

Landing Page Review — [careerignitor.ai](https://www.careerignitor.ai/)

Critical review of the marketing landing page: form, fonts, imagery, links & misleading information.

URL: <https://www.careerignitor.ai/> Reviewed: 2 July 2026

Method: Playwright (live DOM, console, network, social links)

Stack: WordPress + Elementor + Contact Form 7

● 2 Critical

● 2 High

● 4 Medium

● 2 Low / Info

Contents

1. Fake “Trusted by” social proof
2. All webfonts fail (CORS)
3. Form accepts invalid emails
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5. Dead links (#)
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8. Stale copyright & layout
9. Accessibility (alt text)
- Post-fix re-review checklist

Summary

The page renders and the core CTAs work, but it carries **two credibility-damaging issues** (borrowed third-party logos presented as customers, and a signup form that accepts junk email), plus a sitewide **font failure** caused by a www/non-www origin mismatch. Social links resolve but point to essentially **empty** profiles, and one lists the wrong domain (`.com` vs `.ai`).

CRITICAL

1. “Trusted by Companies” shows unrelated third-party logos

Hero → “Trusted by Companies to Empower Career Growth” marquee

ISSUE

The logo strip cycles **Fitbit, Typedream, mParticle, Loom, Pendo, and Optimizely** (6 inline-SVG logos repeated 4× to fill the marquee). None of these companies have any known relationship with CareerIgnitor.

WHY IT MATTERS

Presenting other companies’ trademarks as customers/endorsers is deceptive social proof and a trademark-misuse risk. If a visitor recognises the logos, it destroys trust instantly.

EVIDENCE 6 unique `<svg>` logo nodes (widths 151/108/139/137/137/190px) inside the "Trusted by" `<ul>`, tripled/quadrupled for the scroll loop.

Fix: Remove the section, or replace with real customer/partner logos you have permission to use, or reword to an honest, verifiable claim (e.g. remove "Trusted by" and use press/tech-stack badges you actually earned).

CRITICAL

2. Every brand webfont fails to load (Inter & Roboto blocked by CORS)

Whole page — falls back to system fonts

ISSUE The page is served from `www.careerignitor.ai` but Elementor references the self-hosted font files on the **non-www** origin. The cross-origin font fetch is blocked because the non-www host sends no `Access-Control-Allow-Origin` header, so the browser silently falls back to a system sans-serif.

VERIFIED `document.fonts.check('700 32px Inter')` → **false**; `Roboto` → **false**. Multiple font faces report `status=error`. The hero heading you see is **not** Inter.

CONSOLE

```
Access to font at 'https://careerignitor.ai/wp-content/uploads/elementor/google-fonts/fonts/inter-6ab57b19.woff2' from origin 'https://www.careerignitor.ai' blocked by CORS policy: No 'Access-Control-Allow-Origin' header is present. Failed to load resource: net::ERR_FAILED (inter / roboto .woff2 x4)
```

Fix (any one):

- Set WordPress **Site URL / Home URL** to the canonical `www` host and re-save Elementor so it emits same-origin font URLs (best);
- or 301-redirect `careerignitor.ai` → `www.careerignitor.ai` ;
- or add `Access-Control-Allow-Origin: *` for `/wp-content/uploads/elementor/google-fonts/`.

HIGH

3. Signup form accepts invalid emails ("Join Our Story")

"Discover who we are" → Contact Form 7 (`wpcf7-f3501`)

ISSUE The email field is a CF7 **text** field (`type="text"`), not an email field. It performs no format validation.

TEST Submitting `not-an-email` returned **"Thank you for your message. It has been sent."** (form class → `wpcf7-form sent`). Empty submit is correctly

rejected ("Please fill out this field."), so the field is required but unvalidated.

IMPACT Typos and garbage pollute your list; real leads with a mistyped address are lost with no correction prompt.

ALSO Attribute mismatch: element has `required=false` but `aria-required="true"`.

Fix: Change the CF7 tag from `[text* your-email]` to `[email* your-email]`. This gives real email validation and emits `type="email"`.

HIGH

4. Duplicate Log In / Sign Up CTAs point to the homepage

Header (responsive/hidden variant)

ISSUE A second, currently-hidden set of **Log In** and **Sign Up (Free)** buttons links to `https://www.careerignitor.ai` (the homepage) instead of the app.

CORRECT The visible header/mobile CTAs correctly link to `https://app.careerignitor.ai`.

RISK If the hidden variant surfaces at any breakpoint, "Sign Up (Free)" becomes a dead loop back to the homepage — a lost conversion.

Fix: Point every Log In / Sign Up instance (visible and hidden) to `https://app.careerignitor.ai`.

MEDIUM

5. Dead links pointing to `#`

Footer

ISSUE Footer "**Help Center**" → `#` and one **social icon** → `#` go nowhere. (The scroll-to-top control also uses `#`, which is expected.)

Fix: Link Help Center to the real help/support URL (or remove it); set the 4th social icon to its real profile or remove it.

MEDIUM

6. Social links resolve — but profiles are empty & one shows the wrong domain

Footer → "Stay Connected and Grow Your Career With Us"

NETWORK

URL

STATUS

NOTES

LinkedIn	/company/careerignitor	Resolves	Real company page.
Facebook	/careerignitor	Empty	0 followers / 0 following, "Not yet rated". Lists website as careerignitor.com (<code>.com</code> , not <code>.ai</code>) — brand/domain mismatch.
Instagram	/careerignitor	Empty	0 posts, 3 followers, "No posts yet".
4th icon	#	Dead	Placeholder, links nowhere.

Fix: Correct the Facebook page website to `careerignitor.ai` ; either populate the socials before linking them prominently or drop the empty ones; wire up or remove the 4th icon. Linking "Stay Connected" to empty profiles undercuts credibility.

MEDIUM 7. Screenshot & image quality

Hero product screenshot + all imagery

DASHBOARD SHOT `screenshot-app...dashboard.png` — natural **1440×1276**, displayed ~**1017×901** CSS. Crisp at 1× DPR, but there is **no** `srcset` /2× **asset**, so it will look soft on Retina/high-DPI screens.

RESPONSIVE No image on the page uses `srcset` — no resolution switching for mobile/HiDPI.

Fix: Export the dashboard screenshot at ~2× (~2880px wide) and serve via `srcset` ; let Elementor/WordPress generate responsive sizes.

LOW 8. Stale copyright & large empty sections

Footer & overall layout

COPYRIGHT Footer reads "**Copyright © Career Ignitor 2025**" — should be 2026 (or auto-generated).

LAYOUT The full-page render shows **very large empty vertical gaps** between the hero, logo strip, and "Discover who we are". Either the content is genuinely thin, or scroll-triggered Elementor animations never fire (opacity stuck at 0).

Fix: Auto-generate the year; review Elementor motion-effects / entrance animations so sections aren't left blank, and tighten section spacing.

LOW

9. Accessibility — images missing alt text

All content images

ISSUE

Every content image (logo, feature icons, dashboard screenshot) has an empty `alt=""`. Only the decorative star has alt text (ironically the one that shouldn't).

Fix: Add descriptive alt text to meaningful images (logo, product screenshot, feature icons) for SEO and screen-reader users.

Post-fix re-review checklist

Requested workflow: after the fixes above are applied, run a fresh critical review of the page. Use this list.

- ☐ **Misleading / wrong / missing info** — re-scan all copy and imagery; confirm the “Trusted by” logos are real (or gone) and every claim is verifiable.
- ☐ **Fonts** — confirm `document.fonts.check()` returns true for Inter/Roboto and the console is CORS-error-free.
- ☐ **Form** — retest with a bad email (must be rejected) and a valid email (must succeed); confirm the destination inbox receives it.
- ☐ **CTAs** — every Log In / Sign Up (all breakpoints, incl. hidden variants) points to `app.careerignitor.ai`.
- ☐ **Links** — no remaining `href="#"` except intentional scroll-to-top; Help Center resolves.
- ☐ **Social profiles** — open each linked profile: confirm it exists, is populated, and lists the correct `.ai` domain; wire up or remove the 4th icon.
- ☐ **Screenshot quality** — dashboard image is sharp on Retina ($2\times$ asset + `srcset`); no upscaling blur.
- ☐ **Images** — meaningful alt text present.
- ☐ **Copyright** — current year.
- ☐ **Layout** — no unintended empty sections; animations render on scroll.

