QC Validation Report

OP-84700

64%
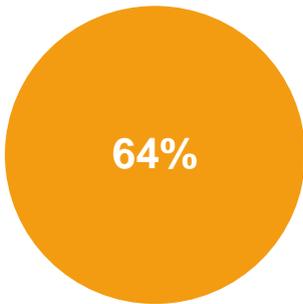
WARNING

Generated: March 31, 2026

Report ID: #25

Summary

Metric	Value
Overall Score	63.6%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	8

Website Information

URL: https://shoprwt.com/

Designer: test

Validation Date: February 24, 2026 at 06:29 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 25 non-decorative image(s) include alt text. Decorative SVG exemptions applied: 0.

Priority: high | Confidence: high

All Images are Optimized for Web

Score: 60% | Status: Partial

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

Evidence Summary: All images use large, unoptimized file names (e.g., image_quad, production-networksolutions) and appear to be repeated. No evidence of modern formats (WebP/AVIF) or lazy loading.

Issues Found:

• /: Images are repeated and use large, non-optimized file names.

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 resolve to valid pages or resources. No 404s or dead links detected.

Priority: high | Confidence: high

The Website is Mobile Friendly

Score: 50% | Status: Partial

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

Evidence Summary: Viewport meta tag is present on all pages, but no responsive CSS detected. This means the site may not adapt to different screen sizes.

Issues Found:

• /: No responsive CSS detected.

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. Phone number and service hours are visible on the contact page.

Priority: high | Confidence: high

All Pages have a Title & Description

Score: 0% | Status: Fail

Evidence Summary: Out of 8 pages: 0 missing title(s), 1 missing description(s), 0 duplicate title group(s), 0 duplicate description group(s).

Issues Found:

• https://shoprwt.com/privacy-and-cookies-policy: Missing meta description

Priority: high | Confidence: high

All Headings are well Defined

Score: 0% | Status: Fail

Evidence Summary: Heading structure issues found on 3 of 8 analyzed pages (single H1 and/or hierarchy violations).

Issues Found:

• https://shoprwt.com/store/: Page must contain exactly one H1 heading

• https://shoprwt.com/privacy-and-cookies-policy: Page must contain exactly one H1 heading

• https://shoprwt.com/privacy-and-cookies-policy: Heading hierarchy gap detected: H4 used without H3

• https://shoprwt.com/privacy-and-cookies-policy: Heading hierarchy gap detected: H6 used without H5

• https://shoprwt.com/store/product/: 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: high | Confidence: high

Design Standards

Industry Understanding is Immediate

Score: 80% | Status: Fail

Evidence Summary: Most pages reference graphic tees and apparel, but some pages (e.g., privacy policy, product page) lack clear industry context. No hero section present.

Design Standards Validation:

Evaluation
- Area: Industry Understanding is Immediate
- Score: ■ Borderline
- Explanation: Most pages make the apparel focus clear, but some (privacy policy, product page) lack context. No hero section present.

Actions Needed
- Add a short business description or tagline to all pages, including legal/policy pages.
- Consider adding a hero section to the homepage for instant clarity.

Tips for Strengthening
- Use a consistent tagline or slogan in the header or footer.
- Ensure every page references the apparel/graphic tee focus.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	■ Borderline	Clear on main pages	Lacking on policy/product pages, no hero section	Add tagline, hero section

Issues Found:

• /privacy-and-cookies-policy: No clear reference to apparel or graphic tees.

Priority: high | Confidence: high

Emotional Connection is Established

Score: 70% | Status: Fail

Evidence Summary: Main pages use empowering language and diverse imagery, but some pages (store, privacy policy, product) lack emotional content or visuals.

Design Standards Validation:

Evaluation
- Area: Emotional Connection is Established
- Score: ■ Borderline
- Explanation: Main pages are strong, but some pages lack emotional content or visuals.

Actions Needed
- Add emotional, empowering messaging to all pages.
- Include visuals or language that connects with the target audience on product/policy pages.

Tips for Strengthening
- Use testimonials or customer stories.
- Add expressive imagery to all pages.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Empowering language, diverse imagery on main pages	Lacking on store/product/policy pages	Add visuals, emotional copy

Issues Found:

• /store/: No emotional content or visuals.

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 80% | Status: Fail

Evidence Summary: Clear CTAs ('Shop Now', 'Contact') on main pages, but store and product pages lack actionable CTAs due to missing products or placeholder content.

Design Standards Validation:

Evaluation
- Area: Call-to-Action is Clear
- Score: ■ Borderline
- Explanation: Main pages have clear CTAs, but store/product pages lack actionable CTAs due to missing products or placeholder content.

Actions Needed
- Add products and clear CTAs (e.g., 'Buy Now') to the store.
- Ensure every page has an actionable CTA.

Tips for Strengthening
- Use contrasting colors for CTA buttons.
- Place CTAs above the fold where possible.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	■ Borderline	Clear CTAs on main pages	Missing on store/product pages	Add products, clear CTAs

Issues Found:

• /store/: No products or actionable CTAs.

Priority: high | Confidence: high