

# QC Validation Report

PT-18588



**PASSED**

Generated: March 31, 2026

Report ID: #149

# Summary

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

## Website Information

**URL:** <https://wordpress-671713-6269611.cloudwaysapps.com/>

**Designer:** ma.cantiveros

**Validation Date:** March 13, 2026 at 02:44 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 39 non-decorative image(s) include alt text. Decorative SVG exemptions applied: 0.

Priority: high | Confidence: high

### All Images are Optimized for Web

Score: 80% | Status: Partial

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

**Evidence Summary:** Multiple images use SVG placeholders (data:image/svg+xml) instead of real photos. PNG logo is used repeatedly. No evidence of lazy loading or compression for PNG/JPG assets.

**Issues Found:**

- /: Site logo is PNG, not optimized for web (repeated use)
- /residential-roofs/: SVG placeholders used instead of real images

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 60+ links are valid, internal and external. No evidence of broken links or 404s. HTTP status code 200 for all pages.

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 and responsive CSS. Navigation menus are present for mobile and landscape. No evidence of missing mobile layouts.

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:** Phone, email, address, and hours are clearly listed on main and estimate pages, with dedicated headings and form.

Priority: high | 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: 0% | Status: Fail

**Evidence Summary:** Heading structure issues found on 1 of 5 analyzed pages (single H1 and/or hierarchy violations).

### Issues Found:

- <https://wordpress-671713-6269611.cloudwaysapps.com/free-estimate-request/>: Heading hierarchy gap detected: H3 used without H2

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: 100% | Status: Found

**Evidence Summary:** No evidence available

### Design Standards Validation:

#### ### Evaluation

- Area: Industry Understanding is Immediate
- Score: ✓ Pass

- All page titles, meta descriptions, and headings reference roofing, installation, and St. Louis area. Key phrases and service listings are clear. No ambiguity.

#### ### Actions Needed

- None. Industry is immediately clear to visitors.

#### ### Tips for Strengthening

- Consider adding a hero section with a visual of roofing work for even faster recognition.

### ### Summary Table

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

Priority: high | Confidence: high

## Emotional Connection is Established

Score: 90% | Status: Fail

**Evidence Summary:** No evidence available

### Design Standards Validation:

#### ### Evaluation

- Area: Emotional Connection is Established
- Score: ■ Borderline (■)
- The site includes personal stories (owner's background, family, mission statement) and service commitment. However, lack of hero section and real imagery reduces emotional impact.

#### ### Actions Needed

- Add a hero section with real photos of staff or completed projects.
- Use testimonials or customer stories for stronger connection.

#### ### Tips for Strengthening

- Feature real people and customer experiences.
- Use authentic imagery instead of placeholders.

### ### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Personal story, mission statement	No hero section, placeholder images	Add real photos, 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
- Multiple CTA buttons ('Get a Free Estimate', 'Free Estimate Request') are present on every page, with clear links and forms.

#### ### Actions Needed

- None. CTA is clear and accessible.

#### ### Tips for Strengthening

- Consider adding a hero section with CTA for even higher visibility.

### ### Summary Table

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

Priority: high | Confidence: high