

# QC Validation Report

OP-86385



**PASSED**

Generated: March 31, 2026

Report ID: #232

# Summary

Metric	Value
Overall Score	91.3%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	8

## Website Information

**URL:** <https://wordpress-671713-6292704.cloudwaysapps.com/>

**Designer:** jemie.lobrino

**Validation Date:** March 23, 2026 at 01:40 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 53 non-decorative image(s) include alt text. Decorative SVG exemptions applied: 0.

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 use SVG placeholders or compressed JPG/PNG. However, some product images and logos are large (e.g., 600x640px, 2560px wide) and may not be optimized for web performance.

**Issues Found:**

- /product/puppy-finder/: Product image is 600x640px JPG, may be larger than needed for display.
- /: SVG placeholders used for some images; ensure real images are loaded and optimized.

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 URLs. 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:** All pages include viewport meta tags and responsive CSS. Navigation and content are structured for mobile devices.

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 (phone, email, hours) are present in the footer and on the dedicated Contact Us page. 'Contact Us' is also a prominent menu item.

Priority: high | Confidence: high

## All Pages have a Title & Description

Score: 0% | Status: Fail

**Evidence Summary:** Out of 8 pages: 0 missing title(s), 3 missing description(s), 0 duplicate title group(s), 0 duplicate description group(s).

### Issues Found:

- <https://wordpress-671713-6292704.cloudwaysapps.com/product/puppy-delivery-and-transport/>: Missing meta description
- <https://wordpress-671713-6292704.cloudwaysapps.com/product/vetting-background-check/>: Missing meta description
- <https://wordpress-671713-6292704.cloudwaysapps.com/product/puppy-finder/>: Missing meta description

Priority: high | Confidence: high

## All Headings are well Defined

Score: 0% | Status: Fail

**Evidence Summary:** Heading structure issues found on 4 of 8 analyzed pages (single H1 and/or hierarchy violations).

### Issues Found:

- <https://wordpress-671713-6292704.cloudwaysapps.com/shop/>: Heading hierarchy gap detected: H5 used without H4
- <https://wordpress-671713-6292704.cloudwaysapps.com/product/puppy-delivery-and-transport/>: Page must contain exactly one H1 heading
- <https://wordpress-671713-6292704.cloudwaysapps.com/product/vetting-background-check/>: Page must contain exactly one H1 heading
- <https://wordpress-671713-6292704.cloudwaysapps.com/product/puppy-finder/>: 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 8 page(s). No placeholder content was detected.

Priority: medium | Confidence: high

## Design Standards

## Industry Understanding is Immediate

Score: 100% | Status: Found

**Evidence Summary:** All main pages and product pages clearly reference puppy delivery, transport, and breeder verification in titles, headings, and content.

### Design Standards Validation:

#### ### Evaluation

- Area: Industry Understanding is Immediate
- Score: ✓ Pass
- Explanation: The website's titles, headings, and repeated references to puppy delivery, transport, and breeder checks make the industry clear within seconds.

#### ### Actions Needed

- None. Industry is immediately clear to visitors.

#### ### Tips for Strengthening

- Continue using specific service language in headings and meta descriptions.
- Add more real puppy images as available.

#### ### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	✓ Pass	Clear titles, headings, and service descriptions	None	None

Priority: high | Confidence: high

## Emotional Connection is Established

Score: 90% | Status: Fail

**Evidence Summary:** Content references peace of mind, trust, and the joy of welcoming a puppy. However, the lack of a hero section and some placeholder images reduce emotional impact.

### Design Standards Validation:

#### ### Evaluation

- Area: Emotional Connection is Established
- Score: ■ Borderline (■)
- Explanation: Content is warm and trustworthy, but the lack of a hero section and placeholder images reduce emotional impact.

#### ### Actions Needed

- Add a hero section with a real puppy image and emotional headline.
- Replace all placeholder images with real photos.

#### ### Tips for Strengthening

- Use testimonials or stories from happy customers.
- Feature more puppy images in prominent areas.

#### ### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection	■ Borderline	Warm, trust-building copy	No hero section, placeholder images	Add hero, real images

### Issues Found:

- /: No hero section or prominent emotional imagery on homepage.

Priority: medium | Confidence: high

## Call-to-Action is Clear

Score: 95% | Status: Found

**Evidence Summary:** Clear 'Contact Us' CTAs are present in navigation and on all pages. Some CTAs could be more visually prominent.

### Design Standards Validation:

#### ### Evaluation

- Area: Call-to-Action is Clear

- Score: ✓ Pass

- Explanation: 'Contact Us' is clear and accessible on all pages, though a hero section CTA would further improve clarity.

#### ### Actions Needed

- Consider adding a hero section with a primary CTA button.

#### ### Tips for Strengthening

- Use action-oriented text (e.g., 'Book Puppy Delivery').

- Make the CTA visually distinct.

#### ### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action	✓ Pass	Clear CTAs in menu and content	No hero CTA	Add hero CTA

### Issues Found:

- /: No hero section with primary CTA.

Priority: high | Confidence: high