

HOMEPAGE INTELLIGENCE REPORT

Joy Organics

COMPARED WITH

- NuLeaf Naturals
- CBDistillery
- Lazarus Naturals
- Medterra
- CBDfx

CATEGORY Consumer CBD and hemp

ASSESSMENT DATE 11 October 2026

Cannadelics

HOMEPAGE INTELLIGENCE FOR WELLNESS BRANDS

WHAT'S IN THIS REPORT

Joy Organics' homepage compared with NuLeaf Naturals, CBDistillery, Lazarus Naturals, Medterra and CBDfx.

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01 · STRATEGIC REVIEW

What matters most.

The central business question is whether Joy Organics can make the THC-free route easier to find without disrupting sales of its wider range.

Joy Organics does not need to invent a stronger credibility story. It needs to make the story already on the page easier for a first-time buyer to use.

The opening presents an established brand, an organic credential and a clear emphasis on THC-free CBD. But the visitor's first decision is between Shop CBD and Shop THC.

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.*

6 actions, ordered by their likely influence on Joy Organics’ commercial objective. Each is also detailed in **Section 09**, including how to test it.

1	Complete recommendations are reserved for paying clients. Get a Homepage Intelligence Report for Your Brand
	INTENDED EFFECT
2	
	INTENDED EFFECT
3	
	INTENDED EFFECT

4

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INTENDED EFFECT

5

INTENDED EFFECT

6

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 people buying CBD for the first time. The announcement bar, a side tab and a full-screen pop-up all offer a first-order discount, and both opening buttons lead to products.

For that buyer, the opening has to answer two questions quickly: is this brand right for me, and which products should I start with?

Current commercial friction

OBSERVED

The opening establishes what Joy Organics is, certified organic and THC-free since 2018, but not whom it is for. Its first choice is Shop CBD or Shop THC, and the Shop CBD collection includes full-spectrum products as well as THC-free ones, so the THC-free promise of the subheadline has no visible route of its own. The newcomer guidance, lab reports and Medical Advisory Board appear further down.

The two-button layout may reflect a deliberate sales mix and may be working. The open question is whether a first-time buyer looking for THC-free CBD can find that path quickly, and whether the evidence that supports the choice could sit closer to it.

Competitive opening

HYPOTHESIS TO VALIDATE

None of the six openings names a primary customer. Three lead with sleep, and every one shows a discount, a prize or a special price, so neither a sleep message nor a first-order offer sets a brand apart here.

Joy Organics' own content points to an open position: adults new to CBD who want it without THC. Its THC-free craft, New to CBD section and documented quality checks fit that buyer more closely than the general wellness shopper the page addresses now. This is a positioning hypothesis to validate with the company's customer data.

Recommended strategic direction

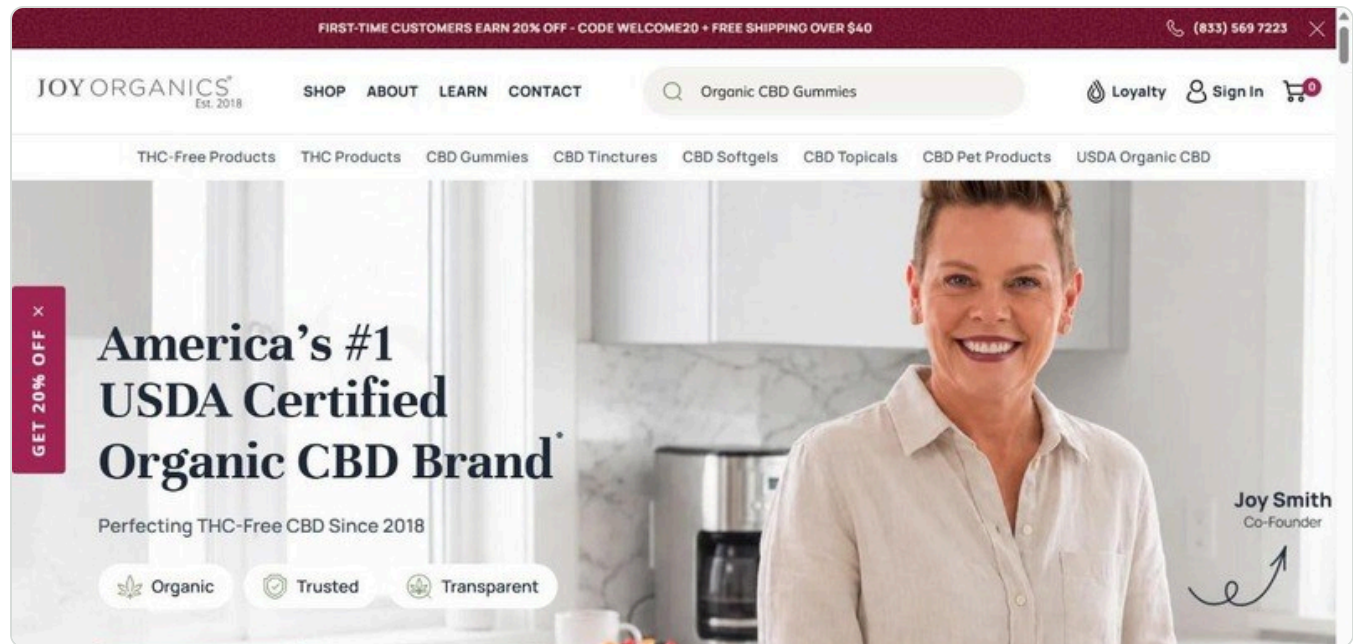
SUPPORTED INFERENCE

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04 · WHAT VISITORS ENCOUNTER TODAY

Joy Organics' 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 CBD buyer, the opening establishes that the brand is credible but not that it is meant for them, and its first choice depends on already knowing the difference between CBD and THC products.

WHAT THE OPENING COMMUNICATES

- An established, certified brand: “America’s #1 USDA Certified Organic CBD Brand*” and “Perfecting THC-Free CBD Since 2018”, with Organic, Trusted and Transparent badges and a large photo of a co-founder.
- A first-order discount, in the announcement bar and again in a full-screen pop-up a few seconds after the page opens.
- Two buttons: Shop CBD as the filled primary button and Shop THC as an outline secondary button.

WHAT IT LEAVES UNCLEAR

- Whom the products are for.
- Which products are THC-free: Shop CBD also lists full-spectrum products, and neither button shows the THC-free range the subheadline promises.
- What stands behind the ranking claim, which is qualified only by a footnote below the buttons.
- The per-batch quality checks, lab reports and Medical Advisory Board, which appear further down the page.

THE FIRST DECISION IT ASKS FOR

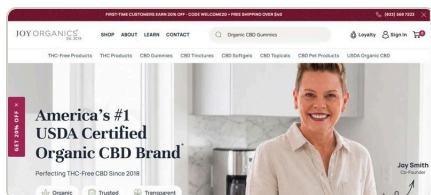
Close a full-screen discount pop-up, then choose between Shop CBD and Shop THC.

05 · WHAT THE COMPETITIVE SET REVEALS

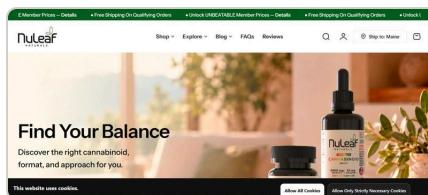
Six opening screens, *one open position.*

WHAT THIS MEANS FOR JOY ORGANICS

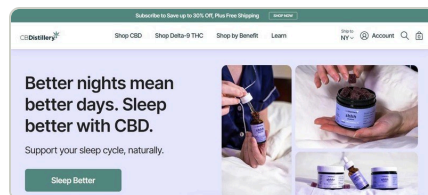
With every opening offering a discount and three leading with sleep, the brand's clearest difference is its certified THC-free identity, and a named first customer is a position no one in this comparison holds.



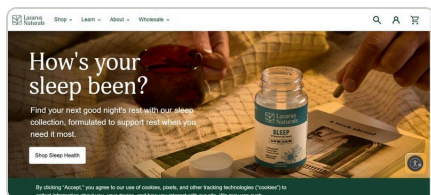
Joy Organics (focal)
Credential headline and THC-free subheadline



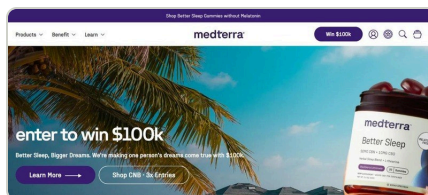
NuLeaf Naturals
Wellness headline: "Find Your Balance"



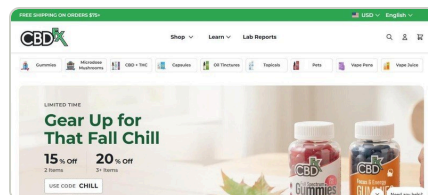
CBDistillery
Sleep campaign: "Better nights mean better days."



Lazarus Naturals
Sleep campaign: "How's your sleep been?"



Medterra
Sweepstakes: a chance to win a large cash prize



CBDfx
Seasonal discount: "Gear Up for That Fall Chill"

What most of the set does

- Three of the five competitors lead with sleep, through a campaign or a sleep-themed sweepstakes; the other two with a seasonal discount or a wellness line. Only Joy Organics opens with what the brand is.
- Every opening shows a discount, a member price, a prize or a lowest-price offer, so a first-order discount does not set anyone apart.
- All six offer shopping by benefit. None of the six openings names a primary customer; three speak to a need, sleep, instead.

Who makes something easier

CBDistillery. CBDistillery gives its opening one job: a sleep promise, one supporting line and one button.

Lazarus Naturals. Lazarus Naturals opens with a question in the visitor's own terms and a single button to the matching collection.

WHAT NOBODY OWNS

A named first customer. None of the six openings names one; three speak to a need, sleep, instead. Joy Organics' THC-free craft and New to CBD section point to the THC-free newcomer.

HYPOTHESIS TO VALIDATE

06 · RECOMMENDED DIRECTION

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

Whom to prioritize

[Redacted]

HYPOTHESIS TO VALIDATE

What they should understand at once

[Redacted]

SUPPORTED INFERENCE

Why they should believe it

[Redacted]

OBSERVED

What they should do first

[Redacted]

SUPPORTED INFERENCE

What to keep

[Redacted]

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[Redacted]

[Redacted]

[Redacted]

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			

08 · RECOMMENDED OPENING

The first screen,
element by element.

Headline	
Supporting message	Complete recommendations are reserved for paying clients. Get a Homepage Intelligence Report for Your Brand
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

PROTECT WHILE TESTING

Evidence:

3

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:

4

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

COMMERCIAL CONTEXT

PROTECT WHILE TESTING

Evidence:

5

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

PROTECT WHILE TESTING

Evidence:

6

WHAT TO TEST

WHY IT MATTERS

HOW TO VERIFY IT

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PROTECT WHILE TESTING

Evidence:

10 · RECOMMENDED COURSE

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

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Complete recommendations are reserved for paying clients.

Complete recommendations are reserved for paying clients.

Complete recommendations are reserved for paying clients.

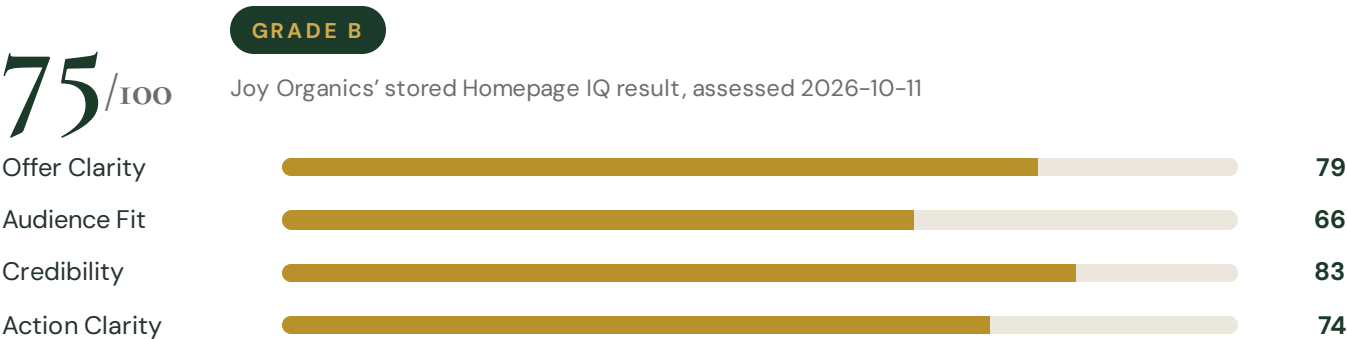
REVIEWED BY

Ofer Shoshani

FOUNDER, CANNADELICS

APPENDIX A · EVIDENCE

The Homepage IQ results *behind the advice.*



Joy Organics is above the competitor average on every dimension, and no competitor is clearly ahead on any of them. Credibility is its highest score, built on per-batch quality checks, lab reports, a named Medical Advisory Board and review volume. Audience Fit is its lowest score and the lowest for every homepage in the set, which makes it a shared category gap rather than a weakness peculiar to Joy Organics.

All six homepages

Homepage	Offer Clarity	Audience Fit	Credibility	Action Clarity	Overall
Joy Organics (focal)	79	66	83	74	75
NuLeaf Naturals	65	50	72	66	63
CBDistillery	70	57	76	66	67
Lazarus Naturals	74	67	81	71	73
Medterra	63	54	75	60	63
CBDfx	60	48	70	59	59
Competitor average	66	55	75	64	65

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

79 vs. competitor range 60–74

Can visitors quickly understand what is offered?

OBSERVED The opening says what Joy Organics is in three elements: a USDA Organic ranking claim, THC-free CBD since 2018 and three brand values. Formats and benefits follow, and a New to CBD section supports first-time buyers.

Against the five: Highest Offer Clarity in the set, five points above Lazarus Naturals, the nearest. The competitors open on a sleep campaign, a sweepstakes, a seasonal discount or a general wellness line, so their brand offer comes later.

Source: Observed 11 Oct from a US connection: all six openings. Stored assessments: offer-clarity analyses.

Audience Fit

66 vs. competitor range 48–67

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

OBSERVED The page reaches sleep, calm, active lifestyles, everyday wellness and pets in quick succession, with no primary customer. Its own content points to one: buyers who want CBD without THC, especially those new to CBD.

Against the five: All six homepages speak broadly. Lazarus Naturals is the only one to name a specific group, through its assistance program; its opening shows the program only as a discount line.

Source: Observed 11 Oct: all six openings. Captured sections “THC-Free CBD That Works” and “New to CBD?”. Stored assessments: audience-fit analyses for all six.

Credibility

83 vs. competitor range 70–81

Does the page provide enough evidence to earn trust?

OBSERVED Per-batch quality checks with linked lab reports, a named Medical Advisory Board, substantial review volume and a long money-back period: more documented trust signals than most homepages in this comparison.

Against the five: Level with Lazarus Naturals and ahead of the other four. NuLeaf Naturals and CBDfx also name a medical advisory board, and CBDfx puts third-party testing and a money-back promise beside its opening buttons.

Source: Captured sections “Quality You Can Verify” and “Guided by Our Medical Advisory Board”. Observed 11 Oct: CBDfx opening. Stored assessments: credibility analyses.

Action Clarity

74 vs. competitor range 59–71

Is it clear what visitors should do next?

OBSERVED Shop CBD is the filled primary button and Shop THC the outline secondary, followed by benefit and format paths; the page closes on a quiz for undecided visitors. A full-screen discount pop-up appears within seconds.

Against the five: Ahead of NuLeaf Naturals, CBDistillery, Medterra and CBDfx, level with Lazarus Naturals. Medterra’s opening offers a sweepstakes entry as its main action.

Source: Observed 11 Oct from a US connection: all six openings and Joy Organics’ pop-up. Captured closing quiz. Stored assessments: action-clarity analyses.

Why these five competitors

NuLeaf Naturals nuleafnaturals.com	Organic full-spectrum cannabinoid brand with a named medical advisor and a large review base.
CBDistillery thecbdistillery.com	Established national CBD brand with a full format range and benefit-led navigation.
Lazarus Naturals lazarusnaturals.com	Mission-led CBD brand with accessible pricing and an assistance program.
Medterra medterracbd.com	Science-first CBD and THC brand built around a named proprietary ingredient.
CBDfx cbdfx.com	Broad-format CBD brand, from gummies to vapes and mushroom blends, with frequent promotions and a named advisory board.

APPENDIX A · METHOD AND LIMITATIONS

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

- Scores come from six Homepage IQ assessments on 11 October 2026: four taken within fifteen minutes in the morning (UTC) and two, for NuLeaf Naturals and CBDfx, about nine hours later. These two replace competitors whose openings could not be viewed from any connection.
- All six opening screens were checked visually on 11 October 2026 in one session from a US connection (a browser VPN exiting in New Jersey, confirmed before capture), logged out, at a 1280 by 665 viewport, with cookie banners left unanswered. Joy Organics' opening was captured to a 900-pixel depth in two screens.
- Pop-ups closed earlier that day in the same browser did not return as full-screen pop-ups. Joy Organics' full-screen first-order pop-up was recorded on the first visit, from a Los Angeles exit.
- From the Los Angeles exit Lazarus Naturals redirected to a California-compliant page under the state's 2026 hemp rules and CBDistillery showed a California banner; neither happened from New Jersey, and the report uses the New Jersey screens.
- CBDfx's stored text capture took a lower section as its opening and found no main button. The visible opening is a seasonal discount with two buttons, so its stored Offer and Action Clarity may understate the visible page.
- The first-order objective and the newcomer position are inferred from the page and from the company's own content. The position is a hypothesis to confirm with the company's customer data before it is adopted.
- 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.



Joy Organics (focal)

APPENDIX B · ASSESSMENT CERTIFICATES, CONTINUED

The five
competitors.



NuLeaf Naturals



CBDistillery



Lazarus Naturals

APPENDIX B · ASSESSMENT CERTIFICATES, CONTINUED



Medterra



CBDfx