QC Validation Report

OP-85726

91%

PASSED

Generated: March 31, 2026

Report ID: #138

Summary

Metric	Value
Overall Score	91.3%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	5

Website Information

URL: https://wordpress-671713-6270240.cloudwaysapps.com/

Designer: Annalie.Gabatan

Validation Date: March 12, 2026 at 08:45 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 34 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: Majority of product and logo images are SVG placeholders (data:image/svg+xml), which are lightweight. However, two PNG logo images are used on every page and may not be optimized for web (no evidence of compression or responsive formats).

Issues Found:

• All pages: PNG logo images may not be optimized

Priority: high | 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 links provided are valid and point to either internal pages or external partner sites. No evidence of broken or dead links.

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 tags and responsive CSS. Navigation menus are adapted for mobile and landscape modes.

Priority: high | Confidence: high

Contact Details are Easy to Find

Score: 80% | Status: Partial

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

Evidence Summary: Contact form is present on the homepage (section#brxe-jqzmwu) with fields for name, email, phone, and message. However, no explicit phone number or email address is visible for direct contact.

Issues Found:

• /: No visible phone number or email address

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: high | 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: 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: Text content and meta data reference beauty/wellness, but homepage lacks visual cues and hero section.

Design Standards Validation:

Evaluation
- Area: Industry Understanding is Immediate
- Score: ■ Borderline (fail)
- Explanation: The site title, meta descriptions, and product names clearly reference beauty and wellness. However, the homepage lacks a hero section and visual cues (e.g., product images, banners) that immediately signal the industry. Navigation and headings are present but not visually prominent.

Actions Needed
- Add a hero section with industry-specific imagery and tagline.
- Make navigation headings more visually distinct.

Tips for Strengthening

- Use product photos and banners on the homepage.
- Add a tagline or industry statement above the fold.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	■ Borderline	Clear text references	Lacks visual cues, no hero section	Add hero, improve visuals

Issues Found:

• /: No hero section or industry-specific imagery

Priority: high | Confidence: high

Emotional Connection is Established

Score: 85% | Status: Fail

Evidence Summary: Language is positive and inclusive, but visuals and testimonials are missing.

Design Standards Validation:

Evaluation
- Area: Emotional Connection is Established
- Score: ■ Borderline (fail)
- Explanation: The site uses positive, inclusive language and references self-care and confidence. However, the lack of visual storytelling (hero section, testimonials, or lifestyle imagery) limits emotional impact.

Actions Needed
- Add testimonials or customer stories.
- Use lifestyle images showing people using products.

Tips for Strengthening
- Incorporate real customer quotes.
- Add photos of diverse users enjoying products.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Positive language	Lacks visual storytelling	Add testimonials, lifestyle images

Issues Found:

• /: No testimonials or lifestyle imagery

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 85% | Status: Fail

Evidence Summary: 'Shop Now' links exist, but no CTA buttons or visual emphasis.

Design Standards Validation:

Evaluation
- Area: Call-to-Action is Clear
- Score: ■ Borderline (fail)
- Explanation: 'Shop Now' links are present on all pages, but there are no visually distinct CTA buttons. CTAs are text links and may not stand out to users.

Actions Needed
- Add visually prominent CTA buttons (e.g., 'Shop Now', 'Learn More').
- Use contrasting colors and larger button styles.

Tips for Strengthening
- Place CTA buttons above the fold.
- Use action-oriented language and design.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	■ Borderline	CTAs present	Not visually distinct, no buttons	Add prominent CTA buttons

Issues Found:

• All pages: CTAs are text links, not visually distinct buttons

Priority: high | Confidence: high