



WHY MILLENNIALS HATE YOUR WEBSITE

Newtimer

WINE MARKETING ARTISANS

WHY MILLENNIALS HATE YOUR WEBSITE



TODAY'S SPEAKERS



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WHY MILLENNIALS HATE YOUR WEBSITE



Newtimer

WINE MARKETING ARTISANS

*We develop and execute strategic solutions for wineries
to grow DTC sales and customer engagement.*

WHY MILLENNIALS HATE YOUR WEBSITE



MILLENNIALS

21-35 years old - #3 wine buying group

Very tech savvy

Website expectations ★★★★★



GEN X

36-55 years old - #2 wine buying group

Tech savvy

Website expectations ★★★★



BABY BOOMERS

56 years old and over - #1 wine buying group

Not tech savvy

Website expectations ★★

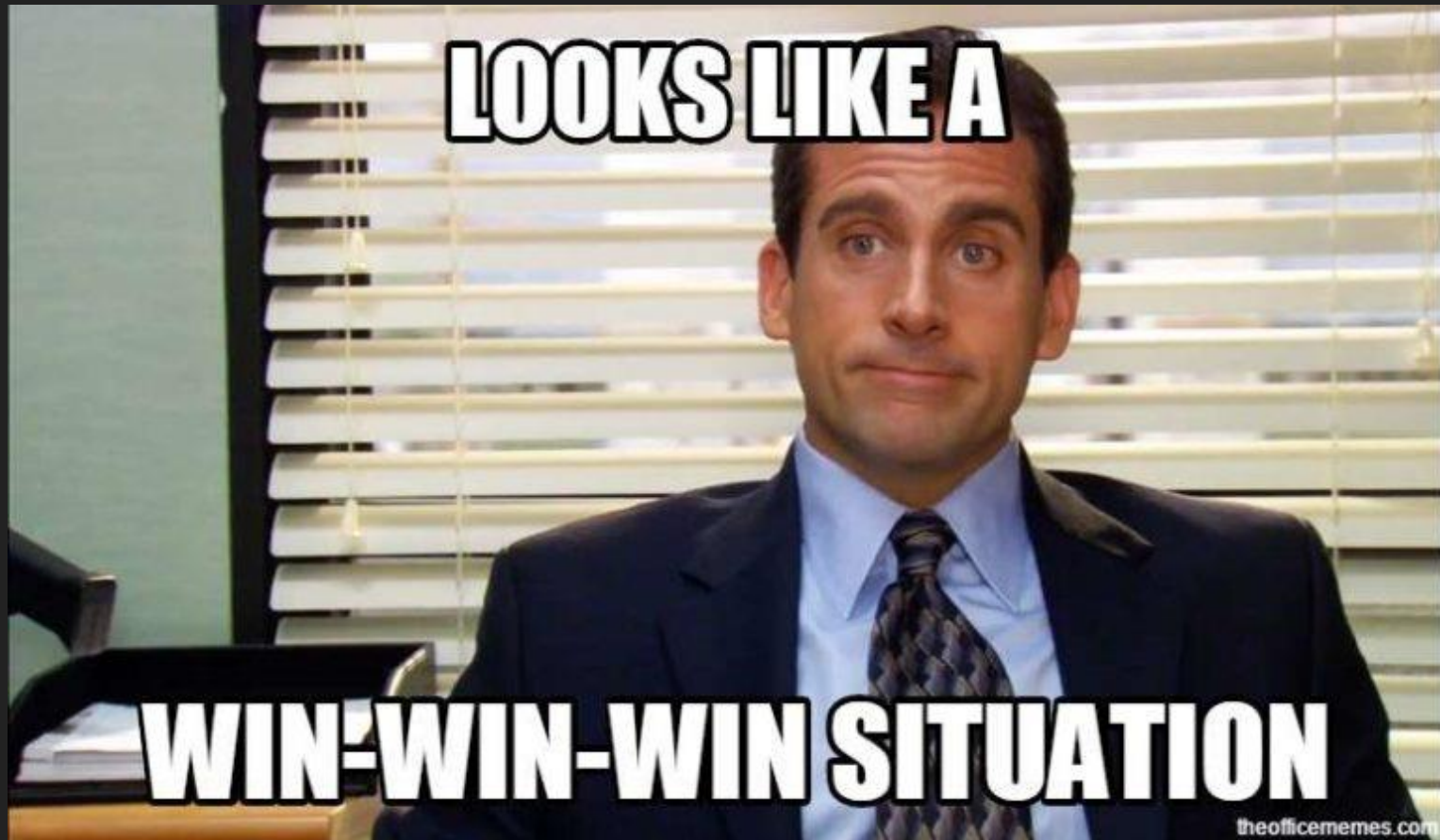
WHY MILLENNIALS HATE YOUR WEBSITE



MEET
MILLENNIALS' EXPECTATIONS

EXCEED
GEN X AND BABY BOOMERS'

WHY MILLENNIALS HATE YOUR WEBSITE



WHY MILLENNIALS HATE YOUR WEBSITE



SESSION OUTLINE

1. SET GOALS AND TRACK

1. BUILD TRUST

1. ALIGN YOUR GOALS WITH USER'S INTENT

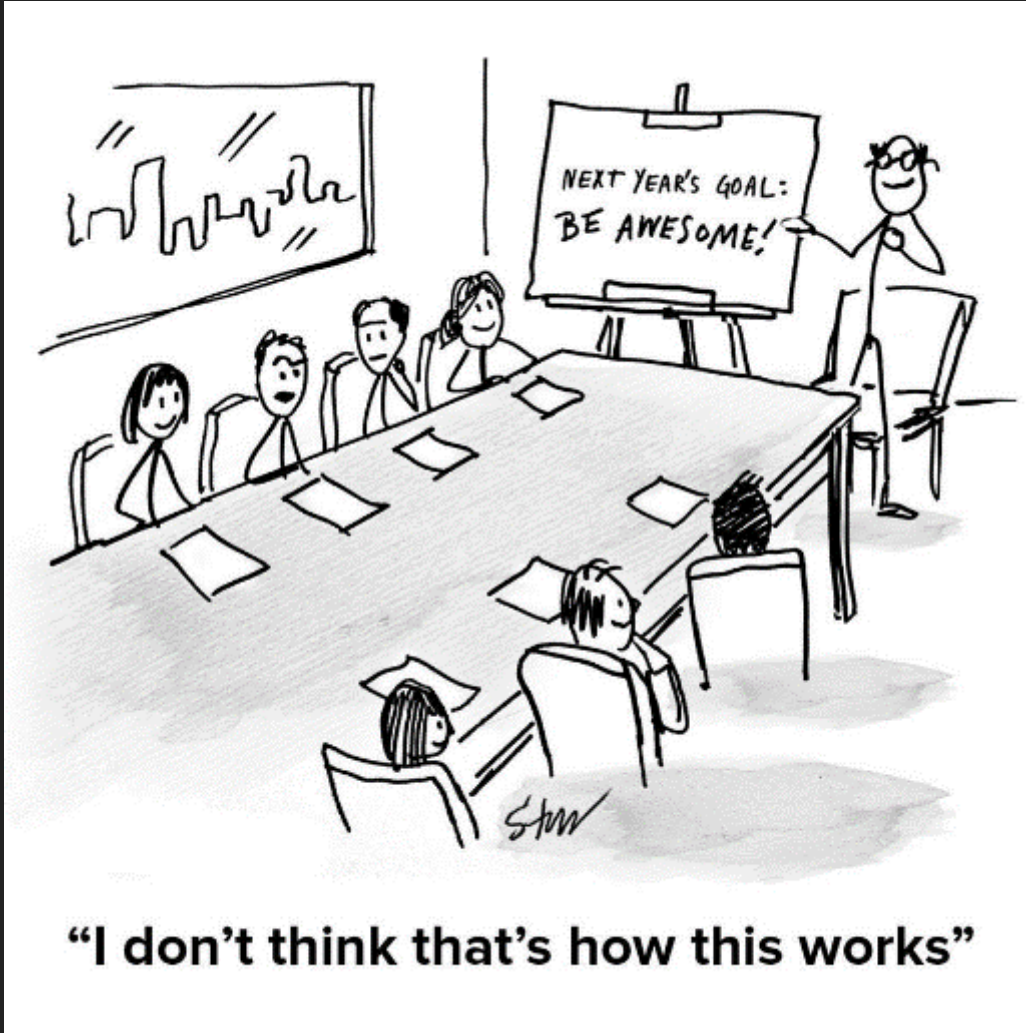
1. REMOVE BARRIERS TO SALES



1

SET GOALS AND TRACK

SET GOALS AND TRACK



SPECIFIC

**ACHIEVABLE
YET
CHALLENGING**

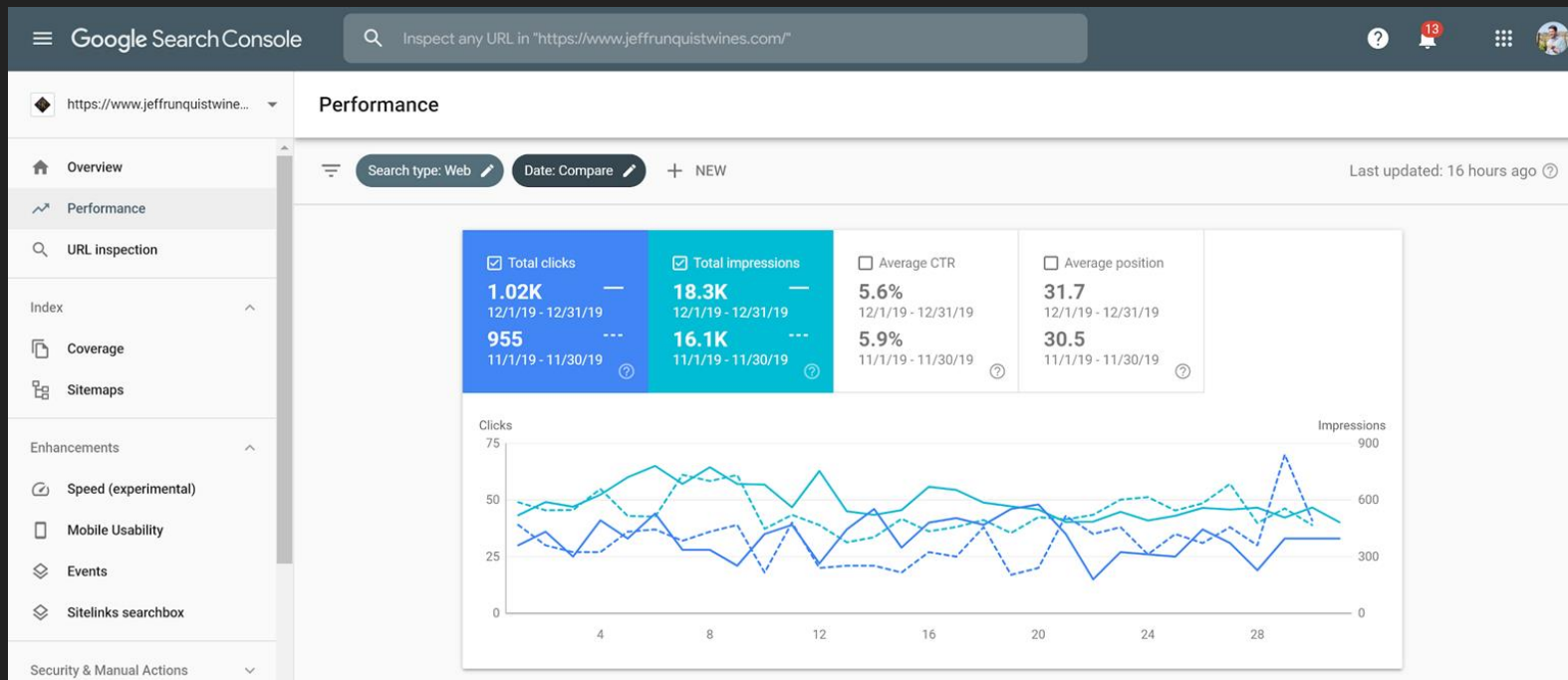
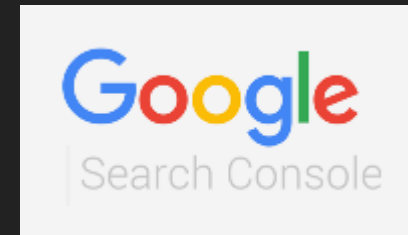
MEASURABLE

SET GOALS AND TRACK



TRACKING TOOLS

IMPROVE YOUR WEBSITE RANKINGS
AND CUSTOMER ENGAGEMENT

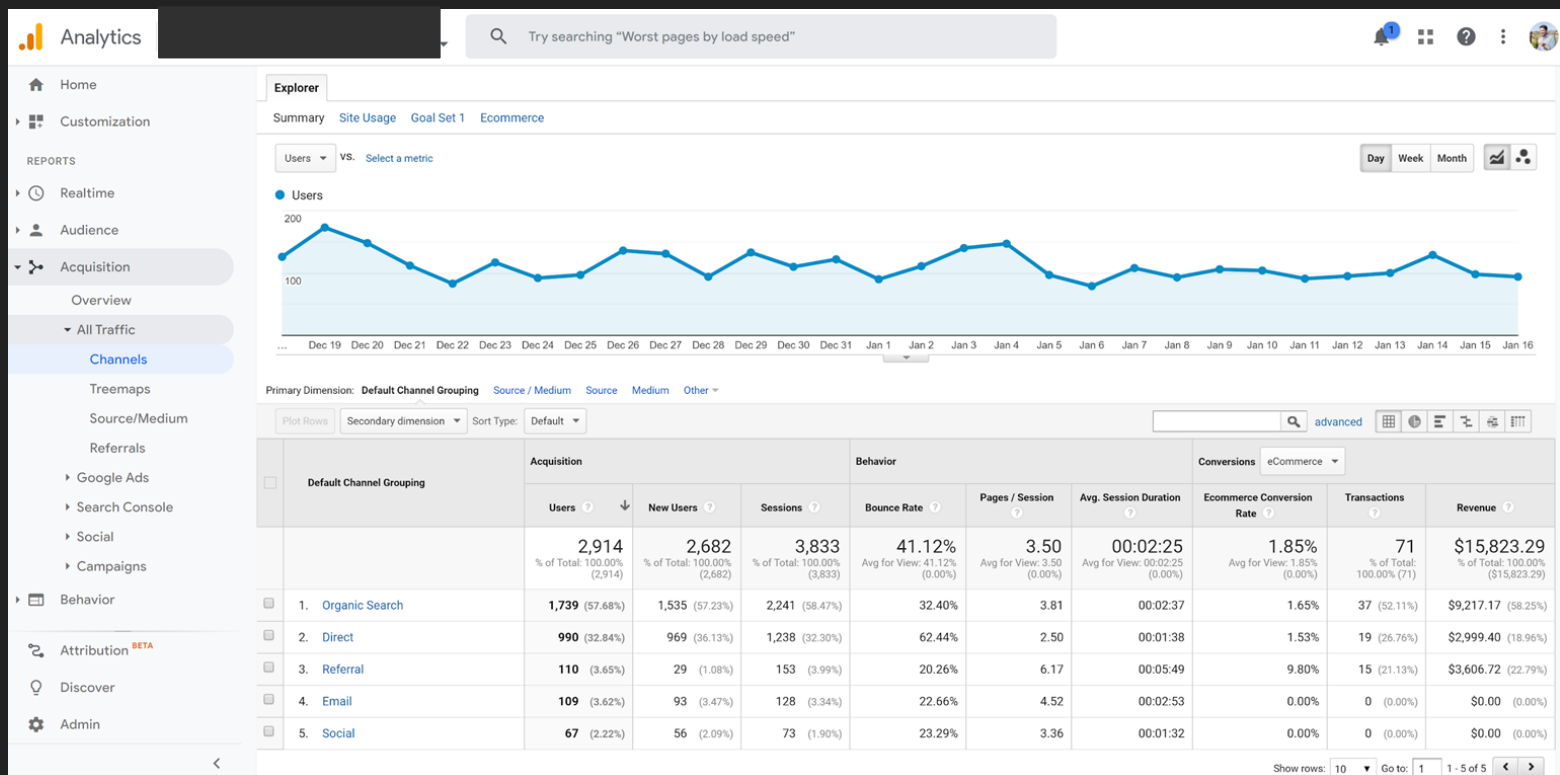


SET GOALS AND TRACK



TRACKING TOOLS

IMPROVE YOUR WEBSITE RANKINGS
AND CUSTOMER ENGAGEMENT

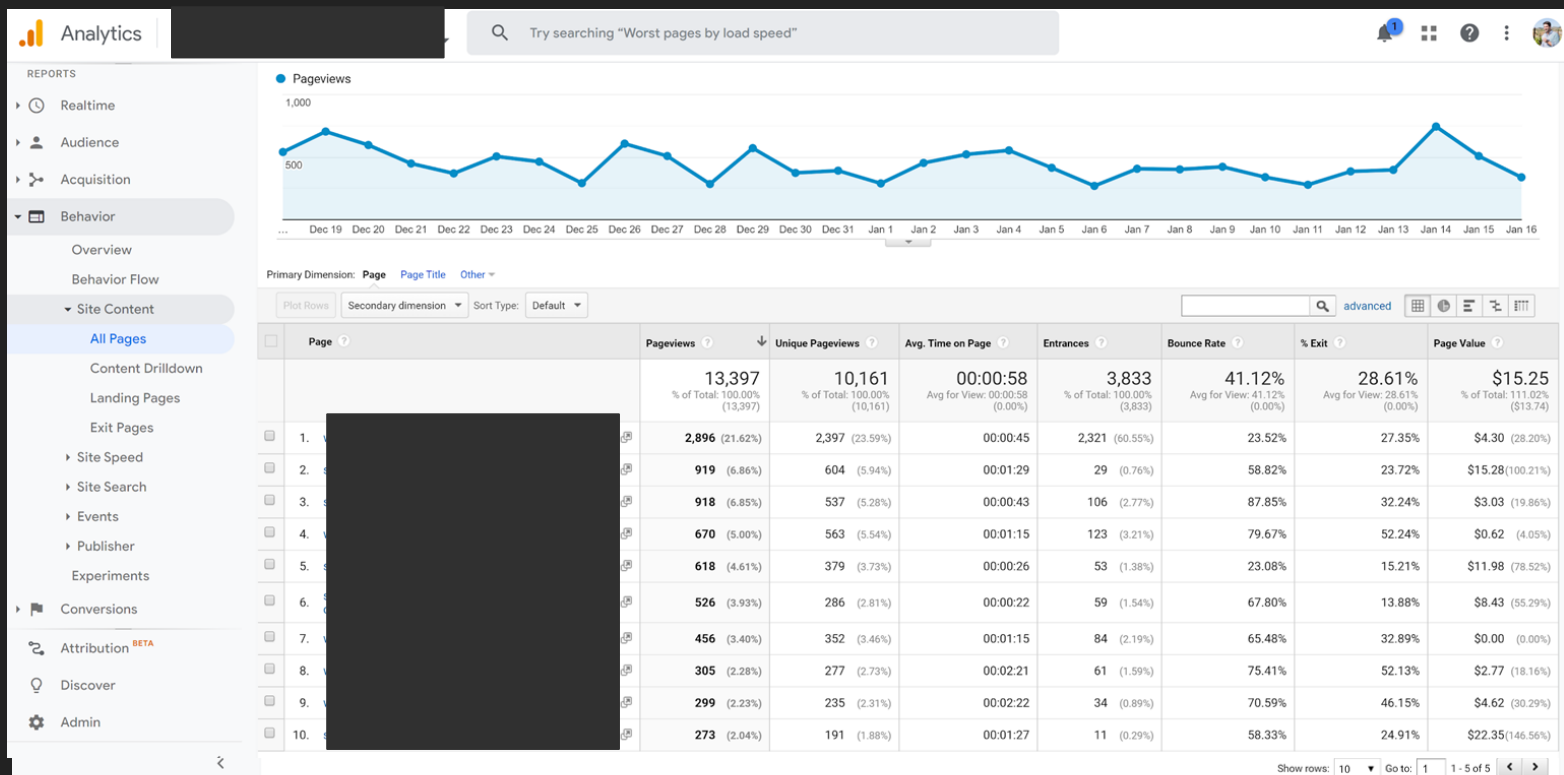


SET GOALS AND TRACK



TRACKING TOOLS

IMPROVE YOUR WEBSITE RANKINGS
AND CUSTOMER ENGAGEMENT

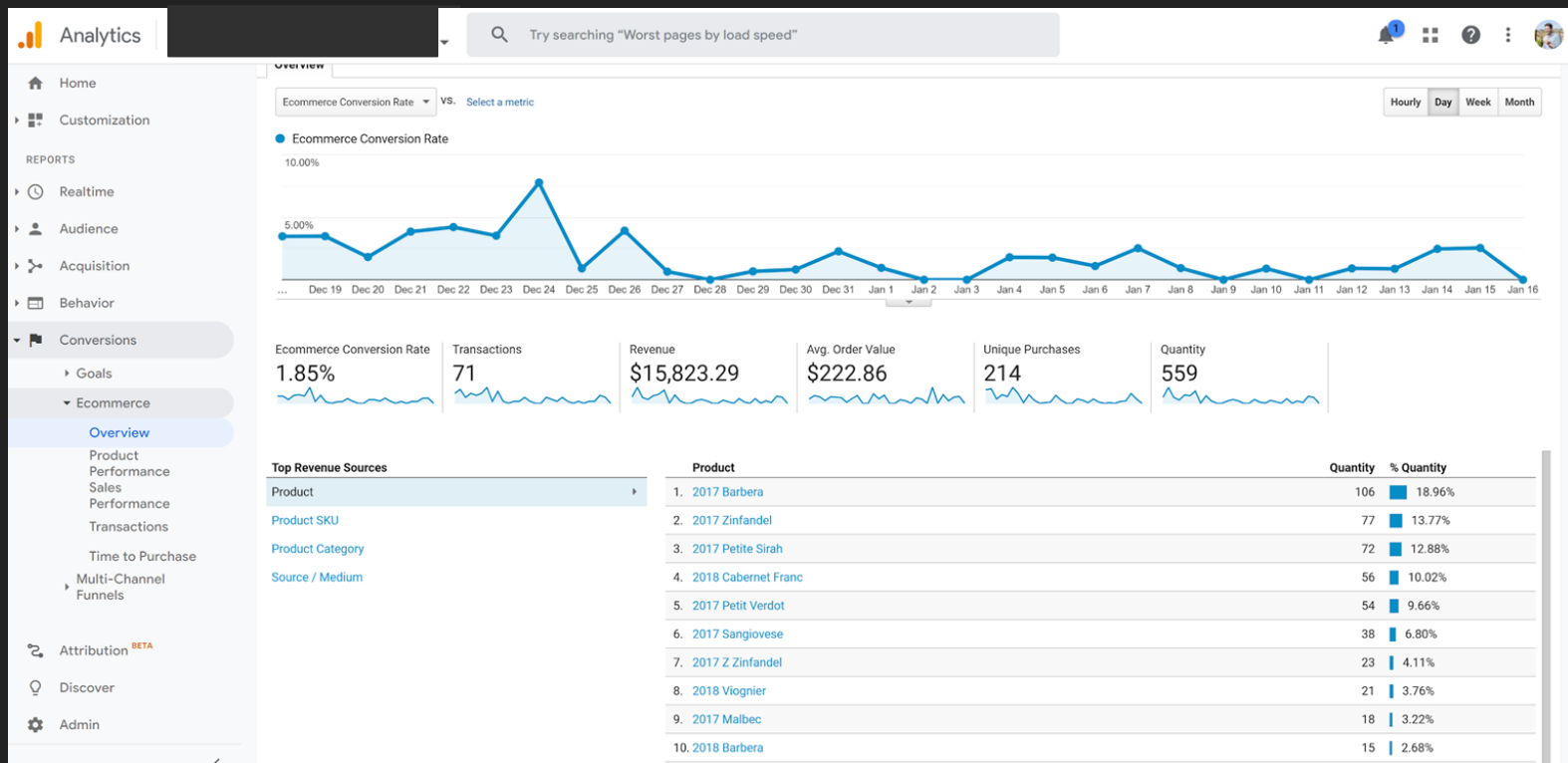


SET GOALS AND TRACK



TRACKING TOOLS

IMPROVE YOUR WEBSITE RANKINGS
AND CUSTOMER ENGAGEMENT



SET GOALS AND TRACK



TRACKING TOOLS

IMPROVE YOUR WEBSITE RANKINGS
AND CUSTOMER ENGAGEMENT



GET ACCURATE DATA FROM GOOGLE ANALYTICS

SUBDOMAIN TRACKING

- YOURWINERY.COM
- SHOP.YOURWINERY.COM

CROSSDOMAIN TRACKING

- YOURWINERY.COM
- YOURWINERY.ORDERPORT.COM



2

BUILD
TRUST

BUILD TRUST: **STORYTELLING**



WHY STORIES?

CREATE SHARED EXPERIENCES

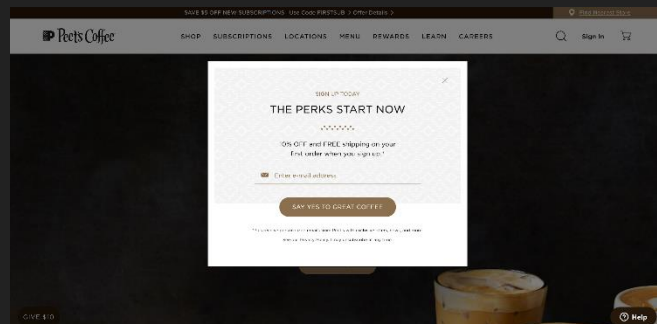
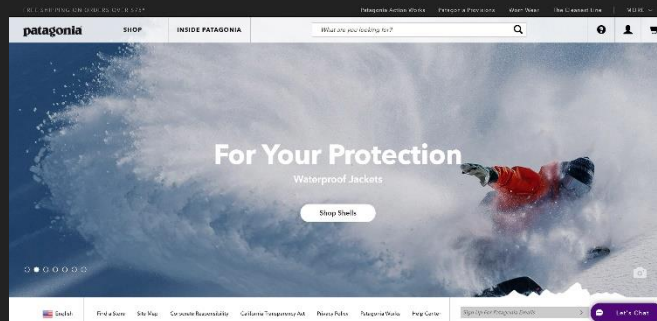
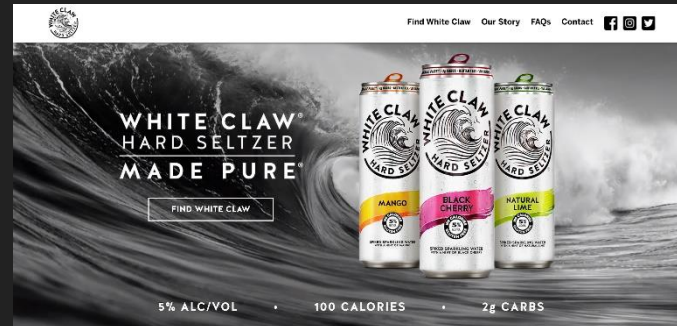
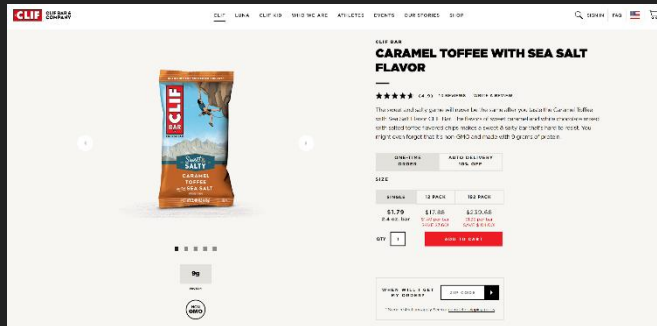
SHOWCASE EXPERTISE

DEMONSTRATE INTEGRITY

APPEAL TO THEIR VALUES

DON'T SELL PRODUCTS, **SELL YOUR PURPOSE.**

BUILD TRUST: USER EXPERIENCE

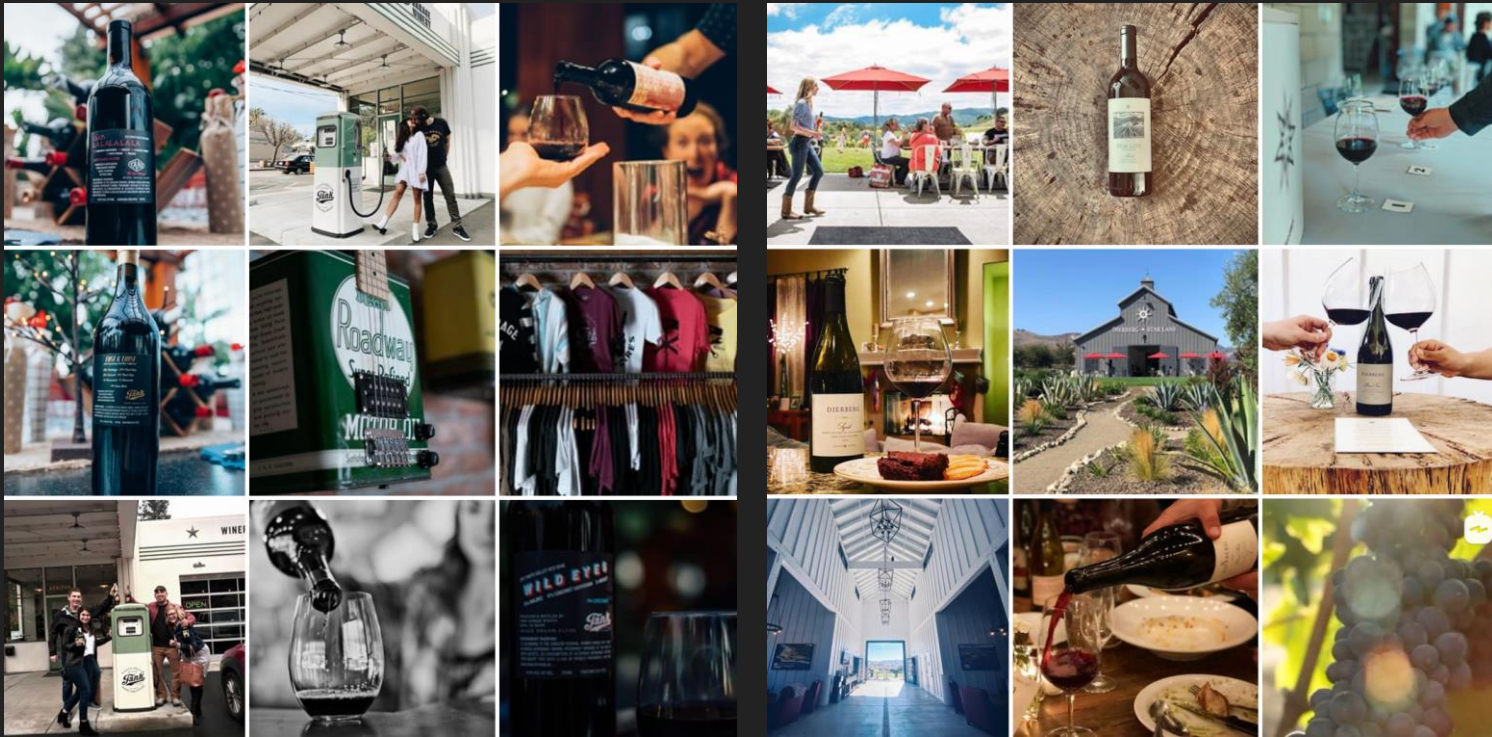


BUILD TRUST: UX - AESTHETICS



USE THE POWER OF ILLUSTRATION

*High-resolution, expressive photography
Consistent with brand image*



Tank Garage Winery

Dierberg Starlane Vineyards

BUILD TRUST: UX - AESTHETICS

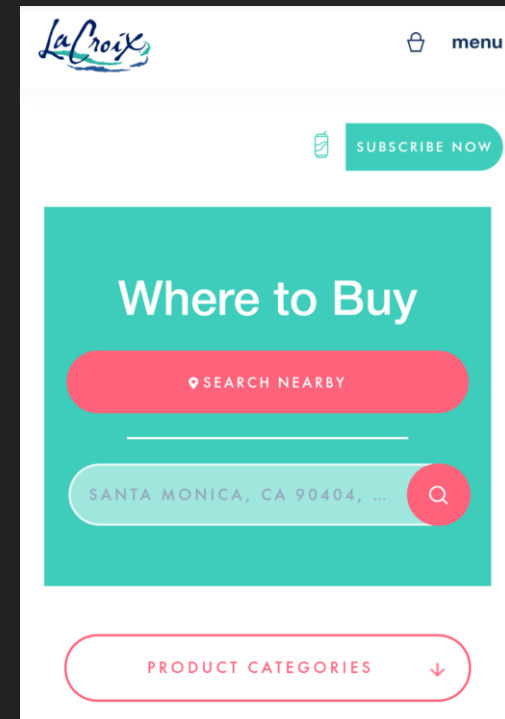
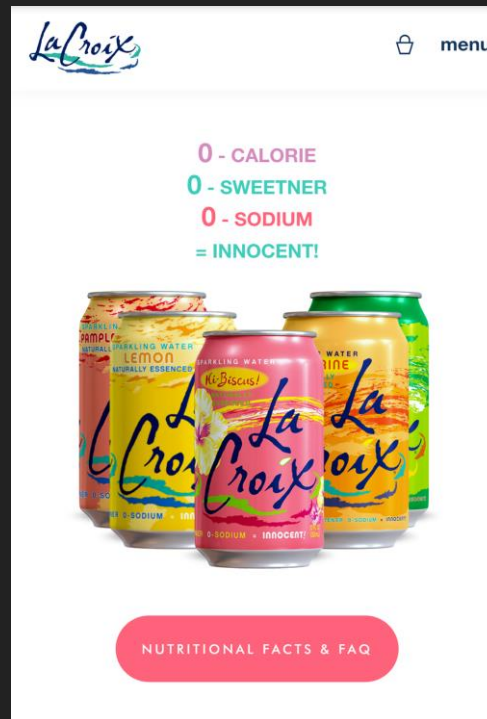


USE THE POWER OF ILLUSTRATION

> HAVE COHESIVE COLOR SCHEME

Cohesive across website pages and all marketing channels

Strategically used throughout website to provide seamless experience



BUILD TRUST: UX - AESTHETICS

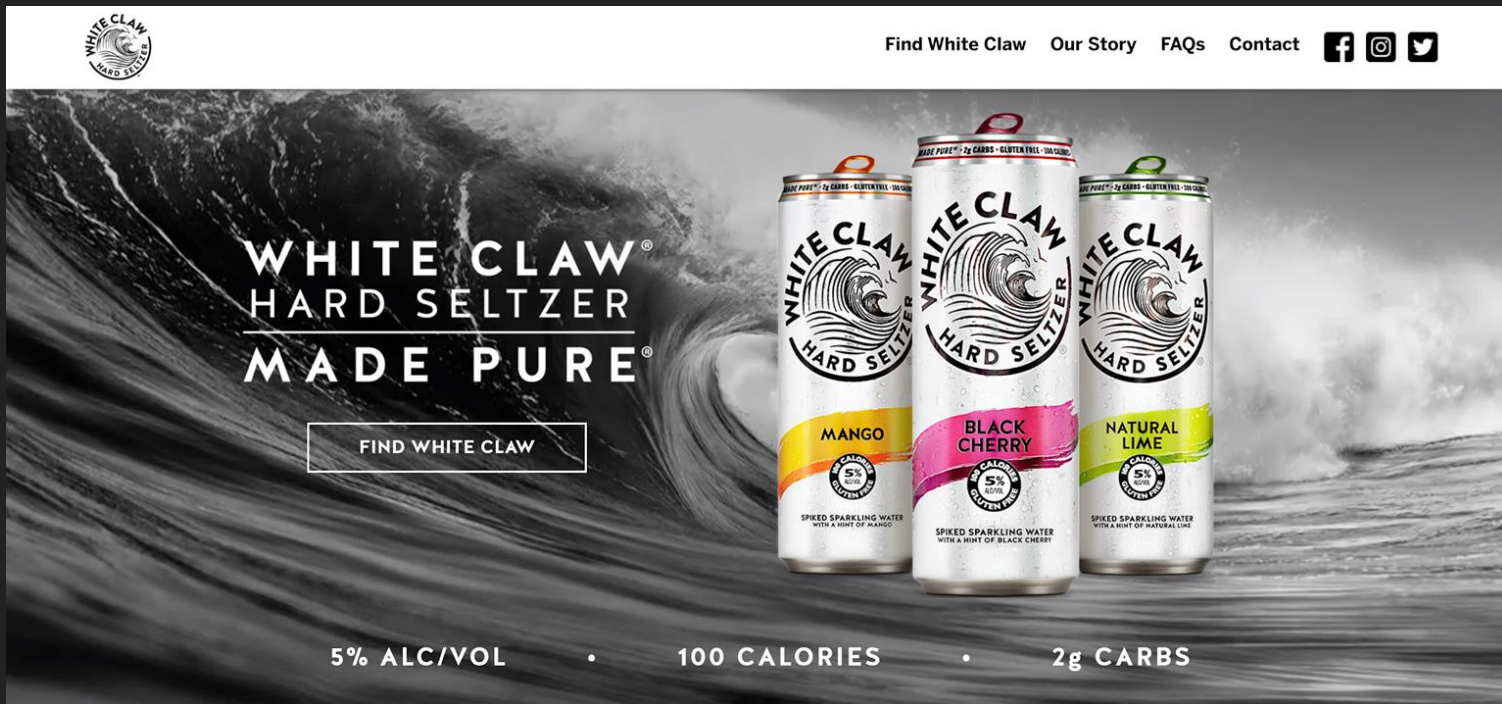


USE THE POWER OF ILLUSTRATION

HAVE COHESIVE COLOR SCHEME

> **USE THE POWER OF SIMPLICITY**

Importance of whitespace, clear and intuitive navigation



BUILD TRUST: UX - FUNCTIONALITY



SPEED UP YOUR SITE

Every second counts! Slower page response time results in an increase in page abandonment



“Nearly 70% of consumers admit that page speed impacts their willingness to buy from an online retailer.”

(Source: Unbounce)

What is a good Page Load Speed?

2-3 seconds load time is tolerable, anything slower compromises the user experience.

→ **Test and improve your speed:** website.grader.com & gtmetrix.com

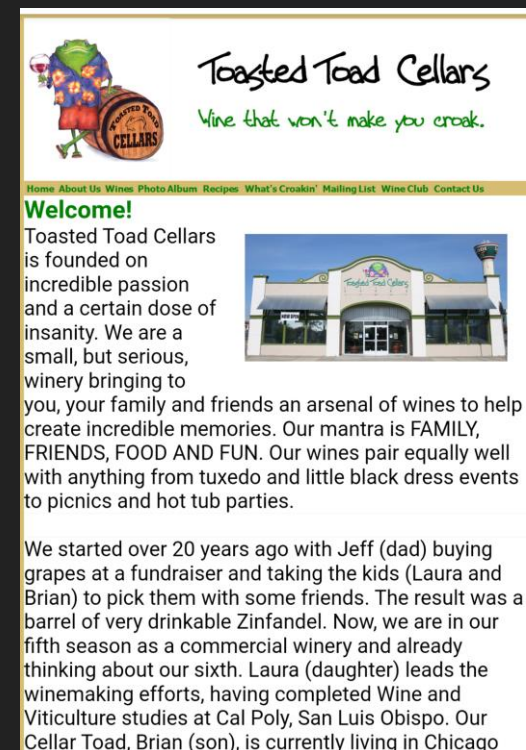
BUILD TRUST: UX - FUNCTIONALITY



SPEED UP YOUR SITE

> BE MOBILE FRIENDLY

50/50 mobile traffic vs desktop traffic, and mobile is still growing
Have a “mobile first” approach!



BUILD TRUST: UX - FUNCTIONALITY

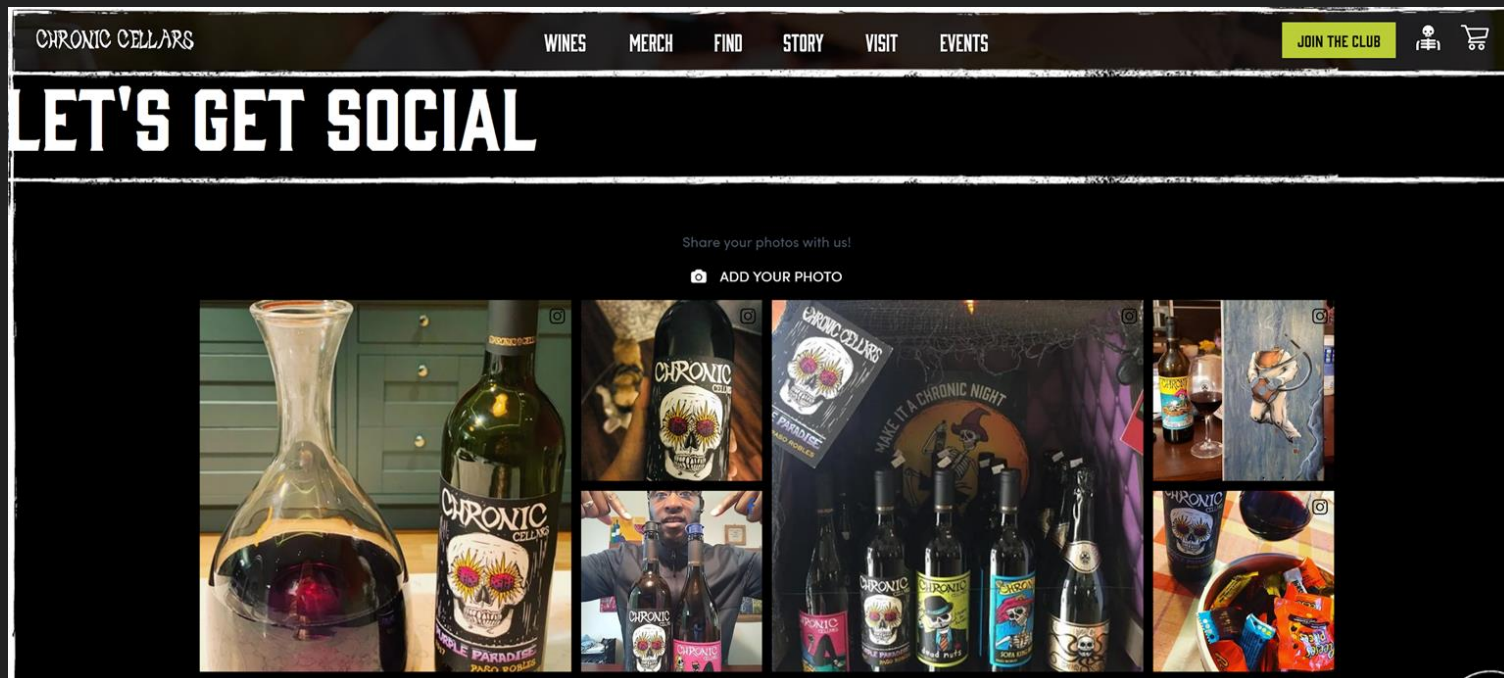


SPEED UP YOUR SITE

BE MOBILE FRIENDLY

> **PROMOTE SOCIAL SHARING**

Encourage your Millennial customers to share their experiences



BUILD TRUST: UX - FUNCTIONALITY



SPEED UP YOUR SITE
BE MOBILE FRIENDLY
PROMOTE SOCIAL SHARING
> INCLUDE CREDIBILITY FACTORS

Display customer reviews and wine scores strategically on your site


SAMSARA
WINE CO

NEWSABOUTEVENTSWINESWINE CLUBSVISITCONTACT

My Account | Shopping Cart

TRAVELERS RESOURCES:

SAMsARA tasting room is only 40 minutes from Santa Barbara (highway 154) and 2 1/2 hours from Los Angeles.





- Where to eat in/near Los Olivos
- Where to sleep in/near Los Olivos
- Things to do in/near Los Olivos


Want to learn more about the SAMsARA tasting room or wine tasting in Los Olivos?

Email info@samsarawine.com or call (805) 688-8689, we're always happy to help.

WE LOOK FORWARD TO SEEING YOU!

**SAMsARA Wine Co.**
5.0 ★★★★★
Based on 24 reviews
powered by Google


**Pleasant Street Pilates Studio**
a month ago
★★★★★ Have yet to make it to California for a visit but when I do, I will make a bee line here as I love their wine and... [read more](#)

**Andrew W**
a month ago
★★★★★ Samsara makes the best wines in SB County. And their Los Olivos tasting room is a wonderful place to explore the... [read more](#)

[Next Reviews](#)

Next »

2014 PINOT NOIR - LOTUS



OVERVIEW

WINE INFORMATION

95 points - The Wine Advocate - "The 2014 Pinot Noir Lotus is pale to medium ruby with an intense, powerful nose; pipe tobacco, warm blackberries, cinnamon stick and nutmeg, salami, cracked peppercorn, potpourri, dusty earth, spiced cranberry sauce, stewed rhubarb and strawberry jam - there are so many layers here, I could keep smelling and naming scents. Medium-bodied and smooth as silk, it

BUILD TRUST: UX - FUNCTIONALITY



SPEED UP YOUR SITE

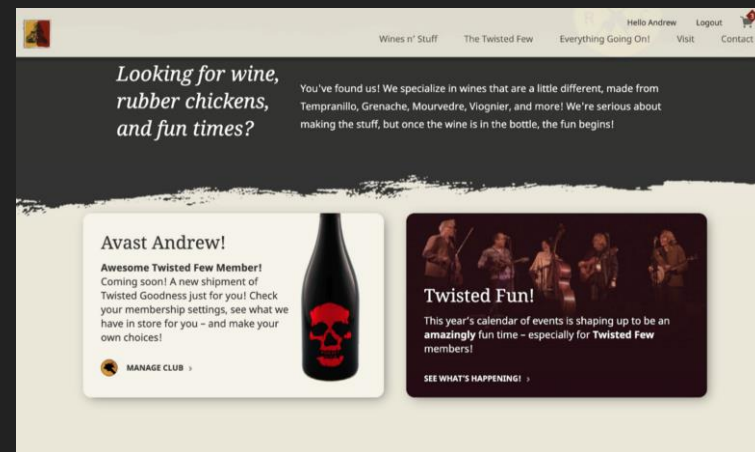
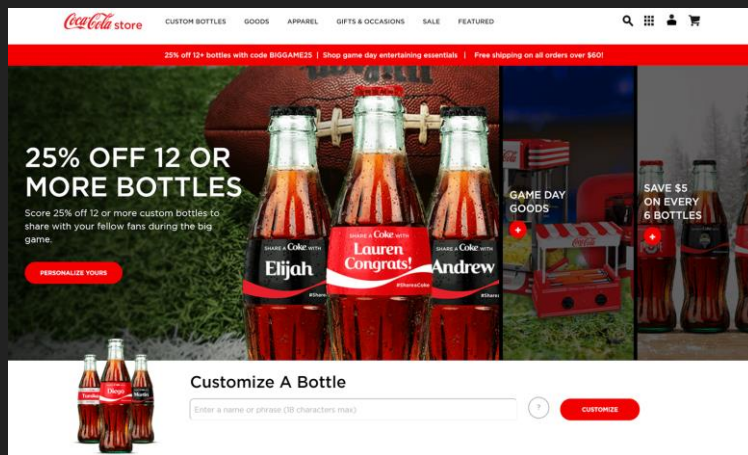
BE MOBILE FRIENDLY

PROMOTE SOCIAL SHARING

INCLUDE CREDIBILITY FACTORS

> **ADD PERSONALIZATION**

Make customers feel special with personalized, tailored experiences



BUILD TRUST: **USER EXPERIENCE**



GET RID OF

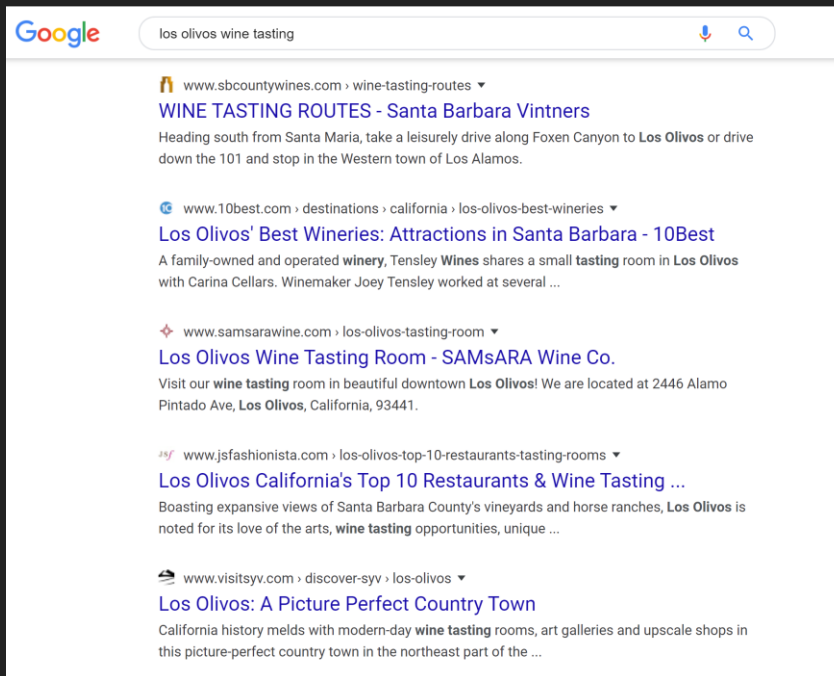
- Blurry, low-resolution, or out-of-focus images
- Non responsive/non mobile-friendly elements
- Incoherent color scheme
- Incohesive typography: too many font colors, sizes and spacings
- Complex or broken navigation
- Hard to find information
- Lack of SSL certificate

BUILD TRUST: **SEO**



SEARCH ENGINE OPTIMIZATION (SEO)

SEO is the practice of writing and altering website content and code to improve ranking in search engine results.



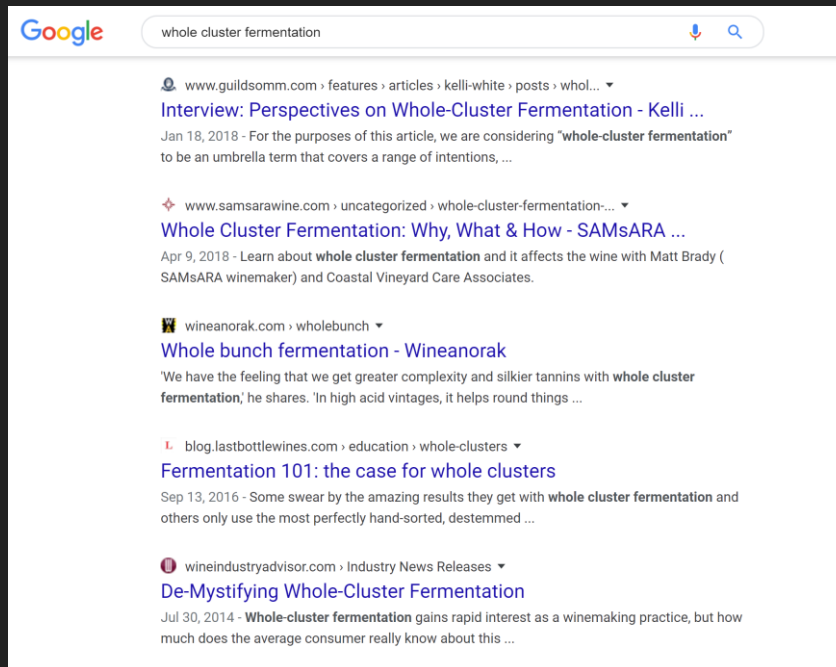
“Even with ever-changing technology redefining many aspects of content strategy, SEO is still king. Today, **93% of online experiences begin with a search engine**, and the top three Google search results rack up **75% of all clicks**. Making sure your content ranks well is a marketing must.”
(Source: WP Engine)

BUILD TRUST: **SEO**



SEARCH ENGINE OPTIMIZATION (SEO)

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(Source: WP Engine)

BUILD TRUST



TAKEAWAYS

- ❖ SELL YOUR PURPOSE, NOT YOUR PRODUCTS
- ❖ PROVIDE THE SAME CUSTOMER EXPERIENCE ONLINE AS IN YOUR WINERY'S TASTING ROOM
- ❖ OPTIMIZE YOUR WEBSITE FOR SEARCH ENGINES



3

ALIGN GOALS
& USER'S INTENT

ALIGN YOUR GOALS WITH USERS' INTENT



HOW TO FULFILL YOUR USER'S INTENT?

PROVIDE A WEALTH OF INFORMATION

*Be as transparent as possible, keeping things simple, real, and honest
... your wines, tasting experience, winemaking philosophy...*

WINES BY COLLECTION > ESPRIT DE TABLAS/BEAUCASTEL > 2015 ESPRIT DE TABLAS

DOWNLOAD VINTAGE CHART



2015 Esprit de Tablas

OTHER VINTAGES ▾

\$65.00

750ml ▾ [ADD TO CART](#)

LIMIT 12

\$58.50 VINDEPENDENT \$52.00 VINSIDER

The Tablas Creek Vineyard 2015 *Esprit de Tablas* is a blend of four estate-grown varietals, propagated from budwood cuttings from the Château de Beaucastel estate. The wine is based on the dark red fruit, earth, spice and mid-palate richness of [Mourvèdre](#), with additions of [Grenache](#) for forward fruit, approachability and lushness, [Syrah](#) for mineral, aromatics, and back-palate tannins, and [Counoise](#) for brambly spice and acidity.

ACCOLADES

- 93 points: "This layered, ripe, even sexy red offers impressive notes of kirsch and blackberry fruits, notes of lavender, spice, and flowers"; Jeb Dunnuck (November 2018)
- 94 points: "At once concentrated and energetic in style, showing outstanding focus and drive"; Vinous (September 2018)
- 95+ points: "Satinny and layered on the palate, it's elegant and expansive, with a beautifully defined, fragrant finish"; Wine Advocate (May 2018)
- 92 points: "proving light on its feet yet redolent with compelling flavors"; Wine Enthusiast (May 2018)
- 92 points: "precise and well-structured, yet savory and expressive"; Wine Spectator (Jan 2018)

ALIGN YOUR GOALS WITH USERS' INTENT



HOW TO FULFILL YOUR USER'S INTENT?

PROVIDE A WEALTH OF INFORMATION

*Be as transparent as possible, keeping things simple, real, and honest
... your wines, tasting experience, winemaking philosophy...*

TASTING NOTES

The 2015 Esprit de Tablas has an inviting nose of warm berry compote, given complexity by sun-drenched bay leaf and newly turned earth: Mourvedre at its most appealing. The mouth is lush and dense, with big but refined tannins, and flavors of licorice, blackberry, and cedar. Mourvedre's characteristic meatiness is in the background at this point, but just waiting for a few years in bottle to emerge. Alternatingly bright and deep on the finish, with lingering flavors of wood smoke, plum skin and spice.

Updated tasting notes from a [May 2019 vertical tasting](#) can be found on the Tablas Creek blog.

TECHNICAL DETAILS

APPELLATION

- Adelaida District Paso Robles

BLEND

- 49% Mourvedre
- 25% Grenache
- 21% Syrah
- 5% Counoise

TECHNICAL NOTES

- 14.5% Alcohol by Volume
- 2850 Cases Produced

RECIPES & PAIRINGS

RECIPE SUGGESTIONS

- [Braised Short Ribs with Black Olives](#)
- [Tenderloin of Pork with Apricots](#)
- [Boeuf Provençale](#)

FOOD PAIRINGS

- Game
- Dark Fowl (i.e., duck)
- Richly flavored stews
- Lamb
- Asian preparation of red meats (i.e., beef stir fry)

ALIGN YOUR GOALS WITH USERS' INTENT

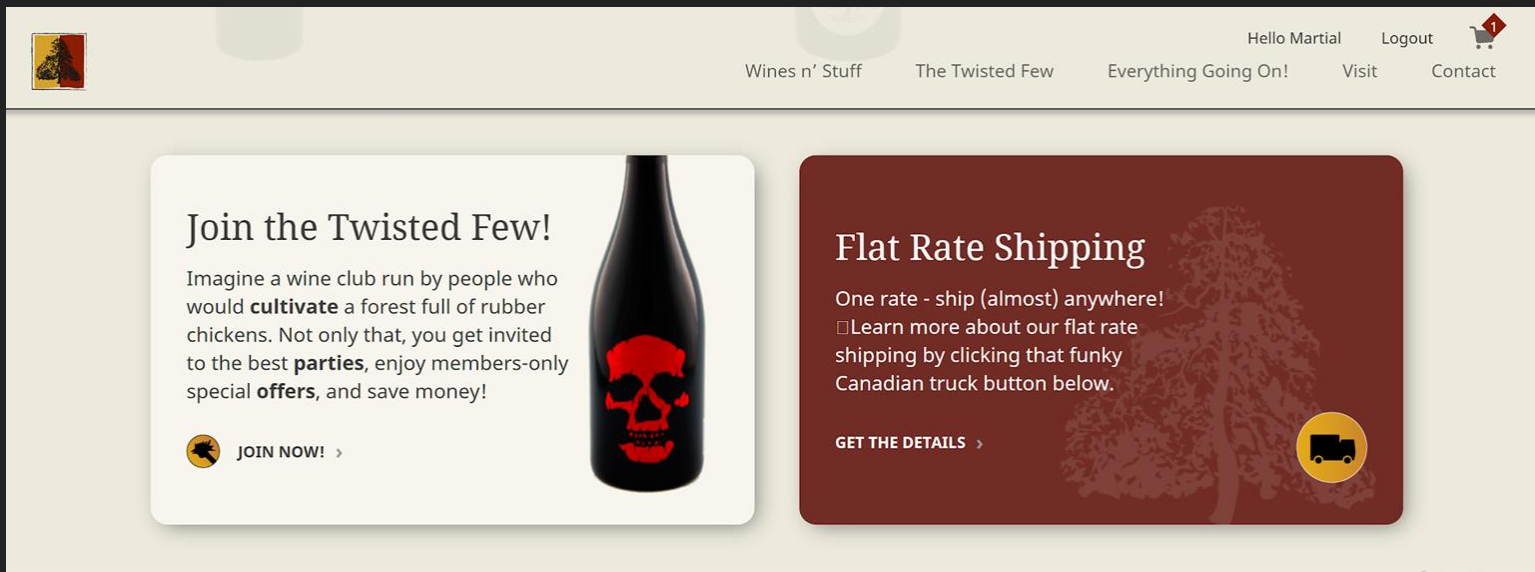


HOW TO FULFILL YOUR USER'S INTENT?

PROVIDE A WEALTH OF INFORMATION

> USE YOUR CUSTOMER'S LANGUAGE

Direct and engaging language, familiarity, consistent messaging...



twistedoak.com

ALIGN YOUR GOALS WITH USERS' INTENT



HOW TO FULFILL YOUR USER'S INTENT?

PROVIDE A WEALTH OF INFORMATION

USE YOUR CUSTOMER'S LANGUAGE

> **FOCUS ON THEIR BENEFITS**

Put the customer first! Concretely, what's in it for them?

The screenshot shows the product page for '+turmeric THE IMMUNITY BLEND' on the Dirty Lemon website. The page layout includes a header with the brand name 'DIRTYLEMON', a shipping notice 'FREE priority shipping on all orders', and navigation icons. The main content area features a large image of an orange bottle on the left. To the right of the bottle, the product name '+turmeric' is displayed in a large font, followed by 'THE IMMUNITY BLEND' in a smaller font. Below this, the 'PRODUCT DETAILS' section describes the immunity booster and its benefits. The 'FUNCTIONALITY' section highlights key features: 15 calories, <1g sugar, non gmo, and vegan. A price section shows a discount from \$65 to \$45 per case (6 bottles). At the bottom, there is a quantity selector set to '1 CASE' and an 'ADD TO CART' button. A small note about a VIP purchase discount is also visible.

DIRTYLEMON

FREE priority shipping on all orders

+turmeric

THE IMMUNITY BLEND

PRODUCT DETAILS

Our immunity booster formulated with a powerful blend of pure turmeric and ginger root. This blend helps reduce inflammation, enhancing immune support to optimize your daily routine. Each case contains six 16oz (473ml) bottles.

FUNCTIONALITY

15 calories
<1g sugar
non gmo
vegan

[View nutritional facts & ingredients](#)

~~\$65~~ \$45 per case (6 bottles)

- 1 CASE +

☐ One Time Purchase
☒ VIP Purchase **Save \$20 per case***

*Recurring monthly order of at least one case. Cancel, pause, or switch up your order any time. No yearly commitments.

ADD TO CART

ALIGN YOUR GOALS WITH USERS' INTENT



HOW TO FULFILL YOUR USER'S INTENT?

PROVIDE A WEALTH OF INFORMATION

USE YOUR CUSTOMER'S LANGUAGE

FOCUS ON THEIR BENEFITS

> **MAKE IT EASY FOR THEM**

Keep navigation and offers as clear and simple as possible



ALIGN YOUR GOALS WITH USERS' INTENT

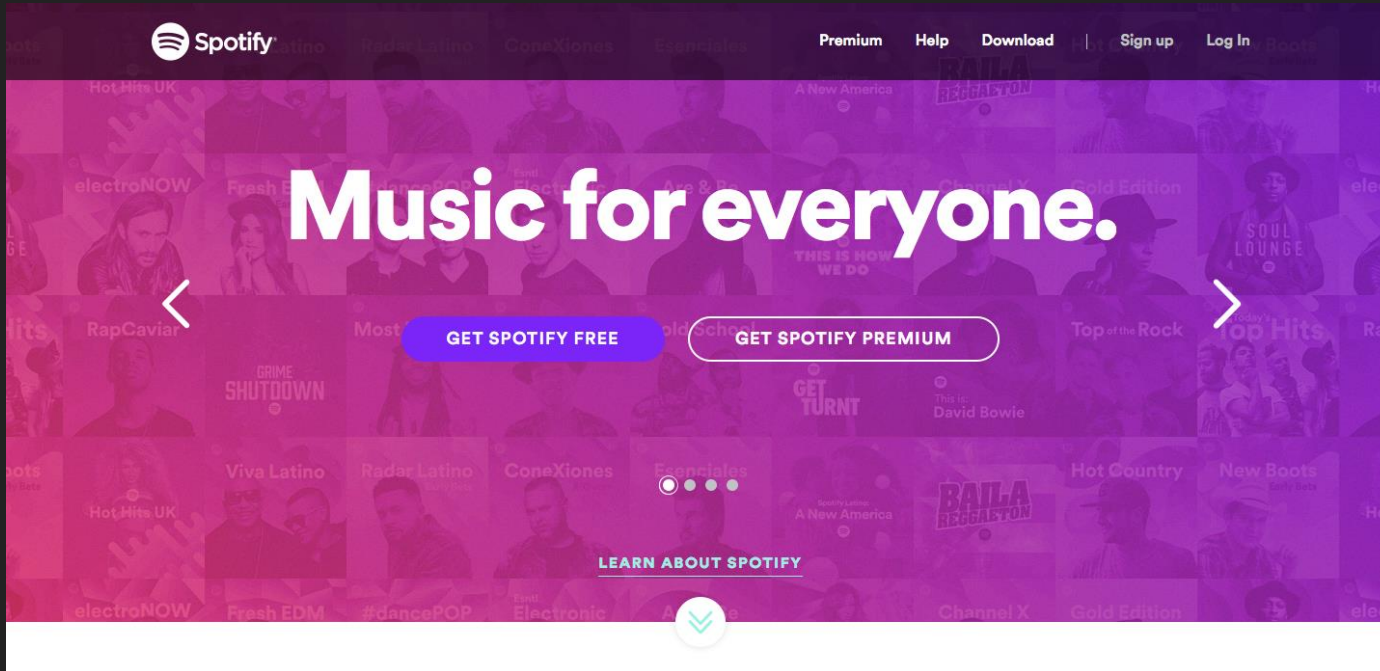


HOW TO DIRECT THEIR EXPERIENCE?

GUIDE THEM THROUGH YOUR SITE

Use active and engaging language

Structure your website and web pages around your goals



ALIGN YOUR GOALS WITH USERS' INTENT



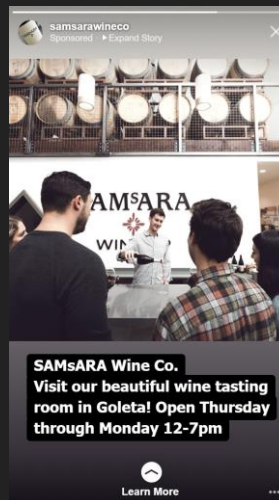
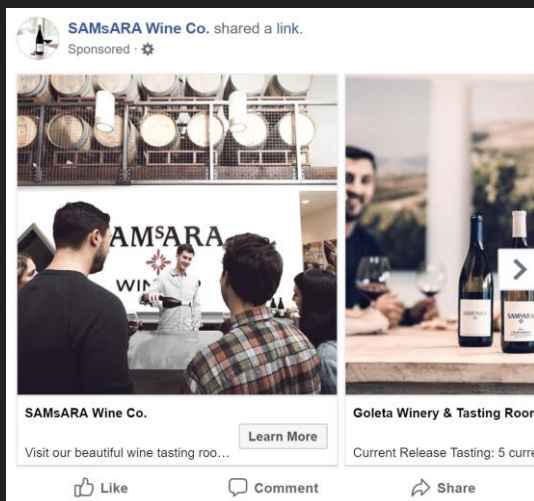
HOW TO DIRECT THEIR EXPERIENCE?

GUIDE THEM THROUGH YOUR SITE

APPEAL TO FOMO (FEAR OF MISSING OUT)

> RETARGET TO PAST VISITORS

*“Over 75% of people abandon their shopping carts online” (source: SaleCycle)
Retargeting ads on Facebook and Instagram, and via email. An effective way to bring past visitors back to your site to complete a conversion action*





ALIGN YOUR GOALS WITH USERS' INTENT

HOW TO DIRECT THEIR EXPERIENCE?

GUIDE THEM THROUGH YOUR SITE

APPEAL TO FOMO (FEAR OF MISSING OUT)

RETARGET TO PAST VISITORS

> **ASK FOR THE SALE WITH CALLS TO ACTION**

- ❖ *Direct language*
- ❖ *Familiarity*
- ❖ *Contrasting colors*
- ❖ *Placement*
- ❖ *Focus on top benefits (fast shipping, discount on case...)*

Reserve

You won't be charged yet

GET SPOTIFY FREE

ALIGN YOUR GOALS WITH USERS' INTENT



TAKEAWAYS

- ❖ PUT THE CUSTOMER FIRST - FOCUS ON THEIR BENEFITS
- ❖ PROVIDE A WEALTH OF INFORMATION
- ❖ USE THE POWER OF RETARGETING
- ❖ DIRECT THEIR EXPERIENCE TO ACHIEVE YOUR GOALS



4

REMOVE

BARRIERS TO SALES

REMOVE BARRIERS TO SALES



EXAMPLES OF BARRIERS TO SALE:

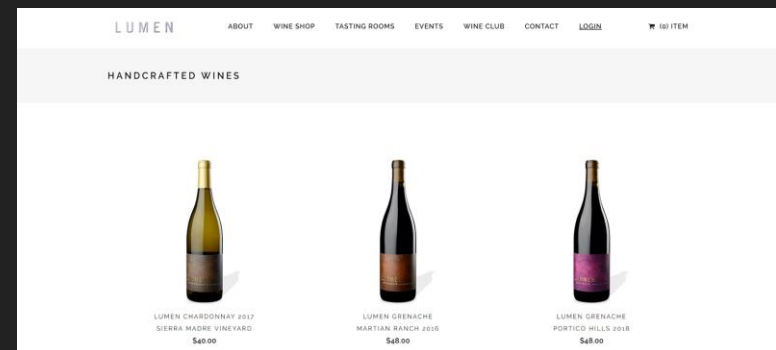
- Performance issues, errors, and crashes
- Slow loading speed
- Poor product information and imagery
- Lack of payment methods & shipping options
- Forced account creation or registration
- Unexpected additional charges and fees
- Too many form fields to fill out at checkout
- No SSL Certificate (<https://...>)
- Overly complicated checkout process
- Distracting pop ups

REMOVE BARRIERS TO SALES



PROVIDE SEAMLESS EXPERIENCE

Keep similar page design, structure, and messaging throughout the site to ensure a seamless user experience



REMOVE BARRIERS TO SALES



PROVIDE SEAMLESS EXPERIENCE

> LIMIT DISTRACTIONS

Reduce the number of choices offered to visitors will increase conversions and sales. Remove distractions & competing offers. Essential information only.

A screenshot of the Nike checkout page, specifically the shipping and billing sections. The page is divided into two main columns. The left column is titled "1. SHIPPING" and contains a form with fields for First Name, Last Name, Postal Code, Address Line 1, Address Line 2 (Optional), Municipality, Province/Territory (a dropdown menu), and Country/Region (a dropdown menu). Below these fields are options for delivery method: Standard (FREE) and Express (CAD 40.00). There is also a field for Shipping Phone and an email field. At the bottom of the shipping section, there is a checkbox for "Join NikePlus and save your delivery details for faster checkout." and a link "Already a member? Sign in." Below this is a checkbox for "I have read and consent to adidas/nike processing my information in accordance with the Privacy Statement and Cookie Policy. adidas/nike is a trusted Nike partner." The right column is titled "SUMMARY" and shows a table with the following items: SUBTOTAL (CAD 175.00), SHIPPING & HANDLING (FREE), TAXES (CAD 26.25), and TOTAL (CAD 201.25). Below the summary is a section titled "IN YOUR CART (1)" which shows a product image of a Nike React Element 55 Men's Shoe, its style number (CD7651-001), size (US M 9 / W 10.5), and quantity (1). Below the cart section is a section titled "SHIPPING & DELIVERY" which states "Orders are delivered on business days (Monday-Friday) excluding public holidays." and a link "See details". At the bottom of the page, there is a "2. BILLING" section. A "CONTINUE TO BILLING" button is located at the bottom right of the shipping section.



REMOVE BARRIERS TO SALES

PROVIDE SEAMLESS EXPERIENCE

LIMIT DISTRACTIONS

> PROVIDE ERROR-FREE, FAST CHECKOUT

- ❖ *Refine and simplify checkout process (think Amazon)*
- ❖ *Make it easy to purchase on mobile*
- ❖ *Allow guest checkout*
- ❖ *Allow auto-population of form fields*
- ❖ *Don't surprise customers with additional costs*
- ❖ *Provide a range of payment options*

REMOVE BARRIERS TO SALES



PROVIDE SEAMLESS EXPERIENCE

LIMIT DISTRACTIONS

PROVIDE FAST AND ERROR-FREE CHECKOUT


> **KEEP IT SAFE**

- ❖ *SSL Certificate sitewide*
- ❖ *Trust signals*
- ❖ *Secure payment options*

nakedwines.com Wines Cases Winemakers Groups Angels Help Voucher [Sign in](#) [Login](#) [Cart](#)

[Do you have a voucher?](#) [Get in touch](#)

Your Basket

ITEMS	PRICE	QUANTITY	TOTAL
 DRG Daryl Groom Russian River Valley Pinot Noir 2018 Remove Save for later	\$38.99	- +	\$233.94

Subtotal: \$233.94
Add delivery: Included
Total to pay: \$233.94




[Proceed to checkout](#)

Need help? Call us on 1-800-673-4718

All wines are 100% guaranteed
Love every wine or we will give you your money back.

"Ordering from nakedwines.com couldn't be easier and the delivery has always been smooth!"
- Linda F., New Orleans, LA

"One of the best things I've ever done... great wines at ridiculous prices... Every bottle is special!"
- Debra D., Cupertino, CA

nakedwines.com We accept    100% Secure [Need help? Call us on 1-800-673-4718](#)

Your wine will be delivered in 1-4 days!

1. Order information

[Click here to login](#) if you already have an account * All fields are required

Choose your title:

Your first name: Your last name:

Your email address:

Confirm your email address:

Your password: Confirm your password:

Your telephone number:

Please confirm your date of birth:

[Continue](#)

2. Shipping information

3. Billing address

Your order - 6 items

[Add a voucher](#)

Price: \$233.94
Add delivery: \$0.00
Sales Tax: \$0.00
Total to pay: \$233.94

[Buy now](#)

[Continue shopping](#)

All wines are 100% guaranteed
Love every wine or we will give you your money back.

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REMOVE BARRIERS TO SALES



TAKEAWAYS

- ❖ PROVIDE A SEAMLESS EXPERIENCE
- ❖ LIMIT DISTRACTIONS AND REMOVE COMPETING OFFERS
- ❖ AIM FOR ERROR-FREE, FAST CHECKOUT



CLOSING REMARKS

Newtimer

WINE MARKETING ARTISANS