

PRESENTED BY





How to Audit Your Digital Experience



Starting Points

Today's Panelists

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Winery Visits & Tastings

Increase Revenue Per Visitor

Increase Customer Lifetime Value

Grow Wine Club Base

Offer Unique Experience

Increase Group & Corp Events

Find Additional Revenue Sources



Key Challenges

- Limited Budgets
- Limited Resources
- Aging Customer Base
- Competitive Environment Changes
- Younger Generation Adoption



Site Content

Q:

WHY is site content worth the effort?

A:

First Impressions **Matter**





Content Effectiveness

Q:

How do you tell?

Where do you start?

Landing Page Data:



6 MONTH TOP PERFORMING LANDING PAGES

	Page path and screen class 🕶 🛨	↓ Views	Users	Views per user	Average engagement time
		2,592	546	4.75	1m 35s
		100% of total	100% of total	Avg 0%	Avg 0%
1	1	638	386	1.65	19s
2	/collection,	333	163	2.04	39s
3	/visit-us	227	156	1.46	21s
4	/our-story	185	125	1.48	1m 10s
5	/collection,	130	77	1.69	32s
6	/resources	129	71	1.82	19s
7	/reservation/	122	91	1.34	11s
8	/wine-club	90	52	1.73	41s
9	/collection	87	59	1.47	25s
10	/events	86	42	2.05	23s

CREATE ► CONNECT ► CONVERT

Justine's Quick Checklist

- Is it useful? Does it answer a question or pain point?
- Is it organized and formatted to engage the user?

- Is it optimized to for multiple channels? (social post, email, paid campaign, etc.)
- Is it attracting an audience you want vs. just an audience?



Search Keyword Insights



Value Beyond "Ranking"?

- Understand Customer Intent
- Content Guidance
- Market Demand Signals
- Other?



Central Coast Winery Pin - Google Search

- ... pinot noir
- ... pinot noir 2021
- ... pinot noir 2020
- ... pinot noir 2019
- ... pinot noir 2018







Keyword Themes Recommendation



Map out all URLs with primary keywords

eyword	KW Classification	Duplicat	Estimated	Current Title	New Title	URL	
iyadu	NY Classification	Dupitcat	Monthly Search Volume	Current rice	New Title	UNL	
Napa Valley Winery	Primary Keyword	В	3600	M Vi Your Next Adventure	M V Y V	https	
best red wine from napa valley	Primary Keyword		90	Ri Vi	Best Red Wine from	https	<u>eds</u>
napa valley cabernet sauvignon	Related Keyword		1300			https://	
buy napa valley wine online	Related Keyword		20			https://	
best white wine from napa valley	Primary Keyword		30	W		https	whites
napa valley virtual tasting	Primary Keyword		320	Virtual Experiences -		https	<u>virtual</u>
napa valley gift baskets	Primary Keyword		140	G V	Napa Valley Gift	https	<u>aifts</u>
napa valley gifts online	Related Keyword		40			httes	
napa valley gift ideas	Related Keyword		30			https://	

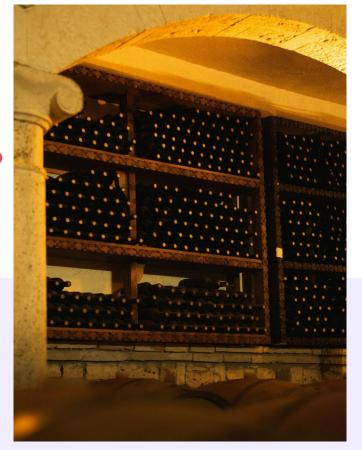


Conversions

Is your website leaking \$\$\$?

Missed conversions:

How do you analyze?





Conversions:

The View From a Paid Search Summary Report

Primary Conversion Performance	Secondary Conversion Performance		
Tasting Performance - 84 tastings purchased (+14 MoM, +40 YoY) - \$4,980 in tasting revenue (+\$2,445 YoY)	Phone Calls - 53 calls on the website - 21 direct calls from ads		
Winery Visits - 320 winery visits - \$21,487 est. value	Other: - 113 transactions / \$6,664 in revenue / 32% of all site revenue - 24 clicks to email - 2 Contact form submissions - 1 Event form submission		
Total - \$28,151 in est. revenue - 6.5X Est. ROAS			

Graham's Paid Search Conversion Measurement Checklist

<u>Primary:</u>

Tasting purchases

Winery visits



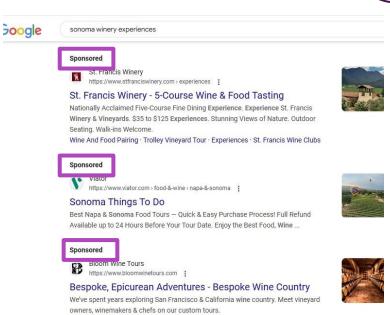
Secondary:

- Tracked Phone Calls (from web)
- E-commerce Revenue
- Clicks to email
- Clicks to Contact
- Event Inquiries
- Messaging / Chat

Speaking of Paid Search



Are you wasting money on keywords?



Vehicles · Services · Our Team · Contact Us

Common Issues Found



KEYWORDS – MATCH TYPES

Challenge Discovered In Audit:

There are broad match keywords being used without guardrails. This can and will cause overlap across campaigns and result in wasted spend.

Solution:

Generally, if you are using broad match, it is best to keep them in ad groups where there is the same theme (single theme ad groups). From there you can keep a close eye on search terms and performance.

This will prevent cross pollination and is generally what Google is moving towards.

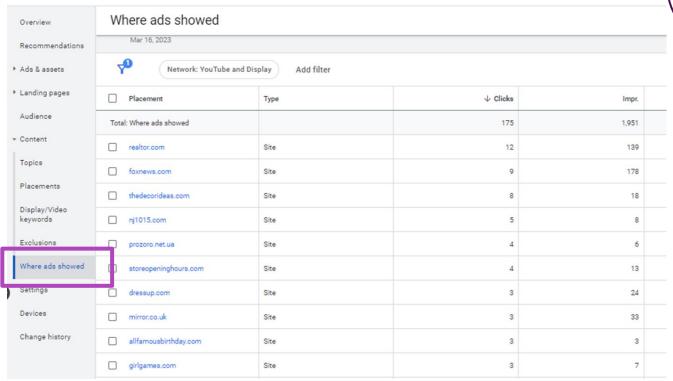
It is also recommended to layer on audience targeting for a more relevant/intent audience.







Example: Display Placements







Get Our Checklist





PPC Management Checklist January 2025

FREQUENT CHECKS (usually weekly depending on volume):

Progress of New Campaigns:
New / Revised Ads Assets (formerly extensions) Updated Bid Strategies Search Terms
Key Status Items:
☐ Flæs ☐ Disapprovals ☐ Notifications
Recommendations:
☐ Dismiss Anything Irrelevant ☐ Apply Anything Useful
Budget Pacing:
☐ Are we on track to spend the budget? (Y/N)
Conversions:
Are my campaigns converting? If not, do I know why not? Are some converting better than others? If so, do I know why? Should I reallocate the budget to better converting campaigns? Primary conversion check Secondary conversion check Quality of Conversion



20 920	220	200
Search	Terms	Repor

Negate anything irrelevan
Add anything relevant

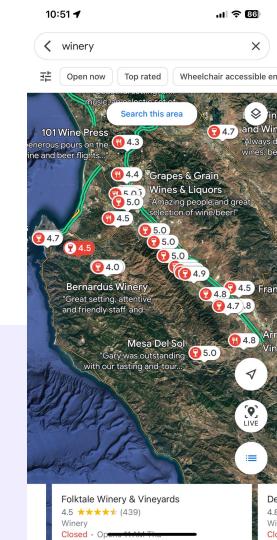


Standing Out

In a Sea of Wineries

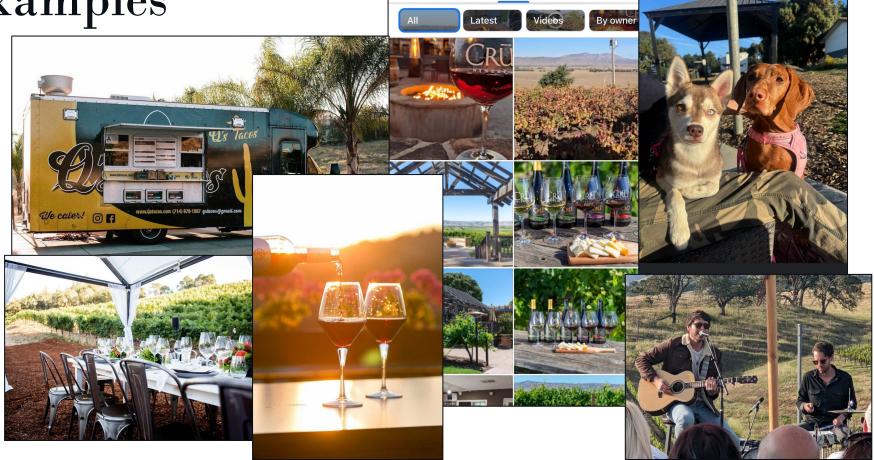
Audience: "People who drink wine"







Examples



REVIEWS

MENU

PHOTOS

UPDATES

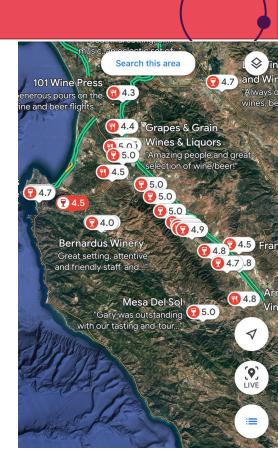
ABOUT

2025 o Direct to Consumer Wine Symposium

Oh, and BTW

Quick check of 15 wineries in here:

Five (5) had <u>less than</u> ½ dozen photos/video on their Google Business Profile



Example: Travel Guide

Lake County Winery

WAY off the beaten path

Phenomenal mountain views

Deliberate intent to visit

3-Day Travel Guide to Lake County

The history of Lake County, California, is as fascinating as it is wined; From the ancient waters of Clear Lake and the volcanic majesty of Mt. Koncot to the enduring legacy of the From Indians, turn-of-the-century not springs resorts, and modern-day agricultural treasures like wine giapses and pears, Lake County weaves a rich tapestry of heritage that continues to inspire future persentions:

This vibrant history provides the perfect backdrop for a romantic 3-day couples retreat. Whether you're drawn to the tranquil beauty of the lake, the charm of local wineries, or the area's unique cultural roots, Lake County offers an idylike escape to reconnect and recharge.

Discover the perfect mix of adventure, relaxation, and wine in Lake County, California. With its scenic landscapes, incredible wineries, and cozy accommodations, this guide will help you plan an unforgettable weekend getaway.





Where to Stay:

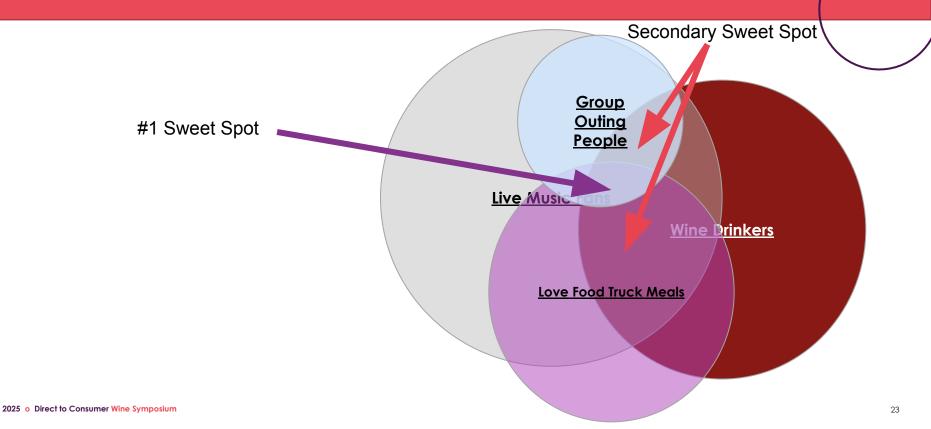
As you plan your trip to Lake County, securing the perfect place to stay is a top priority. Your accommodations will set the stage for an unforgettable three-day getaway.

Tallman Hotel & Blue Wing Saloon

- Location: Upper Lake, CA
- Why Stay Here: Located in the historic country town of Upper Lake, this boutique hotel offers
 the perfect escape to simpler times. After a day of exploring Lake Country's breathtaking
 landscapes and indulging in its wine and food culture, unwind in one of their well-appointed

2025 o Direct to Consumer Wine Symposium

Finding YOUR Audience – Example:



Case Study

CHALLENGE

A winery was looking to increase visits to the tasting room.



TACTIC

Paid Media

INDUSTRY

Winery

SOLUTION

To drive more visits to the winery, our team utilized Google Ads and Google Business Profile to:



Set up a "Winery Visit" conversion in Google Ads using real visit data from the winery's Google Business Profile.



Launched Search & Performance Max campaigns around tasting type, location, and near me to capture qualified traffic.



Utilized the "Winery Visit" conversion with the Target Return on Ad Spend model to maximize efficiency.

RESULTS

Compared to the previous year, the "Winery Visit" Google Ad campaigns successfully *drove more visits* to the tasting room and at a *higher return on ad spend (ROAS)*.

Winery Visits Doubled

Compared to the previous year.



Revenue increased 95%

Tracked revenue increased \$168k compared to the previous year.

Measurements

- So many channels
- So many possibilities
- So little budget
- So little resources
- Measure to prioritize







How do you know if your data is good?



Search results is an example of an enhanced measurement event you can track on your website

#4: Unsure of Data Retention Settings

If you don't know what your data retention is set to (or you don't understand what that means) then this section is for you

GA4 gives you a function called "Explorations" (Basically, you have FAR more facilities to create custom reports that are meaningful to your business (which is coold). But there is a catch, GA4 will only issed the data from those "Explorations" for two (2) months by default. You can joint should) which it to 14 months, which is an option in sattings.

In fact, you don't need an audit to do that. You can do that right now! However, an audit would still be a good idea to help you uncover other issues and ensure you're taking advantage of all opportunities like this one.



Make sure your data retention settings are set to 14 months for Explorations.

#5: Not using custom events

Examples of custom events include engagement from email, form fills, clicks on chat, etc. If you're not using custom events, but are interested in tracking specific actions, then you need an audit.

Most modern websites have some type of call-to-action conversion that needs custom event tracking (within GA4) to properly measure effectiveness. As noted earlier, those can include:

- . Quizzes
- · Product configurators
- Calculators
- Inventory lookun
- Quote requests
- Appointment requests
- Email clicks
- · and more!

	A Cost serve	+	hard case:	Tribitation	THE NAME OF SEC.
			1490	1200 alread	120 Aug (0.7%)
	orient./arm		36	- 14	140
1	and the		104	194	140
3	autost. June		190	709	109
	metal.intell.int		224	272	1.07
	admit, ber		16		No.

Examples of custom events

#6: No GTM or no idea what GTM is

This is a big one, GTM is not required for a GA4 implementation, BUT going without it is like getting a base model vehicle without the features you really want.

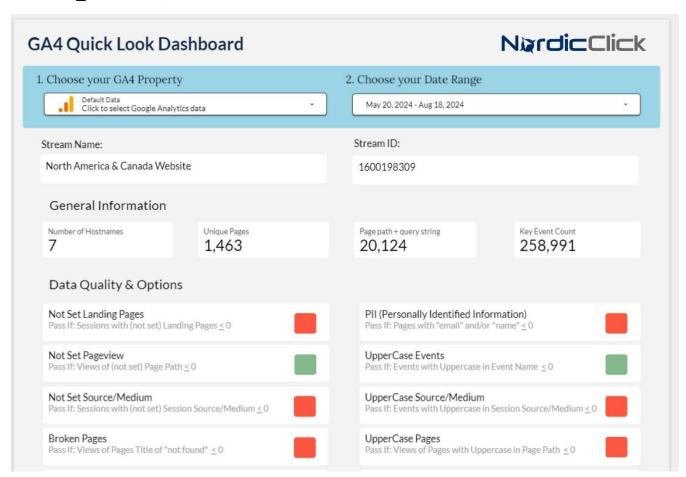
If you don't have GTM, or this is the first you've heard of it, then you need an audit. If you have GTM, but don't have active tags or tags that are working/transferred over to GA4 for active triggers, then you also **need an audit.**

#7: Automated GA4 Account Setup (aka Google automatically set GA4 up for you)

GA4 Quick View Report (Free Tool)



(No signup required)



About NordicClick

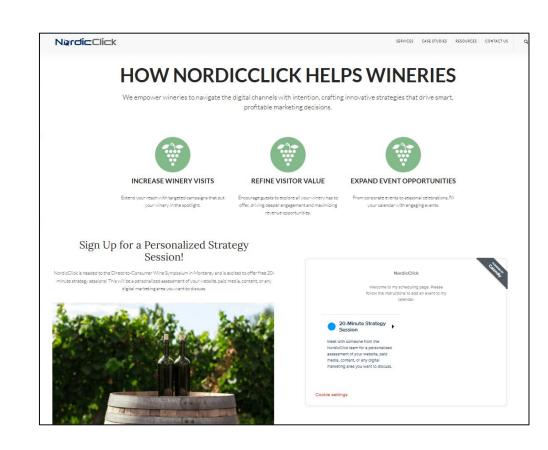
Paid Digital Media Management

Content Strategy & Development

SEO Services

Web Development Services

Web Analytics & Report Visualizations



Minneapolis Scottsdale San Francisco

Closing Thoughts

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Thank You