



URL: <https://www.thealchemy.nyc/>

Platform:

Archetype:

Run ID:

Scanned:

Duration:

monthly deep audit

Overall grade: D

DIMENSION	COUNT	MEANING
Pages crawled	32	Full sitemap + linked pages
P0 (critical)	0	Site-down or compliance-breaking
P1 (urgent)	8	Significant revenue / SEO / UX impact
P2 (high)	95	Quality / ranking / trust degradation

DIMENSION	COUNT	MEANING
P3 (medium)	65	Polish + optimization
"Do first" items	8	AI-flagged top priorities
Quick wins (< 30 min)	38	Fastest ROI items

[P1] ● DO FIRST 2 mixed-content references (<http://>)

<https://www.thealchemy.nyc/>

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

<https://www.thealchemy.nyc/>

[P1] ● DO FIRST A11y: Required ARIA attributes must be provided

<https://www.thealchemy.nyc/>

[P1] ● DO FIRST A11y: Certain ARIA roles must contain particular children

<https://www.thealchemy.nyc/>

[P1] ● DO FIRST A11y: ARIA roles used must conform to valid values

<https://www.thealchemy.nyc/>

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

<https://www.thealchemy.nyc/>

[P1] ● DO FIRST A11y: Links must have discernible text (x2)

<https://www.thealchemy.nyc/>

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

<https://www.thealchemy.nyc/>

[P2] ● HIGH Missing canonical

<https://www.thealchemy.nyc/>

[P2] ● HIGH 11 image(s) missing alt text

<https://www.thealchemy.nyc/>

P1 — 8 findings

1. 2 mixed-content references (<http://>).

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/>

Rule: tier5.mixed-content

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<http://oasas.ny.gov/HOPELine>

<https://oasas.ny.gov/HOPELine>.

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

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/>

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: Required ARIA attributes must be provided

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier9.a11y.aria-required-attr`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

4. A11y: Certain ARIA roles must contain particular children

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier9.a11y.aria-required-children`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

```
document.querySelectorAll('#swiper-wrapper-887121b083756bbb > div').forEach(el => el.setAttribute('role', 'listitem'));
```

5. A11y: ARIA roles used must conform to valid values

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier9.a11y.aria-roles`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

6. A11y: Elements must meet minimum color contrast ratio thresholds

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier9.a11y.color-contrast`

What it means (plain English)

Why it matters for your business:

Technical root cause: `.banner_status > .active > div`

Recommended fix — step by step

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

7. A11y: Links must have discernible text (×2)

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier9.a11y.link-name`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

8. Journey failed: default: homepage → age gate → menu visible

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier10.journey.failed`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://lab.alpineiq.com>

P2 — 95 findings

1. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier2.meta.no-canonical`

What it means (plain English)

Why it matters for your business:

Technical root cause:

<https://www.thealchemy.nyc/>>

Recommended fix — step by step

<https://www.thealchemy.nyc/>>

<https://www.thealchemy.nyc/>

<https://www.thealchemy.nyc/>

2. 11 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/>

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

3. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc>

Rule: `tier2.meta.no-canonical`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

4. 11 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/>

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

5. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/about-us>

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://www.thealchemy.nyc/about-us>>

6. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/about-us>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

7. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/contact-us>

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://www.thealchemy.nyc/contact-us>
[https://www.thealchemy.nyc/contact-us"](https://www.thealchemy.nyc/contact-us)

8. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/privacy-policy>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://www.google.com/webmasters/markup-helper/>

https://search.google.com/test/rich-results_

9. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/shop>

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://www.thealchemy.nyc/shop>

[https://www.thealchemy.nyc/shop">](https://www.thealchemy.nyc/shop)

10. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/shop>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://schema.org/>, "@type": "Product", "name": "...", "price": "...", "availability": "https://schema.org/InStock"}.

11. Missing meta description

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/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

12. 7 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/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

13. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/gr>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

14. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/current-specials>

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://www.thealchemy.nyc/current-specials>

15. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/current-specials>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

16. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/promotions>

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://www.thealchemy.nyc/promotions">](https://www.thealchemy.nyc/promotions)

<https://www.thealchemy.nyc/promotions,>

17. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/promotions>

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 canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/the-alchemy-flatiron>

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://www.thealchemy.nyc/flatiron/the-alchemy-flatiron>

[https://www.thealchemy.nyc/flatiron/the-alchemy-flatiron">";](https://www.thealchemy.nyc/flatiron/the-alchemy-flatiron)

19. 8 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/the-alchemy-flatiron>

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://www.thealchemy.nyc/flatiron/the-alchemy-flatiron>

20. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/about-us-flatiron>

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://www.thealchemy.nyc/flatiron/about-us-flatiron"](https://www.thealchemy.nyc/flatiron/about-us-flatiron)

21. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/current-specials-flatiron>

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://www.thealchemy.nyc/flatiron/current-specials-flatiron\)](https://www.thealchemy.nyc/flatiron/current-specials-flatiron)

[https://www.thealchemy.nyc/flatiron/current-specials-flatiron"](https://www.thealchemy.nyc/flatiron/current-specials-flatiron)

22. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/current-specials-flatiron>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

23. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/promotions-flatiron>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://search.google.com/structured-data/testing-tool>

<https://schema.org>,".

<https://schema.org/InStock>"}.

<https://search.google.com/structured-data/testing-tool>

24. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/shop-flatiron>

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://www.thealchemy.nyc/flatiron/shop-flatiron>

[https://www.thealchemy.nyc/flatiron/shop-flatiron">](https://www.thealchemy.nyc/flatiron/shop-flatiron)

25. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/shop-flatiron>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

26. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/contact-us-flatiron>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

27. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/terms-conditions-flatiron>

Rule: `tier2.meta.no-canonical`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

28. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/privacy-policy-flatiron>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

29. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/cannabis-for-seniors-in-nyc-a-guide-to-wellness-sleep-and-pain-relief>

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://www.thealchemy.nyc/post/cannabis-for-seniors-in-nyc-a-guide-to-wellness-sleep-and-pain-relief>

<https://www.thealchemy.nyc/post/cannabis-for-seniors-in-nyc-a-guide-to-wellness-sleep-and-pain-relief'>>

30. 6 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/cannabis-for-seniors-in-nyc-a-guide-to-wellness-sleep-and-pain-relief>

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

31. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/cannabis-for-stress-anxiety-sleep>

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

<head>

```
{"@context":"https://schema.org","@type":"Article","headline":"[page title]","datePublished":"[publish date]","author":{"@type":"Organization","name":"The Alchemy"},"description":"[meta description]"}
```

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

32. 6 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/cannabis-for-stress-anxiety-sleep>

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://www.thealchemy.nyc/post/cannabis-for-stress-anxiety-sleep>

33. 6 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/dry-january-reimagined-the-alchemy-of-cali-sober-rituals>

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://www.thealchemy.nyc/post/dry-january-reimagined-the-alchemy-of-cali-sober-rituals>

34. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/how-the-alchemy-is-transforming-the-ny-dispensary-experience>

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://www.thealchemy.nyc/post/how-the-alchemy-is-transforming-the-ny-dispensary-experience>

[https://www.thealchemy.nyc/post/how-the-alchemy-is-transforming-the-ny-dispensary-experience">](https://www.thealchemy.nyc/post/how-the-alchemy-is-transforming-the-ny-dispensary-experience)

35. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/how-the-alchemy-is-transforming-the-ny-dispensary-experience>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://schema.org>,"@type":"BlogPosting","headline":"How

36. 6 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/how-the-alchemy-is-transforming-the-ny-dispensary-experience>

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

37. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/how-to-choose-the-right-cannabis-dispensary-in-nyc>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

```
{"@context":"https://schema.org","@type":"BlogPosting","headline":"How to Choose the Right Cannabis Dispensary in NYC","datePublished":"[publish date]","dateModified":"[last update]","author":{"@type":"Organization","name":"The Alchemy"},"mainEntity":{"@type":"Article","articleBody":"[first 200 chars of post body]"}}
```

38. 6 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/how-to-choose-the-right-cannabis-dispensary-in-nyc>

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

39. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/new-year-new-rituals-how-cannabis-can-elevate-your-wellness-routine>

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://www.thealchemy.nyc/post/new-year-new-rituals-how-cannabis-can-elevate-your-wellness-routine>

40. 6 image(s) missing alt text

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/new-year-new-rituals-how-cannabis-can-elevate-your-wellness-routine>

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

41. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/ritual-boxes-by-the-alchemy>

Rule: `tier2.meta.no-canonical`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

42. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/contact-us>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://schema.org>, <https://www.thealchemy.nyc>},
<https://schema.org>,

43. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/terms-conditions>

Rule: `tier2.meta.no-canonical`

What it means (plain English)

Why it matters for your business:

Technical root cause:

[https://www.thealchemy.nyc/terms-conditions">](https://www.thealchemy.nyc/terms-conditions)

Recommended fix — step by step

[https://www.thealchemy.nyc/terms-conditions">](https://www.thealchemy.nyc/terms-conditions)

44. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/terms-conditions>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

```
https://schema.org,"@type":"WebPage","name":"Terms  
https://www.thealchemy.nyc/terms-conditions,"publisher":  
{"@type":"Organization","name":"The https://www.thealchemy.nyc}}</script>
```

45. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/privacy-policy>

Rule: `tier2.meta.no-canonical`

What it means (plain English)

Why it matters for your business:

Technical root cause: <https://www.thealchemy.nyc/privacy-policy>>

Recommended fix — step by step

<https://www.thealchemy.nyc/privacy-policy>>

46. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/blog>

Rule: `tier2.meta.no-canonical`

What it means (plain English)

Why it matters for your business:

Technical root cause:

[https://www.thealchemy.nyc/blog">](https://www.thealchemy.nyc/blog)

Recommended fix — step by step

[https://www.thealchemy.nyc/blog">](https://www.thealchemy.nyc/blog)

47. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/blog>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

48. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/qr>

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://www.thealchemy.nyc/qr>

<https://www.thealchemy.nyc/qr>

<https://www.thealchemy.nyc/gr>

49. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/terms-conditions-flatiron>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://schema.org>),.

<https://schema.org>".

<https://www.thealchemy.nyc/flatiron/terms-conditions-flatiron>"}</script>

50. Missing canonical

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/flatiron/privacy-policy-flatiron>

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://www.thealchemy.nyc/flatiron/privacy-policy-flatiron"](https://www.thealchemy.nyc/flatiron/privacy-policy-flatiron)

51. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/cannabis-storage-best-practices-to-keep-your-stash-fresh>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

52. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/celebrate-the-grand-opening-of-the-alchemy-7-days-of-activations-experiences-elevated-nyc-vibes>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

53. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/dry-january-reimagined-the-alchemy-of-cali-sober-rituals>

Rule: `tier2.schema.none`

What it means (plain English)

Why it matters for your business:

Technical root cause:

Recommended fix — step by step

<https://schema.org>,"@type":"BlogPosting","headline":"[post

54. No JSON-LD schema

Severity: Priority: ●

Effort:

Business category:

Page URL: <https://www.thealchemy.nyc/post/ritual-boxes-by-the-alchemy>

Rule: `tier2.schema.none`

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/>:

55. No JSON-LD schema

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/about-us-flatiron>

Rule: `tier2.schema.none`

Detail

56. Missing canonical

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/promotions-flatiron>

Rule: `tier2.meta.no-canonical`

Detail

57. Missing canonical

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/contact-us-flatiron>

Rule: `tier2.meta.no-canonical`

Detail

58. No JSON-LD schema

Severity:

Page URL: <https://www.thealchemy.nyc/post/cannabis-for-seniors-in-nyc-a-guide-to-wellness-sleep-and-pain-relief>

Rule: `tier2.schema.none`

Detail

59. Missing canonical

Severity:

Page URL: <https://www.thealchemy.nyc/post/cannabis-for-stress-anxiety-sleep>

Rule: `tier2.meta.no-canonical`

Detail

60. Missing canonical

Severity:

Page URL: <https://www.thealchemy.nyc/post/cannabis-storage-best-practices-to-keep-your-stash-fresh>

Rule: `tier2.meta.no-canonical`

Detail

61. 6 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/post/cannabis-storage-best-practices-to-keep-your-stash-fresh>

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

Detail

62. Missing canonical

Severity:

Page URL: <https://www.thealchemy.nyc/post/celebrate-the-grand-opening-of-the-alchemy-7-days-of-activations-experiences-elevated-nyc-vibes>

Rule: `tier2.meta.no-canonical`

Detail

63. 6 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/post/celebrate-the-grand-opening-of-the-alchemy-7-days-of-activations-experiences-elevated-nyc-vibes>

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

Detail

64. Missing canonical

Severity:

Page URL: <https://www.thealchemy.nyc/post/dry-january-reimagined-the-alchemy-of-cali-sober-rituals>

Rule: `tier2.meta.no-canonical`

Detail

65. Missing canonical

Severity:

Page URL: <https://www.thealchemy.nyc/post/how-to-choose-the-right-cannabis-dispensary-in-nyc>

Rule: `tier2.meta.no-canonical`

Detail

66. No JSON-LD schema

Severity:

Page URL: <https://www.thealchemy.nyc/post/new-year-new-rituals-how-cannabis-can-elevate-your-wellness-routine>

Rule: `tier2.schema.none`

Detail

67. 7 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/post/ritual-boxes-by-the-alchemy>

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

Detail

68. Missing canonical

Severity:

Page URL: <https://www.thealchemy.nyc/post/what-is-croptober-and-what-does-it-mean-for-consumers>

Rule: `tier2.meta.no-canonical`

Detail

69. No JSON-LD schema

Severity:

Page URL: <https://www.thealchemy.nyc/post/what-is-croptober-and-what-does-it-mean-for-consumers>

Rule: `tier2.schema.none`

Detail

70. 5 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/post/what-is-croptober-and-what-does-it-mean-for-consumers>

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

Detail

71. Missing canonical

Severity:

Page URL: <https://www.thealchemy.nyc/post/your-nyc-cannabis-guide-best-strains-and-products-for-every-occasion>

Rule: `tier2.meta.no-canonical`

Detail

72. No JSON-LD schema

Severity:

Page URL: <https://www.thealchemy.nyc/post/your-nyc-cannabis-guide-best-strains-and-products-for-every-occasion>

Rule: `tier2.schema.none`

Detail

73. 6 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/post/your-nyc-cannabis-guide-best-strains-and-products-for-every-occasion>

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

Detail

74. Missing meta description

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products/fernway-ritual>

Rule: `tier2.meta.no-description`

Detail

75. Missing canonical

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products/fernway-ritual>

Rule: `tier2.meta.no-canonical`

Detail

76. No JSON-LD schema

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products/fernway-ritual>

Rule: `tier2.schema.none`

Detail

77. 7 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products/fernway-ritual>

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

Detail

78. Missing meta description

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products-flatiron/fernway-ritual>

Rule: `tier2.meta.no-description`

Detail

79. Missing canonical

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products-flatiron/fernway-ritual>

Rule: `tier2.meta.no-canonical`

Detail

80. No JSON-LD schema

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products-flatiron/fernway-ritual>

Rule: `tier2.schema.none`

Detail

81. 6 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products-flatiron/fernway-ritual>

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

Detail

82. 1 broken internal link(s)

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier2.links.broken`

Detail

83. Layout shift (mobile): 0.164

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier3.cwv.cls-mobile`

Detail

84. Layout shift (desktop): 0.107

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier3.cwv.cls-desktop`

Detail

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

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier4.schema.missing-core`

Detail

86. Missing security header: x-frame-options

Severity:

Page URL: <https://www.thealchemy.nyc/>

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

Detail

87. Missing security header: content-security-policy

Severity:

Page URL: <https://www.thealchemy.nyc/>

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

Detail

88. No DMARC policy published

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier5.fortress.dmarc-missing`

Detail

89. 13 tap targets under 44px at mobile-320

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier6.a11y.small-targets`

Detail

90. 13 tap targets under 44px at mobile-375

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier6.a11y.small-targets`

Detail

91. 13 tap targets under 44px at mobile-414

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier6.a11y.small-targets`

Detail

92. 12 tap targets under 44px at tablet-768

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier6.a11y.small-targets`

Detail

93. Lighthouse a11y (desktop): 74/100

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier8.lighthouse.a11y-desktop`

Detail

94. Lighthouse bestPractices (desktop): 74/100

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier8.lighthouse.bestPractices-desktop`

Detail

95. A11y: Landmarks should have a unique role or role/label/title (i.e. accessible name) combination

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier9.a11y.landmark-unique`

Detail

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

P3 — 65 findings

1. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/about-us>

Rule: `tier2.meta.no-og`

Detail

2. 2 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/about-us>

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

Detail

3. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/contact-us>

Rule: tier2.meta.no-og

Detail

4. 2 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/contact-us>

Rule: tier2.a11y.img-missing-alt

Detail

5. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/terms-conditions>

Rule: tier2.meta.no-og

Detail

6. 2 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/terms-conditions>

Rule: tier2.a11y.img-missing-alt

Detail

7. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/privacy-policy>

Rule: tier2.meta.no-og

Detail

8. 2 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/privacy-policy>

Rule: tier2.a11y.img-missing-alt

Detail

9. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/shop>

Rule: tier2.meta.no-og

Detail

10. 4 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/shop>

Rule: tier2.a11y.img-missing-alt

Detail

11. Title length 4 chars

Severity:

Page URL: <https://www.thealchemy.nyc/blog>

Rule: tier2.meta.title-length

Detail

12. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/blog>

Rule: tier2.meta.no-og

Detail

13. Missing Twitter card

Severity:

Page URL: <https://www.thealchemy.nyc/blog>

Rule: tier2.meta.no-twitter-card

Detail

14. Title length 2 chars

Severity:

Page URL: <https://www.thealchemy.nyc/qr>

Rule: tier2.meta.title-length

Detail

15. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/qr>

Rule: tier2.meta.no-og

Detail

16. 2 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/qr>

Rule: tier2.a11y.img-missing-alt

Detail

17. Title length 16 chars

Severity:

Page URL: <https://www.thealchemy.nyc/current-specials>

Rule: tier2.meta.title-length

Detail

18. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/current-specials>

Rule: tier2.meta.no-og

Detail

19. 3 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/current-specials>

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

Detail

20. Title length 10 chars

Severity:

Page URL: <https://www.thealchemy.nyc/promotions>

Rule: `tier2.meta.title-length`

Detail

21. Description length 180 chars

Severity:

Page URL: <https://www.thealchemy.nyc/promotions>

Rule: `tier2.meta.description-length`

Detail

22. 2 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/promotions>

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

Detail

23. Missing Twitter card

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/the-alchemy-flatiron>

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

Detail

24. Title length 19 chars

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/about-us-flatiron>

Rule: tier2.meta.title-length

Detail

25. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/about-us-flatiron>

Rule: tier2.meta.no-og

Detail

26. 2 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/about-us-flatiron>

Rule: tier2.a11y.img-missing-alt

Detail

27. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/current-specials-flatiron>

Rule: tier2.meta.no-og

Detail

28. 3 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/current-specials-flatiron>

Rule: tier2.a11y.img-missing-alt

Detail

29. Description length 180 chars

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/promotions-flatiron>

Rule: `tier2.meta.description-length`

Detail

30. 2 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/promotions-flatiron>

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

Detail

31. Title length 15 chars

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/shop-flatiron>

Rule: `tier2.meta.title-length`

Detail

32. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/shop-flatiron>

Rule: `tier2.meta.no-og`

Detail

33. 4 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/shop-flatiron>

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

Detail

34. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/contact-us-flatiron>

Rule: tier2.meta.no-og

Detail

35. 2 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/contact-us-flatiron>

Rule: tier2.a11y.img-missing-alt

Detail

36. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/terms-conditions-flatiron>

Rule: tier2.meta.no-og

Detail

37. 2 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/terms-conditions-flatiron>

Rule: tier2.a11y.img-missing-alt

Detail

38. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/privacy-policy-flatiron>

Rule: tier2.meta.no-og

Detail

39. 2 image(s) missing alt text

Severity:

Page URL: <https://www.thealchemy.nyc/flatiron/privacy-policy-flatiron>

Rule: tier2.a11y.img-missing-alt

Detail

40. Title length 11 chars

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products/fernway-ritual>

Rule: `tier2.meta.title-length`

Detail

41. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products/fernway-ritual>

Rule: `tier2.meta.no-og`

Detail

42. Missing Twitter card

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products/fernway-ritual>

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

Detail

43. Title length 11 chars

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products-flatiron/fernway-ritual>

Rule: `tier2.meta.title-length`

Detail

44. Missing OpenGraph metadata

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products-flatiron/fernway-ritual>

Rule: `tier2.meta.no-og`

Detail

45. Missing Twitter card

Severity:

Page URL: <https://www.thealchemy.nyc/promo-products-flatiron/fernway-ritual>

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

Detail

46. Heavy JS payload (mobile): 843KB

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier3.weight.js-mobile`

Detail

47. Heavy page weight (mobile): 3362KB

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier3.weight.total-mobile`

Detail

48. Heavy JS payload (desktop): 841KB

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier3.weight.js-desktop`

Detail

49. Heavy page weight (desktop): 3325KB

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier3.weight.total-desktop`

Detail

50. Sitemap lastmod dates are stale

Severity:

Page URL: <https://www.thealchemy.nyc/sitemap.xml>

Rule: `tier4.sitemap.stale`

Detail

51. Missing security header: x-content-type-options

Severity:

Page URL: <https://www.thealchemy.nyc/>

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

Detail

52. Missing security header: referrer-policy

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier5.header.referrer-policy`

Detail

53. Missing security header: permissions-policy

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier5.header.permissions-policy`

Detail

54. SSL Labs grade: unknown

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier5.fortress.ssl-grade`

Detail

55. DNSSEC not enabled

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: tier5.fortress.dnssec-missing

Detail

56. No CAA DNS records

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: tier5.fortress.caa-missing

Detail

57. Visual change detected at tablet-768

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: tier6.visual.changed

Detail

58. Visual change detected at desktop-1440

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: tier6.visual.changed

Detail

59. Lighthouse mobile audit failed to run

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: tier8.lighthouse.mobile-failed

Detail

60. Lighthouse seo (desktop): 92/100

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: `tier8.lighthouse.seo-desktop`

Detail

61. LH desktop: Minify CSS (Est savings of 4 KiB)

Severity:

Page URL: <https://www.thealchemy.nyc/>

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

Detail

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

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

Severity:

Page URL: <https://www.thealchemy.nyc/>

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

Detail

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

63. LH desktop: Reduce unused CSS (Est savings of 14 KiB)

Severity:

Page URL: <https://www.thealchemy.nyc/>

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

Detail

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

64. LH desktop: Reduce unused JavaScript (Est savings of 211 KiB)

Severity:

Page URL: <https://www.thealchemy.nyc/>

Rule: tier8.lh-opportunity.unused-javascript-desktop

Detail

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

65. LH desktop: Serve images in next-gen formats (Est savings of 802 KiB)

Severity:

Page URL: <https://www.thealchemy.nyc/>

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

Detail

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

<https://www.thealchemy.nyc/>

[P1] 2 mixed-content references (<http://>) ●

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

[P1] A11y: Required ARIA attributes must be provided ●

[P1] A11y: Certain ARIA roles must contain particular children ●

[P1] A11y: ARIA roles used must conform to valid values ●

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

[P1] A11y: Links must have discernible text (x2) ●

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

[P2] Missing canonical ●

[P2] 11 image(s) missing alt text ●

[P2] 1 broken internal link(s)

[P2] Layout shift (mobile): 0.164

[P2] Layout shift (desktop): 0.107

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

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

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

[P2] No DMARC policy published

[P2] 13 tap targets under 44px at mobile-320

[P2] 13 tap targets under 44px at mobile-375

[P2] 13 tap targets under 44px at mobile-414

[P2] 12 tap targets under 44px at tablet-768

[P2] Lighthouse a11y (desktop): 74/100

[P2] Lighthouse bestPractices (desktop): 74/100

[P2] A11y: Landmarks should have a unique role or role/label/title (i.e. accessible name) combination

[P3] Heavy JS payload (mobile): 843KB

[P3] Heavy page weight (mobile): 3362KB

[P3] Heavy JS payload (desktop): 841KB

[P3] Heavy page weight (desktop): 3325KB

[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] Visual change detected at tablet-768

[P3] Visual change detected at desktop-1440

[P3] Lighthouse mobile audit failed to run

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

- [P3] LH desktop: Minify CSS (Est savings of 4 KiB)
- [P3] LH desktop: Minify JavaScript (Est savings of 5 KiB)
- [P3] LH desktop: Reduce unused CSS (Est savings of 14 KiB)
- [P3] LH desktop: Reduce unused JavaScript (Est savings of 211 KiB)
- [P3] LH desktop: Serve images in next-gen formats (Est savings of 802 KiB)

<https://www.thealchemy.nyc/blog>

[P2] Missing meta description ●

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P2] 7 image(s) missing alt text ●

[P3] Title length 4 chars

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

<https://www.thealchemy.nyc/promo-products/fernway-ritual>

[P2] Missing meta description

[P2] Missing canonical

[P2] No JSON-LD schema

[P2] 7 image(s) missing alt text

[P3] Title length 11 chars

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

<https://www.thealchemy.nyc/promo-products-flatiron/fernway-ritual>

[P2] Missing meta description

[P2] Missing canonical

[P2] No JSON-LD schema

[P2] 6 image(s) missing alt text

[P3] Title length 11 chars

[P3] Missing OpenGraph metadata

[P3] Missing Twitter card

<https://www.thealchemy.nyc/qr>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P3] Title length 2 chars

[P3] Missing OpenGraph metadata

[P3] 2 image(s) missing alt text

<https://www.thealchemy.nyc/current-specials>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P3] Title length 16 chars

[P3] Missing OpenGraph metadata

[P3] 3 image(s) missing alt text

<https://www.thealchemy.nyc/promotions>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P3] Title length 10 chars

[P3] Description length 180 chars

[P3] 2 image(s) missing alt text

<https://www.thealchemy.nyc/flatiron/about-us-flatiron>

[P2] Missing canonical ●

[P2] No JSON-LD schema

[P3] Title length 19 chars

[P3] Missing OpenGraph metadata

[P3] 2 image(s) missing alt text

<https://www.thealchemy.nyc/flatiron/shop-flatiron>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P3] Title length 15 chars

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<https://www.thealchemy.nyc/about-us>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P3] Missing OpenGraph metadata

[P3] 2 image(s) missing alt text

<https://www.thealchemy.nyc/contact-us>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P3] Missing OpenGraph metadata

[P3] 2 image(s) missing alt text

<https://www.thealchemy.nyc/terms-conditions>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P3] Missing OpenGraph metadata

[P3] 2 image(s) missing alt text

<https://www.thealchemy.nyc/privacy-policy>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P3] Missing OpenGraph metadata

[P3] 2 image(s) missing alt text

<https://www.thealchemy.nyc/shop>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P3] Missing OpenGraph metadata

[P3] 4 image(s) missing alt text

<https://www.thealchemy.nyc/flatiron/current-specials-flatiron>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P3] Missing OpenGraph metadata

[P3] 3 image(s) missing alt text

<https://www.thealchemy.nyc/flatiron/promotions-flatiron>

[P2] Missing canonical

[P2] No JSON-LD schema ●

[P3] Description length 180 chars

[P3] 2 image(s) missing alt text

<https://www.thealchemy.nyc/flatiron/contact-us-flatiron>

[P2] Missing canonical

[P2] No JSON-LD schema ●

[P3] Missing OpenGraph metadata

[P3] 2 image(s) missing alt text

<https://www.thealchemy.nyc/flatiron/terms-conditions-flatiron>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P3] Missing OpenGraph metadata

[P3] 2 image(s) missing alt text

<https://www.thealchemy.nyc/flatiron/privacy-policy-flatiron>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P3] Missing OpenGraph metadata

[P3] 2 image(s) missing alt text

<https://www.thealchemy.nyc/flatiron/the-alchemy-flatiron>

[P2] Missing canonical ●

[P2] 8 image(s) missing alt text ●

[P3] Missing Twitter card

<https://www.thealchemy.nyc/post/cannabis-for-seniors-in-nyc-a-guide-to-wellness-sleep-and-pain-relief>

[P2] Missing canonical ●

[P2] No JSON-LD schema

[P2] 6 image(s) missing alt text ●

<https://www.thealchemy.nyc/post/cannabis-for-stress-anxiety-sleep>

[P2] Missing canonical

[P2] No JSON-LD schema ●

[P2] 6 image(s) missing alt text ●

<https://www.thealchemy.nyc/post/cannabis-storage-best-practices-to-keep-your-stash-fresh>

[P2] Missing canonical

[P2] No JSON-LD schema ●

[P2] 6 image(s) missing alt text

<https://www.thealchemy.nyc/post/celebrate-the-grand-opening-of-the-alchemy-7-days-of-activations-experiences-elevated-nyc-vibes>

[P2] Missing canonical

[P2] No JSON-LD schema ●

[P2] 6 image(s) missing alt text

<https://www.thealchemy.nyc/post/dry-january-reimagined-the-alchemy-of-cali-sober-rituals>

[P2] Missing canonical

[P2] No JSON-LD schema ●

[P2] 6 image(s) missing alt text ●

<https://www.thealchemy.nyc/post/how-the-alchemy-is-transforming-the-ny-dispensary-experience>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P2] 6 image(s) missing alt text ●

<https://www.thealchemy.nyc/post/how-to-choose-the-right-cannabis-dispensary-in-nyc>

[P2] Missing canonical

[P2] No JSON-LD schema ●

[P2] 6 image(s) missing alt text ●

<https://www.thealchemy.nyc/post/new-year-new-rituals-how-cannabis-can-elevate-your-wellness-routine>

[P2] Missing canonical ●

[P2] No JSON-LD schema

[P2] 6 image(s) missing alt text ●

<https://www.thealchemy.nyc/post/ritual-boxes-by-the-alchemy>

[P2] Missing canonical ●

[P2] No JSON-LD schema ●

[P2] 7 image(s) missing alt text

<https://www.thealchemy.nyc/post/what-is-croptober-and-what-does-it-mean-for-consumers>

[P2] Missing canonical

[P2] No JSON-LD schema

[P2] 5 image(s) missing alt text

<https://www.thealchemy.nyc/post/your-nyc-cannabis-guide-best-strains-and-products-for-every-occasion>

[P2] Missing canonical

[P2] No JSON-LD schema

[P2] 6 image(s) missing alt text

<https://www.thealchemy.nyc>

[P2] Missing canonical ●

[P2] 11 image(s) missing alt text ●

<https://www.thealchemy.nyc/sitemap.xml>

[P3] Sitemap lastmod dates are stale

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