

The Whole Truth



whole
The Truth
formerly and nothing else.

The screenshot shows a Google search result for 'the whole truth foods'. The search bar contains the text 'the whole truth foods'. Below the search bar, there are tabs for 'All', 'Images', 'Shopping', 'News', 'Videos', and 'Short videos'. The search results show a listing for 'The Whole Truth Foods' with the URL 'https://thewholetruthfoods.com'. The listing includes a description: 'At 90% protein concentration, this is the purest form of whey you can get. Add it to your banana shake, churn it into your smoothie bowl or mix it into your ...'. Below the description is a list of products: '24g Protein Powder', 'Protein Powders', 'Protein Bars', 'Dark Chocolate', 'Shop Our Range', and 'Nut Butters'. Each product has a right-pointing arrow next to it. A white box highlights the description text, and another white box highlights the product list. An arrow points from the description box to the 'What is working?' section, and another arrow points from the product list box to the 'What is NOT working?' section.

Why Website listing page?

This page is que for any perspective for new user and sets initial expectations for a user why should they hire your brand/product

What is working?

- ★ The website link is coming on top, highlighting top organic search results.
- ★ The description highlights the 90% protein concentration in their whey product which iterates purity and quality products.
- ★ The presence of direct clickable link which allows users to navigate their preferred product.
- ★ Providing use cases such as banana shake & smoothie bowl

What is NOT working?

- **Description gets truncated**
Sol: Ensure the description is fully within character limit
- **No Emotional Hook**
Sol: Add Interactive phrases
- **Not highlighted why TWT is different**
Sol: Can mention key differentiators : 100% transparent ingredients | No preservatives | No artificial sweeteners

What's Working?

1. Strong trust building with Brand messaging.
2. Visually appealing and minimalist design, product position highlights what they sell that affects users' Halo Effect when visiting the website for the first time.
3. Instead of About us, they used unique, engaging tag line which is human like storytelling.

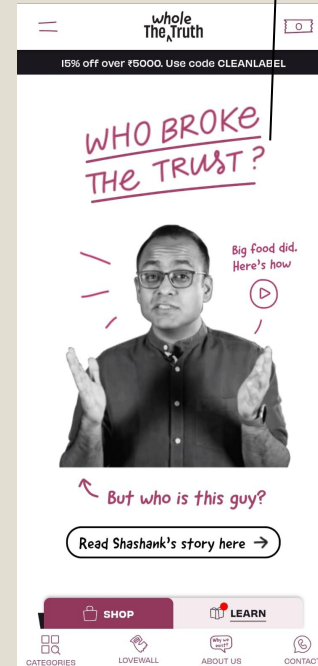


What's Not Working?

1. While shop button is present, it's not a focal point.
Sol: Add a bigger, bolder prompt like: "Shop Clean, Honest Food Now →"
2. Unclear Value proposition for first time visitors
Sol: Add 3-4 quick points or icons to clarify - 100% transparent ingredients | No preservatives | High protein | No artificial sweeteners or sugars
3. No User Testimonials
Sol: Add customer reviews (e.g., "Loved by 100,000+ health-conscious eaters!")

What's Working?

1. Strong and provocative hook.
2. Personal Storytelling approach- highlighting who is founder and the brand story behind it.
3. Promotional Offer for triggering Immediate purchase

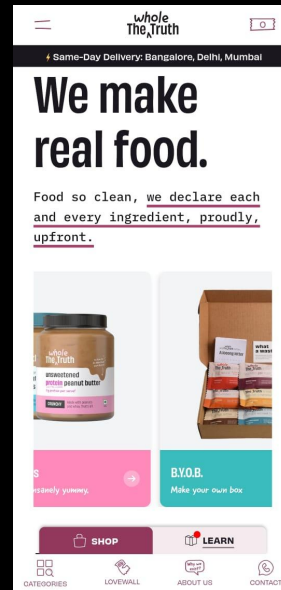
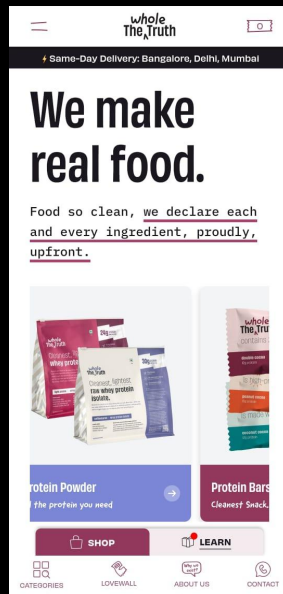


What's Not Working?

1. Cart Icon lacks visibility
Sol: Show cart count bubble
2. While storytelling is great, the prompt leads to the founder's story instead of a product page.
Sol: Keep the "Read Shashank's Story" prompt, but add another stronger prompt for shopping like: "Discover Our Clean Foods →"

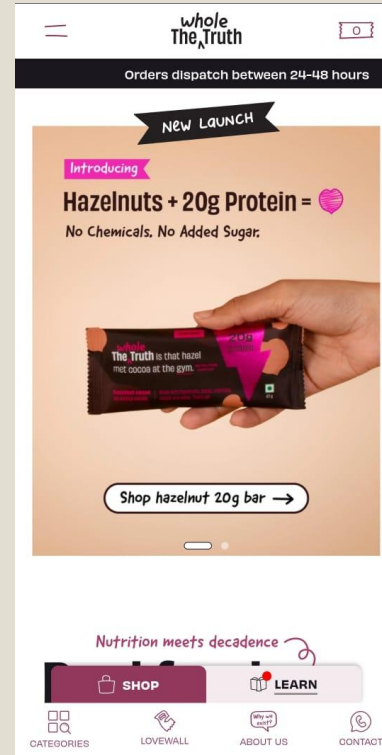
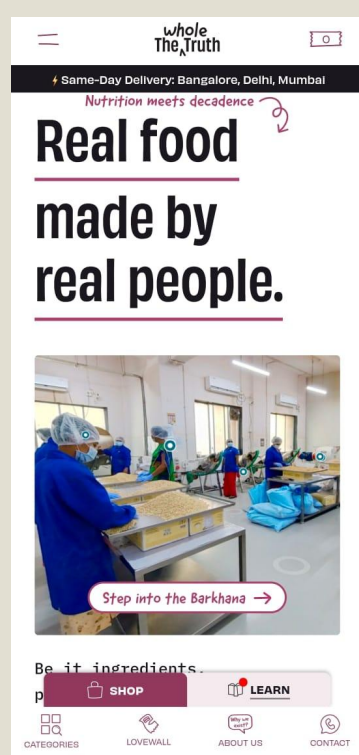
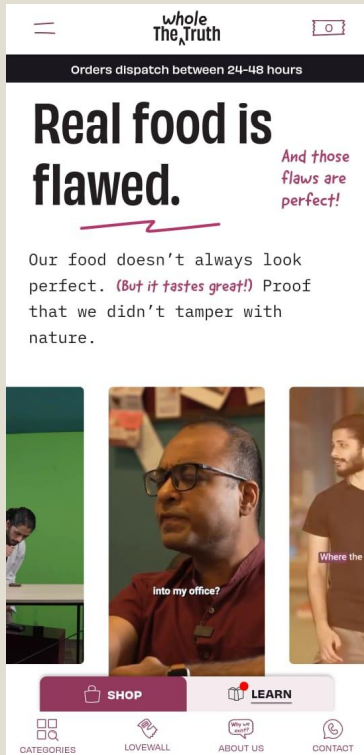
What's working?

1. Strong Brand Messaging ("*We make real food.*") that sets clear tone.
2. Simple Intuitive Navigation for *Shop, Learn, Categories, Lovewall, About Us, Contact*
3. *Well-segmented product categories* (Protein Powder, Protein Bars, Peanut Butter, BYOB) where images are appealing, professional and clear.
4. The "Make your own box" (B.Y.O.B.) concept is well-presented.
5. Same-Day Delivery Banner (Urgency & Convenience) creates urgency & convenience for users.



What's not working?

1. Missing a *small subtext or explainer* about what "real food" means (e.g., No preservatives? No sugar?). A new user may not immediately grasp why they should choose TWT over others.
2. The homepage presents multiple product options (peanut butter, protein powder, bars, etc.), but there's no clear guidance on where to start.
Sol: A "Start Here" or "Best for Beginners" section.
3. *Shop, Learn, and Category options are all prominent, making it unclear what the user should do first.*
Sol: Guide the user by adding: "*First time here? Check out our bestsellers!*"
4. *Users may want to see pricing upfront rather than clicking multiple times. No visible discounts, offers, or bundles that might attract a first-time user.*
Sol: A small price tag or "*Starting from ₹XYZ*" label on product images.



What's working?

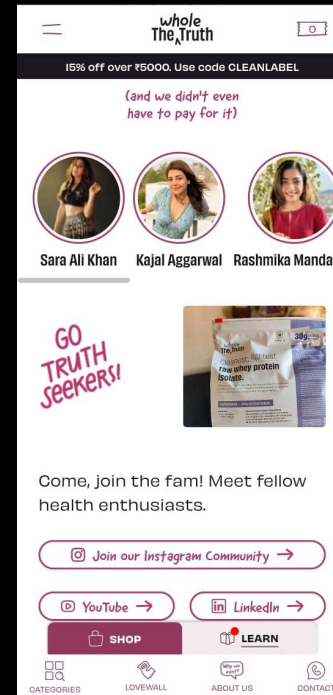
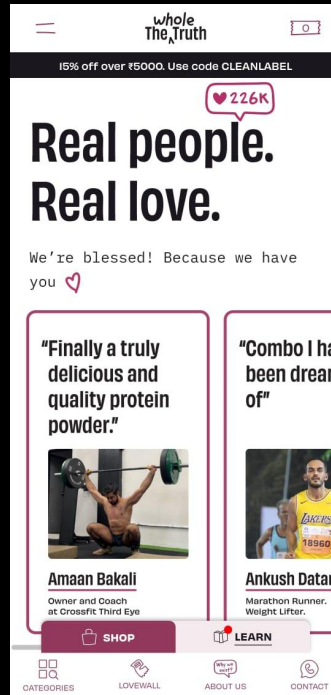
1. *Conversational tone* makes the brand feel authentic and approachable.
2. The *real factory image* ("Real food made by real people") builds credibility.
3. The "*Step into the Barkhana*" prompt makes the user feel included in the process.

What's not working?

1. While the **messaging is strong**, it assumes users already understand: *What's wrong with food journalism? Why does real food look flawed?*
Sol: Add a **small intro** explaining what makes TWT different (**without too much jargon**). Can Add "*Most brands hide ingredients. We tell the truth. Here's why that matters.*"
2. The homepage has **multiple focus points** (real food, food journalism, new launches), but **no clear path** for new users.

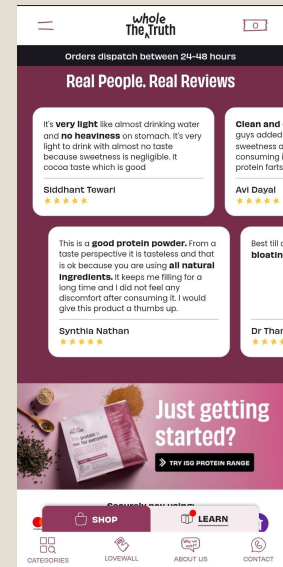
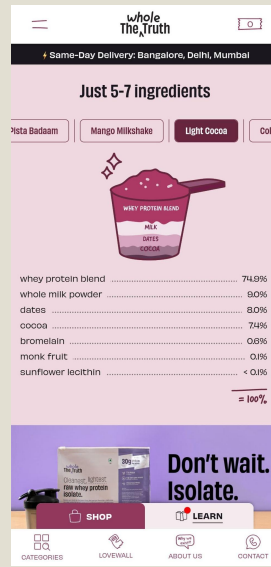
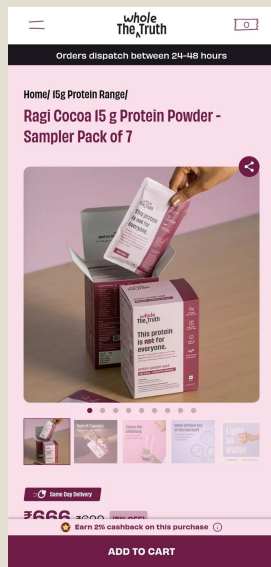
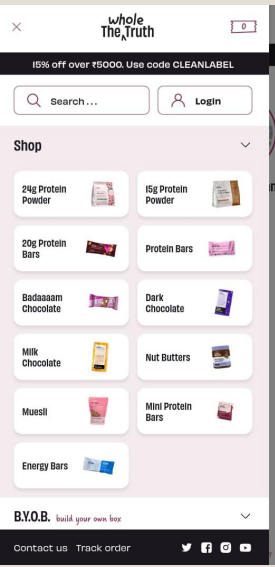
What's Working?

1. Real customer testimonials add credibility.
2. Featuring 226K+ community love builds trust at a glance.
3. Famous personalities that are brand customers further establish credibility.
4. The "Go Truth Seekers" prompt encourages people to join a movement rather than just buy a product.
5. Prompts like "Join the Fam!" make the brand feel more like a movement rather than just an e-commerce store.



What's Not Working?

1. **Too Many External Links Without Clear Benefits.**
Sol: Show snippets of social content (like Instagram posts or YouTube video previews) before linking out.
2. **Testimonials Could Be More Structured**
Sol: Use a star-rating format or key benefit highlights instead of just text blocks.
3. **While the page encourages social engagement, it doesn't push users toward making a purchase.**
Sol: Can add a "Try It for Yourself" button at the end.

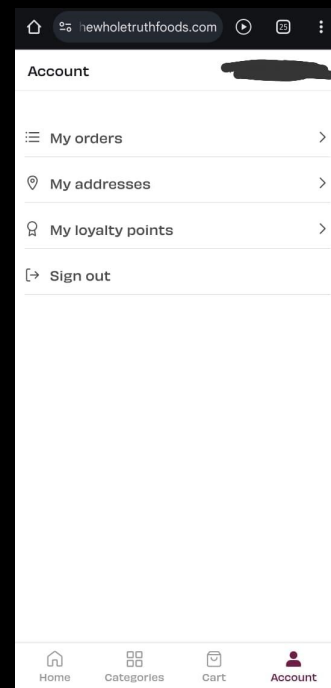
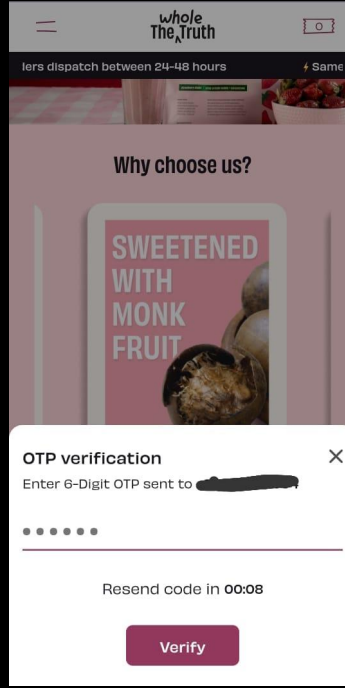
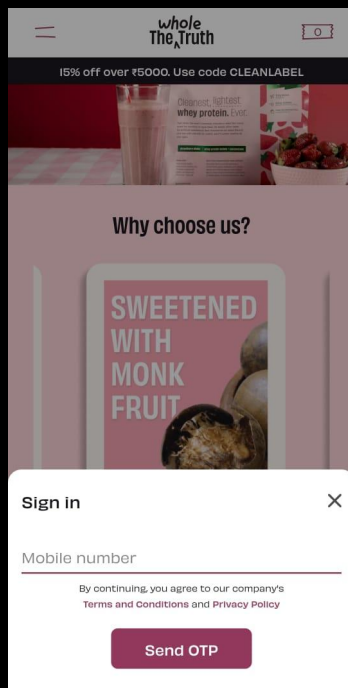
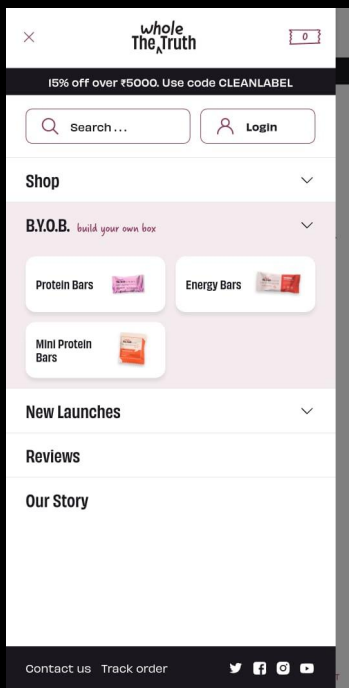


What's Working?

1. The “Us vs. Them” comparison section effectively highlights why TWT’s protein is better than others.
2. Full ingredient breakdown reassures users that there are no hidden additives.
3. **#nothingtohide** tagline reinforces honesty and credibility.
4. The *Real People, Real Reviews* section features *star ratings* and real feedback, making it easier for users to trust the brand.
5. “**Try ISO Protein Range**” encourages new users to explore products specifically curated for them.
6. Sample Options for new users, flashcards with in-dept detail of ingredients.

What's Not Working?

1. While the product pages are clean, **there's no urgency or incentive** (e.g., “Limited stock left,” “Only 5 packs available”).
Sol: Add **time-sensitive offers** like “Buy now & get 10% off” or “Limited edition flavor”.
2. The **hamburger menu** is fine, but the **search bar** is not prominent enough. Users might struggle to find specific products quickly.
Sol: Keep the search bar visible in the header at all times.



What's working?

1. A frictionless login process that does not require remembering passwords—this is a great approach for quick sign-ins. OTP verification is now a standard practice in many Indian e-commerce websites, so it feels familiar to users.
2. Account Dashboard is Well-Structured

What's not working?

1. **No alternative sign-in methods (Email, Google, Apple, etc.)** New users may hesitate to share their mobile number if they are just browsing. Sol: Add alternative sign-in options (Google, Apple ID, or Email sign-in) to reduce friction and increase conversions.
2. **The account page lacks branding elements, making it look plain. There's no welcoming message or personalization to make users feel valued.** Sol: Add a greeting message, show relevant recommendations like loyalty points, offers, or orders in progress.