QC Validation Report

OP-85741

91%

PASSED

Summary

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

Website Information

URL: https://catbjj.com/

Designer: steven.hugo

Validation Date: March 13, 2026 at 08:11 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 36 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: Some images are hosted on Unsplash and Google Cloud Storage, which are generally optimized. However, duplicate images and large file sources (Unsplash) may not be compressed for web.

Issues Found:

• /the-junior-leadership-academy/: Unsplash images may be large and not compressed

• /: Duplicate images used in multiple sections

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 links provided are valid and resolve to either internal pages or Facebook. No broken links detected.

Priority: high | Confidence: high

The Website is Mobile Friendly

Score: 60% | Status: Partial

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

Evidence Summary: Viewport meta tag is present on all pages, but responsive CSS is missing. This means layout may not adapt properly to mobile devices.

Issues Found:

• /: No responsive CSS detected

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 (address, phone, hours) are present in the footer of every page.

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: 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, headings, and image alt text all clearly reference Brazilian Jiu-Jitsu, martial arts, and related training. The homepage and all subpages reinforce the industry context with phrases like 'BJJ', 'dojo', 'black belt', and 'martial arts'.

Actions Needed
- No action required. Industry context is clear throughout.

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

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	✓ Pass	Clear titles, meta, headings, alt text	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 (Fail)
- Explanation: The site uses phrases like 'Let us help you start a new journey', 'Building the Leaders of Tomorrow', and 'Join a community', which are positive. However, the lack of a hero section and limited visual storytelling may reduce immediate emotional impact.

Actions Needed
- Add a hero section with a welcoming image and headline.
- Use testimonials or stories to deepen emotional engagement.

Tips for Strengthening
- Feature student success stories or instructor profiles.
- Use more imagery showing camaraderie and achievement.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline (Fail)	Positive language, community focus	No hero section, limited visual storytelling	Add hero, testimonials

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 95% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Call-to-Action is Clear
- Score: ✓ Pass
- Explanation: Each page features clear CTA buttons such as 'Get started', 'Book Your Intro Session', and 'Claim Your Intro Session'. These are easy to find and use.

Actions Needed
- No action required. CTAs are clear and actionable.

Tips for Strengthening
- Consider making CTAs more visually prominent with contrasting colors.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Clear, actionable buttons	Could be more visually prominent	None