

Preview grading criteria

The post has been given a descriptive title.

A template has been selected and shows consideration for the audience's preference of soft, natural colors and simple design.

A heading containing the name of the business in a simple, easy-to-read font has been added.

A text box containing 1–2 sentences describing the offer to the target audience in the company's brand voice has been added.

A rectangle "button" containing a call to action that encourages the user to visit the company's website has been added.

Provide constructive feedback on the learner's submission. Below are some guidelines and examples of good feedback to help you leave constructive comments.

When giving feedback:

Start by pointing out something positive, then follow up with a suggestion, such as:

- I really like how in your description of the offer, you've mentioned things that the target audience would care about.

Be specific and offer actionable recommendations, such as:

- The name of the business is difficult to read. I think if you chose a darker color it would stand out more against the light background.

Focus on content, rather than grammar or style, such as:

- The call to action doesn't really tell the user what will happen if they click the button. I suggest changing the wording to make it clearer that if the user clicks the button, they'll be directed to the company's website.