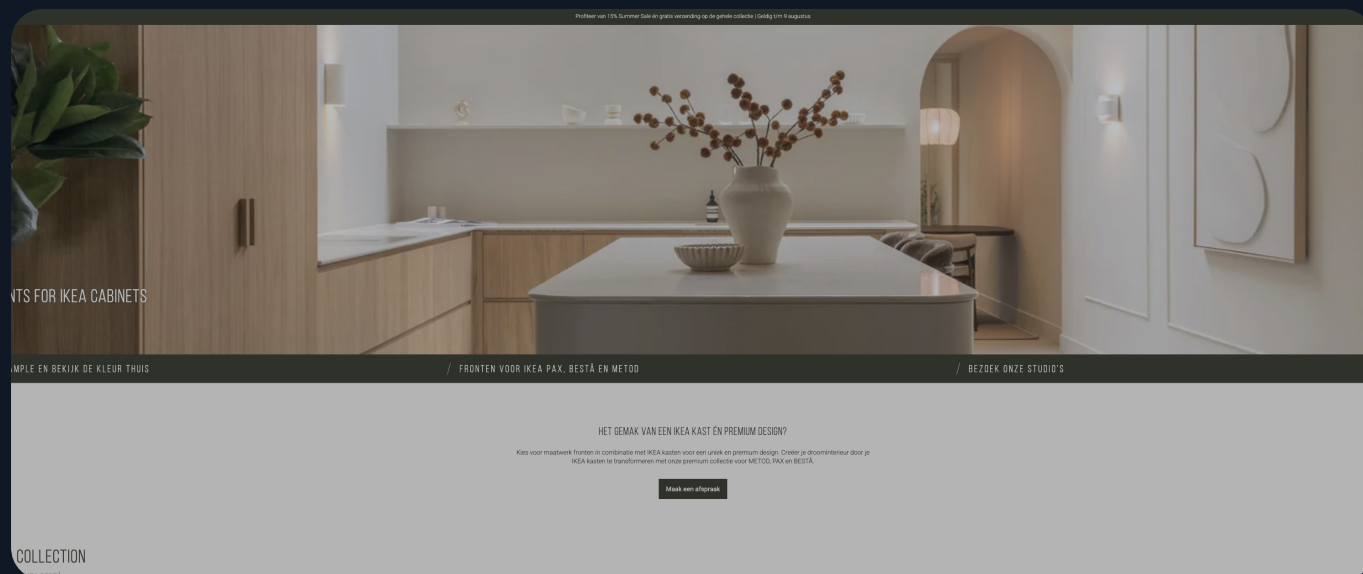


Storefront QA Evidence Pack

Studio Fedde / Shopify homepage



5

VERIFIED FINDINGS

1

TEMPLATE REVIEWED

48h

COMMERCIAL DELIVERY

DECISION SUMMARY

This rehearsal produced a credible, repeatable deliverable from the public storefront. It is suitable for a small paid agency pilot, provided the scope remains one template and the report avoids compliance or legal claims.

SCOPE BOUNDARY

Technical QA sample, not legal advice, certification, full WCAG/EAA coverage, production remediation, or a guarantee against claims.

Five findings worth fixing

Only reproducible items are included. Suspected issues that resolved correctly were removed before delivery.

01

#studiofedde call-to-action opens the generic Instagram homepage

HIGH

Evidence. The visible #studiofedde link uses href=https://instagram.com while other page links correctly use /studiofedde.

Impact. A high-intent social proof CTA loses the visitor before the branded profile.

Fix. Change the href to https://www.instagram.com/studiofedde and keep rel=noopener for the new tab.

02

Five appointment/advice links depend on JavaScript and have an empty href

MEDIUM

Evidence. Visible Afspraak maken, Maak een afspraak, online adviesgesprek, and experts links use href="" plus Calendly onclick handlers.

Impact. Open-in-new-tab, copy-link, crawler discovery, and no-script fallback fail for lead-generation actions.

Fix. Put the real Calendly URL in href and enhance it with the popup handler instead of replacing navigation.

03

The rendered homepage contains 39 duplicate IDs

MEDIUM

Evidence. Slider and slide IDs are repeated between rendered instances, including the main collection slider and items 1-29.

Impact. Controls, deep links, and scripts that target an ID can bind to the wrong slider instance.

Fix. Generate instance-specific IDs and align aria-controls/aria-labelledby targets.

04

The full-width hero image has no alt attribute

MEDIUM

Evidence. The first 3424x720 hero image is visible and lacks an alt attribute.

Impact. The browser may expose a CDN file name, and the decorative/informative intent is left undefined.

Fix. Use descriptive alt text if the image communicates the product design; otherwise set alt="" explicitly.

05

Dutch page metadata is mixed with untranslated English conversion copy

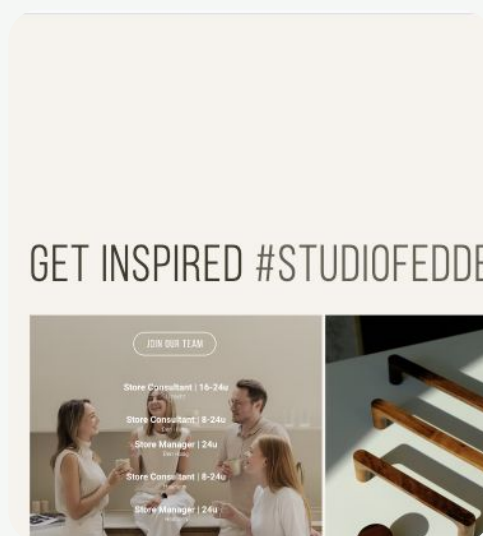
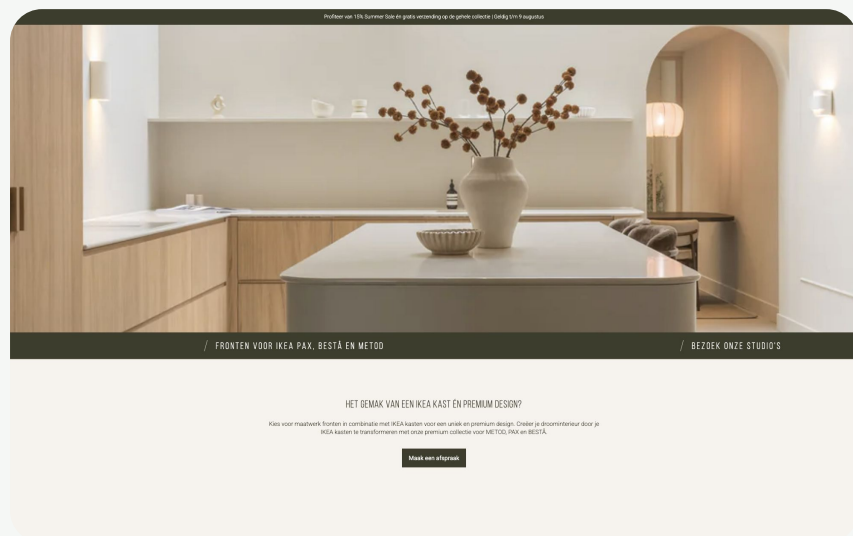
LOW

Evidence. html lang=nl and a Dutch title coexist with visible English headings including Premium fronts for ikea cabinets, Discover our collection, and Create your interior dream.

Impact. The storefront feels unfinished and screen-reader pronunciation can be wrong inside untranslated fragments.

Fix. Complete the Dutch translation or mark intentional English phrases with lang=en.

Evidence, fix order, next step



Recommended remediation order

- 1 **#studiofedde call-to-action opens the generic Instagram homepage**
- 2 **Five appointment/advice links depend on JavaScript and have an empty href**
- 3 **The rendered homepage contains 39 duplicate IDs**

PAID AGENCY PILOT

EUR 149 / one template / 48h

3-5 verified defects | screenshot or DOM evidence | reproduction steps | severity and impact | developer-ready fix guidance | white-label ready

Boundary: technical storefront QA only. No certification, legal opinion, production changes, authenticated flows, or purchase transactions.

Reply with one public template URL to start.