QC Validation Report

OP-85245

91%

PASSED

Generated: March 31, 2026

Report ID: #123

Summary

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

Website Information

URL: https://wordpress-671713-6266877.cloudwaysapps.com/

Designer: johngabriel.cuna

Validation Date: March 11, 2026 at 07:21 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 35 non-decorative image(s) include alt text. Decorative SVG exemptions applied: 0.

Priority: high | Confidence: high

All Images are Optimized for Web

Score: 70% | Status: Partial

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

Evidence Summary: 16 of 34 images are SVG placeholders (data:image/svg+xml), which are lightweight but not actual content. 18 PNG images are used for logos, but no evidence of compression or responsive sizing.

Issues Found:

• /: SVG placeholder images used instead of real content images

• /contact/: PNG logo not compressed for web

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 50+ links across all pages are valid and return HTTP 200. 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 include viewport meta tag and responsive CSS. Navigation and content are accessible on mobile devices.

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: Contact details (phone, email, address, hours) are present in footer and on dedicated contact page. Contact button is visible in 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: medium | Confidence: high

Design Standards

Industry Understanding is Immediate

Score: 100% | Status: Found

Evidence Summary: Industry (water treatment) is clear from page titles, meta descriptions, headings, and key phrases. Product and service details are prominent.

Design Standards Validation:

Evaluation
- Area: Industry Understanding is Immediate
- Score: ✓ Pass
- Explanation: The website clearly communicates its water treatment industry focus through page titles, meta descriptions, headings, and product/service details.

Actions Needed
- None. Industry understanding is strong and immediate.

Tips for Strengthening
- Consider adding a hero section with visual cues (e.g., water imagery) for even faster recognition.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	✓ Pass	Clear titles, meta, headings, product details	None	None

Priority: high | Confidence: high

Emotional Connection is Established

Score: 85% | Status: Fail

Evidence Summary: Some emotional language ('Making water better together', 'A Legacy of Trust', 'Family-Owned') is present, but lack of hero section and imagery reduces impact.

Design Standards Validation:

Evaluation
- Area: Emotional Connection is Established
- Score: ■ Borderline (fail)
- Explanation: Emotional language is present, but lack of hero section and real imagery limits emotional impact.

Actions Needed
- Add a hero section with real imagery and emotional messaging.
- Consider testimonials or community impact stories.

Tips for Strengthening
- Use authentic photos and customer stories to build trust.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Some emotional language	No hero, no real imagery	Add hero section, testimonials

Issues Found:

• /: No hero section or emotional imagery

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 95% | Status: Found

Evidence Summary: CTA buttons ('Contact', 'Request a Quote', 'Contact Us') are present and visible on all pages. Navigation includes clear CTA links.

Design Standards Validation:

Evaluation
- Area: Call-to-Action is Clear
- Score: ✓ Pass
- Explanation: CTAs are visible and actionable on all pages, including navigation and dedicated buttons.

Actions Needed
- None. CTA clarity is strong.

Tips for Strengthening
- Consider adding a primary CTA in a hero section for even greater visibility.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Visible CTAs, actionable links	None	None

Priority: high | Confidence: high