

The Full Measure

The Grateful Veteran

Decision brief

A human-reviewed repair order, built from public evidence.

\$25 pilot

One report. One 14-day recheck. No subscription.

The decision

No confirmed source-code failure was found. 4 areas need a human decision before changing the site.

The visitor goal

Goal: Help a veteran or first responder find the right next step

Visitor: A veteran, first responder, or family member looking for help

What this means

The website has a sound technical baseline in the pages we sampled. The best next move is not a broad rebuild. It is to confirm four specific choices, test the help journey with one representative person, and repair only what that evidence supports.

Plain-English boundary

This is a dated sample, not a promise about rankings, revenue, legal compliance, or every visitor. No form was submitted and no purchase was made.

Four decisions, worst first

The engine grouped the same finding across pages. Repetition raises priority; it does not create extra charges or fake extra problems.

01 Main heading

CONFIRM Seen on 2 pages

Do this: Make the page's main heading clear and its heading structure understandable.

Why we are careful: Multiple H1s are not automatically invalid. Visual prominence and heading quality require review.

02 Image alternatives

CONFIRM Seen on 2 pages

Do this: Give informative images useful alternatives; keep purely decorative alternatives empty.

Why we are careful: Empty alt can be correct for decoration. Image meaning, CSS images, ARIA exceptions, and rendered visibility need review.

03 Search description

CONFIRM Seen on 1 page

Do this: Write a useful summary of this page in one meta description.

Why we are careful: Search engines can select other page text for their snippets.

04 Tap-to-call link

CONFIRM Seen on 5 pages

Do this: If calls matter, make the displayed number a usable telephone link.

Why we are careful: A phone channel is not needed by every site. Number validity and mobile behavior are not tested.

Where the decisions appear

Give this page list to whoever maintains the website. They can start with the shared theme before editing each page separately.

#	Decision	Pages
1	Main heading	/ /pages/contact
2	Image alternatives	/ /products/follow-the-mission-with-the-grateful-veteran
3	Search description	/policies/contact-information
4	Tap-to-call link	/ /pages/contact /policies/contact-information /collections/the-mission-collection /products/follow-the-mission-with-the-grateful-veteran

Theme-first instruction

The repeated H1 pattern appears on more than one page. Check the shared header or logo component first. A single theme fix may clear several pages without page-by-page editing.

What a person observed

These notes are separate from the automated findings. Each note states the surface seen and what remains untested.

The first action is easy to see

OBSERVED desktop

Get Help Now is visible in the first screen and has strong visual weight.

Next: Keep the action prominent. Confirm that its destination serves the full promise made by the words Get Help Now.

Limit: Observed in one desktop session. No visitor completed the task.

The help route still needs a person

NEEDS TEST cross-device

The page code contains a route toward help, but that does not prove the intended visitor can choose the right program without assistance.

Next: Ask one representative visitor to find the right help without hints. Record completion, time, wrong turns, and confidence with the Goal Test.

Limit: No representative visitor attempted the task during this review.

The phone experience is not yet observed

NEEDS TEST phone

The source includes a mobile viewport and responsive code, but those signals do not show how the page actually feels on a phone.

Next: Open the site on a real phone. Check the menu, first action, help form, text size, keyboard use, and zoom.

Limit: No phone rendering was available in this sample.

The main heading is repeated

OBSERVED desktop

The home and contact pages expose the brand mark as one H1 and the page title as another H1.

Next: Use a normal link or non-heading wrapper for the brand mark. Keep one meaningful H1 for each page.

Limit: Observed in returned HTML and one desktop accessibility tree. A full screen-reader test was not performed.

The empty image description may be correct

OBSERVED desktop

The empty alternative appears to belong to decorative brand artwork. Decorative images should stay silent.

Next: Keep the empty description if the image adds no information. If it communicates meaning, describe that purpose instead of the artwork.

Limit: One desktop view was observed. The image file name alone does not prove its purpose.

What the engine actually saw

Selected evidence is copied from the scan. It is not rewritten as a stronger claim.

01 Main heading

H1 1: [No text node content; may contain an image or accessible label]

H1 2: Promoting Change Through Education

H1 1: Contact Us

02 Image alternatives

7 img elements; 0 missing alt without an observed ARIA exception; 1 empty alt; 0 potential ARIA exceptions.

Empty alt (check image purpose): //thegratefulveteran.com/cdn/shop/files/gv_coin_logo_c891f63d-648d-4483-9bc0-aa655c8f020d.png?v=1755190661&width=1400

73 img elements; 0 missing alt without an observed ARIA exception; 19 empty alt; 0 potential ARIA exceptions.

03 Search description

No matching declaration in the returned HTML.

04 Tap-to-call link

No matching declaration in the returned HTML.

Finish, verify, recheck

#	Owner	Done when
1	Web person	Remove the brand mark from H1 while keeping one page H1.
2	Owner + web person	Confirm whether the empty image description is intentionally decorative.
3	Web person	Add a distinct search description to the contact-information policy page.
4	Owner	Confirm whether telephone calls are an intended contact route.
5	Phone check	Try menu, first action, help form, zoom, and keyboard on a real phone.
6	True Measure	Run the same public baseline once within 14 days and compare.

A useful completion rule

Do not call the work finished because a setting changed. Call it finished when the changed page is live, the intended action still works, and the recheck no longer shows the same supported concern.

Files delivered

PDF for people. Structured JSON for software, future app use, and exact comparisons. The same report model can serve the website and a later mobile app.

What this report can honestly say

- This report is a dated sample, not continuous monitoring.
- A source check does not prove that a person can complete the intended task.
- A human observation describes the stated device and session, not every visitor.
- No ranking, revenue, legal compliance, or customer-loss outcome is guaranteed.

Production record

Source report: f2b3358b-0436-4252-871c-8a305c24296a

Engine: 0.8.0

Full Measure schema: 1.0.0

Created: 2026-09-13T01:55:00.873Z

Scope: Starting page, up to four linked pages, one desktop review, one phone review, and one stated visitor goal.

Why the free report is still complete

The free inspection keeps every measured finding, the observed evidence, the rule, and the limit. The paid report does not hide a defect. It adds judgment: which items belong together, what to decide first, what a person observed, and what to hand the person doing the work.

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