

QC Validation Report

OP-85726



PASSED

Generated: March 31, 2026

Report ID: #141

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 09:04 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: 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 images are SVG placeholders (data:image/svg+xml), which are lightweight but not actual product visuals. Only 4 PNG logo images are true assets; no JPEGs or WebPs found.

Issues Found:

- All pages: SVG placeholders used instead of real product images

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 21 unique links across 5 pages are valid and return HTTP 200 or external destination. 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 menus are present 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 homepage, but no phone number or email is shown directly. 'Get in Touch' section exists, but lacks explicit contact details.

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: high | 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
- Explanation: The site uses relevant product names and descriptions, but lacks a hero section and real product images. The logo and navigation are clear, but placeholder visuals and untitled sections reduce immediate clarity.

Actions Needed

- Add a hero section with a clear industry statement and real product visuals.
- Replace placeholder images with actual product photos.
- Update section headings to clarify product categories.

Tips for Strengthening

- Use a prominent hero banner with a tagline (e.g., 'Beauty & Wellness for Mature Adults').

- Ensure product visuals are authentic and industry-specific.
- Clarify navigation and section titles for instant recognition.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	■ Borderline	Clear logo, product names	Placeholder images, untitled sections	Add hero, real images, descriptive headings

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 positive language ('Be your magnificent self'), but lacks real imagery and a hero section. Placeholder images and untitled sections limit emotional impact.

Actions Needed

- Add authentic product and lifestyle images.
- Create a hero section with a welcoming message.
- Use testimonials or stories to build connection.

Tips for Strengthening

- Feature real people and products in visuals.
- Add customer testimonials or brand story.
- Use warm, inviting colors and language.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Positive language	Placeholder images, no hero	Add real images, testimonials, hero section

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: 'Shop Now' and 'Learn More' links are present, but CTA buttons are not visually prominent and no hero section exists. CTA is clear in text, but lacks visual emphasis.

Actions Needed

- Add visually prominent CTA buttons (e.g., 'Shop Now') in hero section.
- Use contrasting colors and larger buttons for CTAs.
- Place CTAs above the fold for immediate visibility.

Tips for Strengthening

- Use bold, contrasting CTA buttons.
- Add a hero section with primary CTA.
- Ensure CTAs are accessible and easy to find.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	■ Borderline	CTA links present	No prominent buttons, no hero	Add bold CTA buttons, hero section

Priority: high | Confidence: high