

QC Validation Report

OP-85547



PASSED

Generated: March 31, 2026

Report ID: #97

Summary

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

Website Information

URL: <https://wordpress-671713-6261701.cloudwaysapps.com/>

Designer: princeton.zalzos

Validation Date: March 10, 2026 at 03:09 PM

Detailed Results

Accessibility & Functional

All Images have Alt Tags

Score: 0% | Status: Fail

Checks For: Validates non-decorative images for non-empty alt text; ignores decorative SVGs with empty/missing alt.

Evidence Summary: 1 of 24 non-decorative image(s) are missing alt text. Decorative SVG exemptions applied: 0.

Issues Found:

- <https://wordpress-671713-6261701.cloudwaysapps.com/>: Image missing alt text

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: All PNG logo images are optimized. SVG placeholders are lightweight. No large or uncompressed images detected.

Issues Found:

- [/](#): Multiple logo images used across pages; consider using SVG for scalability.

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 internal links resolve to valid pages. No broken 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: Viewport meta tag present and responsive CSS detected on all pages.

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 (address, phone) are visible in footer and on the Contact Us 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: 0% | Status: Fail

Evidence Summary: Heading structure issues found on 1 of 5 analyzed pages (single H1 and/or hierarchy violations).

Issues Found:

- <https://wordpress-671713-6261701.cloudwaysapps.com/contact-us/>: Heading hierarchy gap detected: H3 used without H2

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
- Score: ✓ Pass

- Explanation: The site title, meta descriptions, and key phrases immediately clarify that this is an apartment rental business in Boulder, CO. All pages reinforce the industry context.

Actions Needed

- None. Industry context is clear throughout.

Tips for Strengthening

- Consider adding a hero section with a visual of the property for even faster recognition.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Industry Understanding is Immediate	✓ Pass	Clear titles, meta, and content	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
- Score: ■ Borderline
- Explanation: The copy uses warm, welcoming language and highlights comfort, convenience, and family ownership. However, the lack of a hero section and limited visual storytelling means the emotional impact is not fully maximized.

Actions Needed

- Add a hero section with a welcoming image and headline.
- Use more resident testimonials or lifestyle imagery.

Tips for Strengthening

- Incorporate photos of happy residents or community events.
- Add a short video or quote from management.

Summary Table

Area	Score	Strengths	Weaknesses	Next Actions
Emotional Connection is Established	■ Borderline	Warm copy, family-owned message	No hero, limited visuals	Add hero, 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: 'Contact Us' CTA buttons are prominent in navigation and throughout all pages. Instructions for rental application are clear.

Actions Needed

- None. CTA is clear and actionable.

Tips for Strengthening

- Consider adding a secondary CTA for scheduling a tour.

Summary Table

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

Priority: high | Confidence: high