

QC Validation Report

OP-65570



PASSED

Generated: March 31, 2026

Report ID: #52

Summary

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

Website Information

URL: <https://1143d06.wcomhost.com/>

Designer: markjoseph.torralba

Validation Date: March 05, 2026 at 02:21 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 52 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: Most images are hosted on Google Cloud Storage and Unsplash, which are generally optimized. However, some images are repeated and may not be compressed efficiently.

Issues Found:

- /gallery/: Duplicate images detected

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 links are valid and return HTTP 200. No broken links detected.

Priority: high | Confidence: high

The Website is Mobile Friendly

Score: 60% | Status: Partial

Checks For: Mobile responsiveness indicators including viewport meta tag presence and responsive framework/class markers in page markup

Evidence Summary: Viewport meta tag is present, but responsive CSS is missing on all pages.

Issues Found:

- /: No responsive CSS detected

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 numbers, service area) are clearly listed on the Contact Us page and accessible via multiple CTA buttons.

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 1 of 6 analyzed pages (single H1 and/or hierarchy violations).

Issues Found:

- <https://1143d06.wcomhost.com/>: 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 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

- Area: Industry Understanding is Immediate
- Score: ✓ Pass

- Explanation: The site title, meta descriptions, and key phrases clearly indicate bulk water delivery and pool-filling services in Tennessee. Visuals (trucks, pools) reinforce the industry focus.

Actions Needed

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

Tips for Strengthening

- Maintain clear, industry-specific language and visuals.

Summary Table

| Area | Score | Strengths | Weaknesses | Next Actions |
|-------------------------------------|--------|--|------------|--------------|
| Industry Understanding is Immediate | ✓ Pass | Clear titles, relevant images, descriptive content | None | None |

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 (■)
- Explanation: The site uses positive language ("Service fueled by integrity", "Your backyard oasis awaits") and inviting visuals, but lacks a hero section and personalized testimonials.

Actions Needed

- Add a hero section with a welcoming message.
- Include customer testimonials or stories.

Tips for Strengthening

- Use more personal, relatable content and imagery.
- Highlight customer experiences and benefits.

Summary Table

| Area | Score | Strengths | Weaknesses | Next Actions |
|-------------------------------------|--------------|-------------------------------------|----------------------------------|----------------------------|
| Emotional Connection is Established | ■ Borderline | Positive language, inviting visuals | No hero section, no testimonials | Add hero, add testimonials |

Priority: medium | Confidence: high

Call-to-Action is Clear

Score: 100% | Status: Found

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Area: Call-to-Action is Clear
- Score: ✓ Pass
- Explanation: Multiple CTA buttons ('Contact Us', 'Learn More') are present on every page and clearly direct users to take action.

Actions Needed

- No action required. CTAs are clear and accessible.

Tips for Strengthening

- Continue to use prominent, action-oriented CTAs.

Summary Table

| Area | Score | Strengths | Weaknesses | Next Actions |
|-------------------------|--------|---------------------------------|------------|--------------|
| Call-to-Action is Clear | ✓ Pass | Multiple CTAs, clear navigation | None | None |

Priority: high | Confidence: high

