

Business Name	Final URL	Short Headlines	Characters (30 Max)	Short Headline Feedback	Long Headline	Characters (90 Max)	Long Headline Feedback	Descriptions	Characters (90 Max)	Description Feedback	Images	Image Feedback
Great Grounds	www.greatgrounds.com	DELICIOUS PREMIUM COFFEE	24	Not in sentence case - Delicious premium coffee Does not explain the BOGO promotion or give a CTA to customers	Freshly roasted every day. Stop by for a cup.	45	No promotion or specifit product mentioned. Rewrite: Experience premium, award winning coffee, freshly roasted by hand every day.	Our expert baristas freshly grind our craft coffee by hand every day.	69	Doesn't mention ratings or reviews. Rewrite: Our expert baristas freshly grind our award-winning craft coffee by hand every day.	Barista (Slide 1)	It's a bit bland with the sepia coloring. Not a strong enough focus. Does not show actual coffee or drinks for
		Craft coffee in every cup	25	Does not explain promotion or have CTA for customer Rewrite: BOGO craft coffee in every cup	Freshly hand roasted coffee every day. BOGO from 2 to 4 on weekdays.	68		Have a drink on us! Buy one drink, get another free weekday afternoons between 2 and 4.	87	Doesn't mention the Brand or why customers should trust the brand. Doesn't mention ratings or reviews.	Cake and coffee (Slide 2)	The cake is out of place, its an ad for two drinks, not a drink and cake Focus on cake and not the coffee does not
		Quality coffee, brewed fresh to order	37	Too long - Quality coffee, brewed fresh No promotion or CTA Rewrite: 2 quality coffees for one price		0		We've been crafting great coffee for a long time.	49	Need more details on Brand, lacks ratings and reviews Rewrite: Since 1976, we've been crafting the	Coffee cups (Slide 3)	Need to remove the overlay text button. No strong visual focus for ad.
		Buy one get two craft coffees	29			0		Need a coffee break? Enjoy a free drink with purchase weekday afternoons from 2 to 4.	86	Lacks trust in brand, ratings and reviews Rewrite: Need a coffee break? Enjoy a free freshly brewed drink with your purchase	Coffee cups (Slide 5)	Let's add this image as it displays the product front and center. It also visualizes the buy one get two offer.
		Two quality drinks, one price	29			0		Try the two-year winner of best coffee by The Northeastern Times.	65		Coffee cups (Slide 4)	This image also displays the product front and center. It also shows how coffee is best had with friends. A good way to show how the