

QC Validation Report

OP-85898



PASSED

Generated: March 31, 2026

Report ID: #183

Summary

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

Website Information

URL: <https://wordpress-671713-6278853.cloudwaysapps.com/>

Designer: steven.hugo

Validation Date: March 17, 2026 at 08:10 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 28 non-decorative image(s) include alt text. Decorative SVG exemptions applied: 0.

Priority: high | Confidence: high

All Images are Optimized for Web

Score: 70% | Status: Partial

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

Evidence Summary: Several images use SVG placeholders (data:image/svg+xml) instead of optimized raster images. PNG logo images are used, which may not be fully optimized for web.

Issues Found:

- /: SVG placeholder images used instead of optimized photos
- /meet-us/: SVG placeholder images for staff portraits

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 38 links across all pages point to valid internal or external URLs. No 404s or unreachable 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 tags and responsive CSS. Navigation menus have mobile wrappers.

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 address are present in header and on the dedicated contact page. Multiple 'Contact Us' links are visible.

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: 95% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Area: Industry Understanding is Immediate

- Score: ✓ Pass

- The website's titles, headings, and key phrases (e.g., 'Mental Health Care', 'Counseling Services', 'Employee Assistance') make it instantly clear that this is a professional counseling/mental health service.

Actions Needed

- No immediate action required. Continue to use clear, industry-specific language in headings and meta descriptions.

Tips for Strengthening

- Consider adding a hero section with a tagline or visual that reinforces the counseling/mental health focus.

- Use more real images of staff or counseling settings to further clarify the industry visually.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	✓ Pass	Clear titles, headings, and service descriptions	Lacks hero section for instant visual context	Optional: Add hero section with industry imagery

Priority: high | Confidence: high

Emotional Connection is Established

Score: 90% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Area: Emotional Connection is Established
- Score: ✓ Pass
- The site uses compassionate language ('Compassionate Care', 'Dedicated to helping', 'Support for families'), and testimonials/quotes are present. However, the lack of real staff or client images slightly reduces emotional resonance.

Actions Needed

- Optional: Add real photos of staff or clients (with permission) to strengthen the emotional connection.

Tips for Strengthening

- Use more personal stories or testimonials.
- Include images of real people in counseling settings.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	✓ Pass	Compassionate language, testimonials, supportive tone	Lacks real staff/client images	Optional: Add real photos, more testimonials

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 85% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Area: Call-to-Action is Clear
- Score: ✓ Pass
- Multiple 'Contact Us' and 'Contact us today' links are present on every page, and contact details are easy to find. However, there are no visually distinct CTA buttons, and some CTAs are only text links.

Actions Needed

- Add visually prominent CTA buttons (e.g., 'Book an Appointment', 'Contact Us') to key sections.

Tips for Strengthening

- Use color and size to make CTAs stand out.
- Place CTAs above the fold and at the end of key sections.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Multiple contact links, clear instructions	No prominent CTA buttons	Add visually distinct CTA buttons

Priority: high | Confidence: high