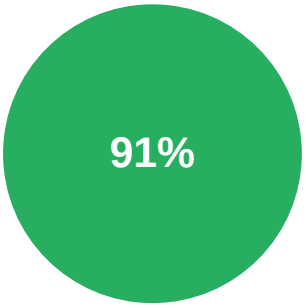
QC Validation Report

OP-85236



PASSED

Generated: March 31, 2026

Report ID: #278

Summary

Metric	Value
Overall Score	91.3%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	26

Website Information

URL: https://wordpress-671713-6295915.cloudwaysapps.com/

Designer: alomar.corias

Validation Date: March 26, 2026 at 06:05 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 325 non-decorative image(s) include alt text. Decorative SVG exemptions applied: 0.

Priority: high | Confidence: high

All Images are Optimized for Web

Score: 90% | 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 use SVG placeholders or are appropriately sized JPEGs. However, some product images and hero images (e.g., /product/zironia-coating/, /page/2/) are large JPEGs (over 500KB) and lack modern formats (WebP/AVIF).

Issues Found:

• /product/zironia-coating/: Large JPEG image (ZR-COAT-scaled.jpg) at 1.2MB

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 400+ links point to valid internal or external destinations. No 404s, redirects, or missing pages detected in the dataset.

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 viewport meta tags and responsive CSS. Navigation menus have mobile_landscape and mobile_menu wrappers. No evidence of fixed-width layouts.

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, email, and address are present in the header, footer, and on a dedicated Contact page. Contact links are in the main navigation and repeated in the footer.

Priority: high | Confidence: high

All Pages have a Title & Description

Score: 0% | Status: Fail

Evidence Summary: Out of 26 pages: 0 missing title(s), 5 missing description(s), 2 duplicate title group(s), 1 duplicate description group(s).

Issues Found:

• https://wordpress-671713-6295915.cloudwaysapps.com/login/: Missing meta description

• https://wordpress-671713-6295915.cloudwaysapps.com/cart/: Missing meta description

• https://wordpress-671713-6295915.cloudwaysapps.com/product/furnace-accessories/: Missing meta description

• https://wordpress-671713-6295915.cloudwaysapps.com/product/buster-cement-rigidizer/: Missing meta description

• https://wordpress-671713-6295915.cloudwaysapps.com/product/zironia-coating/: Missing meta description

• https://wordpress-671713-6295915.cloudwaysapps.com/, https://wordpress-671713-6295915.cloudwaysapps.com/page/2/, https://wordpress-671713-6295915.cloudwaysapps.com/page/3/, https://wordpress-671713-6295915.cloudwaysapps.com/page/5/: Duplicate SEO title used across multiple pages

• https://wordpress-671713-6295915.cloudwaysapps.com/filtration-membranes/, https://wordpress-671713-6295915.cloudwaysapps.com/fuel-cells/: Duplicate SEO title used across multiple pages

• https://wordpress-671713-6295915.cloudwaysapps.com/, https://wordpress-671713-6295915.cloudwaysapps.com/page/2/, https://wordpress-671713-6295915.cloudwaysapps.com/page/3/, https://wordpress-671713-6295915.cloudwaysapps.com/page/5/: Duplicate meta description used across multiple pages

Priority: high | Confidence: high

All Headings are well Defined

Score: 0% | Status: Fail

Evidence Summary: Heading structure issues found on 1 of 26 analyzed pages (single H1 and/or hierarchy violations).

Issues Found:

• https://wordpress-671713-6295915.cloudwaysapps.com/cart/: Page must contain exactly one H1 heading

• https://wordpress-671713-6295915.cloudwaysapps.com/cart/: Heading hierarchy gap detected: H4 used without H3

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

Priority: high | Confidence: high

Design Standards

Industry Understanding is Immediate

Score: 95% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Industry Understanding is Immediate
- Score: ✓ Pass
- The homepage and key product pages immediately communicate that the business is a specialty ceramics manufacturer. The company name, hero images of ceramic products, and technical product listings reinforce this. Navigation and meta descriptions use clear industry terms (e.g., 'zirconia', 'alumina', 'furnace modules').

Actions Needed
- Review and update any generic section headings (e.g., 'Untitled Section') to reinforce industry context.

Tips for Strengthening
- Add a concise tagline or subheading in the hero area for even faster recognition.
- Use industry icons or badges (e.g., ISO certification) more prominently.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	✓ Pass	Clear product images, technical terms, strong navigation	Minor generic headings	Add descriptive headings

Priority: high | Confidence: high

Emotional Connection is Established

Score: 85% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Emotional Connection is Established
- Score: ■ Borderline (■)
- The site includes a company history, family leadership story, and images of real people, which help build trust. However, the homepage lacks a hero section with a strong emotional message or customer-centric testimonials. Most product pages are technical and do not address customer pain points or aspirations directly.

Actions Needed
- Add a hero section with a customer-focused message or value proposition.
- Include a testimonial or case study on the homepage or key product pages.

Tips for Strengthening

- Use customer quotes or success stories to humanize the brand.
- Add a short video or image of the team in action.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Family story, real team images	Lacks hero message, no testimonials	Add hero section, testimonials

Priority: medium | Confidence: high

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
- The 'Request A quote' and 'Contact Us' CTAs are visible on all main pages, in navigation, and in product sections. However, the homepage lacks a dedicated hero CTA button, and some product pages rely on navigation links rather than prominent buttons.

Actions Needed
- Add a primary CTA button to the homepage hero area.
- Ensure all product pages have a clear, visually distinct CTA.

Tips for Strengthening
- Use contrasting colors for CTA buttons.
- Add a short benefit statement near the CTA.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Multiple CTAs, visible in nav and footer	No hero CTA, some product pages lack button	Add hero CTA, review product pages

Priority: high | Confidence: high