

QC Validation Report

OP-86042



PASSED

Generated: March 31, 2026

Report ID: #265

Summary

| Metric | Value |
|--------------------|-------|
| Overall Score | 91.3% |
| Total Issues Found | 0 |
| Confidence Level | N/A |
| Pages Analyzed | 16 |

Website Information

URL: <https://wordpress-671713-6292966.cloudwaysapps.com/>

Designer: princeton.zalzos

Validation Date: March 26, 2026 at 12:35 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: 2 of 114 non-decorative image(s) are missing alt text. Decorative SVG exemptions applied: 0.

Issues Found:

- <https://wordpress-671713-6292966.cloudwaysapps.com/>: Image missing alt text
- <https://wordpress-671713-6292966.cloudwaysapps.com/>: Image missing alt text

Priority: high | Confidence: high

All Images are Optimized for Web

Score: 95% | Status: Partial

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

Evidence Summary: All raster images are served in optimized PNG format. However, SVG placeholders are used for some images, which are lightweight but may not be ideal for all use cases.

Issues Found:

- [/](#): SVG placeholders used instead of actual images in some sections

Priority: medium | Confidence: high

No Broken Links appear on the Website

Score: 94% | Status: Partial

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 correctly except for one placeholder link found on the 'Who We Are' page.

Issues Found:

- [/who-we-are/](#): Placeholder link 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 a viewport meta tag 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 phone number, address, and contact form are present on the Contact page and in the footer of all pages.

Priority: high | Confidence: high

All Pages have a Title & Description

Score: 100% | Status: Pass

Evidence Summary: All 16 analyzed pages have a title and meta description, and all values are unique.

Priority: high | Confidence: high

All Headings are well Defined

Score: 100% | Status: Pass

Evidence Summary: All 16 analyzed pages contain exactly one H1 and maintain valid heading hierarchy.

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 16 page(s). No placeholder content was detected.

Priority: medium | Confidence: high

Design Standards

Industry Understanding is Immediate

Score: 90% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Pass (✓): The homepage and service pages use clear language such as 'federal government efficiency programs', 'federal management consulting', and 'service-disabled veteran-owned small business'.
- Borderline (■): The absence of a hero section and some generic section headings ('Untitled Section') may delay immediate recognition for first-time visitors.
- Fail (✗): No strong visual cues (e.g., hero image, industry-specific graphics) are present above the fold.

Actions Needed

- Add a hero section or banner with a clear, industry-specific headline and supporting imagery on the homepage.

- Replace 'Untitled Section' labels with descriptive headings.
- Consider adding industry badges or client logos near the top of the homepage.

Tips for Strengthening

- Use a prominent, industry-focused tagline at the top of the homepage.
- Include recognizable government or consulting imagery.
- Ensure navigation and headings reinforce the federal consulting focus.

Summary Table

| Area | Score | Strengths | Weaknesses | Next Actions |
|-------------------------------------|--------------|-----------------------------|---------------------------|----------------------------|
| Industry Understanding is Immediate | ■ Borderline | Clear text, strong keywords | No hero, generic headings | Add hero, clarify headings |

Priority: high | Confidence: high

Emotional Connection is Established

Score: 90% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Pass (✓): The site references mission, service, and veteran ownership, which can foster trust and connection.
- Borderline (■): The absence of a hero section and limited use of human imagery above the fold may reduce initial emotional impact.
- Fail (✗): No prominent testimonials, team photos, or client stories are visible on landing pages.

Actions Needed

- Add a hero section with a mission-driven statement and relevant imagery.
- Include a testimonial, client logo, or team photo near the top of the homepage.

Tips for Strengthening

- Use authentic photos of team members or clients.
- Highlight a short client success story or quote.
- Make the mission statement visually prominent.

Summary Table

| Area | Score | Strengths | Weaknesses | Next Actions |
|-------------------------------------|--------------|---------------------------------|---------------------------|------------------------|
| Emotional Connection is Established | ■ Borderline | Mission language, veteran-owned | No hero, few human images | Add hero, testimonials |

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 85% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Pass (✓): 'Contact Us', 'Apply Today', and similar CTAs are present in text and links throughout the site.
- Borderline (■): No visually prominent CTA buttons are present above the fold on the homepage or key service pages.
- Fail (✗): The homepage and most pages lack a clear, visually distinct CTA button in the main content area.

Actions Needed

- Add a primary CTA button (e.g., 'Contact Us', 'Get Started') in a prominent location on the homepage and service pages.
- Use a contrasting color and larger size for the main CTA button.

Tips for Strengthening

- Place the main CTA above the fold.
- Use action-oriented language.
- Ensure the CTA stands out visually from other elements.

Summary Table

| Area | Score | Strengths | Weaknesses | Next Actions |
|-------------------------|--------------|--------------------|-------------------------|---------------------|
| Call-to-Action is Clear | ■ Borderline | Text links present | No prominent CTA button | Add main CTA button |

Priority: high | Confidence: high