

QC Validation Report

OP-65570



PASSED

Generated: March 31, 2026

Report ID: #53

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 02:24 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: Some images are hosted on Unsplash and Google Cloud Storage, which are generally optimized, but repeated images and lack of responsive CSS may impact load times.

Issues Found:

- /gallery/: Duplicate images used multiple times

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:

- All pages: Missing responsive CSS

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: 100% | Status: Pass

Evidence Summary: All 6 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 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, headings, and repeated references to 'bulk water delivery', 'pool-filling', and 'commercial water supply' make the industry clear on every page.

Actions Needed

- No action required. Industry is immediately understood from page titles, headings, and content.

Tips for Strengthening

- Maintain clear, industry-specific language in all new content.

Summary Table

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

Priority: high | Confidence: high

Emotional Connection is Established

Score: 80% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation

- Area: Emotional Connection is Established
- Score: ■ Borderline (■)
- Explanation: The site uses phrases like 'Service fueled by integrity', 'Your backyard oasis', and 'Enjoy more time swimming and relaxing', which are positive. However, the lack of a hero section and limited visual storytelling means the emotional connection is not fully established.

Actions Needed

- Add a hero section with a welcoming image and headline.
- Incorporate testimonials or customer stories to deepen emotional engagement.

Tips for Strengthening

- Use more imagery showing happy customers or families.
- Add personal touches, such as owner quotes or service guarantees.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Positive language, some inviting phrases	No hero section, limited visual storytelling	Add hero, testimonials, more personal content

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, clearly guiding users to take action.

Actions Needed

- No action required. CTAs are clear and accessible.

Tips for Strengthening

- Continue to use clear, action-oriented CTA text.

Summary Table

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

Priority: high | Confidence: high