



URL: <https://bettercannabis.com/>

Platform:

Archetype:

Run ID:

Scanned:

Duration:

monthly deep audit

Overall grade: F

DIMENSION	COUNT	MEANING
Pages crawled	10	Full sitemap + linked pages
P0 (critical)	1	Site-down or compliance-breaking
P1 (urgent)	3	Significant revenue / SEO / UX impact

DIMENSION	COUNT	MEANING
P2 (high)	43	Quality / ranking / trust degradation
P3 (medium)	42	Polish + optimization
"Do first" items	5	AI-flagged top priorities
Quick wins (< 30 min)	46	Fastest ROI items

[P0] ● DO FIRST Sensitive artifact exposed: /wp-login.php

<https://bettercannabis.com/wp-login.php>

[P1] ● DO FIRST A11y: ARIA dialog and alertdialog nodes should have an accessible name

<https://bettercannabis.com/>

[P1] ● DO FIRST A11y: Elements must meet minimum color contrast ratio thresholds (x11)

<https://bettercannabis.com/>

[P1] ● DO FIRST A11y: Links must have discernible text (x3)

<https://bettercannabis.com/>

[P2] ● DO FIRST 20 image(s) missing alt text

<https://bettercannabis.com/>

[P2] ● HIGH No JSON-LD schema

<https://bettercannabis.com/hello-world/>

[P2] ● HIGH 6 image(s) missing alt text

<https://bettercannabis.com/hello-world/>

[P2] ● HIGH Missing meta description

<https://bettercannabis.com/>

[P2] ● HIGH Missing meta description

<https://bettercannabis.com/story/>

[P2] ● HIGH No JSON-LD schema

<https://bettercannabis.com/story/>

P0 — 1 finding

1. Sensitive artifact exposed: /wp-login.php

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/wp-login.php>

Rule: `tier5.exposed.artifact`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

```
Allow,Deny Deny from all </Files>  
deny all; }
```

```
<Files wp-login.php> Order  
location = /wp-login.php {
```

<https://bettercannabis.com/wp-login.php>

P1 — 3 findings

1. A11y: ARIA dialog and alertdialog nodes should have an accessible name

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier9.a11y.aria-dialog-name`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

2. A11y: Elements must meet minimum color contrast ratio thresholds (×11)

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier9.a11y.color-contrast`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://webaim.org/resources/contrastchecker/>

3. A11y: Links must have discernible text (×3)

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier9.a11y.link-name`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

P2 — 43 findings

1. 20 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier2.a11y.img-missing-alt`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

2. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/hello-world/>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

3. 6 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/hello-world/>

Rule: `tier2.a11y.img-missing-alt`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/hello-world/>

4. Missing meta description

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier2.meta.no-description`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

5. Missing meta description

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/story/>

Rule: `tier2.meta.no-description`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

6. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/story/>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

7. 7 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/story/>

Rule: `tier2.a11y.img-missing-alt`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/story/>

8. Missing meta description

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/rewards/>

Rule: `tier2.meta.no-description`

What it means (plain English)

Why it matters for your business:

Technical root cause:

```
<meta name="description" content="...">
```

Recommended fix — step by step

9. 5 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/rewards/>

Rule: `tier2.a11y.img-missing-alt`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/rewards/>

10. Missing meta description

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/curbside/>

Rule: `tier2.meta.no-description`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/curbside/>

11. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/connect-2/>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

12. 5 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/connect-2/>

Rule: `tier2.a11y.img-missing-alt`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/connect-2/>

13. Missing meta description

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/connect/>

Rule: `tier2.meta.no-description`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/connect/>

14. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/connect/>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

15. 5 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/connect/>

Rule: `tier2.a11y.img-missing-alt`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/connect/>

<https://wave.webaim.org/>

16. Missing meta description

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/metform-form/blank-form/>

Rule: `tier2.meta.no-description`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

17. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/metform-form/blank-form/>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

18. Missing meta description

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/category/blog/>

Rule: `tier2.meta.no-description`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/category/blog/>

19. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/category/blog/>

Rule: `tier2.meta.no-canonical`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/category/blog/>>

20. 5 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/author/admin-better/>

Rule: `tier2.a11y.img-missing-alt`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

21. No H1 on homepage

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier4.h1.missing`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/>

22. Missing core schema types: Organization, LocalBusiness, WebSite

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier4.schema.missing-core`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://search.google.com/test/rich-results>

23. Cookie missing Secure flag

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier5.cookie.no-secure`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

24. No DMARC policy published

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier5.fortress.dmarc-missing`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

```
_dmarc.bettercannabis.com
```

```
nslookup -type=TXT
```

25. 10 tap targets under 44px at mobile-320

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier6.a11y.small-targets`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

```
min-height: 44px;
```

```
min-width: 44px;
```

26. 9 tap targets under 44px at mobile-375

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier6.a11y.small-targets`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

27. 9 tap targets under 44px at mobile-414

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier6.a11y.small-targets`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

```
button, a, input { min-height: 44px; min-width: 44px; padding: 12px 16px; }
```

28. Lighthouse perf (mobile): 62/100

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lighthouse.perf-mobile`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

29. A11y: All page content should be contained by landmarks (×11)

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier9.a11y.region`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

30. Missing meta description

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/hello-world/>

Rule: `tier2.meta.no-description`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

31. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/rewards/>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

```
<script type="application/ld+json">
```

Recommended fix — step by step

32. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/curbside/>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

33. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/category/blog/>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/category/blog/>

34. Missing meta description

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/author/admin-better/>

Rule: `tier2.meta.no-description`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

35. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/author/admin-better/>

Rule: `tier2.meta.no-canonical`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

[https://bettercannabis.com/"">](https://bettercannabis.com/)

36. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/author/admin-better/>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

37. A11y: The skip-link target should exist and be focusable

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier9.a11y.skip-link`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

38. No JSON-LD schema

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier2.schema.none`

Detail

39. 14 image(s) missing alt text

Severity:

Page URL: <https://bettercannabis.com/curbside/>

Rule: `tier2.a11y.img-missing-alt`

Detail

40. Missing meta description

Severity:

Page URL: <https://bettercannabis.com/connect-2/>

Rule: `tier2.meta.no-description`

Detail

41. 5 image(s) missing alt text

Severity:

Page URL: <https://bettercannabis.com/category/blog/>

Rule: `tier2.a11y.img-missing-alt`

Detail

42. Missing security header: content-security-policy

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier5.header.content-security-policy`

Detail

43. 6 tap targets under 44px at tablet-768

Severity:

Page URL: <https://bettercannabis.com/>

Rule: tier6.a11y.small-targets

Detail

P3 — 42 findings

1. Title length 15 chars

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: tier2.meta.title-length

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

2. Cookie missing SameSite flag

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: tier5.cookie.no-samesite

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

3. SSL Labs grade: unknown

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier5.fortress.ssl-grade`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://www.ssllabs.com/ssltest/>

<https://hstspreload.org/>

4. No CAA DNS records

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: tier5.fortress.caa-missing

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

5. No DKIM selectors found (standard selectors)

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier5.fortress.dkim-missing`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

6. robots.txt does not reference sitemap

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/robots.txt>

Rule: `tier2.robots.no-sitemap`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/robots.txt>

<https://bettercannabis.com/sitemap.xml>

<https://bettercannabis.com/robots.txt>

7. Missing OpenGraph metadata

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/hello-world/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/path-to-1200x630-image.jpg>>

8. Missing OpenGraph metadata

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/>

9. Missing OpenGraph metadata

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/story/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

`property="og:image">`

`<head>`

`<meta property="og:title">`

`<meta`

Recommended fix — step by step

<https://bettercannabis.com/story/>

```
                                <head>                                <meta
property="og:title" content="Your Story Title Here"> <meta
property="og:image" content="https://bettercannabis.com/path-to-
image.jpg">
```

<https://bettercannabis.com/story/>.

10. Missing OpenGraph metadata

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/rewards/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

11. Missing OpenGraph metadata

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/curbside/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/curbside/>

12. Missing OpenGraph metadata

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/connect-2/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://bettercannabis.com/connect-2/>

[https://bettercannabis.com/path/to/image.jpg">](https://bettercannabis.com/path/to/image.jpg)

[https://bettercannabis.com/connect-2/">](https://bettercannabis.com/connect-2/)

13. Missing OpenGraph metadata

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/connect/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

[https://bettercannabis.com/\[path-to-high-res-](https://bettercannabis.com/[path-to-high-res-logo-or-hero-image].jpg)
[logo-or-hero-image\].jpg">](https://bettercannabis.com/[path-to-high-res-logo-or-hero-image].jpg)

[https://bettercannabis.com/\[path-to-high-res-](https://bettercannabis.com/[path-to-high-res-)

[https://bettercannabis.com/connect/">](https://bettercannabis.com/connect/)

14. Missing OpenGraph metadata

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/metform-form/blank-form/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://www.opengraphcheck.com/>

15. Missing Twitter card

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/metform-form/blank-form/>

Rule: `tier2.meta.no-twitter-card`

What it means (plain English)

Why it matters for your business:

Technical root cause:

```
<meta name="twitter:card"> <meta  
name="twitter:title"> <meta name="twitter:description"> <meta  
name="twitter:image">
```

Recommended fix — step by step

<https://cards-dev.twitter.com/>

16. Missing OpenGraph metadata

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/category/blog/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

[image.jpg"](#)

https://bettercannabis.com/path/to/blog_preview-

[https://bettercannabis.com/category/blog/"](https://bettercannabis.com/category/blog/)

17. Missing OpenGraph metadata

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/author/admin-better/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

18. DNSSEC not enabled

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier5.fortress.dnssec-missing`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

19. Lighthouse a11y (mobile): 86/100

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lighthouse.a11y-mobile`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://webaim.org/resources/contrastchecker/>

20. Missing Twitter card

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/hello-world/>

Rule: `tier2.meta.no-twitter-card`

What it means (plain English)

Why it matters for your business:

Technical root cause: `<meta name="twitter:card" content="summary_large_image">`

Recommended fix — step by step

```
<meta name="twitter:card"
content="summary_large_image"> <meta name="twitter:site"
content="@YourTwitterHandle"> <meta name="twitter:title" content="Page
Title"> <meta name="twitter:description" content="Brief description">
<meta name="twitter:image" content="https://yoursite.com/image-url.jpg">
```

<https://cards-dev.twitter.com/validator—paste>

21. Missing Twitter card

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/>

Rule: `tier2.meta.no-twitter-card`

What it means (plain English)

Why it matters for your business:

Technical root cause:

```
content="summary_large_image">
```

```
<meta name="twitter:card"
```

Recommended fix — step by step

[https://bettercannabis.com/\[path-to-social-image.jpg\]](https://bettercannabis.com/[path-to-social-image.jpg])>

<https://cards-dev.twitter.com/validator>

22. Missing Twitter card

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/story/>

Rule: `tier2.meta.no-twitter-card`

What it means (plain English)

Why it matters for your business:

Technical root cause:

```
content="summary_large_image">
```

```
<meta name="twitter:card"
```

Recommended fix — step by step

<https://bettercannabis.com/story/>

```
<meta name="twitter:card" content="summary_large_image">
```

```
<meta name="twitter:title" content="[Your Page Title]">
```

```
<meta name="twitter:description" content="[Your Page Description]">
```

```
<meta name="twitter:image" content="[Full URL to image]">
```

23. Missing Twitter card

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/rewards/>

Rule: `tier2.meta.no-twitter-card`

What it means (plain English)

Why it matters for your business:

Technical root cause:

```
name="twitter:card" content="summary_large_image">
```

```
<meta
```

Recommended fix — step by step

```
<meta name="twitter:card"
content="summary_large_image"> <meta name="twitter:title" content="Better
Cannabis Rewards Program"> <meta name="twitter:description" content="[Your
rewards description]"> <meta name="twitter:image" content="[URL to a
1200x630px image]"> <meta name="twitter:site" content="@[your-twitter-
handle]">
```

24. Missing Twitter card

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/curbside/>

Rule: `tier2.meta.no-twitter-card`

What it means (plain English)

Why it matters for your business:

Technical root cause:

```
<meta name="twitter:card" content="summary_large_image">
```

Recommended fix — step by step

```
<meta name="twitter:card"
content="summary_large_image"> <meta name="twitter:title" content="[Page
Title]"> <meta name="twitter:description" content="[Page Description]">
<meta name="twitter:image" content="[Image URL]">
```

<https://cards-dev.twitter.com/validator>

```
og:title og:image og:description
```

25. Missing Twitter card

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/connect-2/>

Rule: `tier2.meta.no-twitter-card`

What it means (plain English)

Why it matters for your business:

Technical root cause:

```
<meta name="twitter:card"
content="summary_large_image">
```

Recommended fix — step by step

```
<meta name="twitter:card" content="summary_large_image">
<meta name="twitter:title" content="[Your page
title]"> <meta name="twitter:description" content="[Your page
description]"> <meta name="twitter:image" content="[Full URL to a
1200x630px image]">
```

26. Missing Twitter card

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/connect/>

Rule: `tier2.meta.no-twitter-card`

What it means (plain English)

Why it matters for your business:

Technical root cause: `<meta name="twitter:card" content="summary_large_image">`

Recommended fix — step by step

```
<meta name="twitter:card" content="summary_large_image">
  <meta name="twitter:title" content="Your Page Title Here">
  <meta name="twitter:description" content="Your page description here">
  <meta name="twitter:image" content="https://bettercannabis.com/path-to-image.jpg">
```

27. Missing Twitter card

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/category/blog/>

Rule: tier2.meta.no-twitter-card

What it means (plain English)

Why it matters for your business:

Technical root cause:

`content="summary_large_image">`

`<meta name="twitter:card"`

Recommended fix — step by step

<https://bettercannabis.com/category/blog/>

```
<meta name="twitter:card" content="summary_large_image">
```

summary

```
<meta name="twitter:title" content="[Your Blog Title]">
```

```
<meta name="twitter:description" content="[Brief description]">
```

```
<meta
```

```
name="twitter:image" content="[URL to featured image]">
```

<https://cards->

<dev.twitter.com/validator>

28. Missing Twitter card

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://bettercannabis.com/author/admin-better/>

Rule: tier2.meta.no-twitter-card

What it means (plain English)

Why it matters for your business:

Technical root cause:

`content="summary_large_image">`

`<meta name="twitter:card"`

Recommended fix — step by step

```
summary <meta name="twitter:card" content="summary_large_image">
<meta name="twitter:title" content="[Page Title]">
<meta name="twitter:description" content="[Page Description]">
<meta name="twitter:image" content="[Image URL]">
```

29. Lighthouse seo (mobile): 92/100

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lighthouse.seo-mobile`

Detail

30. LH mobile: Preconnect to required origins (Est savings of 280 ms)

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lh-opportunity.uses-rel-preconnect-mobile`

Detail

`preconnect`

`dns-prefetch`

<https://developer.chrome.com/docs/lighthouse/performance/uses-rel-preconnect/>

31. LH mobile: Preload Largest Contentful Paint image

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lh-opportunity.prioritize-lcp-image-mobile`

Detail

https://web.dev/articles/optimize-lcp#optimize_when_the_resource_is_discovered

32. LH mobile: Eliminate render-blocking resources (Est savings of 1,650 ms)

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lh-opportunity.render-blocking-resources-mobile`

Detail

<https://developer.chrome.com/docs/lighthouse/performance/render-blocking-resources/>

33. LH mobile: Minify JavaScript (Est savings of 5 KiB)

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lh-opportunity.unminified-javascript-mobile`

Detail

<https://developer.chrome.com/docs/lighthouse/performance/unminified-javascript/>

34. LH mobile: Reduce unused CSS (Est savings of 13 KiB)

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lh-opportunity.unused-css-rules-mobile`

Detail

<https://developer.chrome.com/docs/lighthouse/performance/unused-css-rules/>

35. Lighthouse a11y (desktop): 87/100

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lighthouse.a11y-desktop`

Detail

36. Lighthouse seo (desktop): 92/100

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lighthouse.seo-desktop`

Detail

37. LH desktop: Preload Largest Contentful Paint image

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lh-opportunity.prioritize-lcp-image-desktop`

Detail

https://web.dev/articles/optimize-lcp#optimize_when_the_resource_is_discovered

38. LH desktop: Eliminate render-blocking resources (Est savings of 290 ms)

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lh-opportunity.render-blocking-resources-desktop`

Detail

<https://developer.chrome.com/docs/lighthouse/performance/render-blocking-resources/>

39. LH desktop: Minify JavaScript (Est savings of 5 KiB)

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lh-opportunity.unminified-javascript-desktop`

Detail

<https://developer.chrome.com/docs/lighthouse/performance/unminified-javascript/>

40. LH desktop: Reduce unused CSS (Est savings of 13 KiB)

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lh-opportunity.unused-css-rules-desktop`

Detail

<https://developer.chrome.com/docs/lighthouse/performance/unused-css-rules/>

41. LH desktop: Serve images in next-gen formats (Est savings of 106 KiB)

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier8.lh-opportunity.modern-image-formats-desktop`

Detail

<https://developer.chrome.com/docs/lighthouse/performance/uses-webp-images/>

42. Dutchie menu iframe not found on /, /menu, or /shop

Severity:

Page URL: <https://bettercannabis.com/>

Rule: `tier-revenue.dutchie.iframe-absent`

Detail

<https://bettercannabis.com/>

[P1] A11y: ARIA dialog and alerdialog nodes should have an accessible name ●

[P1] A11y: Elements must meet minimum color contrast ratio thresholds (x11) ●

[P1] A11y: Links must have discernible text (x3) ●

[P2] Missing meta description ●

[P2] No JSON-LD schema

[P2] 20 image(s) missing alt text ●

[P2] No H1 on homepage ●

[P2] Missing core schema types: Organization, LocalBusiness, WebSite ●

[P2] Missing security header: content-security-policy

[P2] Cookie missing Secure flag ●

[P2] No DMARC policy published ●

[P2] 10 tap targets under 44px at mobile-320 ●

[P2] 9 tap targets under 44px at mobile-375 ●

[P2] 9 tap targets under 44px at mobile-414 ●

[P2] 6 tap targets under 44px at tablet-768

[P2] Lighthouse perf (mobile): 62/100 ●

[P2] A11y: All page content should be contained by landmarks (x11) ●

[P2] A11y: The skip-link target should exist and be focusable ●

[P3] Title length 15 chars ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

[P3] Cookie missing SameSite flag ●

[P3] SSL Labs grade: unknown ●

[P3] DNSSEC not enabled ●

[P3] No CAA DNS records ●

[P3] No DKIM selectors found (standard selectors) ●

[P3] Lighthouse a11y (mobile): 86/100 ●

[P3] Lighthouse seo (mobile): 92/100

[P3] LH mobile: Preconnect to required origins (Est savings of 280 ms)

[P3] LH mobile: Preload Largest Contentful Paint image

[P3] LH mobile: Eliminate render-blocking resources (Est savings of 1,650 ms)

[P3] LH mobile: Minify JavaScript (Est savings of 5 KiB)

[P3] LH mobile: Reduce unused CSS (Est savings of 13 KiB)

[P3] Lighthouse a11y (desktop): 87/100

[P3] Lighthouse seo (desktop): 92/100

[P3] LH desktop: Preload Largest Contentful Paint image

[P3] LH desktop: Eliminate render-blocking resources (Est savings of 290 ms)

[P3] LH desktop: Minify JavaScript (Est savings of 5 KiB)

[P3] LH desktop: Reduce unused CSS (Est savings of 13 KiB)

[P3] LH desktop: Serve images in next-gen formats (Est savings of 106 KiB)

[P3] Dutchie menu iframe not found on /, /menu, or /shop

<https://bettercannabis.com/category/blog/>

[P2] Missing meta description ●

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P2] 5 image(s) missing alt text

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://bettercannabis.com/author/admin-better/>

[P2] Missing meta description ●

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P2] 5 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://bettercannabis.com/hello-world/>

[P2] Missing meta description ●

[P2] No JSON-LD schema ●

[P2] 6 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://bettercannabis.com/story/>

[P2] Missing meta description ●

[P2] No JSON-LD schema ●

[P2] 7 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://bettercannabis.com/rewards/>

[P2] Missing meta description ●

[P2] No JSON-LD schema ●

[P2] 5 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://bettercannabis.com/curbside/>

[P2] Missing meta description ●

[P2] No JSON-LD schema ●

[P2] 14 image(s) missing alt text

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://bettercannabis.com/connect-2/>

[P2] Missing meta description

[P2] No JSON-LD schema ●

[P2] 5 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://bettercannabis.com/connect/>

[P2] Missing meta description ●

[P2] No JSON-LD schema ●

[P2] 5 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://bettercannabis.com/metform-form/blank-form/>

[P2] Missing meta description ●

[P2] No JSON-LD schema ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://bettercannabis.com/robots.txt>

[P3] robots.txt does not reference sitemap ●

<https://bettercannabis.com/wp-login.php>

[P0] Sensitive artifact exposed: /wp-login.php ●