

# QC Validation Report

OP-86555



**PASSED**

Generated: March 31, 2026

Report ID: #302

# Summary

Metric	Value
Overall Score	91.3%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	7

## Website Information

**URL:** <https://wordpress-671713-6308165.cloudwaysapps.com/>

**Designer:** karen.simbajon

**Validation Date:** March 27, 2026 at 07:52 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 78 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:** Many images use SVG placeholders or PNG logos; no evidence of compression or lazy loading for gallery images.

**Issues Found:**

- /gallery/: Gallery images use SVG placeholders, not optimized for web delivery.

Priority: medium | Confidence: medium

### No Broken Links appear on the Website

Score: 70% | Status: Partial

**Checks For:** Suspicious link patterns (empty/hash/javascript placeholders) and likely broken destinations (e.g., localhost/test/placeholder URLs)

**Evidence Summary:** One broken link found: /tel+16109405400 returns HTTP 404 error.

**Issues Found:**

- Multiple (footer/contact): Phone link /tel+16109405400 returns 404 error.

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 have viewport meta tag and responsive CSS. Navigation and content are accessible via mobile menu wrappers.

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, hours) are present in footer and contact page. Contact button is visible in navigation.

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://wordpress-671713-6308165.cloudwaysapps.com/>: Page contains 2 H1 headings; exactly one is required
- <https://wordpress-671713-6308165.cloudwaysapps.com/tel+16109405400>: 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: 100% | Status: Found

**Evidence Summary:** Page titles, meta descriptions, headings, and gallery content clearly indicate balloon/event decor industry.

### Design Standards Validation:

### Evaluation

- Area: Industry Understanding is Immediate

- Score: ✓ Pass

- The business type (balloon and event decorator) is clear from page titles, meta descriptions, headings, and gallery visuals.

### ### Actions Needed

- None. Industry is immediately understood by visitors.

### ### Tips for Strengthening

- Maintain clear industry references in all new content and visuals.

### ### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	✓ Pass	Clear titles, meta, headings, visuals	None	None

Priority: high | Confidence: high

## Emotional Connection is Established

Score: 95% | Status: Found

**Evidence Summary:** Testimonials, gallery visuals, and language focus on memorable events and personal touch.

### Design Standards Validation:

#### ### Evaluation

- Area: Emotional Connection is Established
- Score: ✓ Pass
- Testimonials, event stories, and gallery visuals create emotional appeal.

#### ### Actions Needed

- None. Emotional connection is established.

#### ### Tips for Strengthening

- Continue to add client stories and event highlights.

### ### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	✓ Pass	Testimonials, visuals, personal language	None	None

Priority: medium | Confidence: high

## Call-to-Action is Clear

Score: 100% | Status: Found

**Evidence Summary:** Contact buttons and links are present in navigation, footer, and content sections.

### Design Standards Validation:

#### ### Evaluation

- Area: Call-to-Action is Clear
- Score: ✓ Pass
- Contact buttons and links are visible and actionable throughout the site.

#### ### Actions Needed

- None. CTA is clear and accessible.

#### ### Tips for Strengthening

- Maintain CTA visibility in all new content.

### ### Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Multiple contact links/buttons	None	None

Priority: high | Confidence: high