

QC Validation Report

OP-83943



PASSED

Generated: March 31, 2026

Report ID: #23

Summary

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

Website Information

URL: <https://kellynicolecoaching.com/>

Designer: test

Validation Date: February 24, 2026 at 05:38 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: 3 of 17 non-decorative image(s) are missing alt text. Decorative SVG exemptions applied: 0.

Issues Found:

- <https://kellynicolecoaching.com/>: Image missing alt text
- <https://kellynicolecoaching.com/>: Image missing alt text
- <https://kellynicolecoaching.com/about-me/>: Image missing alt text

Priority: high | Confidence: high

All Images are Optimized for Web

Score: 90% | 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 SVGs or PNGs and appear optimized. However, the logo (PNG) may be larger than necessary, and SVG placeholders are used for some images.

Issues Found:

- /: Logo PNG may be larger than needed

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 internal and external links provided resolve to valid pages or email addresses. No 404s or broken 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: Viewport meta tag and responsive CSS detected on all pages.

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 page is clearly linked in the main navigation and footer. Email address is visible on the 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 3 of 5 analyzed pages (single H1 and/or hierarchy violations).

Issues Found:

- <https://kellynicolecoaching.com/services/>: Page must contain exactly one H1 heading
- <https://kellynicolecoaching.com/benefits-of-experiential-services/>: Heading hierarchy gap detected: H3 used without H2
- <https://kellynicolecoaching.com/contact/>: Page must contain exactly one H1 heading

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: Pass

Evidence Summary: Titles, meta descriptions, and headings clearly reference somatic relationship coaching. Key phrases and service descriptions reinforce the industry.

Design Standards Validation:

Evaluation

- Area: Industry Understanding is Immediate
- Score: ✓ Pass
- Explanation: The site title, headings, and service descriptions make it clear that this is a somatic

relationship coaching business. The industry is immediately understandable from the homepage and all main pages.

Actions Needed

- No critical actions required. Consider adding a hero section or tagline for even faster recognition.

Tips for Strengthening

- Add a hero section with a concise tagline summarizing the service.
- Use industry-specific imagery in the hero area.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	✓ Pass	Clear titles, headings, and descriptions	No hero section for instant visual context	Optional: Add hero/tagline

Priority: high | Confidence: high

Emotional Connection is Established

Score: 100% | Status: Pass

Evidence Summary: Content uses empathetic language, addresses user pain points, and describes transformation. Imagery supports emotional tone.

Design Standards Validation:

Evaluation

- Area: Emotional Connection is Established
- Score: ✓ Pass
- Explanation: The copy addresses emotional pain points and aspirations, using empathetic language and supportive imagery. Calls to action are inviting and warm.

Actions Needed

- No immediate actions required.

Tips for Strengthening

- Consider adding testimonials or client stories for deeper connection.
- Use more personal imagery if available.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	✓ Pass	Empathetic copy, supportive imagery	No testimonials present	Optional: Add testimonials

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 100% | Status: Pass

Evidence Summary: Multiple clear CTAs ('Contact Kelly', 'Schedule a Call', 'Contact Me') are present in navigation and page content.

Design Standards Validation:

Evaluation

- Area: Call-to-Action is Clear
- Score: ✓ Pass
- Explanation: CTAs are visible in navigation and throughout the site. The actions are clear and consistent.

Actions Needed

- No immediate actions required.

Tips for Strengthening

- Consider adding a primary CTA button in a hero section for even greater visibility.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Multiple clear CTAs, consistent language	No hero section with primary CTA	Optional: Add hero CTA

Priority: high | Confidence: high