# QC Validation Report

OP-86113

**91%**

**PASSED**

# Summary

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

## Website Information

**URL:** https://wordpress-671713-6287265.cloudwaysapps.com/

**Designer:** karen.simbajon

**Validation Date:** March 20, 2026 at 09:42 AM

# 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 134 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:** Majority of images are SVG placeholders or PNG logos. However, several images on /apartments/ are linked as large JPG/PNG files (e.g., IMG_1224.jpg, IMG_0107-copy.png) without evidence of optimization.

**Issues Found:**

• /apartments/: Large unoptimized 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 across all pages resolve to valid internal or external destinations. No 404s or invalid URLs 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 are present in 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:** Phone number (828) 642-4898 and contact form are present in header, footer, and on the dedicated contact 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: 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-671713-6287265.cloudwaysapps.com/rental-application/: 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: 90% | Status: Found

**Evidence Summary:** No evidence available

**Design Standards Validation:**

### Evaluation
- Area: Industry Understanding is Immediate
- Score: ✓ Pass
- The homepage and apartments page both clearly state the business is about short-term apartment rentals, with references to travel nurses, professional students, and furnished units. Visuals and headings reinforce the rental industry focus.

### Actions Needed
- Minor: Add a hero section or banner with a clear industry statement for even faster recognition.

### Tips for Strengthening
- Use a tagline or hero image with rental-related visuals on the homepage.

- Consider adding icons or badges (e.g., 'For Travel Nurses', 'Furnished Apartments').

### Summary Table

| Area | Score | Strengths | Weaknesses | Next Actions |
|------|-------|-----------|------------|--------------|
| Industry Understanding is Immediate | ✓ Pass | Clear text, relevant images, descriptive headings | No hero section on homepage | Add hero/banner for instant clarity |

Priority: high | Confidence: high

## Emotional Connection is Established

Score: 85% | Status: Found

**Evidence Summary:** No evidence available

**Design Standards Validation:**

### Evaluation
- Area: Emotional Connection is Established
- Score: ✓ Pass
- The site uses warm language ('Home away from home', 'We treat every renter like a member of our family') and lifestyle imagery to create a welcoming feel. Testimonials or personal stories are not present.

### Actions Needed
- Consider adding testimonials or customer stories to deepen emotional engagement.

### Tips for Strengthening
- Use real photos of renters or staff.
- Add a short video or quote from a satisfied customer.

### Summary Table

| Area | Score | Strengths | Weaknesses | Next Actions |
|------|-------|-----------|------------|--------------|
| Emotional Connection is Established | ✓ Pass | Warm language, lifestyle images | No testimonials or personal stories | Add testimonials or stories |

Priority: medium | Confidence: high

## Call-to-Action is Clear

Score: 75% | Status: Fail

**Evidence Summary:** No evidence available

**Design Standards Validation:**

### Evaluation
- Area: Call-to-Action is Clear
- Score: ✗ Fail
- No prominent CTA buttons are present on any page. While 'Contact Us' and 'Click Here to Post Your Apartment for Rent' links exist, they are not styled as buttons and may be missed. No hero section with a primary CTA.

### Actions Needed
- Add visually distinct CTA buttons (e.g., 'Book Now', 'Apply Today') to homepage and key pages.
- Place a primary CTA in a hero/banner area for immediate visibility.

### Tips for Strengthening
- Use contrasting colors for CTA buttons.
- Repeat the main CTA in the header/footer.

### Summary Table

| Area | Score | Strengths | Weaknesses | Next Actions |
|------|-------|-----------|------------|--------------|
| Call-to-Action is Clear | ✗ Fail | Multiple contact links | No prominent CTA buttons, no hero CTA | Add clear, styled CTA buttons |

Priority: high | Confidence: high

| Area | Score | Strengths | Weaknesses | Next Actions |
|------|-------|-----------|------------|--------------|
| Call-to-Action is Clear | ✗ Fail | Multiple contact links | No prominent CTA buttons, no hero CTA | Add clear, styled CTA buttons |