QC Validation Report

OP-86150

91%

PASSED

Summary

Metric	Value
Overall Score	91.3%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	6

Website Information

URL: https://wordpress-671713-6303866.cloudwaysapps.com

Designer: peterjohn.espina

Validation Date: March 26, 2026 at 07:23 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: 1 of 40 non-decorative image(s) are missing alt text. Decorative SVG exemptions applied: 0.

Issues Found:

• https://wordpress-671713-6303866.cloudwaysapps.com/fresh-pressed-juice/: Image missing alt text

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: Several images use SVG placeholders (e.g., data:image/svg+xml) instead of optimized raster images. All PNG logo images are web-optimized.

Issues Found:

• /shop/: Product images use SVG placeholders instead of real, optimized images.

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 100+ links across all pages resolve to valid internal or external destinations. No 404s or unreachable URLs 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 viewport meta tags and responsive CSS. Navigation and content are accessible 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 number, addresses, and hours are present in the footer and on the contact page. Contact links are in the main navigation.

Priority: high | Confidence: high

All Pages have a Title & Description

Score: 100% | Status: Pass

Evidence Summary: All 6 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 6 analyzed pages (single H1 and/or hierarchy violations).

Issues Found:

• https://wordpress-671713-6303866.cloudwaysapps.com: Page contains 3 H1 headings; exactly one is required

• https://wordpress-671713-6303866.cloudwaysapps.com/shop/: Heading hierarchy gap detected: H5 used without H4

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

Priority: medium | Confidence: high

Design Standards

Industry Understanding is Immediate

Score: 100% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Pass (✓)
- The website immediately communicates its focus on freshly roasted coffee and related products. The business name, product listings, and descriptive headings (e.g., 'The Go-To Shop for Freshly Roasted Coffee in Chautauqua County, NY') make the industry clear on every page.

Actions Needed

- No action required.

Tips for Strengthening
- Continue to use clear, industry-specific language and visuals on all new pages.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	✓ Pass	Clear business name, product focus, and descriptive headings	None	None

Priority: high | Confidence: high

Emotional Connection is Established

Score: 90% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Borderline (■)
- The site uses warm, inviting language and highlights values (woman- and veteran-owned, community focus), but lacks a strong hero section or prominent imagery that immediately creates an emotional connection. Placeholder images reduce emotional impact.

Actions Needed
- Replace placeholder images with real, high-quality photos of people, coffee, and the shop environment.
- Add a hero section with a compelling visual and message on the homepage.

Tips for Strengthening
- Use authentic photos of staff, customers, and the shop to build trust and warmth.
- Feature testimonials or a brief story about the business's mission.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Warm copy, values-driven messaging	Lacks hero section, uses placeholder images	Add real images, hero section, testimonials

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 100% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Pass (✓)
- Clear CTAs such as 'SHOP NOW', 'INQUIRE NOW', and 'CONTACT WITH US NOW' are present and visible on all main pages. Navigation and footer also provide easy access to contact and shop actions.

Actions Needed
- No action required.

Tips for Strengthening
- Maintain clear, action-oriented buttons on all new content.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Multiple clear CTAs, visible on all pages	None	None

Priority: high | Confidence: high