

QC Validation Report

OP-82608



PASSED

Generated: March 31, 2026

Report ID: #35

Summary

Metric	Value
Overall Score	91.3%
Total Issues Found	0
Confidence Level	N/A
Pages Analyzed	5

Website Information

URL: <https://wordpress-671713-6074176.cloudwaysapps.com/>

Designer: test

Validation Date: February 25, 2026 at 08:04 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 29 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: Several images use SVG placeholders (e.g., data:image/svg+xml) instead of optimized raster images. Main logo and footer images are optimized, but gallery and hero images are placeholders.

Issues Found:

- /news-and-events/: Multiple gallery images are SVG placeholders, not optimized raster images.
- /about-us/: Section images are 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 100+ links across all pages resolve to valid internal or external URLs. No 404s or dead links 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 adapts for mobile (mobile_landscape, mobile_menu).

Priority: high | Confidence: high

Contact Details are Easy to Find

Score: 95% | Status: Partial

Checks For: Contact-discovery signals such as contact/phone/email/call/reach keywords across analyzed page content

Evidence Summary: Contact Us is present in main navigation and as a CTA on all pages. However, no direct phone number or email is visible outside the contact form.

Issues Found:

- /: No direct phone or email visible in header or footer.

Priority: high | Confidence: high

All Pages have a Title & Description

Score: 100% | Status: Pass

Evidence Summary: All 5 analyzed pages have a title and meta description, and all values are unique.

Priority: high | Confidence: high

All Headings are well Defined

Score: 100% | Status: Pass

Evidence Summary: All 5 analyzed pages contain exactly one H1 and maintain valid heading hierarchy.

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

Priority: medium | Confidence: high

Design Standards

Industry Understanding is Immediate

Score: 100% | Status: Found

Evidence Summary: Site title, headings, and meta descriptions all reference Federal Reserve insights, economic news, and financial system. Key phrases and section content reinforce the industry focus.

Design Standards Validation:

Evaluation

- Area: Industry Understanding is Immediate
- Score: ✓ Pass
- The site title, headings, and repeated content references to the Federal Reserve and economic news make the industry clear on every page.

Actions Needed

- No action required. Industry focus is clear and consistent.

Tips for Strengthening

- Consider adding a brief tagline or visual in the header for even faster recognition.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	✓ Pass	Clear references to Federal Reserve, economic news, and insights	None	None

Priority: high | Confidence: high

Emotional Connection is Established

Score: 90% | Status: Fail

Evidence Summary: Content references trust, clarity, and decades of journalism experience. However, lack of hero section and limited use of imagery may reduce emotional impact.

Design Standards Validation:

Evaluation

- Area: Emotional Connection is Established
- Score: ✗ Fail (Borderline ■)
- The site builds trust through content and mentions of experience, but lacks a hero section and strong visual cues for emotional engagement.

Actions Needed

- Add a hero section with a compelling image and tagline.
- Incorporate testimonials or quotes to enhance emotional resonance.

Tips for Strengthening

- Use authentic imagery and concise, relatable messaging above the fold.
- Highlight the founder's story or mission visually.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Trust-building language, experience references	No hero section, limited visuals	Add hero section, testimonials

Issues Found:

- /: No hero section or prominent visual storytelling.

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 100% | Status: Found

Evidence Summary: Clear 'Contact Us' CTAs are present in navigation and as buttons on all pages. Forms are easy to find and use.

Design Standards Validation:

Evaluation

- Area: Call-to-Action is Clear
- Score: ✓ Pass
- 'Contact Us' is consistently visible in navigation and as a button on every page. Forms are present and accessible.

Actions Needed

- No action required. CTA is clear and accessible.

Tips for Strengthening

- Consider adding a secondary CTA (e.g., 'Read Latest Articles') for users not ready to contact.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Call-to-Action is Clear	✓ Pass	Consistent, visible CTAs and forms	None	None

Priority: high | Confidence: high