

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	All Capitalized headlines are not attractive	Freshly roasted every day. Stop by for a cup.	45	Too short.	Our expert baristas freshly grind our craft coffee by hand every day.	69	We can add some wording to show that we care about the customer such as "To get you the best coffee sipping experience, our expert baristas."	Barista (Slide 1)	Image unclear. Would not use.
		Craft coffee in every cup	25	Does not tell customers what to do		0		Have a drink on us! Buy one drink, get another free weekday afternoons between 2 and 4.	87	Good	Cake and coffee (Slide 2)	Focus is on cake instead of coffee.
		Quality coffee, brewed fresh to order	37	Too Longe		0		We've been crafting great coffee for a long time.	49	Not descriptive enough. "We have been crafting coffee since 1976 to your taste. Try ..."	Coffee cups (Slide 3)	"Shop Now" Button should not be used.
		Have award winning coffee!	26			0		Need a coffee break? Enjoy a free drink with purchase weekday afternoons from 2 to 4.	86	Not clear wording "Enjoy a free drink with purchase"	Coffee with Friends (Slide 4)	Good for sharing good times messages
		Get a cup of voted Best Coffee	30			0		Since 1976, we have been perfecting the craft of freshly grinding and brewing. Try a cup!	89		Coffee and Cake (Slide 6)	Focus on coffee first then cake.