

Business Name	Final URL	Short Headlines	Characters (30 Max)	Short Headline Feedback
Great Grounds	www.greatgrounds.com	DELICIOUS PREMIUM COFFEE	24	Headlines should not be in all caps they should be in sentence case
		Craft coffee in every cup	25	Alliteration is interesting. I would give it a shot. Sentence case.
		Quality coffee, brewed fresh to order	37	Sentence case. Also is too long. "Quality, Freshly Brewed Coffee" as a suggestion
		Buy One Get One Free!	21	Headlines should come with at least five in each form. Mentioning the promotion as well.
		Share a Cup With a Friend	25	

Long Headline	Characters (90 Max)
Freshly roasted every day. Stop by for a cup.	45
The Quality Coffee Voted Best in the NorthEast is Buy One Get One Free	70
Quality, Fresh Brewed Coffee at Buy One Get One Free. Is This Real? Come see for yourself.	90
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Long Headline Feedback	Descriptions	Characters (90 Max)	Description Feedback
Not very unique, compelling or showcasing the value. No mention of the promotion as well. Couldn't stand on its own and doesn't really mention the product either. See suggestions.	Our expert baristas freshly grind our craft coffee by hand every day.	69	
	Have a drink on us! Buy one drink, get another free weekday afternoons between 2 and 4.	87	
	We've been crafting great coffee for a long time.	49	Seems like it could be said by any generic coffee place. Not as compelling as the other ones. Not a bad attempt but adding in the good experience of the company could really help. "Crafting Premium Coffee Since 1976"
	Need a coffee break? Enjoy a free drink with purchase weekday afternoons from 2 to 4.	86	
	Voted Best Coffee in the NorthEast 2 Years in a Row by the NorthEastern Times.	78	Having 5 descriptions is needed for optimization. Elaborating on the award headline suggested.

Images	Image Feedback
Barista (Slide 1)	Seems overexposed or just due to the filter.
Cake and coffee (Slide 2)	Seems like the cake is more of the emphasis in the photo whereas the coffee is what needs to be.
Coffee cups (Slide 3)	Removing the shop now text would be best. No text in the photos is how it should be. Not a huge fan of the hectic nature of it but it does show off the variety so perhaps just the text needs to be removed.
<u>Coffee cups (Slide 5)</u>	5 Images is best. Adding the slide with 2 coffee cups could showcase the deal. Nice picture as well.
<u>coffee and cake (slide 6)</u>	Showcases the coffee in a better way than slide 2 with the coffee as emphasis.