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 07:41 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 40 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: Several images use SVG placeholders (data:image/svg+xml) instead of optimized raster images. All PNG logo images are web-optimized.

Issues Found:

• /: SVG placeholder images used instead of optimized photos

• /shop/: Product images use SVG placeholders

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 60+ links across all pages point to valid internal or external URLs. No 404s or invalid hrefs 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 menus adapt for mobile.

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: Phone number, address, and contact links are present in the header, footer, and on a dedicated contact page.

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: high | Confidence: high

Design Standards

Industry Understanding is Immediate

Score: 100% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Pass (✓)
- The business type (coffee roaster, organic coffee, and juice) is clear from page titles, meta descriptions, headings, and repeated key phrases. Product listings and descriptions reinforce the industry focus.

Actions Needed
- No action required. Industry is immediately clear to visitors.

Tips for Strengthening
- Maintain clear, industry-specific imagery and language on all new pages.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understandin g is Immediate	✓ Pass	Clear titles, meta, and product listings	None	None

Priority: high | Confidence: high

Emotional Connection is Established

Score: 90% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Pass (✓)
- The site uses phrases like 'Proudly Woman and Veteran-Owned', 'Sharing Only the Finest Organic Coffee Beans', and 'cultivate connections through coffee', which help establish an emotional connection. The 10% discount for veterans/first responders and community focus further support this.

Actions Needed
- Consider adding customer testimonials or more personal stories for even stronger connection.

Tips for Strengthening
- Use real customer photos and quotes.
- Highlight community involvement or local partnerships.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	✓ Pass	Community focus, values, and mission language	Could add testimonials	Add testimonials for further impact

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 95% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Pass (✓)
- Prominent CTAs such as 'SHOP NOW', 'INQUIRE NOW', 'SEND US A MESSAGE', and 'TALK TO US' are visible on all main pages. Contact and shop links are easy to find in navigation and page content.

Actions Needed
- Ensure CTAs are visually distinct and not repeated excessively.

Tips for Strengthening
- Use contrasting button colors for CTAs.
- Limit the number of different CTA phrases to avoid confusion.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Multiple clear CTAs, easy navigation	Slight repetition of CTA phrases	Standardize CTA language if possible

Priority: high | Confidence: high