**Content:**

Headline 1: Dedication to Matcha

Sorry! We only serve people who love Matcha as we believe "Focus makes perfect". More than ten years' baking experience makes us handle the delicate fusion of matcha and fudge.

We started the home-based cookies business from scratch in 2010 and turned out to be one of Canadian TOP 35 best sellers in 2019. We devote ourselves to let our customers enjoy the perfect balance of matcha flavor and cookies.

Headline 2: We treat but never cheat

We always believe handmade food is healthier and richer, so we never use matcha powder from the market but import tea leaves from Japan and grind them into fine powder by ourselves. It will make our taste as original as possible.

You might find our cookies not sweet enough. Yes! we cut out sugar or cream to make our food healthier as we don't want to surrender to flavor. We are confident to make tasty but healthy cookies all the time. So why not have a try if you don't believe it!

**Discussion:**

1. Grammar/Spelling:

Checked with Grammarly.

1. Call To Action (what should visitors on the site be doing?):

My visitors will first check the features of cookies in aside bar and the main content, then might place orders or subscribe with us if they are interested.

1. Headlines:

The headlines “Dedication to Matcha” and “We treat but never cheat” should be concise and charming.

1. Paragraphs/Sentence Structure:

The Logo should be bigger, the font size in paragraph should be smaller, and the web content should contain various kinds of font styles.

1. Active VS Passive Voice:

The attitude should be neutral, don’t brag the product.

1. Use Of Supporting Images:

Proper use of images from flickr to avoid right privacy.

1. White Space:

Concise layout.