

HOME PAGE INTELLIGENCE REPORT

Everyday Dose

COMPARED WITH

- RYZE Superfoods
- MUD\WTR
- Clevr Blends
- DIRTEA
- Spacegoods

CATEGORY Functional mushroom beverages

ASSESSMENT DATE 11 October 2026

Cannadelics

HOME PAGE INTELLIGENCE FOR WELLNESS BRANDS

WHAT'S IN THIS REPORT

Everyday Dose's homepage compared with RYZE Superfoods, MUD\WTR, Clevr Blends, DIRTEA and Spacegoods.

01 Strategic review

What matters most, in the reviewer's judgment.

02 Where to start

The changes most likely to improve the homepage's business performance.

03 Why these priorities matter

The business case behind the recommendations.

04 What visitors encounter today

What the current opening communicates, and what it leaves unclear.

05 Competitive opportunity

What the five competitors do, and where the brand can distinguish itself.

06 Recommended direction

Whom to speak to first, what they need to understand and what to keep.

07–08 Recommended journey and opening

How the homepage could guide visitors more effectively, section by section.

09 Detailed action plan

What to test, why it matters, how to verify it and what to protect.

10 Recommended course

Where to begin, what to protect and what to watch.

A–B Evidence

Homepage IQ scores, comparison data, method and limitations, and the assessment certificates.

01 · STRATEGIC REVIEW

What matters most.

The opportunity is to let the product share the first impression with the promotion.

Everyday Dose does not have a weak offer. It has a strong product story that reaches the visitor one screen later than the sales message.

The current opening leads with a seasonal discount, and that may be doing exactly what it is meant to do: create urgency and first orders.

The complete strategic review is reserved for paying clients.

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REVIEWED BY

Ofer Shoshani

FOUNDER, CANNADELICS

02 · WHERE TO START

The changes most likely to improve *the business outcome.*

7 actions, ordered by their likely influence on Everyday Dose’s commercial objective. Each is also detailed in [Section 09](#), including how to test it.

I

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INTENDED EFFECT

2

INTENDED EFFECT

3

INTENDED EFFECT

4

INTENDED EFFECT

5

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INTENDED EFFECT

6

INTENDED EFFECT

7

INTENDED EFFECT

[Go directly to the detailed action plan →](#)

03 · WHY THESE PRIORITIES MATTER

The business case *behind the action plan.*

Business objective

SUPPORTED INFERENCE

Based on the homepage's current offer and calls to action, the apparent commercial priority is first orders from first-time visitors, specifically the discounted starter kit. The offer, the price anchor and the only button in the opening all lead there.

That makes the opening the main sales page for a first purchase: it has to explain what is being bought, and why this brand, before the visitor reaches a product page.

Current commercial friction

OBSERVED

The first thing the page says is a seasonal discount. A full-screen scratch-card game then covers the page within seconds, and what the product actually is, coffee with mushrooms, collagen and L-theanine, is explained only on the second screen. After the first click, four equal variant buttons ask a newcomer to choose.

The promotion and the game may well be working: they create urgency, impulse purchases and email sign-ups during the sale. The open question is whether a first-time visitor who has not yet seen the difference from ordinary coffee, or from other mushroom coffees with a similar discount, could be given a product reason as well as a price reason.

Competitive opening

SUPPORTED INFERENCE

All six openings in the comparison show a discount and three make it the headline, so price does not set Everyday Dose apart. Two things do: it is the only opening that displays a clinician endorsement, and its formulation of collagen and L-theanine in coffee is specific in a category where two competitors use near-identical promise lines.

No opening in the set puts safety testing near the top, although five of the six mention testing somewhere. Everyday Dose already discloses third-party testing for heavy metals and mycotoxins; today it sits in the FAQ.

Recommended strategic direction

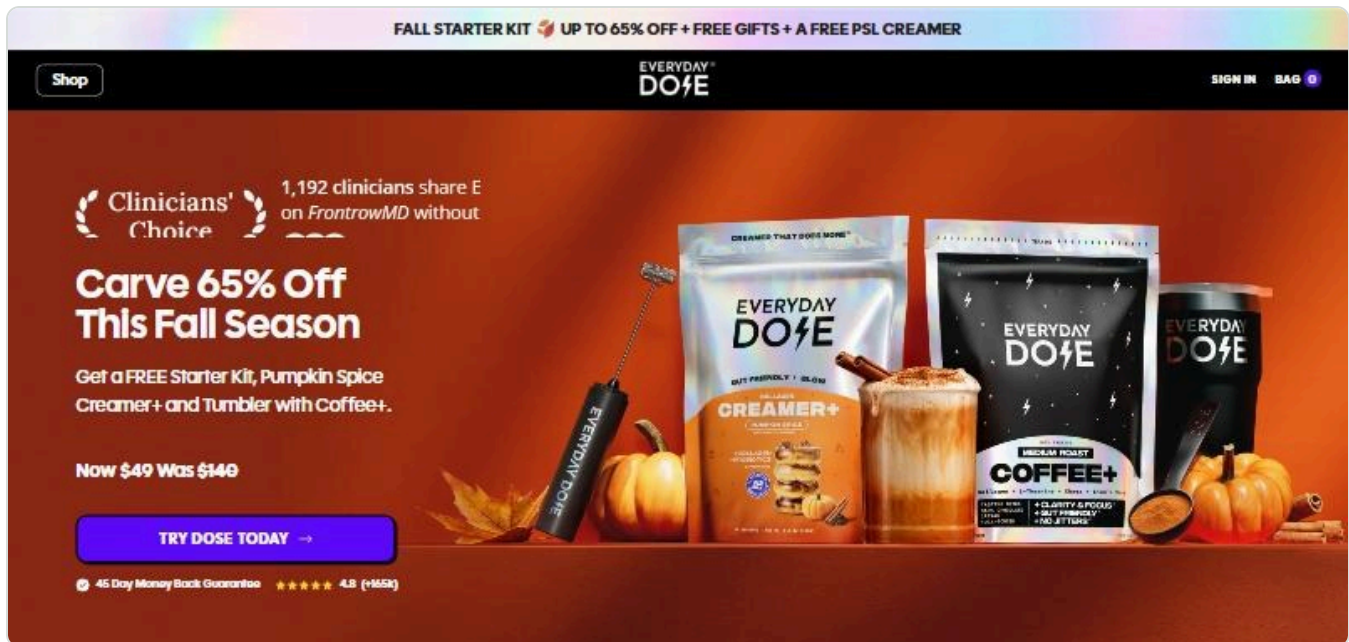
SUPPORTED INFERENCE

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04 · WHAT VISITORS ENCOUNTER TODAY

Everyday Dose's opening screen, *as a first-time visitor sees it.*



Desktop, logged out, checked 11 October 2026. **OBSERVED**

WHAT THIS MEANS FOR THE BUSINESS

For a first-time visitor, the opening gives a strong reason to act now, the price, which may well be effective during the sale, but not yet a reason to choose this product over other mushroom coffees. Its strongest trust signal, the clinician endorsement, is present but small.

WHAT THE OPENING COMMUNICATES

- A large seasonal discount, a free starter kit and a price anchor.
- One clear button to try the product, with a money-back period and a high review count beside it.
- A clinician-endorsement badge, small, in the upper part of the opening.

WHAT IT LEAVES UNCLEAR

- What the product is: coffee with mushrooms, collagen and L-theanine is explained on the second screen.
- Whom it is for, or when to drink it.
- That it is third-party tested for heavy metals and mycotoxins, which is disclosed in the FAQ near the end of the page.

THE FIRST DECISION IT ASKS FOR

Dismiss a full-screen scratch-card game, then start with the discounted kit.

05 · WHAT THE COMPETITIVE SET REVEALS

Six opening screens, *one open position.*

WHAT THIS MEANS FOR EVERYDAY DOSE

Because every opening in the set uses a discount, price alone is unlikely to set Everyday Dose apart, even if the promotion works commercially. The displayed clinician endorsement and the specific formulation are what a visitor would not find elsewhere in this comparison.



Everyday Dose (focal)
Seasonal discount headline



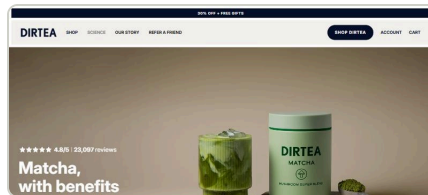
RYZE Superfoods
Sale headline: "HALLOWEEN SALE"



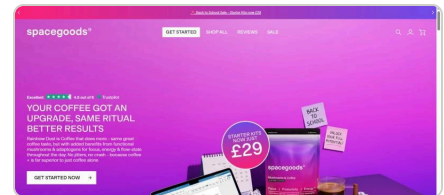
MUD\WTR
Promise headline: "Fuel For Your Mind & Body"



Clevr Blends
Sale headline: up to half off



DIRTEA
Product headline: "Matcha, with benefits"



Spacegoods
Promise headline about upgrading coffee

What most of the set does

- All six opening screens show a discount or sale, and three make it the headline.
- Three of the six run the same full-screen scratch-card game the moment the page opens.
- All six define themselves against coffee, and two use near-identical promise lines about fueling the body and mind.

Who makes something easier

MUD\WTR. MUD\WTR headlines a promise, names mornings as the moment of use and keeps the discount on its button.

DIRTEA. DIRTEA names the product in its headline, "Matcha, with benefits", under its rating line.

WHAT NOBODY OWNS

A displayed clinician endorsement that no other opening in the comparison shows. Nobody puts safety testing on the opening screen, although five of six mention testing somewhere.

SUPPORTED INFERENCE

06 · RECOMMENDED DIRECTION

Whom to speak to first, *and what to keep.*

Whom to prioritize

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SUPPORTED INFERENCE

What they should understand at once

SUPPORTED INFERENCE

Why they should believe it

OBSERVED

What they should do first

SUPPORTED INFERENCE

What to keep

[Redacted content]

OBSERVED seen on the page or in the stored assessment. **SUPPORTED INFERENCE** follows from what was seen.

HYPOTHESIS TO VALIDATE plausible, to be confirmed with the company's own data.

07 · RECOMMENDED HOMEPAGE JOURNEY

The page from top to bottom,
section by section.

Each suggestion is a test against the current page, not a certainty. Keep what is working, and compare each change with the version it replaces.

#	SECTION TODAY	RECOMMENDED TEST	HOW
1		Complete recommendations are reserved for paying clients. Get a Homepage Intelligence Report for Your Brand	
2			
3			
4			
5			
6			
7			
8			

08 · RECOMMENDED OPENING

The first screen,
element by element.

Headline	Complete recommendations are reserved for paying clients. Get a Homepage Intelligence Report for Your Brand
Supporting message	
Primary button	
Secondary button	
Proof beside the offer	

Working copy to test, not final copy. Every claim needs factual and compliance approval before it is used.

09 · DETAILED ACTION PLAN

What to change, why it matters *and how to test it.*

The same actions as **Section 02**, in the same order. This report recommends tests, not certainties: an element may be there for a promotion, a launch or a proven sales pattern the report cannot see. Run each change against the current page as concurrent variants, or over commercially comparable periods, and keep the protected measures from falling.

I

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

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COMMERCIAL CONTEXT

PROTECT WHILE TESTING

Evidence:

2

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

COMMERCIAL CONTEXT

PROTECT WHILE TESTING

Evidence:

3

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

COMMERCIAL CONTEXT

PROTECT WHILE TESTING

Evidence:

4

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

PROTECT WHILE TESTING

Evidence:

5

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

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PROTECT WHILE TESTING

Evidence:

6

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

Complete recommendations are reserved for paying clients.

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PROTECT WHILE TESTING

Evidence:

7

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

PROTECT WHILE TESTING

Evidence:

10 · RECOMMENDED COURSE

Where to begin, *what to protect and what to watch.*

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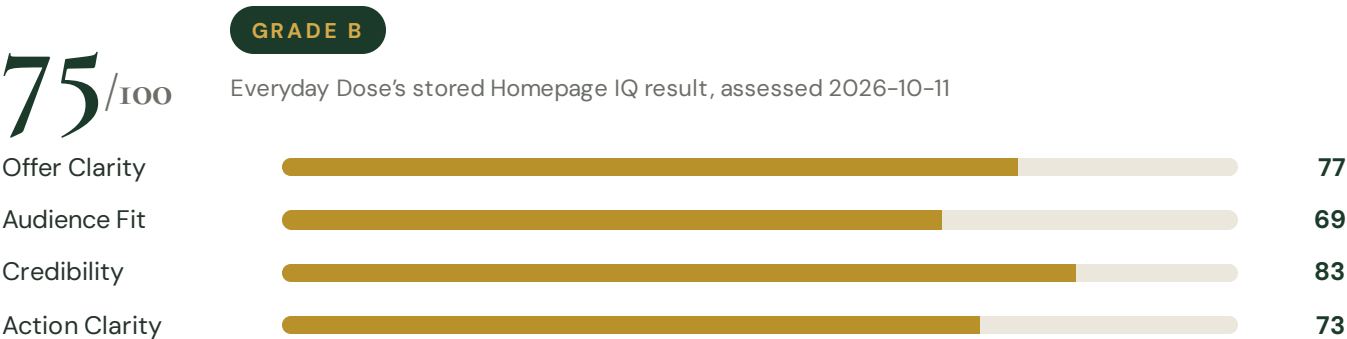
REVIEWED BY

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APPENDIX A · EVIDENCE

The Homepage IQ results *behind the advice.*



Everyday Dose is level with the competitor average on all four dimensions, which hides a split. Credibility is its highest score and clearly ahead of DIRTEA and Spacegoods. Audience Fit is ahead of RYZE Superfoods, Clevr Blends and DIRTEA. Offer Clarity and Action Clarity are where MUD\WTR pulls away, and RYZE Superfoods on Action Clarity, with a promise-led opening and one consistent next step repeated down the page.

All six homepages

Homepage	Offer Clarity	Audience Fit	Credibility	Action Clarity	Overall
Everyday Dose (focal)	77	69	83	73	75
RYZE Superfoods	76	61	82	78	74
MUD\WTR	82	75	87	79	81
Clevr Blends	75	64	81	72	73
DIRTEA	69	60	77	62	67
Spacegoods	79	67	74	73	73
Competitor average	76	65	80	73	74

Stored Homepage IQ results (0–100) for six homepages, not an industry benchmark. The same homepage assessed twice on one day moved by up to four points, so differences of four points or fewer are treated as level.

APPENDIX A · EVIDENCE, CONTINUED

Dimension by dimension, *and the comparison set.*

Offer Clarity

77 vs. competitor range 69–82

Can visitors quickly understand what is offered?

OBSERVED The headline is a seasonal discount, followed by a free-kit offer and a price anchor. What the product is, coffee with mushrooms, collagen and L-theanine, is explained on the second screen.

Against the five: MUD\WTR and Spacegoods, the two highest on this dimension, headline a promise and keep the discount on the button or a badge. RYZE Superfoods and Clevr Blends headline the sale, as Everyday Dose does.

Source: Observed 11 Oct: opening screens of all six. Captured text: second-screen product explanation.

Audience Fit

69 vs. competitor range 60–75

Can the right customer recognize that the page is meant for them?

OBSERVED Testimonials on the third screen speak for busy parents and people who struggle with mornings, but the opening never says whom the product is for. A broad benefit ticker covers gut, sleep, stress, energy and mood.

Against the five: MUD\WTR, highest on this dimension, names the moment it serves (mornings) in its first line. RYZE Superfoods, Clevr Blends and DIRTEA address wellness seekers broadly.

Source: Observed 11 Oct: Everyday Dose and MUD\WTR openings. Captured testimonials. Stored assessments: audience-fit analyses.

Credibility

83 vs. competitor range 74–87

Does the page provide enough evidence to earn trust?

OBSERVED The opening shows a clinician-endorsement badge, a rating with very high review volume and a money-back period. Third-party testing for heavy metals and mycotoxins is disclosed only in the FAQ.

Against the five: Level with MUD\WTR, RYZE Superfoods and Clevr Blends, ahead of DIRTEA and Spacegoods. Every competitor shows a rating or review count; none shows a clinician endorsement on its opening screen.

Source: Observed 11 Oct: opening screens. Captured text: testing statement position. Stored Credibility more than four points ahead of DIRTEA and Spacegoods.

Action Clarity

73 vs. competitor range 62–79

Is it clear what visitors should do next?

OBSERVED The opening has one clear button. The second screen then offers four equal variant buttons, and the page ends on reviews and reassurance with no final product button. A full-screen scratch-card game appears within seconds.

Against the five: RYZE Superfoods and MUD\WTR, both clearly ahead, repeat one consistent action down the page. Every competitor's opening also has a single primary button.

Source: Observed 11 Oct: opening screens and pop-ups. Captured text: variant buttons; closing sections. Stored assessments: action-clarity analyses for RYZE Superfoods and MUD\WTR.

Why these five competitors

RYZE Superfoods ryzesuperfoods.com	Mushroom coffee brand with very high review volume and a coffee-replacement story.
MUD\WTR mudwtr.com	Low-caffeine mushroom coffee alternative with a morning-ritual promise.
Clevr Blends clevrblends.com	Functional latte powders positioned as a better coffee-shop habit.
DIRTEA dirteaworld.com	Mushroom coffee, matcha and gummy brand that leads with extraction and potency.
Spacegoods spacegoods.com	Coffee-upgrade powders positioned against ordinary coffee.

APPENDIX A · METHOD AND LIMITATIONS

How the analysis was built *and where caution is needed.*

- Scores come from six Homepage IQ assessments taken within ten minutes of each other on 11 October 2026. The opening screens were checked visually the same day at a 1440 by 900 desktop viewport, logged out, with pop-ups closed after they were recorded and cookie banners left unanswered.
- The visual check corrected two stored text-capture findings: DIRTEA's opening does show a clear product headline, review proof and one button, so its Offer and Action Clarity scores may understate the visible page; and Everyday Dose's opening has one primary button, with the four variant buttons on the second screen.
- Spacegoods served its international store in the browsing environment used, with local prices; its headline matched the assessed page.
- The clinician badge is described as displayed; this report does not assess the basis of the endorsement.
- Seasonal sales were running on most homepages, which affects how the openings compare. The commercial objective and the intended customer are inferred from the page and should be confirmed against the company's own data before the changes are prioritized.
- Scores are the stored Homepage IQ results, inserted as recorded; they are evidence for the advice, not its purpose. Findings are labelled Observed, Supported inference or Hypothesis to validate, so it is clear where the evidence is strong and where a test should decide.
- The analysis concerns what each homepage communicated at the time of assessment. It does not measure traffic, orders or revenue, and it is not legal or regulatory advice.

Prepared by Cannadelics · hello@cannadelics.com · 14 October 2026

APPENDIX B · ASSESSMENT CERTIFICATES

Assessment *certificates.*

The certificates below record the six Homepage IQ assessments used in this comparison, including the assessment dates and stored scores relied on in the report.

Homepage IQ is Cannadelics’ in-house homepage intelligence tool, developed from nearly a decade of work in the wellness industry. Before a homepage can outperform its competitors, a brand needs to understand what its current page communicates and where it may be creating avoidable friction. Homepage IQ provides that starting point.

These certificates document assessments performed with Cannadelics’ own tool; they are not independent third-party certifications or endorsements.



Everyday Dose (focal)

APPENDIX B · ASSESSMENT CERTIFICATES, CONTINUED

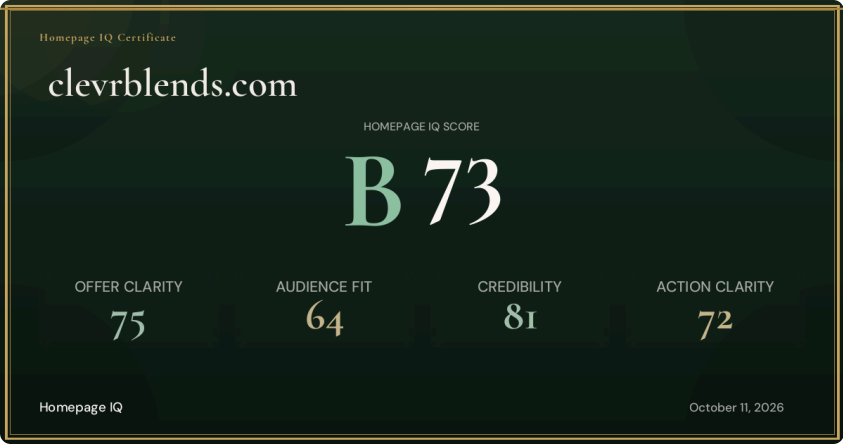
The five
competitors.



RYZE Superfoods



MUD\WTR



Clevr Blends

APPENDIX B · ASSESSMENT CERTIFICATES, CONTINUED



DIRTEA



Spacegoods