



The Forty Collection

# Website QA Report

## Post-Fix Verification

---

Site: thefortycollection.com (WordPress / Elementor, production)

Scope: All 9 public pages, verified against the VERIFIED Dev Punch List of July 14, 2026.

Method: Live HTTP fetch plus rendered-browser verification at 8 viewport widths, 360px to 1512px.

Date: July 22, 2026

**HEADLINE** The dev team fixed the majority of the punch list. One critical item remains and it is costing phone leads today: 31 buttons still dial a fake number. Two new typos are live in page headlines.

*Review gate: nothing ships without Khalid review.*

# How to read this

---

Every finding below was checked twice. First against the raw page source, then against the fully rendered page in a browser at desktop, tablet and phone widths. That second check matters, and it changed several verdicts.

**IMPORTANT** The dev team hid a lot of old content instead of deleting it. Those blocks carry Elementor's hide-on-desktop, hide-on-tablet and hide-on-mobile flags all at once, so a visitor never sees them. They are still in the page source. Client-facing, they are gone. Technically, they are still there.

This distinction decides whether something below is a live defect or leftover debt:

- **LIVE.** A visitor can see it or click it. This is a live defect and needs fixing now.
- **IN SOURCE ONLY.** It only exists in the page source. Lower priority, but it should be cleaned up so it cannot reappear with one accidental toggle.
- **BLOCKED.** Waiting on a photo, a spec, or a decision. Not a dev failure.

## Scorecard

---

- 24** **Punch-list items verified fixed** copy, form, labels, months, email, footer
- 9** **Live defects still open** including the fake phone number
- 11** **New defects found outside the punch list** two live typos, sitemap and SEO issues
- 13** **Blocked on client or on Jared** photos, specs, copy, phone number

# 1. Critical: fix today

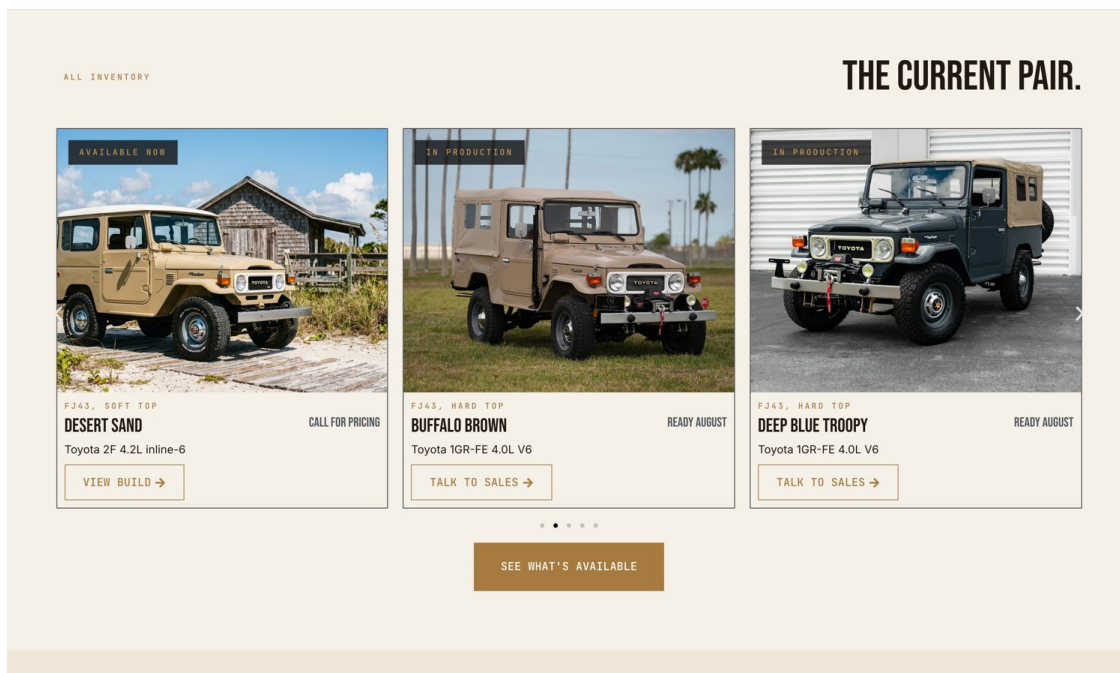
## 1.1 31 buttons still dial a fake phone number

The 555-01XX range is reserved for fiction. Every phone lead from these buttons goes nowhere. This was the number one item on the July 14 list and it is still only half fixed.

- Still live on 6 of 9 pages: Home, FJ, Defender, Bronco, Desert Sand, Baby Blue.
- Confirmed tappable on both desktop and phone. These are not hidden.
- Already fixed on: How It's Built, About, Contact.
- Button text is mostly "Talk To SALES".

**Evidence:** tel:+19545550140 = (954) 555-0140 | 31 instances in page source across 6 pages

**OPEN QUESTION FOR THE CLIENT** A second number, (754) 304-5145, was added in 33 places. That is the Rolling 40 Chassis line, not Luis's cell. Before we replace the remaining 31, confirm which number every Talk to Sales button should dial.



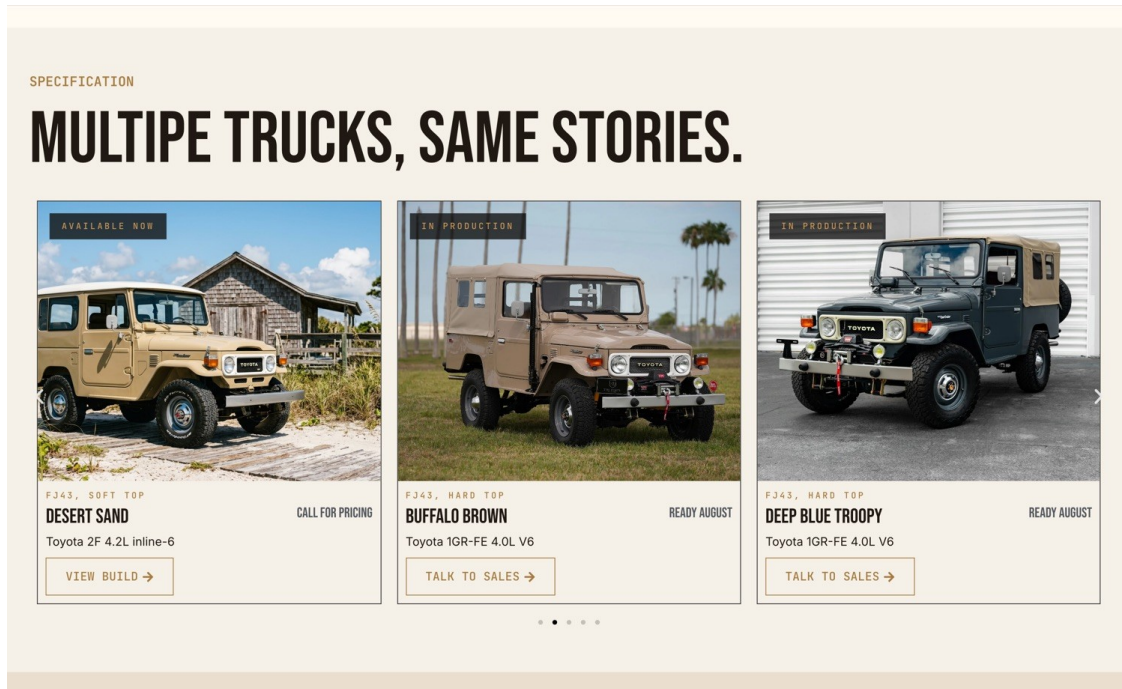
Homepage vehicle cards. The Talk to Sales buttons here still carry the fake number.

## 1.2 Two typos are live in page headlines

Both are in large display type, not body copy. On a site selling \$250,000 vehicles these do real damage to credibility.

- **FJ page.** "Multipe" should be "Multiple". This is the H2 on the FJ collection page.
- **Same headline.** The line reads "Multipe Trucks, SAME Stories." Beyond the spelling, "Same Stories" works against the "each one is one of one" positioning used everywhere else on the site. Recommend a rewrite, not just a spelling fix.

**Evidence:** Live H2, FJ collection page: "Multipe Trucks, SAME Stories."



*The FJ collection headline as it renders today.*

### 1.3 Homepage says "The Current Pair" but shows five vehicles

The headline promises two. The carousel carries Desert Sand, Buffalo Brown, Deep Blue Troopy, Baby Blue and Rusty Orange. Recommend an evergreen headline that does not go stale as inventory changes.

**Evidence:** Homepage H2: "THE CURRENT PAIR." Vehicles present: 5

## 2. Broken and misrouted links

---

Item CT2 / CT3 on the punch list asked for a full QA of every button destination. That is done. Beyond the fake phone, here is what a visitor can click that does not work as labelled.

### 2.1 Links that go nowhere

- **"East Fort Lauderdale, FL"**. Links to "#". This is in the footer, so it is on all 9 pages. It looks like a map or directions link and does nothing.
- **"FJ Collection →"**. Has no link at all. Desert Sand and Baby Blue pages.
- **"Start A Commission"**. Links to "#". Homepage.
- **"Past Builds"**. Links to "#". Defender and Bronco pages.

### 2.2 Links that go to the wrong place

- **"Read More"**. Dials the phone instead of opening the article. Found on Home, FJ, Desert Sand and Baby Blue.
- **"See the Collection"**. Goes to the contact page, not to a collection. About page.

**Evidence:** "Read More" → `tel:+17543045145`      "See the Collection" → `/contact`



*About page. The See the Collection button routes to the contact form.*

### 2.3 The footer has no social links at all

There is no Instagram, Facebook, YouTube or TikTok link anywhere in the footer. For a build shop whose product is inherently visual, and which is running paid social, this is a missed connection on every single page.

## 3. Fixed on desktop, still broken on phones

---

One item was fixed for desktop and tablet but left live on phone widths. Most of this client's traffic will be on a phone.

### 3.1 "02 currently available" still shows on the FJ page on mobile

Item C2 asked for this line to be removed above the collection title. It was hidden for desktop and tablet only. At 767px and below it renders normally.

**Evidence:** Visible at 360px, 390px and 767px. Hidden at 768px and above.

02 CURRENTLY AVAILABLE

## FJ COLLECTION

Each FJ43 is one of one.  
Built to a published  
specification, finished to a  
buyer who pays attention to  
the chassis as much as the  
paint.

DON'T SEE YOURS

## INVENTORY SELLS BEFORE IT LISTS.

The four next builds are already spoken for. The

*FJ collection page at 390px. The line is clearly visible above the title.*

## 4. Site hygiene and SEO

---

None of this was on the punch list. All of it is real, and the first two are the kind of thing a competitor or a journalist will find.

### 4.1 The WordPress demo page is live and in the sitemap

thefortycollection.com/sample-page/ is publicly reachable and carries the WordPress default text, including the line about being a bike messenger by day and an aspiring actor by night. It is listed in the XML sitemap, which means it has been actively submitted to Google.

**Evidence:** /sample-page/ -> HTTP 200, present in /wp-sitemap-posts-page-1.xml

### 4.2 An obsolete build page is live, indexable, and in the sitemap

thefortycollection.com/the-sky-blue\_old/ is live with no noindex tag and is listed in the sitemap. It carries the old FJ40 Sky Blue content the punch list ordered removed, including the Tallahassee story and the old spec sheet.

**Evidence:** /the-sky-blue\_old/ -> HTTP 200, no noindex, present in the XML sitemap

### 4.3 A live page links to a URL that returns 404

The FJ page still contains a View Build button pointing at /the-desert-tan/, which does not exist. This block is currently hidden from visitors, so it is not costing clicks today, but it should be deleted rather than left in place.

**Evidence:** /the-desert-tan/ -> HTTP 404

### 4.4 Not one page has an H1 tag

All 9 pages render zero H1 headings. The H1 is the single strongest on-page signal Google reads for what a page is about. Every page is currently sending none. This is a straightforward Elementor fix and it is the highest-value SEO item on this list.

**Evidence:** H1 count: home 0, fj 0, defender 0, bronco 0, how-its-built 0, about 0, contact 0, desert-sand 0, baby-blue 0

### 4.5 The brand name is lowercase in every browser tab

Every page title reads "The forty Collection" with a lowercase f. This shows in the browser tab, in Google results and in every link preview when the site is shared.

**Evidence:** <title>FJ COLLECTION &#8211; The forty Collection</title>

### 4.6 There is no robots.txt

thefortycollection.com/robots.txt returns a 404. Adding one lets us block the demo page and the old build page immediately while the cleanup happens.

# 5. Verified fixed. Good work.

---

These were checked directly against the live pages and are correct. Worth saying plainly, the dev team cleared most of the list.

## 5.1 Copy

- **H1.** Homepage hero no longer says Toyota. Now reads "Vintage Land Cruisers, rebuilt with atelier-level care and a chassis engineered in-house at Rolling 40."
- **H7.** Footer tagline now reads "Vintage Land Cruisers. Modern engineering. Heritage craftsmanship."
- **H8.** hello@ is gone. info@thefortycollection.com is live on all 9 pages.
- **G3 / H4.** "The original Toyota body" is now "The original body". Toyota correctly kept in the spec sheets.
- **HB1.** The 200 mile figure is gone from How It's Built. The shakedown and hand-off concept was kept.
- **A3.** JD's bio no longer names the Colombia production shop. The founding story correctly keeps Colombia.
- **A4.** Florida removed from both Willie's title and his bio line.
- **H2.** The duplicate hero box is gone from the homepage.
- **C2.** "builds annually" removed from the Defender page.

## 5.2 Pricing

- **P1.** No price is visible anywhere on the site. Verified at 8 screen widths from 360px to 1512px. Cards now read "Call for Pricing". The Typical Range block is gone from the Contact page. The old figures do remain in the page source inside hidden blocks and should be deleted properly.

## 5.3 Labels and inventory

- **FJ5.** Tiles now read FJ43. The stray "FJ40 Soft Top Beach Edition" and "FJ40 Coilover Edition" sub-labels are gone from view.
- **FJ6.** The stale Two Trucks, Two Stories block no longer displays.
- **FJ9.** Baby Blue is clean. The duplicate FJ40 build sheet, the Tallahassee narrative and the corrupted paint label are all gone.
- **D3.** The visible Crimson Cruiser card now reads READY OCT. Silver Bullet, Gold Struck and Rifle Green are untouched and correct.
- **D7.** The "Talk to sles" typo no longer displays to visitors. It does still sit in the page source in a hidden block, so please delete it properly.
- **Q1.** The hero now reads "Each FJ43 is one of one". The team answered this one themselves.

## 5.4 Contact form

- **CT4 / CT5 / CT7.** Exactly right. Fields are First Name, Last Name, Email, Phone, plus an intent selector built as two radio buttons, not a dropdown, under "How can we help you?". Preferred Body Year, Target Delivery and How did you find us are all gone.

FIRST NAME

LAST NAME

EMAIL

PHONE

HOW CAN WE HELP YOU?

☐ Interested in one of your specs

☐ I'd like to build my own

→ SEND INQUIRY

*The contact form as it stands today. This is what was asked for.*

**ONE GAP** The inquiry forms on the Desert Sand and Baby Blue pages were not updated. They still ask for a required Zip Code and have no intent selector. If the goal was name, email, phone and what they are calling for, these two forms should match the Contact page.

## 6. Still blocked. Not dev failures.

---

These were correctly left alone. Each one is waiting on someone. Chase these or the build stalls.

### Waiting on Luis

- **D4.** Gold Struck still reads OM606 diesel, 300 HP. Needs the correct LT1 horsepower and transmission string. Do not carry the diesel figure across.
- **FJ2.** Rusty Orange tile still reads red. Needs the painter hex or PPG codes.
- **FJ4.** Buffalo Brown tile still shows a Desert Sand photo. No real Buffalo Brown photo exists.
- **B4.** Kinzer has correctly not been added to the Bronco chassis line. Spelling still unconfirmed.
- **B5 / B6.** Godzilla Green product page not built. Waiting on photos.
- **B7.** Wide-body sentence not written. Luis and Willie owe it.
- **D6.** Silver Bullet product page not built. Waiting on the photo file.
- **HB2.** Chassis image at stage 01 not swapped. Waiting on a real Rolling 40 chassis photo.
- **HB3 / G1.** Homepage still runs FJ-heavy. Correctly gated on real Bronco and Defender photos.
- **CT8.** Contact hero still shows the unidentified blue car.

### Waiting on Jared

- **C1.** "The four next builds are already spoken for" is still live on all three collection pages. Needs evergreen replacement copy.
- **MS1.** "Not on the leather" is still live in the About mission block.
- **A1 / A2.** About page still reads as a Colombian company. Needs the Florida transition line.
- **FJ3.** Beigey Beige and Midnight Current tiles not added. Spellings still need verifying against Ju's sheet.
- **S1 to S5.** Sold cards not built on any collection. Needs the invented names first.

### Open questions for the client

- **Phone.** Which number should every Talk to Sales button dial? This blocks the single most important fix on the site.
- **Q2.** The Bronco prose still claims a blanket 500 horsepower. The per-engine figures have been removed from the tiles, so nothing contradicts it now, but the claim itself is still unverified. Luis should confirm the real outputs.
- **H6.** Paint to sample is still on the homepage. Ju challenged it on the call and never got an answer. Keep it or cut it.

# 7. Recommended order

---

If the team only gets through the first three, the site is materially better.

## 1. Replace the 31 remaining fake phone links

Every phone lead from those buttons is being lost right now. Needs the number confirmed first.

## 2. Fix the two headline typos

"Multiple Trucks, SAME Stories" and "The Current Pair". Fast fixes, large visible payoff.

## 3. Add an H1 to all 9 pages

Zero pages have one. Best SEO return available for the effort.

## 4. Delete or noindex /sample-page/ and /the-sky-blue\_old/, and add a robots.txt

Both are publicly reachable and both are in the sitemap.

## 5. Fix the broken and misrouted links

The footer location link, Start A Commission, Past Builds, FJ Collection, Read More, See the Collection.

## 6. Hide the mobile "02 currently available" line on the FJ page

Fixed for desktop only. Most traffic is mobile.

## 7. Correct the brand name in every page title

"The forty Collection" should be "The Forty Collection".

## 8. Match the Desert Sand and Baby Blue forms to the Contact form

Remove the required Zip Code, add the intent selector.

## 9. Add footer social links

Nothing links to Instagram or Facebook from any page.

## 10. Delete the hidden blocks properly

Prices, the sles typo and the old carousel are hidden, not removed. One toggle brings them back.

## A note on method

The July 21 interim check flagged several of these as unfixed based on the page source alone. Rendering each page in a browser at 8 widths corrected that. Prices, the sles typo, the old carousel and the FJ40 sub-labels are all

present in the source but invisible to visitors. The findings above reflect the rendered result, which is what a customer actually sees.

**BEFORE SIGN-OFF** Ju reviewed on a cached version of the site during the July 14 call, which produced several false complaints and false approvals. Please have him hard-refresh with Shift + Cmd + R before signing off on anything here.