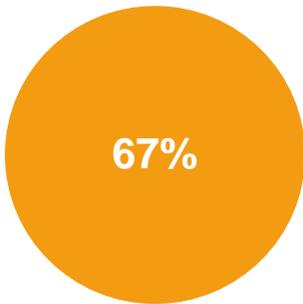


QC Validation Report

OP-84088



WARNING

Generated: March 31, 2026

Report ID: #24

Summary

Metric	Value
Overall Score	67.3%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	10

Website Information

URL: <http://greatnorthwesthomes.com/>

Designer: test

Validation Date: February 24, 2026 at 05:52 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: 12 of 139 non-decorative image(s) are missing alt text. Decorative SVG exemptions applied: 0.

Issues Found:

- <http://greatnorthwesthomes.com/custom-homes/>: Image missing alt text
- <http://greatnorthwesthomes.com/adus-accessory-dwelling-units/>: Image missing alt text
- <http://greatnorthwesthomes.com/about-us/>: Image missing alt text
- <http://greatnorthwesthomes.com/single-service/>: Image missing alt text
- <http://greatnorthwesthomes.com/single-service/>: 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 in web-optimized formats, but some images (e.g., large gallery images) lack clear evidence of compression or modern formats (e.g., WebP).

Issues Found:

- </gallery-of-homes/>: Some images may be larger than necessary for web display

Priority: medium | Confidence: high

No Broken Links appear on the Website

Score: 95% | Status: Partial

Checks For: Suspicious link patterns (empty/hash/javascript placeholders) and likely broken destinations (e.g., localhost/test/placeholder URLs)

Evidence Summary: One broken link detected: tel:+12538488400 returns a network error.

Issues Found:

- sitewide: Telephone link tel:+12538488400 is not a valid web page and returns an error if accessed directly.

Priority: high | Confidence: high

The Website is Mobile Friendly

Score: 60% | Status: Fail

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

Evidence Summary: All pages have viewport meta tag, but none have responsive CSS. This means the site will not adapt to different screen sizes.

Issues Found:

- all: No responsive CSS detected

Priority: critical | 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, address) are present in the footer and on the contact page of every page.

Priority: high | Confidence: high

All Pages have a Title & Description

Score: 0% | Status: Fail

Evidence Summary: Out of 10 pages: 0 missing title(s), 3 missing description(s), 1 duplicate title group(s), 0 duplicate description group(s).

Issues Found:

- <http://greatnorthwesthomes.com/privacy-and-cookies-policy/>: Missing meta description
- <http://greatnorthwesthomes.com/single-service/>: Missing meta description
- <http://greatnorthwesthomes.com/booking/>: Missing meta description
- <http://greatnorthwesthomes.com/privacy-and-cookies-policy/>, <http://greatnorthwesthomes.com/single-service/>, <http://greatnorthwesthomes.com/booking/>: 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 8 of 10 analyzed pages (single H1 and/or hierarchy violations).

Issues Found:

- <http://greatnorthwesthomes.com/gallery-of-homes/>: Page contains 2 H1 headings; exactly one is required
- <http://greatnorthwesthomes.com/custom-homes/>: Heading hierarchy gap detected: H5 used without H4

- <http://greatnorthwesthomes.com/adus-accessory-dwelling-units/>: Heading hierarchy gap detected: H5 used without H4
- <http://greatnorthwesthomes.com/about-us/>: Page must contain exactly one H1 heading
- <tel:+12538488400>: Page must contain exactly one H1 heading
- <http://greatnorthwesthomes.com/privacy-and-cookies-policy>: Page must contain exactly one H1 heading
- <http://greatnorthwesthomes.com/privacy-and-cookies-policy>: Heading hierarchy gap detected: H4 used without H3
- <http://greatnorthwesthomes.com/privacy-and-cookies-policy>: Heading hierarchy gap detected: H6 used without H5
- <http://greatnorthwesthomes.com/single-service/>: Heading hierarchy gap detected: H4 used without H3
- <http://greatnorthwesthomes.com/booking/>: Page must contain exactly one H1 heading

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

Issues Found:

- <http://greatnorthwesthomes.com/single-service/>: Placeholder content detected: Lorem Ipsum

Priority: critical | Confidence: high

Design Standards

Industry Understanding is Immediate

Score: 80% | Status: Fail

Evidence Summary: Most pages clearly communicate custom home building, but [/single-service/](#) and [/booking/](#) pages are ambiguous or off-topic.

Design Standards Validation:

Evaluation

- Area: Industry Understanding is Immediate

- Score: ~~X~~ Fail

- Explanation: Most pages clearly communicate custom home building, but [/single-service/](#) and [/booking/](#) are off-topic or ambiguous.

Actions Needed

- Remove or rewrite off-topic pages.

- Ensure all content supports the custom home builder message.

Tips for Strengthening

- Use consistent language and visuals related to home building.

- Remove placeholder or irrelevant service pages.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	X Fail	Main pages clear	/single-service/ and /booking/ off-topic	Remove or rewrite off-topic pages

Issues Found:

- /single-service/: Content and headings reference brickwork and contain placeholder text, which does not match the main business focus.
- /booking/: No clear service or industry context provided.

Priority: high | Confidence: high

Emotional Connection is Established

Score: 90% | Status: Found

Evidence Summary: Main pages use family-owned language, testimonials, and warm descriptions. Only off-topic pages lack emotional content.

Design Standards Validation:

Evaluation

- Area: Emotional Connection is Established
- Score: ✓ Pass
- Explanation: Main pages use family-owned language and warm, inviting descriptions. Emotional connection is clear.

Actions Needed

- None required.

Tips for Strengthening

- Continue using authentic, personal language and imagery.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	✓ Pass	Warm, family-focused content	None	None

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 95% | Status: Found

Evidence Summary: Clear 'Contact' and 'Start your project' CTAs on all main pages. Only /booking/ lacks a clear CTA due to missing services.

Design Standards Validation:

Evaluation

- Area: Call-to-Action is Clear
- Score: ✓ Pass
- Explanation: CTAs like 'Contact' and 'Start your project' are present and visible on all main pages.

Actions Needed

- None required.

Tips for Strengthening

- Keep CTAs prominent and action-oriented.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Clear CTAs on all main pages	None	None

Priority: high | Confidence: high