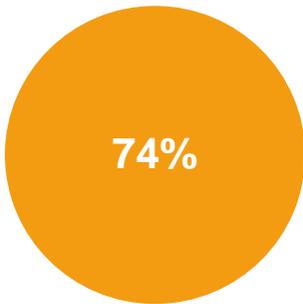


QC Validation Report

OP-86088



WARNING

Generated: March 31, 2026

Report ID: #277

Summary

Metric	Value
Overall Score	73.6%
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 06:03 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 18 non-decorative image(s) include alt text. Decorative SVG exemptions applied: 0.

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: All images are served from a CDN and use modern formats, but no evidence of explicit optimization (e.g., compression, srcset, or lazy loading).

Issues Found:

- all: No evidence of image compression or responsive srcset attributes.

Priority: medium | Confidence: medium

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: All internal links resolve to valid pages (HTTP 200), but some links have empty text, which may confuse users or screen readers.

Issues Found:

- multiple: Links with empty text (e.g., logo links) may be confusing for accessibility.

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 include a viewport meta tag, but none have responsive CSS enabled (has_responsive_css: false).

Issues Found:

- all: No responsive CSS detected; site may not display correctly on 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, address, and email are present in the footer and on the Contact page. 'Contact' is also a main navigation link.

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: 70% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Pass (✓): The business name and product focus (veterinary equipment) are present in titles and meta descriptions.
- Borderline (■): The homepage lacks a hero section and strong visual cues; some sections are generically titled ('Untitled Section').
- Fail (✗): No clear hero image or tagline that instantly signals 'veterinary' to a new visitor.

Actions Needed

- Add a hero section to the homepage with a clear, industry-specific image and tagline.
- Replace 'Untitled Section' with descriptive, industry-relevant headings.
- Use more visual cues (e.g., animal imagery, equipment photos) above the fold.

Tips for Strengthening

- Use a prominent hero image showing veterinary equipment in use.
- Add a short, bold tagline (e.g., 'Premium Equine Veterinary Equipment').
- Ensure every main section has a heading that reinforces the industry focus.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding	■ Borderline	Clear business name, product focus in text	No hero section, generic headings, weak visual cues	Add hero, improve headings, add industry visuals

Priority: high | Confidence: high

Emotional Connection is Established

Score: 65% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Pass (✓): Family-owned, 50 years in business, and customer appreciation messages are present in text.
- Borderline (■): No hero section or prominent imagery to create an emotional impact; testimonials and customer stories are missing.
- Fail (✗): Visual design is utilitarian; lacks warmth or personal touch in layout and imagery.

Actions Needed

- Add a hero section with a welcoming image and message.
- Include testimonials or customer stories to build trust.
- Use more people- or animal-focused imagery.

Tips for Strengthening

- Feature a photo of the team or satisfied customers.
- Add a short message about the company's values and commitment.
- Use color and layout to create a more inviting feel.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection	■ Borderline	Family-owned, longevity, customer focus in text	No hero, no testimonials, minimal emotional imagery	Add hero, testimonials, people/animal images

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 90% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Pass (✓): Multiple clear CTA buttons ('Shop Now', 'Contact', 'Learn More') are present on all main pages.
- Borderline (■): Some CTAs are repeated in footer and navigation, which may dilute focus.
- Fail (✗): No strong, visually distinct CTA in a hero section.

Actions Needed

- Add a primary CTA in a new hero section for maximum visibility.
- Consider reducing duplicate CTAs in footer if possible.

Tips for Strengthening

- Use a bold, contrasting button for the main CTA.
- Place the primary CTA above the fold.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action	✓ Pass	Multiple clear CTAs, present on all pages	No hero CTA, some duplication	Add hero CTA, reduce duplicates

Priority: high | Confidence: high