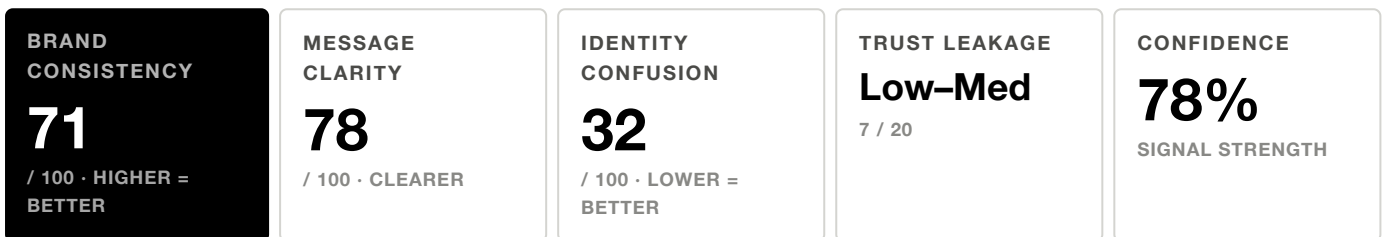


SAMPLE REPORT · Illustrative \$29 Full Brand Consistency Review rendered on an anonymised premium DTC functional-beverage brand. Your report follows the same structure on your brand.

## Sample Brand (anonymised)

Website-Based Brand Consistency Review · Powered by the NES framework. Derived from public website pages only. Pages scanned: 4 of 4 (homepage, product, about, FAQ). Diagnostic Confidence: 78%.

### Headline scores



### Bottom line

Strong category-creator brand voice and a coherent functional-beverage promise across pages. Mid-funnel friction concentrates in product-page proof density and identity overlap with the adjacent “healthy soda” cohort.

### Key observations

- 1 Hero message is unambiguous and category-defining; the same promise repeats across product, about, and FAQ pages without drift.
- 2 Product-detail pages carry strong narrative but thinner proof density than the homepage; ingredient and benefit claims could be more tightly tied to source citations.
- 3 Identity overlap with the broader functional-beverage cohort creates a small but consistent confusion signal in voice and visual treatment.

## 10-component breakdown

Per Appendix A of the NES working paper. Each component scored 0–20 from public website signal. Green codes are positive components; grey are negative.

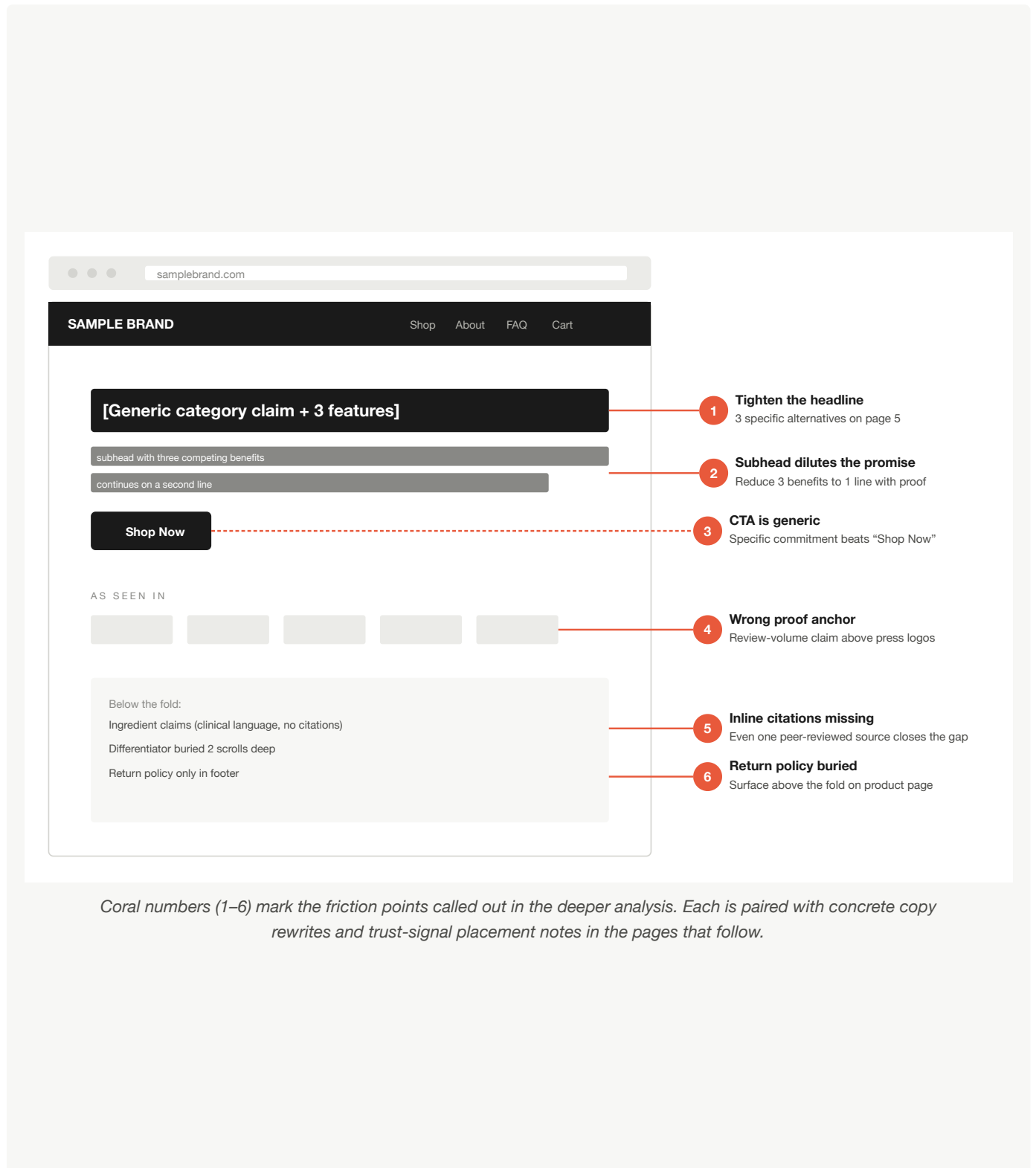
<b>+M</b> Message clarity <b>16/20</b>	<b>-IC</b> Identity confusion <b>5/20</b>
<b>+T</b> Trust signals <b>13/20</b>	<b>-TD</b> Trust drift <b>4/20</b>
<b>+C</b> Customer-promise consistency <b>15/20</b>	<b>-AC</b> Audience confusion <b>3/20</b>
<b>+R</b> Reputation evidence <b>12/20</b>	<b>-RR</b> Risk signals <b>2/20</b>
<b>+V</b> Voice coherence <b>15/20</b>	<b>-OD</b> Operational dissonance <b>4/20</b>

### HOW TO READ THIS

Each component is a directional reading on one dimension of brand consistency. Positive components describe what the brand does well across its public surfaces. Negative components describe where friction shows up. The aggregate Brand Consistency score on page 1 is computed from these ten signals using the formula in the NES working paper. Internal data was not accessed. Scores are directional, not measured.

## Annotated homepage

Six friction points marked directly on the homepage layout. Each callout corresponds to a specific recommendation in the deeper analysis (next page) and a concrete copy rewrite (page 5).



Coral numbers (1–6) mark the friction points called out in the deeper analysis. Each is paired with concrete copy rewrites and trust-signal placement notes in the pages that follow.

## Deeper analysis

Human-reviewed notes on each friction point flagged in the annotated homepage.

### HOMEPAGE AND CALL-TO-ACTION NOTES

- The hero headline lands the category creator position, but the secondary subhead dilutes the promise by listing benefits already inferred from the headline. Tighten the subhead to one sentence with the strongest numeric proof.
- The primary CTA (“Shop Now”) is generic. A more specific commitment (“Shop the variety pack”) reduces decision friction for first-time buyers.
- Above-the-fold proof anchors on press logos; a review-volume claim (“X,000 5-star reviews”) ties brand voice (“by the people”) to the proof element.

### TRUST-LEAKAGE DIAGNOSIS

- Ingredient-page claims use clinical-style language without citation. One inline peer-reviewed source meaningfully reduces the trust-leakage signal.
- Subscription pricing reads higher than the single-pack headline in the eye-path. A “Includes free shipping” reciprocity line reframes the differential.
- Return policy is buried in the footer. Surface a “Don’t love it? Full refund.” line above the fold on the product page.

### IDENTITY-CONFUSION AND PRICING NOTES

- Visual grammar overlaps with adjacent functional-beverage brands. Surface the actual differentiator (category authority, longer product history, broader flavour library) where buyers first encounter the brand.
- Premium pricing is defensible but un-anchored. A “vs traditional” cost-per-serving comparison on the product page re-anchors the price.

### PRIORITY MATRIX · ACTION ORDER

Ranked by impact × effort. Start with priority 1.

Fix	Impact	Effort	Priority
Replace generic CTA with specific commitment	High	Low	1
Add refund line above the buy-box	Medium	Low	2
Add citation to ingredient claim	Medium	Medium	3

## Concrete copy rewrites

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Ready to A/B test. Each block replaces an abstract recommendation with three specific alternatives derived from the friction patterns in the annotated homepage.

### HEADLINE ALTERNATIVES

*Current pattern: generic category claim + parallel list of three features.*

**“The soda your gut wants.”**

*Why: leads with the buyer's body, not the product. Activates the wellness frame in three words.*

**“Better soda. 9 grams of fiber.”**

*Why: leads with comparative positioning + strongest numeric proof. Numbers beat adjectives.*

**“All the taste. None of the regret.”**

*Why: emotional framing. Plays on the existing soda-guilt loop your buyer is already in.*

### SUBHEAD ALTERNATIVES

*Current pattern: three benefits in parallel, two lines, eye drifts past.*

**“9g plant fiber per can. Less than 5g sugar.”**

*Why: replaces three-benefit list with two concrete numbers. Buyers process numbers faster than adjectives.*

**“Drink soda. Help your gut. Yes, really.”**

*Why: voice-led, conversational. Matches brand tone and invites the buyer to suspend skepticism.*

### PRIMARY CTA ALTERNATIVES

*Current: “Shop Now” — generic, asks the buyer to make a choice they haven't made yet.*

**“Try the variety pack — all 9 flavours.”**

*Why: removes flavour-choice paralysis blocking first-time buyers.*

**“Start with a 12-pack — full refund if you don't love it.”**

*Why: makes the trust signal part of the CTA. Closes the “what if I don't like it?” objection at the click.*

**“Shop the bestsellers.”**

*Why: socially-proofed. Lets the buyer follow the crowd if they'd rather not choose.*

*All copy alternatives above are derived from the friction patterns the scanner detected on the homepage and product pages. A/B test pairs that share the same proof anchor for cleanest signal.*

## Recommended next steps

Three priority moves based on the convergence between observed friction and likely commercial impact. None require strategic repositioning; all are operational on a 60–90 day cycle.

- 1 Tighten the hero-page proof stack.** Replace the press-logo bar with a single-number review-volume claim above the fold. Update the subhead to lead with the strongest proof number.
- 2 Surface return policy pre-purchase.** Move the return-policy summary out of the footer and onto the product page above the buy-box.
- 3 Anchor pricing against a category reference.** Add a side-by-side cost-per-serving line on the product page comparing to traditional alternatives.

### WHAT THIS ANALYSIS IS AND IS NOT

Website-signal-only review. Does not include public customer reviews, app-store sentiment, social discussion, or direct customer-cohort survey data. For those, the next tiers are the \$2,399 Quick-Turn Diagnostic (public review aggregation across portals) and the \$15,000+ Measured NES engagement (direct customer-cohort survey with statistical confidence intervals).

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**Methodology block.** **Report type:** Website-Based Brand Consistency Review, powered by the NES framework. **Brand:** anonymised premium DTC functional-beverage brand (sample). **Data:** public website pages only; no review aggregation, no customer survey data. **Classification method:** NES 10-component scoring per Appendix A of the working paper, plus human-reviewed deeper analysis for the \$29 Full Review tier. **Known limitations:** public-website-only signal does not capture review behaviour, churn data, repeat-purchase patterns, or behavioural cohort dynamics. **Internal data accessed:** None. **Scores are:** directional under the NES framework, not measured.

Net Entropy Score (NES) v1.0. Working paper: SSRN Abstract 6667158, available at [netentropyscore.com/paper](https://netentropyscore.com/paper). This sample report is illustrative and the brand it describes is anonymised. Outputs are directional estimates calibrated to the NES framework, not precision forecasts or professional advice. AI systems can make mistakes, miss context, or misinterpret public information. NES, Impossible Marketing, and affiliated operators are not liable for decisions, losses, or actions taken based on this scan. Use this report to open questions and guide further diligence, not as the sole basis for business, investment, legal, financial, or operational decisions.