QC Validation Report

OP-86088

67%
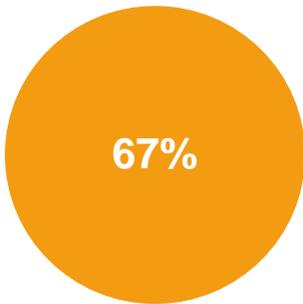
WARNING

Summary

Metric	Value
Overall Score	67.3%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	7

Website Information

URL: https://11d7ab1.netsolhost.com/

Designer: jaymar.palagtiw

Validation Date: March 26, 2026 at 03:24 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: 8 of 13 non-decorative image(s) are missing alt text. Decorative SVG exemptions applied: 0.

Issues Found:

• https://11d7ab1.netsolhost.com/: Image missing alt text

• https://11d7ab1.netsolhost.com/: Image missing alt text

• https://11d7ab1.netsolhost.com/store/: Image missing alt text

• https://11d7ab1.netsolhost.com/about/: Image missing alt text

• https://11d7ab1.netsolhost.com/all-about-tubes/: Image missing alt text

• https://11d7ab1.netsolhost.com/shipping-and-return-policy/: Image missing alt text

• https://11d7ab1.netsolhost.com/contact/: Image missing alt text

• https://11d7ab1.netsolhost.com/store/product/: Image missing alt text

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: Images are hosted on Google Cloud Storage and appear to be in JPEG/PNG format, but no evidence of compression, lazy loading, or responsive sizing. No WebP or srcset usage detected.

Issues Found:

• /all-about-tubes/: Gallery images may be large and not optimized

Priority: medium | Confidence: medium

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 links on all pages resolve to valid internal or external URLs. No broken links detected.

Priority: high | Confidence: high

The Website is Mobile Friendly

Score: 30% | Status: Fail

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, but no responsive CSS detected on any page. No evidence of mobile-specific layouts or adaptive design.

Issues Found:

• /: No responsive CSS

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, address, email) are present in footer and on dedicated contact page. Multiple 'Contact' links in navigation and footer.

Priority: high | Confidence: high

All Pages have a Title & Description

Score: 100% | Status: Pass

Evidence Summary: All 7 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 2 of 7 analyzed pages (single H1 and/or hierarchy violations).

Issues Found:

• https://11d7ab1.netsolhost.com/store/: Page must contain exactly one H1 heading

• https://11d7ab1.netsolhost.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 7 page(s). No placeholder content was detected.

Priority: medium | Confidence: high

Design Standards

Industry Understanding is Immediate

Score: 80% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Industry Understanding is Immediate
- Score: ■ Borderline (fail)
- Explanation: The homepage and product pages mention 'veterinary equipment' and 'equine veterinary products', but there is no hero section or visual cues (e.g., images with alt text, industry-specific graphics) to immediately signal the industry. Text content is clear, but design lacks immediate visual confirmation.

Actions Needed
- Add a hero section with industry-specific imagery and clear alt text.
- Use visual cues (icons, photos) that represent veterinary equipment.
- Ensure alt text and headings reinforce industry context.

Tips for Strengthening
- Place a prominent industry statement or tagline at the top of the homepage.
- Use product images with descriptive alt text.
- Add industry-specific graphics or icons.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	■ Borderline	Clear text content	Lacks visual cues, missing hero section	Add hero, improve visuals

Priority: high | Confidence: high

Emotional Connection is Established

Score: 70% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Emotional Connection is Established
- Score: ■ Borderline (fail)
- Explanation: The site mentions 'family-owned', 'celebrating 50 years', and 'committed to straightforward, efficient service', which are positive signals. However, there are no visual elements (photos of staff, testimonials, or emotional imagery) to reinforce this connection. Content is friendly but lacks visual warmth.

Actions Needed
- Add photos of staff, founders, or customers.
- Include testimonials or stories.
- Use warm, welcoming imagery and alt text.

Tips for Strengthening
- Highlight family-owned history visually.
- Add customer quotes or reviews.
- Use imagery that evokes trust and care.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Friendly text, family-owned mention	No visual warmth, no testimonials	Add photos, testimonials

Call-to-Action is Clear

Score: 90% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Call-to-Action is Clear
- Score: ✓ Pass
- Explanation: Multiple 'Contact' and 'Shop Now' buttons are present on every page. CTAs are visible in navigation and footer. Text is direct and actionable.

Actions Needed
- None required; CTAs are clear and accessible.

Tips for Strengthening
- Maintain CTA visibility on all pages.
- Consider adding a primary CTA in a hero section.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Multiple CTAs, clear text	No hero CTA	Optional: add hero CTA