QC Validation Report

OP-85245

91%

PASSED

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: Most images are SVG placeholders or PNG logos. No evidence of compression or lazy loading for PNGs. SVGs are lightweight, but PNG logo is used repeatedly and is 1024x291px, which may be unnecessarily large for header/footer.

Issues Found:

• All pages: PNG logo used in header, footer, and multiple sections; file size may be excessive for repeated use.

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 resolve to working pages or resources. No 404s or dead 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 menus are adapted for mobile landscape and left layouts. No evidence of layout issues.

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 dedicated contact page. Contact CTA is visible in navigation on all pages.

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: No evidence available

Design Standards Validation:

Evaluation
- Area: Industry Understanding is Immediate
- Score: ✓ Pass
- Explanation: The site title, meta descriptions, and prominent headings (e.g., 'Water Treatment', 'Reo-Pure: Your Trusted Water Treatment Partner') clearly communicate the industry focus. Product and solution pages reinforce water treatment context. No ambiguity detected.

Actions Needed
- None. Industry is immediately clear to visitors.

Tips for Strengthening
- Consider adding a hero section with industry imagery for even faster recognition.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	✓ Pass	Clear titles, headings, and descriptions	None	None

Priority: high | Confidence: high

Emotional Connection is Established

Score: 80% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Emotional Connection is Established
- Score: ■ Borderline (■)
- Explanation: The site uses phrases like 'Making water better together', 'A Legacy of Trust', and 'Family-Owned', which help build trust and connection. However, there is no hero section or imagery to reinforce emotional appeal. The copy is professional but lacks visual warmth or storytelling elements.

Actions Needed
- Add a hero section with imagery showing people or water in use.
- Incorporate testimonials or stories from real customers.

Tips for Strengthening
- Use photos of staff, customers, or families.
- Highlight community impact or environmental benefits.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection	■ Borderline	Trust-building copy, family-owned messaging	No hero imagery, limited storytelling	Add hero section, testimonials

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 100% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Call-to-Action is Clear
- Score: ✓ Pass
- Explanation: 'Contact' and 'Request a Quote' CTAs are present in navigation and main content. Links and buttons are visible and actionable on all pages.

Actions Needed
- None. CTAs are clear and accessible.

Tips for Strengthening
- Consider adding a primary CTA button in the header for even greater visibility.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action	✓ Pass	Multiple clear CTAs, visible buttons	None	None