



**URL:** <https://olswell.com/>

**Platform:**

**Archetype:**

**Run ID:**

**Scanned:**

**Duration:**

monthly deep audit

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**Overall grade: F**

DIMENSION	COUNT	MEANING
Pages crawled	26	Full sitemap + linked pages
P0 (critical)	1	Site-down or compliance-breaking
P1 (urgent)	6	Significant revenue / SEO / UX impact
P2 (high)	39	Quality / ranking / trust degradation

DIMENSION	COUNT	MEANING
P3 (medium)	80	Polish + optimization
"Do first" items	5	AI-flagged top priorities
Quick wins (< 30 min)	24	Fastest ROI items

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

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

[P1] ● DO FIRST Lighthouse perf (mobile): 28/100

<https://olswell.com/>

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

<https://olswell.com/>

[P1] ● DO FIRST A11y: Links must have discernible text (x10)

<https://olswell.com/>

[P1] ● DO FIRST Journey failed: default: homepage → age gate → menu visible

<https://olswell.com/>

[P1] ● HIGH Lighthouse perf (desktop): 60/100

<https://olswell.com/>

[P1] ● HIGH Lighthouse bestPractices (desktop): 59/100

<https://olswell.com/>

[P2] ● HIGH 30 image(s) missing alt text

<https://olswell.com/>

[P2] ● HIGH 15 image(s) missing alt text

<https://olswell.com/olswell-cannabis-co-toy-drive/>

[P2] ● HIGH 15 image(s) missing alt text

<https://olswell.com/olswell-cannabis-co-toy-drive-2/>

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## P0 — 1 finding

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

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.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

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

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## P1 — 6 findings

### 1. Lighthouse perf (mobile): 28/100

Severity:    Priority: ●

Effort:

Business category:

Page URL: <https://olswell.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

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

Severity:    Priority: ●

Effort:

Business category:

Page URL: <https://olswell.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

## 3. A11y: Links must have discernible text (×10)

Severity:    Priority: ●

Effort:

Business category:

Page URL: <https://olswell.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

#### 4. Journey failed: default: homepage → age gate → menu visible

Severity:    Priority: ●

Effort:

Business category:

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

Rule: `tier10.journey.failed`

What it means (plain English)

Why it matters for your business:

Technical root cause: `<script type="module">` `import`

Recommended fix — step by step

```
<script type="module">
```

```
src
```

```
<head>
```

```
<body>
```

```
npm run build
```

```
application/javascript
```

```
text/html
```

## 5. Lighthouse perf (desktop): 60/100

Severity:    Priority: ●

Effort:

Business category:

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

Rule: `tier8.lighthouse.perf-desktop`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

## 6. Lighthouse bestPractices (desktop): 59/100

Severity:    Priority: ●

Effort:

Business category:

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

Rule: `tier8.lighthouse.bestPractices-desktop`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

```
audit fix
```

```
npm audit
```

```
npm
```

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P2 — 39 findings

1. 30 image(s) missing alt text

Severity:    Priority: ●

Effort:

Business category:

Page URL: <https://olswell.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. 15 image(s) missing alt text

Severity:    Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/olswell-cannabis-co-toy-drive/>

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://olswell.com/olswell-cannabis-co-toy-drive/>

### 3. 15 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/olswell-cannabis-co-toy-drive-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://olswell.com/olswell-cannabis-co-toy-drive-2/>

### 4. 15 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/olswell-cannabis-co-toy-drive-3/>

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://olswell.com/olswell-cannabis-co-toy-drive-3/>

## 5. 15 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/trends-in-cannabis-consumption/>

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://olswell.com/trends-in-cannabis-consumption/>

## 6. 15 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/live-resin-concentrates-at-olswell/>

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

## 7. 15 image(s) missing alt text

Severity:    Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/ounces-at-olswell/>

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://olswell.com/ounces-at-olswell/>

## 8. 15 image(s) missing alt text

Severity:    Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/pre-rolls-at-olswell/>

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://olswell.com/pre-rolls-at-olswell/>

## 9. 15 image(s) missing alt text

Severity:    Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/cartridges-at-olswell/>

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://olswell.com/cartridges-at-olswell/>

## 10. 15 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/gummies-chocolates-at-olswell/>

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

## 11. 15 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/rosin-concentrates-at-olswell/>

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://olswell.com/rosin-concentrates-at-olswell/>

<https://olswell.com/rosin-concentrates-at-olswell/>

## 12. 16 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/faqs/>

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://olswell.com/faqs/>

### 13. 19 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/cannabis-education-hub/>

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://olswell.com/cannabis-education-hub/>

### 14. 16 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/contact-us/>

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://olswell.com/contact-us/>

## 15. 22 image(s) missing alt text

Severity:    Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/in-store-pickup/>

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

## 16. 22 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/loyalty-program/>

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

What it means (plain English)

Why it matters for your business:

Technical root cause:

`alt`

Recommended fix — step by step

<https://olswell.com/loyalty-program/>

## 17. 22 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/adrian-mi/>

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

## 18. 21 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/grand-rapids-mi/>

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

## 19. 21 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/kalkaska-mi/>

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://olswell.com/kalkaska-mi/>

## 20. 21 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/traverse-city-mi/>

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://olswell.com/traverse-city-mi/>,

## 21. 30 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: [https://olswell.com/?elementor\\_library=elementor-section-693](https://olswell.com/?elementor_library=elementor-section-693)

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

## 22. 30 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: [https://olswell.com/?elementor\\_library=single-post](https://olswell.com/?elementor_library=single-post)

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

[elementor\\_library=single-post](https://olswell.com/?elementor_library=single-post)

<https://olswell.com/?>

## 23. 30 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: [https://olswell.com/?elementor\\_library=default-kit](https://olswell.com/?elementor_library=default-kit)

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

## 24. 30 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: [https://olswell.com/?elementor\\_library=footer](https://olswell.com/?elementor_library=footer)

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

## 25. 30 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

Page URL: [https://olswell.com/?elementor\\_library=header](https://olswell.com/?elementor_library=header)

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://olswell.com/?elementor\\_library=header](https://olswell.com/?elementor_library=header)

## 26. 18 image(s) missing alt text

Severity:      Priority: ●

Effort:

Business category:

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

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

## 27. Mobile perf measurement failed

Severity:      Priority: ●

Effort:

Business category:

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

Rule: `tier3.perf.mobile-fail`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://olswell.com/>

<https://olswell.com/>

## 28. Missing core schema types: LocalBusiness

Severity:    Priority: ●

Effort:

Business category:

Page URL: <https://olswell.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

## 29. Missing security header: strict-transport-security

Severity:      Priority: ●

Effort:

Business category:

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

Rule: `tier5.header.strict-transport-security`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://securityheaders.com>

<https://olswell.com>

<https://hstspreload.org>

## 30. Missing security header: x-frame-options

Severity:      Priority: ●

Effort:

Business category:

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

Rule: `tier5.header.x-frame-options`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://olswell.com/>

### 31. Missing security header: content-security-policy

Severity:    Priority: ●

Effort:

Business category:

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

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

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://olswell.com/>

## 32. 45 tap targets under 44px at mobile-320

Severity:    Priority: ●

Effort:

Business category:

Page URL: <https://olswell.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

### 33. 49 tap targets under 44px at mobile-375

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.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

```
padding: 8px 12px
```

```
padding: 12px 16px
```

### 34. 49 tap targets under 44px at mobile-414

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.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

```
.touch-target min-width: 44px; min-height: 44px;  
padding  
border: 8px solid transparent
```

## 35. 31 tap targets under 44px at tablet-768

Severity:    Priority: ●

Effort:

Business category:

Page URL: <https://olswell.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

### 36. Lighthouse bestPractices (mobile): 61/100

Severity:     Priority: ●

Effort:

Business category:

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

Rule: `tier8.lighthouse.bestPractices-mobile`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

`npm audit`

`<picture>`

`document.write`

### 37. A11y: Heading levels should only increase by one (×2)

Severity:      Priority: ●

Effort:

Business category:

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

Rule: `tier9.a11y.heading-order`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

### 38. A11y: All page content should be contained by landmarks (×20)

Severity:

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

Rule: `tier9.a11y.region`

Detail

<https://dequeuniversity.com/rules/axe/4.11/region?application=playwright>

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

Severity:

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

Rule: `tier9.a11y.skip-link`

Detail

<https://dequeuniversity.com/rules/axe/4.11/skip-link?application=playwright>

## P3 — 80 findings

### 1. robots.txt does not reference sitemap

Severity:      Priority: ●

Effort:

Business category:

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

[index.xml](#);

<https://olswell.com/sitemap.xml>    [\[https://olswell.com/\\[your-sitemap-path\\]\]\(https://olswell.com/\[your-sitemap-path\]\)!](https://olswell.com/sitemap-</a></p></div><div data-bbox=)

## 2. Missing OpenGraph metadata

Severity:     Priority: ●

Effort:

Business category:

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

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause: `<meta property="og:image">` `<head>` `<meta property="og:title">` `<meta`

Recommended fix — step by step

```
<meta property="og:
<head> <meta
property="og:title" content="[Your Dispensary Name & Tagline]"> <meta
property="og:image" content="[full URL to a 1200x630px branded image]">
<meta property="og:url" content="https://olswell.com/">
<meta name="twitter:card" content="summary_large_image"> <meta
name="twitter:image" content="[same image URL]">
```

## 3. Missing OpenGraph metadata

Severity:     Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/olswell-cannabis-co-toy-drive/>

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://olswell.com/olswell-cannabis-co-toy-drive/>

#### 4. Missing OpenGraph metadata

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/olswell-cannabis-co-toy-drive-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://olswell.com/images/toy-drive-social.jpg>>

## 5. Missing Twitter card

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/olswell-cannabis-co-toy-drive-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">
```

Recommended fix — step by step

## 6. Missing OpenGraph metadata

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/olswell-cannabis-co-toy-drive-3/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

[toy-drive-3/](https://olswell.com/olswell-cannabis-co-toy-drive-3/) <https://olswell.com/olswell-cannabis-co->

## 7. Missing Twitter card

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/olswell-cannabis-co-toy-drive-3/>

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 Title"> <meta
name="twitter:description" content="Your Description"> <meta
name="twitter:image" content="https://yoursite.com/image.jpg">
```

## 8. Missing OpenGraph metadata

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/trends-in-cannabis-consumption/>

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://olswell.com/trends-in-cannabis-consumption/>

[https://olswell.com/images/\[filename.jpg\]](https://olswell.com/images/[filename.jpg])".>.

<https://olswell.com/trends-in-cannabis-consumption/>".>.

## 9. Missing Twitter card

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/trends-in-cannabis-consumption/>

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

What it means (plain English)

Why it matters for your business:

Technical root cause: `twitter:card` `twitter:title`  
`twitter:description` `twitter:image`

Recommended fix — step by step

<https://olswell.com/trends-in-cannabis-consumption/>

```
<meta name="twitter:card"
content="summary_large_image"> <meta name="twitter:title" content="[page
headline]"> <meta name="twitter:description" content="[page excerpt, max
200 chars]"> <meta name="twitter:image" content="[URL to hero image, min
300x157px]"> <meta name="twitter:site" content="@olswell">
```

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

## 10. Missing OpenGraph metadata

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/live-resin-concentrates-at-olswell/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

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

Recommended fix — step by step

```
<meta property="og:title" content="Live Resin Concentrates at  
Olswell">  
<meta property="og:image" content="https://olswell.com/path-to-product-  
image.jpg">  
<meta property="og:url" content="https://olswell.com/live-resin-  
concentrates-at-olswell/">
```

## 11. Missing Twitter card

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/live-resin-concentrates-at-olswell/>

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://olswell.com/path/to/product-image.jpg>
```

<https://olswell.com/path/to/product-image.jpg>>

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

## 12. Description length 161 chars

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/ounces-at-olswell/>

Rule: `tier2.meta.description-length`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://olswell.com/ounces-at-olswell/>

## 13. Missing Twitter card

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/ounces-at-olswell/>

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

What it means (plain English)

Why it matters for your business:

Technical root cause:

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

Recommended fix — step by step

```
https://olswell.com/ounces-at-olswell/ <meta  
name="twitter:card" content="summary_large_image"> <meta  
name="twitter:image" content="[your-product-image-url]"> <meta  
property="og:title" content="[product-name]"> <meta  
property="og:description" content="[product-description]"
```

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

## 14. Missing OpenGraph metadata

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/pre-rolls-at-olswell/>

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://olswell.com/\[path-to-product-image\]](https://olswell.com/[path-to-product-image])>

<https://olswell.com/pre-rolls-at-olswell/>>

## 15. Missing Twitter card

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/pre-rolls-at-olswell/>

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"`

`<head>`

Recommended fix — step by step

```
<head>
  <meta name="twitter:card"
content="summary_large_image"><meta name="twitter:title" content="Pre-Rolls
at Olswell"><meta name="twitter:description" content="[Your product
description]"><meta name="twitter:image" content="[URL to product image]">
  <meta property="og:title"
content="Pre-Rolls at Olswell"><meta property="og:description"
content="..."><meta property="og:image" content="...">
```

## 16. Missing OpenGraph metadata

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/cartridges-at-olswell/>

Rule: `tier2.meta.no-og`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

## 17. Missing Twitter card

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/cartridges-at-olswell/>

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

What it means (plain English)

Why it matters for your business:

Technical root cause:

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

### Recommended fix — step by step

<https://olswell.com/cartridges-at-olswell/>

```
<meta name="twitter:card"
content="summary_large_image"> <meta name="twitter:title" content="
[product name]"> <meta name="twitter:description" content="[product
description, max 200 chars]"> <meta name="twitter:image" content="[full
URL to product image, min 300x157px]">
```

## 18. Missing OpenGraph metadata

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/rosin-concentrates-at-olswell/>

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://olswell.com/rosin-concentrates-at-olswell/>

## 19. Missing Twitter card

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/rosin-concentrates-at-olswell/>

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 Product Name">
```

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

```
<meta name="twitter:image" content="https://olswell.com/path-to-product-image.jpg">
```

## 20. Missing Twitter card

Severity:      Priority: ●

Effort:

Business category:

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

Rule: tier2.meta.no-twitter-card

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

## 21. Missing Twitter card

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/olswell-cannabis-co-toy-drive/>

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://olswell.com/olswell-cannabis-co-toy-drive/>

<https://olswell.com/path-to-best-image.jpg>>

## 22. Missing Twitter card

Severity:      Priority: ●

Effort:

Business category:

Page URL: <https://olswell.com/faqs/>

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

<https://olswell.com/faqs/>

<https://olswell.com/path-to-image.jpg>>

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

## 23. Missing OpenGraph metadata

Severity:

Page URL: <https://olswell.com/ounces-at-olswell/>

Rule: `tier2.meta.no-og`

Detail

## 24. Description length 161 chars

Severity:

Page URL: <https://olswell.com/cartridges-at-olswell/>

Rule: `tier2.meta.description-length`

Detail

## 25. Missing OpenGraph metadata

Severity:

Page URL: <https://olswell.com/gummies-chocolates-at-olswell/>

Rule: `tier2.meta.no-og`

Detail

## 26. Missing Twitter card

Severity:

Page URL: <https://olswell.com/gummies-chocolates-at-olswell/>

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

Detail

## 27. Missing OpenGraph metadata

Severity:

Page URL: <https://olswell.com/faqs/>

Rule: `tier2.meta.no-og`

Detail

## 28. Missing OpenGraph metadata

Severity:

Page URL: <https://olswell.com/cannabis-education-hub/>

Rule: `tier2.meta.no-og`

Detail

## 29. Missing Twitter card

Severity:

Page URL: <https://olswell.com/cannabis-education-hub/>

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

Detail

### 30. Missing OpenGraph metadata

Severity:

Page URL: <https://olswell.com/contact-us/>

Rule: `tier2.meta.no-og`

Detail

### 31. Missing Twitter card

Severity:

Page URL: <https://olswell.com/contact-us/>

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

Detail

### 32. Missing OpenGraph metadata

Severity:

Page URL: <https://olswell.com/in-store-pickup/>

Rule: `tier2.meta.no-og`

Detail

### 33. Missing Twitter card

Severity:

Page URL: <https://olswell.com/in-store-pickup/>

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

Detail

### 34. Missing OpenGraph metadata

Severity:

Page URL: <https://olswell.com/loyalty-program/>

Rule: `tier2.meta.no-og`

Detail

### 35. Missing Twitter card

Severity:

Page URL: <https://olswell.com/loyalty-program/>

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

Detail

### 36. Missing OpenGraph metadata

Severity:

Page URL: <https://olswell.com/adrian-mi/>

Rule: `tier2.meta.no-og`

Detail

### 37. Missing Twitter card

Severity:

Page URL: <https://olswell.com/adrian-mi/>

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

Detail

### 38. Missing OpenGraph metadata

Severity:

Page URL: <https://olswell.com/grand-rapids-mi/>

Rule: `tier2.meta.no-og`

Detail

### 39. Missing Twitter card

Severity:

Page URL: <https://olswell.com/grand-rapids-mi/>

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

Detail

## 40. Missing OpenGraph metadata

Severity:

Page URL: <https://olswell.com/kalkaska-mi/>

Rule: `tier2.meta.no-og`

Detail

## 41. Missing Twitter card

Severity:

Page URL: <https://olswell.com/kalkaska-mi/>

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

Detail

## 42. Missing OpenGraph metadata

Severity:

Page URL: <https://olswell.com/traverse-city-mi/>

Rule: `tier2.meta.no-og`

Detail

## 43. Missing Twitter card

Severity:

Page URL: <https://olswell.com/traverse-city-mi/>

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

Detail

## 44. Missing OpenGraph metadata

Severity:

Page URL: [https://olswell.com/?elementor\\_library=elementor-section-693](https://olswell.com/?elementor_library=elementor-section-693)

Rule: `tier2.meta.no-og`

Detail

## 45. Missing Twitter card

Severity:

Page URL: [https://olswell.com/?elementor\\_library=elementor-section-693](https://olswell.com/?elementor_library=elementor-section-693)

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

Detail

## 46. Missing OpenGraph metadata

Severity:

Page URL: [https://olswell.com/?elementor\\_library=single-post](https://olswell.com/?elementor_library=single-post)

Rule: `tier2.meta.no-og`

Detail

## 47. Missing Twitter card

Severity:

Page URL: [https://olswell.com/?elementor\\_library=single-post](https://olswell.com/?elementor_library=single-post)

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

Detail

## 48. Missing OpenGraph metadata

Severity:

Page URL: [https://olswell.com/?elementor\\_library=default-kit](https://olswell.com/?elementor_library=default-kit)

Rule: `tier2.meta.no-og`

Detail

## 49. Missing Twitter card

Severity:

Page URL: [https://olswell.com/?elementor\\_library=default-kit](https://olswell.com/?elementor_library=default-kit)

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

Detail

## 50. Missing OpenGraph metadata

Severity:

Page URL: [https://olswell.com/?elementor\\_library=footer](https://olswell.com/?elementor_library=footer)

Rule: `tier2.meta.no-og`

Detail

## 51. Missing Twitter card

Severity:

Page URL: [https://olswell.com/?elementor\\_library=footer](https://olswell.com/?elementor_library=footer)

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

Detail

## 52. Missing OpenGraph metadata

Severity:

Page URL: [https://olswell.com/?elementor\\_library=header](https://olswell.com/?elementor_library=header)

Rule: `tier2.meta.no-og`

Detail

## 53. Missing Twitter card

Severity:

Page URL: [https://olswell.com/?elementor\\_library=header](https://olswell.com/?elementor_library=header)

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

Detail

## 54. Description length 18 chars

Severity:

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

Rule: `tier2.meta.description-length`

Detail

## 55. Missing OpenGraph metadata

Severity:

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

Rule: `tier2.meta.no-og`

Detail

## 56. Missing Twitter card

Severity:

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

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

Detail

## 57. Desktop perf measurement failed

Severity:

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

Rule: `tier3.perf.desktop-fail`

Detail

<https://olswell.com/>,

## 58. Missing security header: x-content-type-options

Severity:

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

Rule: `tier5.header.x-content-type-options`

Detail

## 59. Missing security header: referrer-policy

Severity:

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

Rule: `tier5.header.referrer-policy`

Detail

## 60. Missing security header: permissions-policy

Severity:

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

Rule: `tier5.header.permissions-policy`

Detail

## 61. SSL Labs grade: unknown

Severity:

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

Rule: `tier5.fortress.ssl-grade`

Detail

## 62. DNSSEC not enabled

Severity:

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

Rule: `tier5.fortress.dnssec-missing`

Detail

## 63. No CAA DNS records

Severity:

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

Rule: `tier5.fortress.caa-missing`

Detail

## 64. DMARC policy is p=none (monitoring only)

Severity:

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

Rule: `tier5.fortress.dmarc-weak`

Detail

## 65. No DKIM selectors found (standard selectors)

Severity:

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

Rule: `tier5.fortress.dkim-missing`

Detail

## 66. Lighthouse a11y (mobile): 90/100

Severity:

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

Rule: `tier8.lighthouse.a11y-mobile`

Detail

## 67. Lighthouse seo (mobile): 92/100

Severity:

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

Rule: `tier8.lighthouse.seo-mobile`

Detail

## 68. LH mobile: Preconnect to required origins (Est savings of 360 ms)

Severity:

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

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

Detail

`preconnect` `dns-prefetch`

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

## 69. LH mobile: Preload Largest Contentful Paint image

Severity:

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

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

#### Detail

[https://web.dev/articles/optimize-lcp#optimize\\_when\\_the\\_resource\\_is\\_discovered](https://web.dev/articles/optimize-lcp#optimize_when_the_resource_is_discovered)

### 70. LH mobile: Defer offscreen images (Est savings of 66 KiB)

Severity:

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

Rule: `tier8.lh-opportunity.offscreen-images-mobile`

#### Detail

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

### 71. LH mobile: Eliminate render-blocking resources (Est savings of 2,290 ms)

Severity:

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

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

#### Detail

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

### 72. LH mobile: Minify JavaScript (Est savings of 8 KiB)

Severity:

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

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

#### Detail

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

### 73. Lighthouse a11y (desktop): 90/100

Severity:

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

Rule: `tier8.lighthouse.a11y-desktop`

Detail

## 74. Lighthouse seo (desktop): 92/100

Severity:

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

Rule: `tier8.lighthouse.seo-desktop`

Detail

## 75. LH desktop: Preconnect to required origins (Est savings of 150 ms)

Severity:

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

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

Detail

`preconnect` `dns-prefetch`

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

## 76. LH desktop: Defer offscreen images (Est savings of 72 KiB)

Severity:

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

Rule: `tier8.lh-opportunity.offscreen-images-desktop`

Detail

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

## 77. LH desktop: Eliminate render-blocking resources (Est savings of 260 ms)

Severity:

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

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

Detail

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

## 78. LH desktop: Minify JavaScript (Est savings of 8 KiB)

Severity:

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

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

Detail

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

## 79. LH desktop: Reduce unused CSS (Est savings of 62 KiB)

Severity:

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

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

Detail

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

## 80. A11y: ARIA role should be appropriate for the element

Severity:

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

Rule: `tier9.a11y.aria-allowed-role`

Detail

<https://dequeuniversity.com/rules/axe/4.11/aria-allowed-role?application=playwright>

---

<https://olswell.com/>

[P1] Lighthouse perf (desktop): 60/100 🟡

[P1] Lighthouse bestPractices (desktop): 59/100 🟡

[P1] A11y: ARIA dialog and alertdialog nodes should have an accessible name 🔴

[P1] A11y: Links must have discernible text (×10) 🔴

[P1] Journey failed: default: homepage → age gate → menu visible 🔴

[P2] 30 image(s) missing alt text 🟡

[P2] Mobile perf measurement failed 🟡

[P2] Missing core schema types: LocalBusiness 🟡

[P2] Missing security header: strict-transport-security 🟡

[P2] Missing security header: x-frame-options 🟡

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

[P2] 45 tap targets under 44px at mobile-320 🟡

[P2] 49 tap targets under 44px at mobile-375 🟡

[P2] 49 tap targets under 44px at mobile-414 ●

[P2] 31 tap targets under 44px at tablet-768 ●

[P2] Lighthouse bestPractices (mobile): 61/100 ●

[P2] A11y: Heading levels should only increase by one (x2) ●

[P2] A11y: All page content should be contained by landmarks (x20)

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

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

[P3] Desktop perf measurement failed

[P3] Missing security header: x-content-type-options

[P3] Missing security header: referrer-policy

[P3] Missing security header: permissions-policy

[P3] SSL Labs grade: unknown

[P3] DNSSEC not enabled

[P3] No CAA DNS records

[P3] DMARC policy is p=none (monitoring only)

[P3] No DKIM selectors found (standard selectors)

[P3] Lighthouse a11y (mobile): 90/100

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

[P3] LH mobile: Preconnect to required origins (Est savings of 360 ms)

[P3] LH mobile: Preload Largest Contentful Paint image

[P3] LH mobile: Defer offscreen images (Est savings of 66 KiB)

[P3] LH mobile: Eliminate render-blocking resources (Est savings of 2,290 ms)

[P3] LH mobile: Minify JavaScript (Est savings of 8 KiB)

[P3] Lighthouse a11y (desktop): 90/100

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

[P3] LH desktop: Preconnect to required origins (Est savings of 150 ms)

- [P3] LH desktop: Defer offscreen images (Est savings of 72 KiB)
- [P3] LH desktop: Eliminate render-blocking resources (Est savings of 260 ms)
- [P3] LH desktop: Minify JavaScript (Est savings of 8 KiB)
- [P3] LH desktop: Reduce unused CSS (Est savings of 62 KiB)
- [P3] A11y: ARIA role should be appropriate for the element

<https://olswell.com/ounces-at-olswell/>

[P2] 15 image(s) missing alt text ●

[P3] Description length 161 chars ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card ●

<https://olswell.com/cartridges-at-olswell/>

[P2] 15 image(s) missing alt text ●

[P3] Description length 161 chars

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

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

[P2] 18 image(s) missing alt text ●

[P3] Description length 18 chars

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

<https://olswell.com/olswell-cannabis-co-toy-drive/>

[P2] 15 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://olswell.com/olswell-cannabis-co-toy-drive-2/>

[P2] 15 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://olswell.com/olswell-cannabis-co-toy-drive-3/>

[P2] 15 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://olswell.com/trends-in-cannabis-consumption/>

[P2] 15 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://olswell.com/live-resin-concentrates-at-olswell/>

[P2] 15 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://olswell.com/pre-rolls-at-olswell/>

[P2] 15 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://olswell.com/gummies-chocolates-at-olswell/>

[P2] 15 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

<https://olswell.com/rosin-concentrates-at-olswell/>

[P2] 15 image(s) missing alt text ●

[P3] Missing OpenGraph metadata ●

[P3] Missing Twitter card ●

<https://olswell.com/faqs/>

[P2] 16 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card ●

<https://olswell.com/cannabis-education-hub/>

[P2] 19 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

<https://olswell.com/contact-us/>

[P2] 16 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

<https://olswell.com/in-store-pickup/>

[P2] 22 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

<https://olswell.com/loyalty-program/>

[P2] 22 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

<https://olswell.com/adrian-mi/>

[P2] 22 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

<https://olswell.com/grand-rapids-mi/>

[P2] 21 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

<https://olswell.com/kalkaska-mi/>

[P2] 21 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

<https://olswell.com/traverse-city-mi/>

[P2] 21 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

[https://olswell.com/?elementor\\_library=elementor-section-693](https://olswell.com/?elementor_library=elementor-section-693)

[P2] 30 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

[https://olswell.com/?elementor\\_library=single-post](https://olswell.com/?elementor_library=single-post)

[P2] 30 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

[https://olswell.com/?elementor\\_library=default-kit](https://olswell.com/?elementor_library=default-kit)

[P2] 30 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

[https://olswell.com/?elementor\\_library=footer](https://olswell.com/?elementor_library=footer)

[P2] 30 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

[https://olswell.com/?elementor\\_library=header](https://olswell.com/?elementor_library=header)

[P2] 30 image(s) missing alt text ●

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

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

[P3] robots.txt does not reference sitemap ●

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

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

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