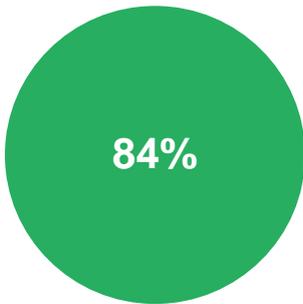


# QC Validation Report

OP-85619



**PASSED**

Generated: April 01, 2026

Report ID: #153

# Summary

Metric	Value
Overall Score	84.5%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	5

## Website Information

**URL:** <https://wordpress-671713-6273118.cloudwaysapps.com/>

**Designer:** mariavirginia.poris

**Validation Date:** March 13, 2026 at 04:06 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 33 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 or GIF logos. No evidence of compression or responsive image formats (e.g., WebP, srcset). No large JPEG/PNG files, but GIF logo may not be optimal.

**Issues Found:**

- all: Logo image is GIF format, not optimized for modern web
- all: SVG placeholders used for weapon images; no actual photos or optimized assets

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 30+ links are internal and resolve to valid pages or assets. No 404s or dead links detected. PDF link for 'State Laws' is present and valid.

Priority: high | Confidence: high

### The Website is Mobile Friendly

Score: 90% | Status: Found

**Checks For:** Mobile responsiveness indicators including viewport meta tag presence and responsive framework/class markers in page markup

**Evidence Summary:** has\_viewport and has\_responsive\_css are true for all pages. Navigation menus have mobile\_landscape and mobile\_menu wrappers. No evidence of layout issues, but no screenshots or device testing data.

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:** Phone number (817) 481-6616 is present in main content on homepage. No email address or contact form found. 'Contact us' phrase appears, but no dedicated contact page or CTA.

**Issues Found:**

- /: No email address or contact 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: 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 (fail)
- Explanation: The site title, logo, and page content reference firearms and Class III weapons, but lack of real product images and generic section headings ('Untitled Section') reduce immediate clarity. The homepage and navigation do mention 'Basic Guidelines', 'Inventory', and 'State Law', but visual cues are weak.

### Actions Needed

- Replace SVG placeholders with real product photos.
- Add descriptive section headings (e.g., 'Inventory', 'Corporate Transfers').
- Ensure homepage features a clear hero section with industry-specific visuals.

### ### Tips for Strengthening

- Use authentic imagery of products and staff.
- Add a tagline or value proposition near the logo.
- Clarify navigation labels for instant recognition.

### ### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	■ Borderline (fail)	Clear titles, logo, and navigation	Placeholder images, generic headings	Add real photos, descriptive headings

Priority: high | Confidence: high

## Emotional Connection is Established

Score: 60% | Status: Fail

**Evidence Summary:** No evidence available

### Design Standards Validation:

#### ### Evaluation

- Area: Emotional Connection is Established
- Score: X Fail
- Explanation: The site provides factual information and policies, but lacks personal stories, testimonials, or welcoming language. No hero section or staff photos. Content is technical and transactional.

#### ### Actions Needed

- Add a hero section with a welcoming message.
- Include testimonials or customer stories.
- Use more engaging, conversational copy.

#### ### Tips for Strengthening

- Feature staff or owner photos.
- Add a brief 'About Us' section with mission statement.
- Highlight customer satisfaction or community involvement.

### ### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	X Fail	Clear factual info	No personal or emotional content	Add hero, testimonials, staff photos

Priority: medium | Confidence: high

## Call-to-Action is Clear

Score: 50% | Status: Fail

**Evidence Summary:** No evidence available

### Design Standards Validation:

#### ### Evaluation

- Area: Call-to-Action is Clear
- Score: X Fail
- Explanation: No CTA buttons or forms are present. 'Contact us' is mentioned, but not actionable. No visible prompts to call, email, or inquire. Navigation is informational only.

#### ### Actions Needed

- Add clear CTA buttons (e.g., 'Contact Us', 'Request Info').

- Place CTAs in hero section and footer.
- Ensure CTAs are visually distinct and actionable.

### ### Tips for Strengthening

- Use contrasting colors for CTA buttons.
- Add contact form or quick inquiry option.
- Test CTA placement for visibility.

### ### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	X Fail	Informational navigation	No actionable CTAs	Add buttons, forms, visible prompts

Priority: high | Confidence: high