

FEEDBACK

In this scenario, feedback (highlighted in blue) was provided for the fictional Great Grounds Coffee Shop, covering short headlines, long headlines, descriptions, and images (shown below).

Business Name	Final URL	Short Headlines	Characters (30 Max)	Short Headline Feedback	Long Headline	Characters (90 Max)	Long Headline Feedback
Great Grounds	www.greatgrounds.com	DELICIOUS PREMIUM COFFEE	24	Not in sentence case. Should be: "Delicious premium coffee". Otherwise acceptable.	Freshly roasted every day. Stop by for a cup.	45	This headline can't stand on its own without providing further information. It doesn't actually say what the product is. How about: "Enjoy premium, award-winning coffee freshly roasted by hand every day."
		Craft coffee in every cup	25	Good sentence case and value-focused. Could be more compelling with a call to action.		0	
		Quality coffee, brewed fresh to order	37	Accurate and descriptive but too long – over the 30-character limit.		0	
		Buy one, get one free now	26	For best results, we should include 5 headlines. Also, we should mention the promotion in some of the headlines and also tell customers what we want them to do. Please see my suggestions in blue.		0	
		Afternoon coffee break deal	27			0	
Descriptions		Characters (90 Max)	Description Feedback		Images	Image Feedback	
		Our expert baristas freshly grind our craft coffee by hand every day.	69	Clear value and sentence case. Good brand trust message.	Barista (Slide 1)	It uses an excessive filter would be a good Photo without the filter.	
		Have a drink on us! Buy one drink, get another free weekday afternoons between 2 and 4.	87	Includes offer and timing. Could be improved by rephrasing more smoothly.	Cake and coffee (Slide 2)	Would be a nice Product Image but the Cake dominates the Picture.	
		We've been crafting great coffee for a long time.	49	Vague. Reward to add specific trust-building details, like dates, awards, or longevity. E.g. "Since 1976" or "Voted best coffee..."	Coffee cups (Slide 3)	Shows many different kinds of Coffee cups but the Button overlays the Picture.	
		Need a coffee break? Enjoy a free drink with purchase weekday afternoons from 2 to 4.	86	Effective CTA + offer and timing. Slight rewording could make it more action-focused.	Great Grounds logo (Slide 9)	For best results, we should include 5 images. suggest we add our logo and one more image. Please see my suggestions.	
		Bring a friend and savor fresh, premium coffee—buy one, get one free today!	75	For best results, we should include 5 descriptions. Please see my suggestion.	Two Coffees (Slide 5)	Let's add this image. The product is front and center, and it illustrates that if you buy one drink, you get another one free.	

