract images may delay immediate recognition for new visitors.

Actions Needed

- Add a clear hero section with industry-specific visuals and messaging.

- Ensure all main images and headings reinforce the memorial monument industry.

Tips for Strengthening

- Use a prominent hero image showing a monument or gravestone.

- Add a tagline or headline that states the industry and service.
- Avoid abstract or generic images in key areas.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	■ Borderline	Relevant keywords, some industry images	No hero section, some abstract images	Add hero, clarify visuals

Priority: high | Confidence: high

Emotional Connection is Established

Score: 70% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Area: Emotional Connection is Established
- Score: ■ Borderline
- Explanation: The site uses phrases like 'Preserve Memories' and images of families and gravestones, but lacks a hero section and consistent emotional messaging across all pages.

Actions Needed

- Add a hero section with emotionally resonant visuals and copy.
- Use testimonials or stories to deepen emotional appeal.

Tips for Strengthening

- Feature a family or memorial story on the homepage.
- Use warm, empathetic language in headings and CTAs.
- Ensure emotional visuals are present on all main pages.

Summary Table

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

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 90% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Area: Call-to-Action is Clear
- Score: ■ Borderline
- Explanation: Multiple CTAs ('Contact', 'Request a Quote') are present and visible, but lack a prominent hero section and could be more visually distinct. Some CTAs are repeated and may cause confusion.

Actions Needed

- Add a primary CTA in a hero section.
- Make CTAs visually distinct and avoid repetition.

Tips for Strengthening

- Use a single, clear CTA above the fold.

- Highlight CTA buttons with color and size.
- Reduce duplicate CTAs to avoid confusion.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	■ Borderline	Multiple CTAs, visible links	No hero, duplicate CTAs	Add hero, clarify CTA

Priority: high | Confidence: high