

AI Test Results from testers.ai



The 'Ranking Coach' app's HOME page is riddled with quality concerns. Accessibility stands out as a major problem, with numerous WCAG violations like insufficient color contrast, missing ARIA labels, and unclear link labels. Performance bottlenecks, such as DNS resolution failures and HTTP to HTTPS redirection inefficiencies, degrade the user experience. Additionally, the potential for third-party tracking without explicit consent raises GDPR compliance issues.

Best Aspects

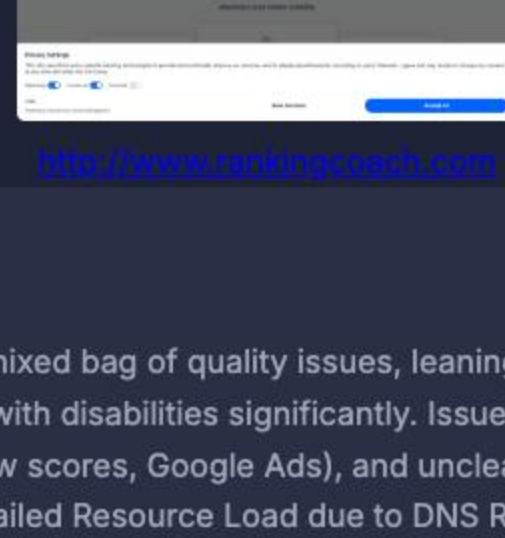
The application is an attempt to rank and improve coaching. This is not well reflected on the landing page however

Areas for Improvement

Poor accessibility, performance issues, and potential GDPR violation.

Quality Summary

HOME



<http://www.rankingcoach.com>

Detailed Analysis

The 'Ranking Coach' app's HOME page presents a mixed bag of quality issues, leaning heavily towards the negative. The sheer number of accessibility violations is alarming, impacting users with disabilities significantly. Issues like insufficient color contrast on active navigation links, missing ARIA labels for critical elements (review scores, Google Ads), and unclear link labels create a frustrating and exclusionary experience. From a performance perspective, the 'Failed Resource Load due to DNS Resolution Failure' and 'HTTP to HTTPS Redirection Inefficiency' points to fundamental architectural flaws that need immediate attention. The presence of 'Potential Third-Party Tracking via Google Tag Manager without Explicit Consent' not only raises legal concerns but also erodes user trust. While the app might have redeeming features elsewhere, the HOME page's current state severely undermines its overall quality.

Key Suggestions

- Conduct a comprehensive accessibility audit of the entire app, focusing on WCAG compliance.
- Optimize network performance by addressing DNS resolution and HTTP redirection issues.
- Implement a robust consent management system for third-party tracking.
- Improve page load times

Priority Improvements

- Address all WCAG violations on the HOME page by implementing sufficient color contrast, adding appropriate ARIA labels, and using clear link labels.
- Optimize DNS resolution and eliminate HTTP to HTTPS redirection inefficiencies to improve page load times.
- Implement a mechanism for explicit user consent before enabling any third-party tracking via Google Tag Manager to ensure GDPR compliance.
- Add ARIA landmark regions to improve navigation for screen reader users
- Add visible Focus Indicators to enable keyboard navigation

Issues Found by AI Testers



HOME

Sophia
Content Tester

Outdated Copyright Year

Priority: 8/10 Confidence: 9/10

Legal Copyright

Why is this a bug?
The website displays the year '2020' and potentially '2018' as the copyright year. Since the current year is 2025, this information is inaccurate and can lead to legal issues and a negative brand perception. Copyright should reflect the current year.

Suggested Fix
Update the copyright notice to reflect the current year (2025).

Why Fix This?
Ensuring the copyright year is up-to-date protects the company's intellectual property and maintains a professional image. It avoids potential legal complications arising from outdated or inaccurate copyright information.

Route To
Legal/Web Developer

Relevant Network Call

N/A

Jason
AI Tester

Failed Resource Load due to DNS Resolution Failure

Priority: 7/10 Confidence: 8/10

Network Performance Content

Why is this a bug?
The error "Failed to load resource: net::ERR_NAME_NOT_RESOLVED" indicates a DNS resolution failure, meaning the browser couldn't find the server associated with the given hostname. This prevents the resource (likely an external stylesheet, script, or image) from loading, directly impacting page functionality and user experience.

Suggested Fix
Investigate DNS configuration and ensure the hostname used in the resource URL resolves correctly. Verify server availability and connectivity.

Why Fix This?
Failure to load resources will lead to broken or incomplete page rendering, negatively impacting user experience and potentially breaking core functionality.

Route To
Backend Engineer/DevOps

Pete
Privacy and Security Tester

Potential Third-Party Tracking via Google Tag Manager without Explicit Consent

Priority: 7/10 Confidence: 8/10

GDPR Third-Party Tracking

Why is this a bug?
The presence of Google Tag Manager (GTM-WMVJTV) indicates the potential for third-party tracking. Without a clear and explicit consent mechanism for the specific tags deployed through GTM, the website may be in violation of GDPR. The user may not be aware of the types of data being collected or with whom it is being shared.

Suggested Fix
Implement a consent management platform that provides granular control over the tags deployed through Google Tag Manager. Ensure users are informed about the specific types of data collected and the purposes for which they are used before obtaining consent. Provide an easy way for users to withdraw consent.

Why Fix This?
Failure to obtain proper consent for third-party tracking via Google Tag Manager can result in significant GDPR fines and reputational damage.

Route To
Frontend Engineer, Legal Counsel

Relevant Network Call

https://www.googletagmanager.com/gtm.js?id=GTM-WMVJTV

Isabella
Usability Tester

Insufficient Color Contrast on Active Navigation Link

Priority: 7/10 Confidence: 9/10

WCAG Accessibility

Why is this a bug?
The 'Home' link is the active navigation link and uses a text color that does not provide sufficient contrast against its background. This violates WCAG 2.0 Level AA success criterion 1.4.3 Contrast (Minimum), making it difficult for users with low vision to read the active link. This active state is on. The current contrast makes it very hard to read.

Suggested Fix
Adjust the color of the active navigation link (e.g., 'Home') or its background to ensure a contrast ratio of at least 4.5:1 for normal text, as per WCAG 2.0 Level AA requirements. Use a color contrast checker tool to verify the contrast ratio.

Why Fix This?
Improving the color contrast enhances readability and navigation for all users, especially those with visual impairments, ensuring compliance with accessibility standards.

Route To
Frontend Engineer

Aisha
Tester for Missing Aspects

Missing ARIA Label for Current Review Score Visualization

Priority: 7/10 Confidence: 8/10

WCAG Accessibility

Why is this a bug?
The current review score visualization lacks an ARIA label or alternative text describing the visualization's purpose and content. Screen reader users will be unable to understand the context of the numerical values (Good, Medium, Bad) without a descriptive label.

Suggested Fix
Add an ARIA label to the container element or image to explain that it represents the 'Current Review Score' and briefly describe the numerical scale (e.g., Good, Medium, Bad). For instance, aria-label="Current Review Score: Rating based on good, medium, and bad reviews."

Why Fix This?
This will ensure the visualization is accessible to users with visual impairments, providing them with context and meaning.

Route To
Frontend Engineer

AI Generated Functional Test Results

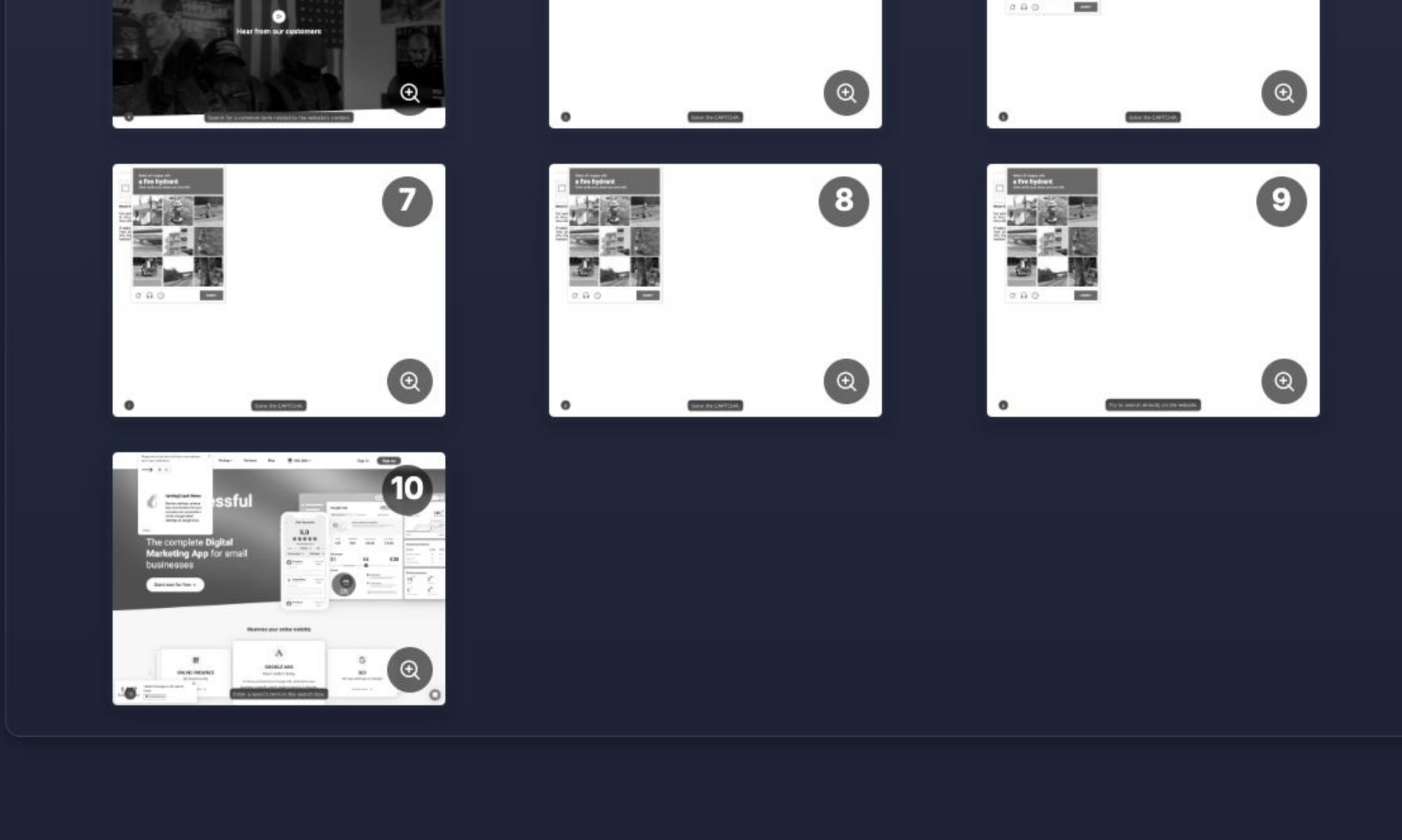
Start Page: HOME



Aiden
Demo_Tests

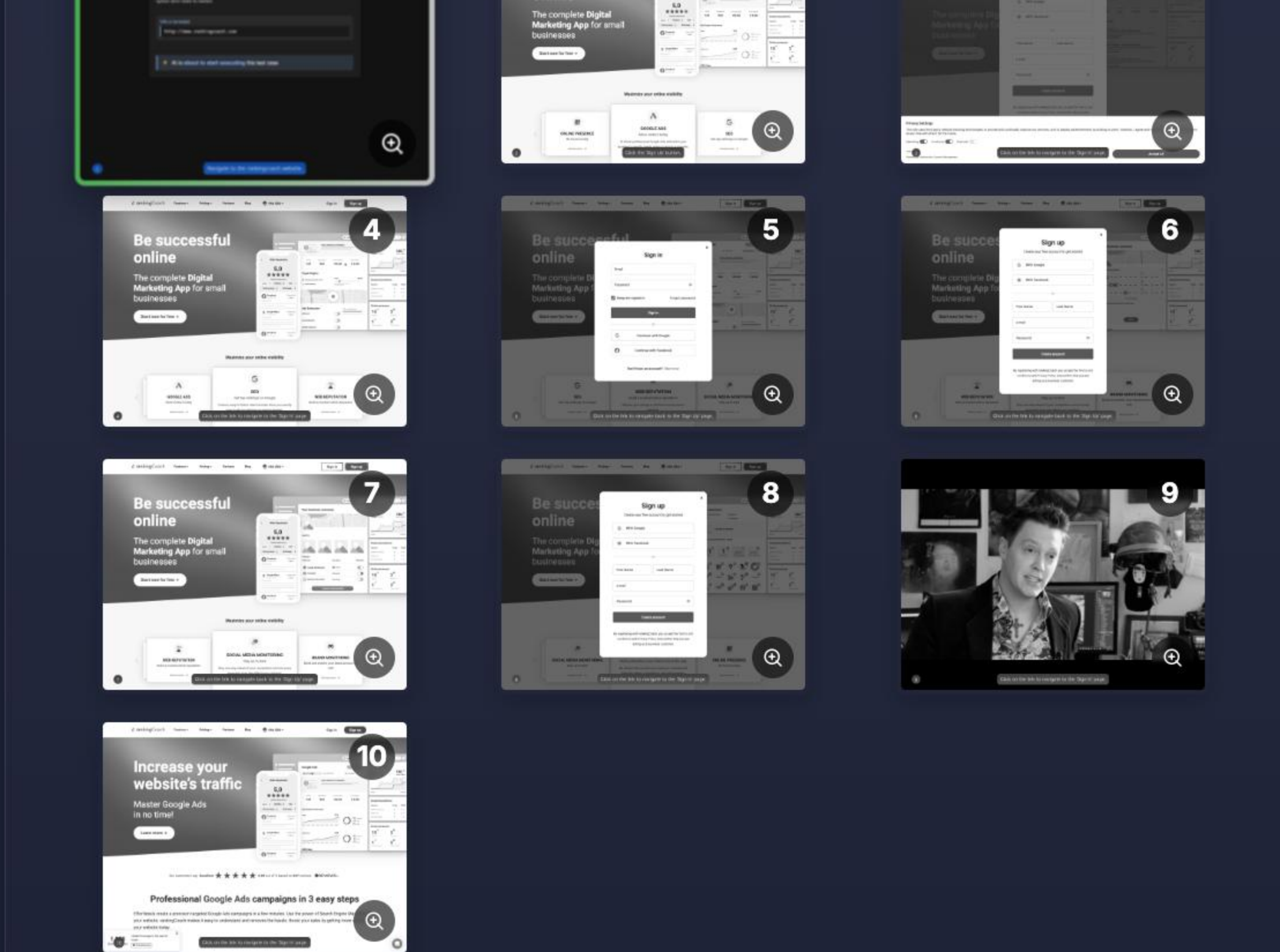
Search for a common term related to the website's content.

This test validates that the search functionality correctly identifies and displays relevant results for common search terms related to the website's content. The purpose is to ensure that users can easily find information on the site by entering typical search queries. Expected result is for the user to see a set of related search results.



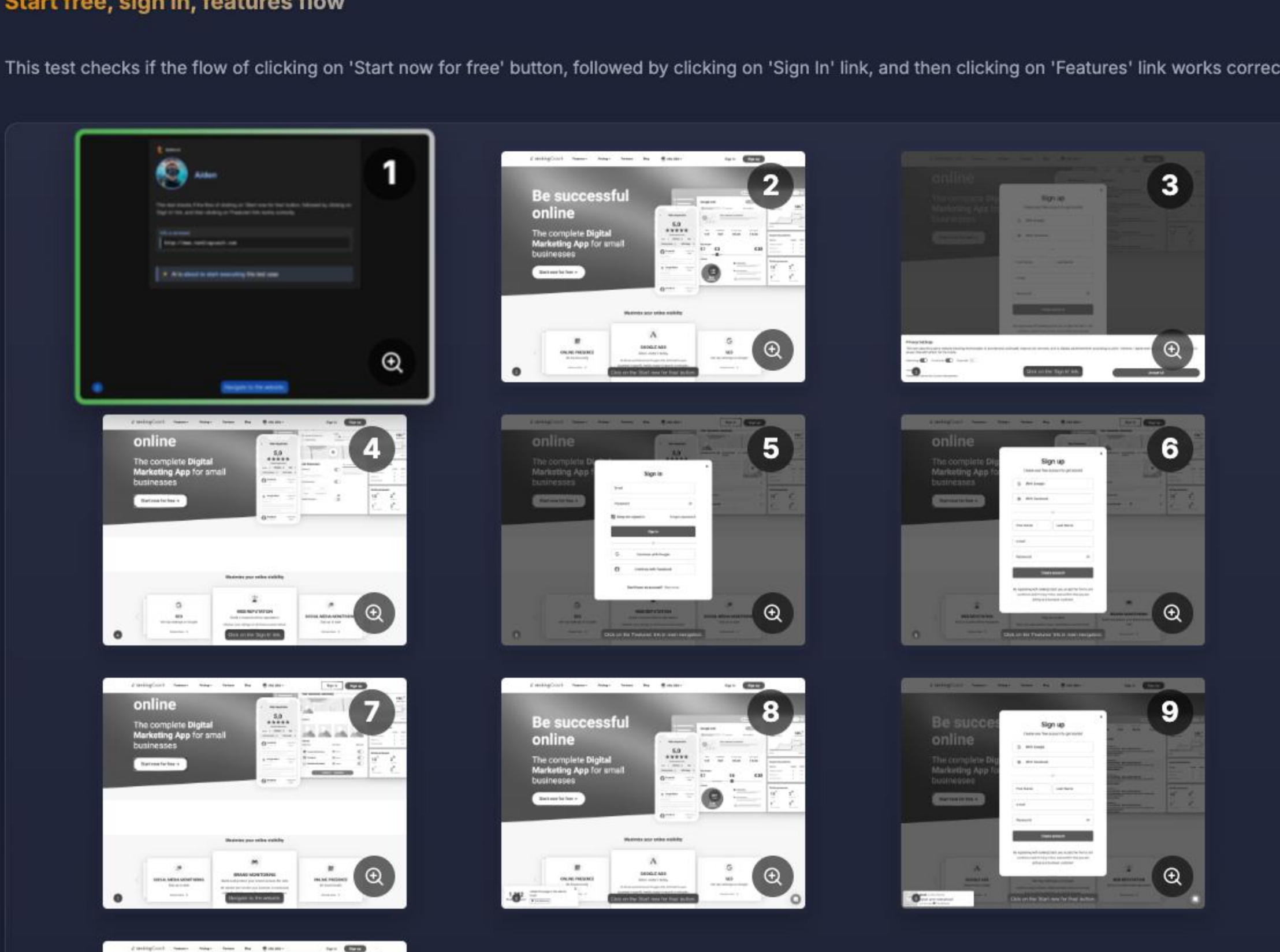
Navigate between sign-up and sign-in forms

This test verifies that users can seamlessly switch between the sign-up and sign-in pages using the links provided. This is important for users who might initially click the wrong option and need to switch.



Start free, sign in, features flow

This test checks if the flow of clicking on 'Start now for free' button, followed by clicking on 'Sign In' link, and then clicking on 'Features' link works correctly.



User Persona Feedback Summary



HOME

The webpage aims to promote rankingCoach as a complete digital marketing solution for small businesses, emphasizing its features in SEO, Google Ads, local marketing, and online reputation management.

Overall Score



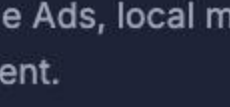
The website effectively communicates its value proposition with a clean design and clear call-to-actions. However, it could benefit from more detailed case studies and clearer pricing information upfront.

Visual Design



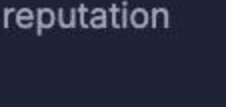
I like the clean design and how the screenshots show what the app looks like, but maybe a video demo would be even better.

Usability



Navigating the site is straightforward. I found the 'Find out more' buttons useful, but having a search function could be helpful for specific queries.

Content Quality



The content is concise and highlights the key benefits. I'd like to see more in-depth case studies to understand the real-world impact.

Individual User Persona Feedback

Rajesh Patel, 45

Persona:Rajesh owns a small Indian restaurant and is looking to improve its online presence. He is familiar with basic computer operations but not digital marketing.

Overall Rating

★★★★☆

Rajesh finds the website easy to navigate and the concept of rankingCoach appealing. However, he is concerned about the technical aspects and wonders if he'll need additional support.

Actions Performed

- Explore local marketing features
- Check pricing

Suggestions

- Add a video tutorial demonstrating the basics
- Create a FAQ section for non-technical users
- Provide case studies of restaurants using rankingCoach
- Offer a free consultation or onboarding session

Aisha Muhammad, 28

Persona:Aisha runs a small e-commerce store selling handmade jewelry. She is tech-savvy and actively seeks out new tools to boost her online sales and brand visibility.

Overall Rating

★★★★☆

Aisha is impressed with the range of features offered by rankingCoach and believes it could be a valuable asset for her business. She appreciates the AI-driven approach to Google Ads and the ability to monitor her brand's online reputation.

Actions Performed

- Explore SEO and Google Ads features
- Investigate brand monitoring capabilities

Suggestions

- Add a blog section with advanced SEO tips and strategies
- Include case studies of e-commerce businesses using rankingCoach
- Provide a detailed comparison chart with other digital marketing tools
- Offer a free trial or demo of the platform

Emily Carter, 35

Persona:Emily is the owner of a small marketing agency catering to local businesses. She is skeptical of marketing tools that promise quick results and prefers a data-driven approach.

Overall Rating

★★★★☆

Emily is cautiously optimistic about rankingCoach but remains skeptical about its ability to deliver significant ROI for her clients. She is looking for solid data and evidence to back up the marketing claims.

Actions Performed

- Review case studies and testimonials
- Examine data analytics and ROI tracking features

Suggestions

- Add detailed case studies with specific ROI data
- Provide a transparent view of data analytics and ROI tracking features
- Offer a free trial with a detailed ROI report
- Focus on data-driven marketing strategies rather than marketing hype

