QC Validation Report

OP-85446

91%

PASSED

Generated: March 31, 2026

Report ID: #95

Summary

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

Website Information

URL: https://wordpress-671713-6261805.cloudwaysapps.com

Designer: jaymar.palagtiw

Validation Date: March 09, 2026 at 11:20 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 30 non-decorative image(s) include alt text. Decorative SVG exemptions applied: 0.

Priority: high | Confidence: high

All Images are Optimized for Web

Score: 70% | 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 are SVG placeholders (data:image/svg+xml), which are lightweight. However, three PNG images (prints_logo-nickels-2.png, business-logo-placeholder.png) are used repeatedly and may not be optimized for web performance.

Issues Found:

• /: PNG logo used multiple times, may not be compressed

• /gallery/: business-logo-placeholder.png used, may be a large file

Priority: high | Confidence: medium

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 provided are valid, with no evidence of broken links. All internal and external links resolve to valid URLs.

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 tags and responsive CSS. Navigation menus are present for mobile and landscape modes.

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 page is accessible from all navigation menus. Contact details (phone, address, hours) are clearly listed on the contact page.

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: high | 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
- Pass (✓)
- The homepage, meta descriptions, and headings clearly state 'Local Print Shop', 'Commercial Printing', and 'Graphic Design'. Key phrases and service listings reinforce the industry.

Actions Needed
- None. Industry is immediately clear to visitors.

Tips for Strengthening
- Maintain clear industry references in all new content.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	✓ Pass	Clear industry terms, service listings, strong meta	None	None

Priority: high | Confidence: high

Emotional Connection is Established

Score: 90% | Status: Fail

Evidence Summary: No evidence available

Design Standards Validation:

Evaluation
- Area: Emotional Connection is Established
- Borderline (■)
- The homepage and about page mention family operation, local pride, and customer satisfaction. However, there is limited visual storytelling and no hero section on most pages.

Actions Needed
- Add a hero section with imagery and messaging that highlights community, family, or customer stories.
- Use testimonials or photos of staff/customers to deepen connection.

Tips for Strengthening
- Incorporate real photos and quotes from customers or staff.
- Use visuals that evoke trust and warmth.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection	■ Borderline	Family, local pride, customer focus	Lacks hero section, limited visuals	Add hero, testimonials, real photos

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
- Pass (✓)
- Multiple CTA buttons ('Contact', 'Get In Touch', 'Shop Now') are present and visible on all pages. Navigation and footer reinforce CTAs.

Actions Needed
- None. CTAs are clear and accessible.

Tips for Strengthening
- Maintain CTA visibility and clarity in all new content.

Summary Table

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

Priority: high | Confidence: high