QC Validation Report

OP-85717

54%
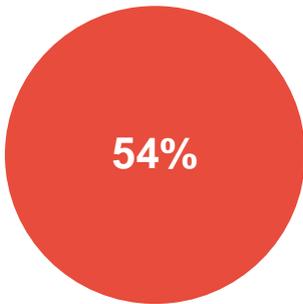
FAILED

Summary

Metric	Value
Overall Score	54.5%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	7

Website Information

URL: https://11d6636.netsolhost.com

Designer: peterjohn.espina

Validation Date: March 16, 2026 at 01:26 PM

Detailed Results

Accessibility & Functional

All Images have Alt Tags

Score: 0% | Status: Fail

Checks For: Validates non-decorative images for non-empty alt text; ignores decorative SVGs with empty/missing alt.

Evidence Summary: 4 of 16 non-decorative image(s) are missing alt text. Decorative SVG exemptions applied: 2.

Issues Found:

• https://11d6636.netsolhost.com/single-project/: Image missing alt text

• https://11d6636.netsolhost.com/single-project/: Image missing alt text

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• https://11d6636.netsolhost.com/single-project/: Image missing alt text

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: Most images are served from a CDN and appear to be web-optimized, but SVGs and PNGs on /start-your-project/ and /single-project/ may not be compressed or sized appropriately.

Issues Found:

• /start-your-project/: SVG images may not be optimized for web (no size or compression data available).

Priority: medium | Confidence: medium

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 internal and external links provided resolve to valid destinations. No 404s or unreachable URLs detected.

Priority: high | Confidence: high

The Website is Mobile Friendly

Score: 50% | Status: Partial

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

Evidence Summary: All pages include a viewport meta tag, but none have responsive CSS enabled (has_responsive_css: false).

Issues Found:

• All: No responsive CSS detected; site may not adapt to mobile screens.

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 phone number and hours are present in the header and footer of every page. Dedicated Contact page is available.

Priority: high | Confidence: high

All Pages have a Title & Description

Score: 0% | Status: Fail

Evidence Summary: Out of 7 pages: 0 missing title(s), 2 missing description(s), 1 duplicate title group(s), 0 duplicate description group(s).

Issues Found:

• https://11d6636.netsolhost.com/single-project/: Missing meta description

• https://11d6636.netsolhost.com/start-your-project/: Missing meta description

• https://11d6636.netsolhost.com/single-project/, https://11d6636.netsolhost.com/start-your-project/: Duplicate SEO title used across multiple pages

Priority: high | Confidence: high

All Headings are well Defined

Score: 0% | Status: Fail

Evidence Summary: Heading structure issues found on 3 of 7 analyzed pages (single H1 and/or hierarchy violations).

Issues Found:

• https://11d6636.netsolhost.com/our-service/: Page must contain exactly one H1 heading

• https://11d6636.netsolhost.com/single-project/: Page must contain exactly one H1 heading

• https://11d6636.netsolhost.com/single-project/: Heading hierarchy gap detected: H5 used without H4

• https://11d6636.netsolhost.com/start-your-project/: Page contains 3 H1 headings; exactly one is required

• https://11d6636.netsolhost.com/start-your-project/: Heading hierarchy gap detected: H5 used without H4

Priority: medium | Confidence: high

No Placeholder Content

Score: 0% | Status: Fail

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 7 page(s). Placeholder content was detected on 1 page(s). Matched patterns: Lorem Ipsum.

Issues Found:

• https://11d6636.netsolhost.com/single-project/: Placeholder content detected: Lorem Ipsum

Design Standards

Industry Understanding is Immediate

Score: 60% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Industry Understanding is Immediate
- Score: ■ Borderline (■)
- Explanation: The homepage and service pages mention 'job-based bookkeeping' and 'financial support for project-driven businesses,' but there is no hero section or strong visual cue. Some pages (e.g., /single-project/) contain irrelevant or placeholder content, which may confuse visitors about the site's focus.

Actions Needed
- Add a clear hero section or banner on the homepage that visually and textually communicates the bookkeeping/accounting industry.
- Remove or replace all placeholder content on /single-project/.
- Use industry-relevant imagery and headings on all pages.

Tips for Strengthening
- Use visuals (e.g., calculators, spreadsheets, business people) that reinforce the financial services theme.
- Ensure every page, especially the homepage, has a clear, industry-specific headline.
- Avoid generic or off-topic content.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	■ Borderline	Service descriptions are present	No hero section, placeholder content, some generic visuals	Add hero, replace placeholders, clarify visuals

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 some friendly language (e.g., 'Take the Stress Out of Your Books') and offers discounts for veterans and women-owned businesses, but lacks strong visual storytelling or testimonials. Placeholder content on /single-project/ weakens emotional appeal.

Actions Needed
- Replace all placeholder content with real stories or case studies.
- Add testimonials or client success stories to build trust.
- Use more engaging imagery that reflects client success and partnership.

Tips for Strengthening
- Feature a client quote or story on the homepage.
- Use images of real people and teams.
- Highlight the company's family-owned, experienced background.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Friendly copy, special offers	No testimonials, placeholder content, limited visuals	Add testimonials, replace placeholders, use real imagery

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 80% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Call-to-Action is Clear
- Score: ■ Borderline (■)
- Explanation: The 'Contact' link is present in the main navigation and as a button, but there is no prominent hero CTA or visually distinct call-to-action on the homepage. Some pages (e.g., /single-project/) lack any actionable CTA.

Actions Needed
- Add a visually prominent CTA (e.g., 'Book a Free Consultation') to the homepage and key service pages.
- Ensure every page has a clear next step for visitors.

Tips for Strengthening
- Use contrasting colors and larger buttons for CTAs.
- Place a primary CTA above the fold on the homepage.
- Use action-oriented language (e.g., 'Get Started', 'Schedule a Call').

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	■ Borderline	Contact link/button present	No hero CTA, not visually prominent, missing on some pages	Add hero CTA, improve visibility, ensure every page has a CTA

Priority: high | Confidence: high