



How To Increase Wine Sales & Tasting Room Traffic Using Google & Meta Advertising In 2025

Learn how to sell more wine and tasting room reservations using Google & Meta (Facebook)



Agenda

Why Google & Meta are Important

Google Maps

Local Search

Google Search

Organic Search / SEO

Google Ads (PPC)

Paid Search / PPC

Meta / Facebook Ads

Paid Social

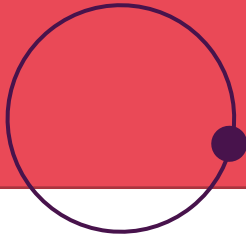
Putting It All Together



Why Google & Meta are Important

aka: Why is advertising important

Why Google & Meta are Important (*aka: Why is advertising important*)




1. Google and Meta (Facebook) are the largest platforms in the world, representing 60% of advertising market share.
2. To advertise or to market, simply means to "**make known.**"
3. In order to sell anything, people need to know about it.
4. The rule of 7 – it's not just do they know you, but how well do they know you.
5. As a business, advertising and marketing are non-negotiables.




Google Maps

Local Search



 winery near me

Places



Keyboard shortcuts Map data ©2023 Terms of Use

Rating Hours

Sort by


Lipsom Vineyards

4.8 ★★★★★ (88) · Winery

260 ft · 111 St Helena Hwy

Closed · Opens 10 AM

🗣️ "Yes, definitely this is a must go on your trip to Napa Valley."

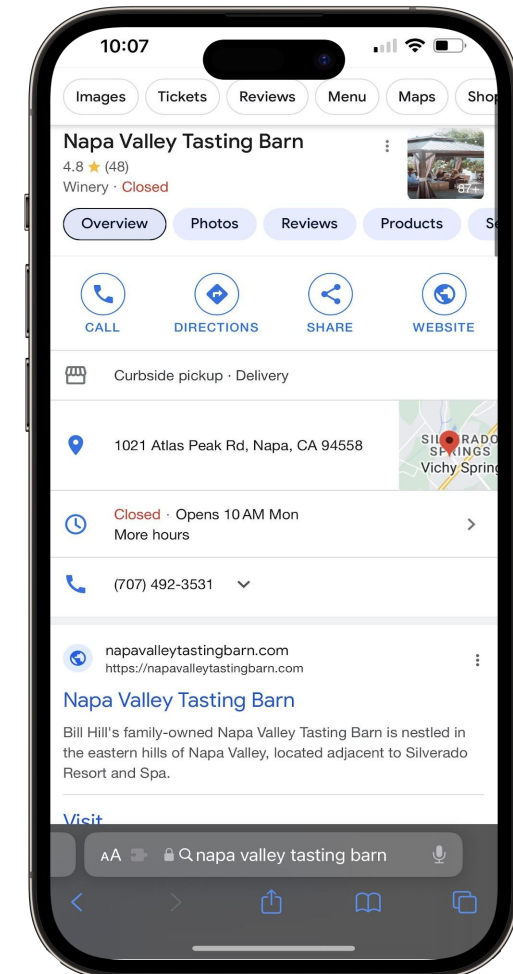


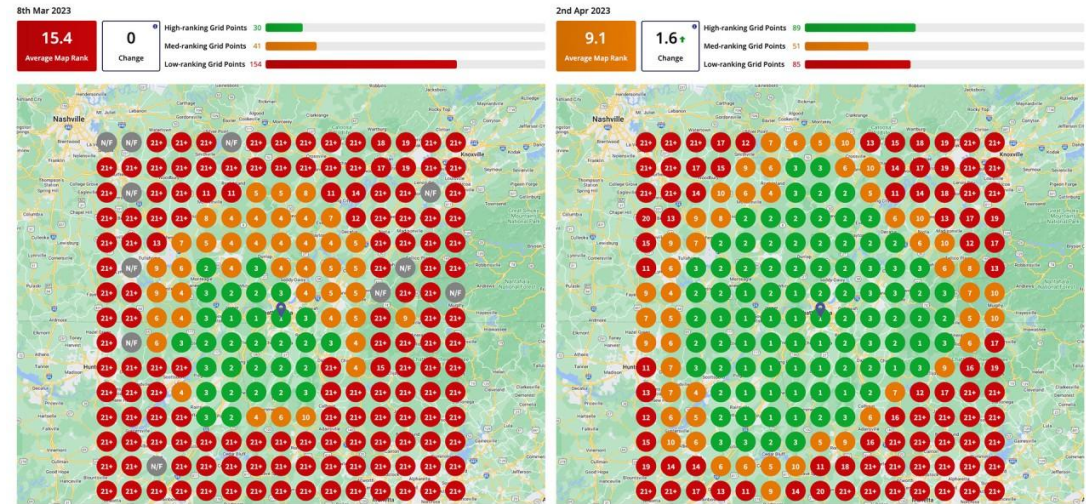
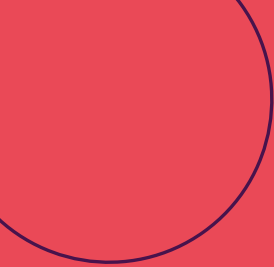
4.6 ★★★★★ (180)

More places →

Getting Started With Google Maps

1. Create or claim a Google Business Profile (GBP).
2. Optimize GBP with accurate business details (NAP), keywords, and photos.
3. Collect reviews and respond to them promptly.
4. Post updates about wine events, promotions, and tasting room specials.
5. Create localized service page content for your website.





Expectations

What to expect for Cost, Time, and Labor





Cost

Minimal – GBP is free to use

Though professional help may cost \$1000–\$1,500/month.

Time

30 – 60 Days

Results are dependent upon seasonality and location.





Labor

Expect anywhere from 5-10 hours a month

Initial setup + Regular updates and review management

Pros & Cons

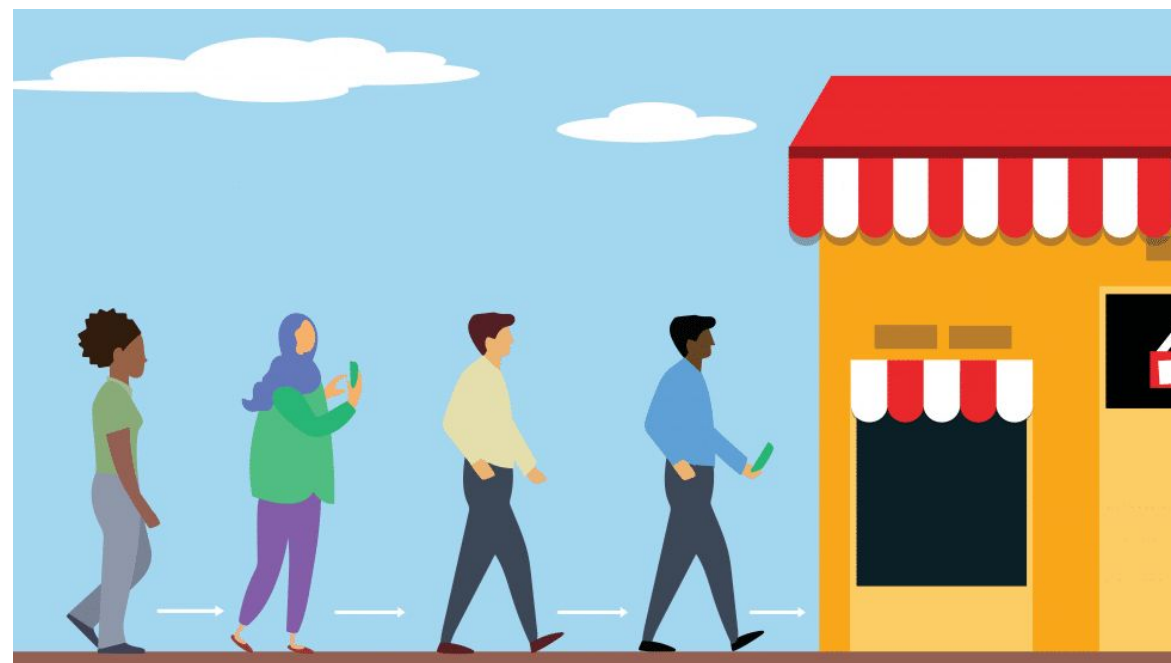
The good and the bad



The Pros



Free visibility, excellent for local SEO, encourages foot traffic.



The Cons



Relies heavily on reviews and consistent engagement.

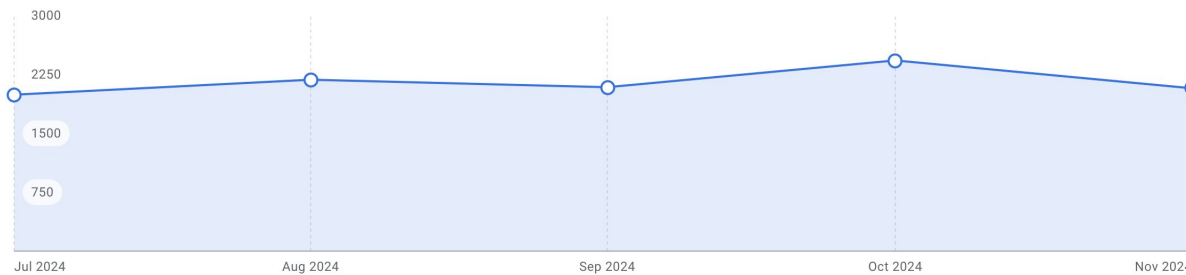


Google Maps Metrics

10,745

Business Profile interactions ⓘ

↗ +2.1% (vs Jul 2023–Nov 2023)



- Local maps rankings, website clicks from GBP, direction requests, and phone calls
- Track tasting room visits and their correlation with GBP interactions.

Google Maps Case Study

Before

1	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	wine tasting room		6.83	7.16	51.86		
2	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	wine tasting room paso robles		6.31	7.04	46.91		
3	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	wine tasting room near me		7.57	9.56	30.86		
4	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	paso wineries		8.88	12.17	11.11		
5	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	wine tasting near me		8.96	14.01	6.17		
6	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	wine tasting paso robles		8.11	15.11	4.94		
7	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	wineries paso robles		12.06	17.36	4.94		



After









1	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	wine tasting room paso robles		1.74	1.74	93.83		
2	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	paso wineries		2.44	2.90	82.72		
3	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	wine tasting room		2.53	2.53	81.48		
4	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	wine tasting paso robles		3.36	3.36	72.84		
5	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	wineries in paso		3.39	3.60	66.67		
6	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	wine tasting room near me		3.65	4.07	64.20		
7	Copia Vineyards and Winery 5076 Mustard Creek Rd, Paso Robles, CA 93446 5.0 ★★★★★ (237) 📍 WINERY +4 MORE	wine tasting near me		4.41	5.02	53.09		

Improved visibility increased foot traffic and local inquiries.

Google Search

Organic Search / SEO




 winery near me       


People also ask :

Serving Cabernet Sauvignon

The ideal serving temperature for a cabernet sauvignon wine is going to be around 60-degrees Fahrenheit, but Lipsom Lorem likes to suggest serving it at 57-58 degrees for the best flavor.



 lipsomvinyards.com
<https://lipsomvinyards.com/blog/best-way-to-serve-...>

Best Way to Serve a Cabernet Sauvignon Wine

 Lipsom Vineyards
<https://lipsomvinyards.com>

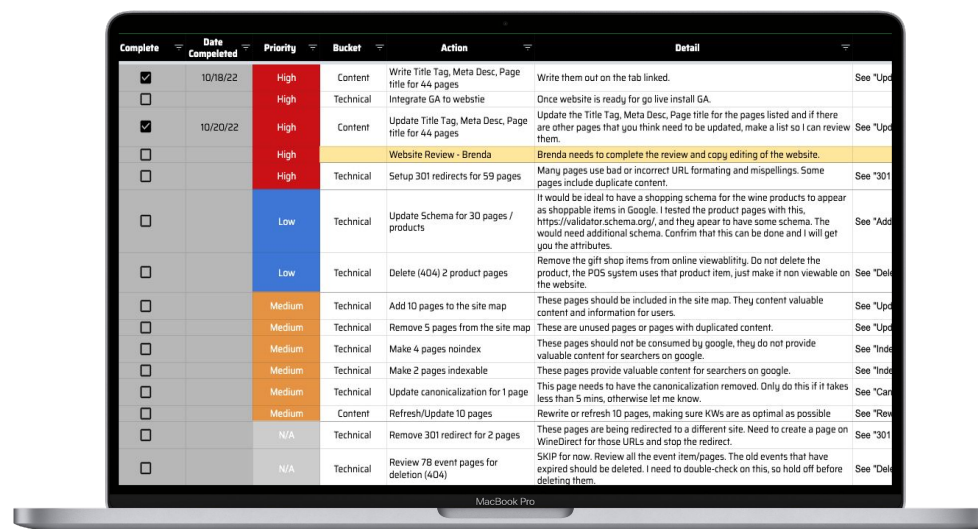
Lipsom Vineyards - Winery and Food - St. Helena

Looking for a winery and food close by to enjoy after your wine tasting? Look no further than Lipsom Vineyards Winery, enjoy our world-class wines while enjoying ...



Getting Started With Google Search

1. Audit your website for technical & content SEO issues - meta titles & descriptions, headings, ect.
2. Perform keyword research focused on wine-related terms and local queries.
3. Create content such as blog posts, guides (e.g., "Pairing Wines with Holiday Meals"), and event pages.
4. Build backlinks from industry sites and local partnerships.



Complete	Date Completed	Priority	Bucket	Action	Detail
<input checked="" type="checkbox"/>	10/18/22	High	Content	Write Title Tag, Meta Desc, Page title for 44 pages	Write them out on the tab linked.
<input type="checkbox"/>		High	Technical	Integrate GA to website	Once website is ready for go live install GA.
<input checked="" type="checkbox"/>	10/20/22	High	Content	Update Title Tag, Meta Desc, Page title for 44 pages	Update the Title Tag, Meta Desc, Page title for the pages listed and if there are other pages that you think need to be updated, make a list so I can review them.
<input type="checkbox"/>		High		Website Review - Brenda	Brenda needs to complete the review and copy editing of the website.
<input type="checkbox"/>		High	Technical	Setup 301 redirects for 59 pages	Many pages use bad or incorrect URL formatting and misspellings. Some pages include duplicate content.
<input type="checkbox"/>		Low	Technical	Update Schema for 30 pages / products	It would be ideal to have a shopping schema for the wine products to appear as shoppable items in Google. I tested the product pages with this, https://validator.schema.org/ and they appear to have some schema. The would need additional schema. Confirm that this can be done and I will get you the attributes.
<input type="checkbox"/>		Low	Technical	Delete (404) 2 product pages	Remove the gift shop items from online viewability. Do not delete the product, the POS system uses that product item, just make it non viewable on the website.
<input type="checkbox"/>		Medium	Technical	Add 10 pages to the site map	These pages should be included in the site map. They contain valuable content and information for users.
<input type="checkbox"/>		Medium	Technical	Remove 5 pages from the site map	These are unused pages or pages with duplicated content.
<input type="checkbox"/>		Medium	Technical	Make 4 pages noindex	These pages should not be consumed by google, they do not provide valuable content for searchers on google.
<input type="checkbox"/>		Medium	Technical	Make 2 pages indexable	These pages provide valuable content for searchers on google.
<input type="checkbox"/>		Medium	Technical	Update canonicalization for 1 page	This page needs to have the canonicalization removed. Only do this if it takes less than 5 mins, otherwise let me know.
<input type="checkbox"/>		Medium	Content	Refresh/Update 10 pages	Rewrite or refresh 10 pages, making sure KWs are as optimal as possible
<input type="checkbox"/>		N/A	Technical	Remove 301 redirect for 2 pages	These pages are being redirected to a different site. Need to create a page on WineDirect for those URLs and stop the redirect.
<input type="checkbox"/>		N/A	Technical	Review 78 event pages for deletion (404)	SKIP for now. Review all the event item/pages. The old events that have expired should be deleted. I need to double-check on this, so hold off before deleting them.

What to Wear to a Winery: The 2023 Complete Style Guide



What to Wear to a Winery & Vineyards

Have you ever found yourself getting ready for a day of wine tasting with friends, standing baffled in front of your closet, wondering what to wear? You're not alone. While outfit selection may seem trivial, poorly planned apparel has an uncanny ability to ruin a fun-filled day of wine tasting. After all, you don't want to be stumbling through Texas Hill Country vineyards muddying up your favorite pair of pumps. Nor does shivering your way through a barrel tasting in a Napa Valley wine cellar sound enticing. So, let's explore what to wear to a winery in every

WINERY SEO CHECKLIST



THE BASICS

- ☐ Set-up Google Analytics
- ☐ Set-up Google Search Console
- ☐ Set-up GMB and Map Packs
- ☐ Install a SEO plugin

KEYWORD RESEARCH

- ☐ Find your online competitors
- ☐ Perform a keyword gap analysis
- ☐ Find bottom funnel keywords
- ☐ Find long-tail keywords
- ☐ Page intent analyzation
- ☐ Create a keyword strategy

TECHNICAL

- ☐ Run an in-depth technical audit
- ☐ Robots.txt File Creation
- ☐ Index your website
- ☐ Generate & submit a site map
- ☐ Find and fix broken links
- ☐ Setup 301 redirects for outdated pages
- ☐ Check website mobile-friendliness
- ☐ Check website load speed
- ☐ Identify and repair crawl errors
- ☐ Use an SEO URL structure

ON-PAGE & CONTENT

- ☐ Run an in-depth content audit
- ☐ Use proper H1s, H2s, H3s, H4, ect...
- ☐ Fix missing, duplicate, or lengthy title tags
- ☐ Fix missing, duplicate, or lengthy meta descriptions
- ☐ Put together a content calendar
- ☐ Improve content readability
- ☐ Update old content

OFF-PAGE & LINKS

- ☐ Run a backlink audit
- ☐ Optimize NAP, description, reviews
- ☐ Target competitor links
- ☐ Complete a link targeting strategy
- ☐ Reach out to unlinked mentions



Scan To Download Checklist



Expectations

What to expect for Cost, Time, and Labor





Cost

\$2,000 - \$4,000/month

This cost is if you're outsourcing SEO; in-house hire will cost \$5,000/month minimum.

Time

3 – 6 Months

When expecting to see significant improvements.





Labor

Expect anywhere from 10-15 hours a month

Content creation, technical updates, and backlink outreach.

Pros & Cons

The good and the bad



The Pros



Long-term traffic growth, strengthens brand authority, free traffic & revenue once established.

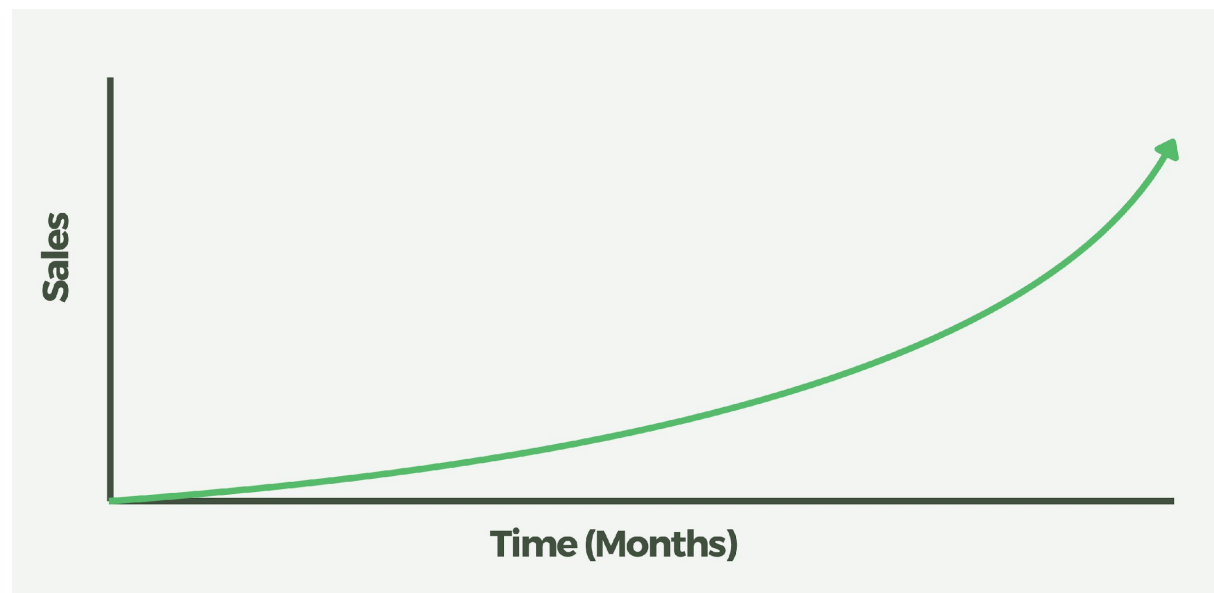


iconscout | Pablo Stanley | id. 1415671

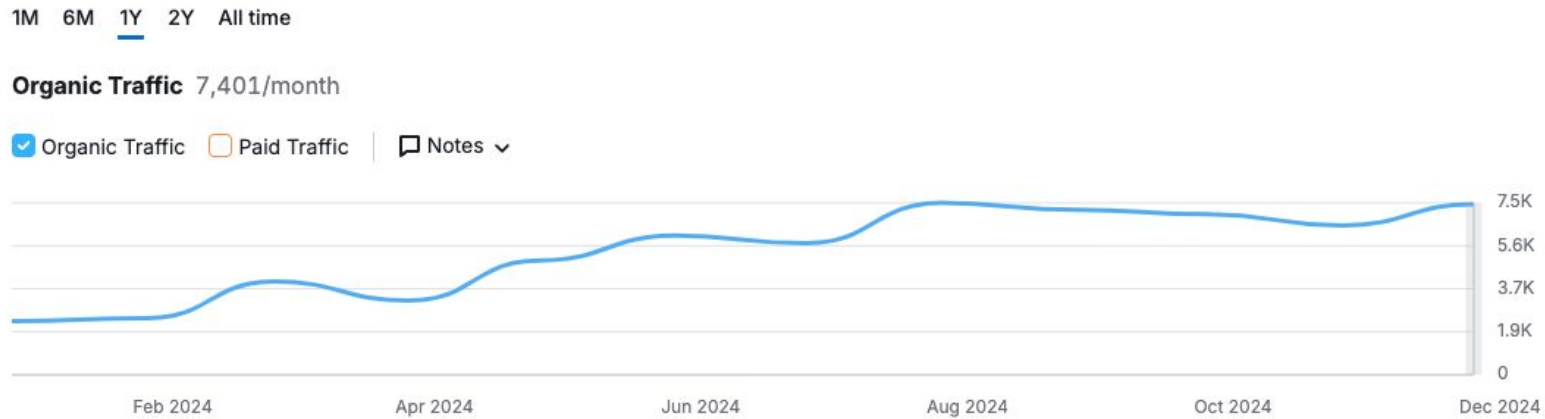
The Cons



6 to 12 months to get results, some ongoing effort required.

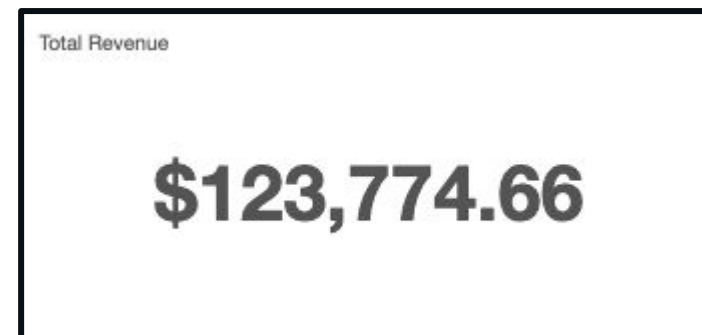
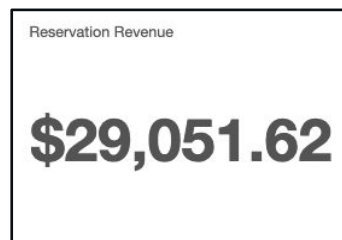
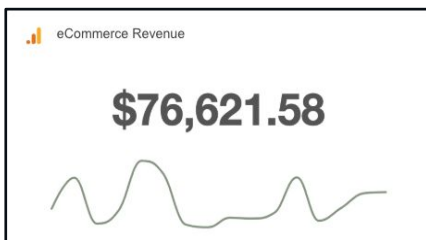
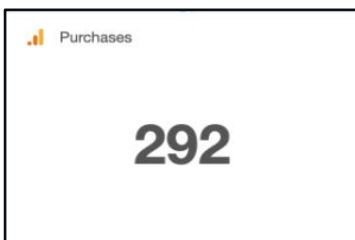
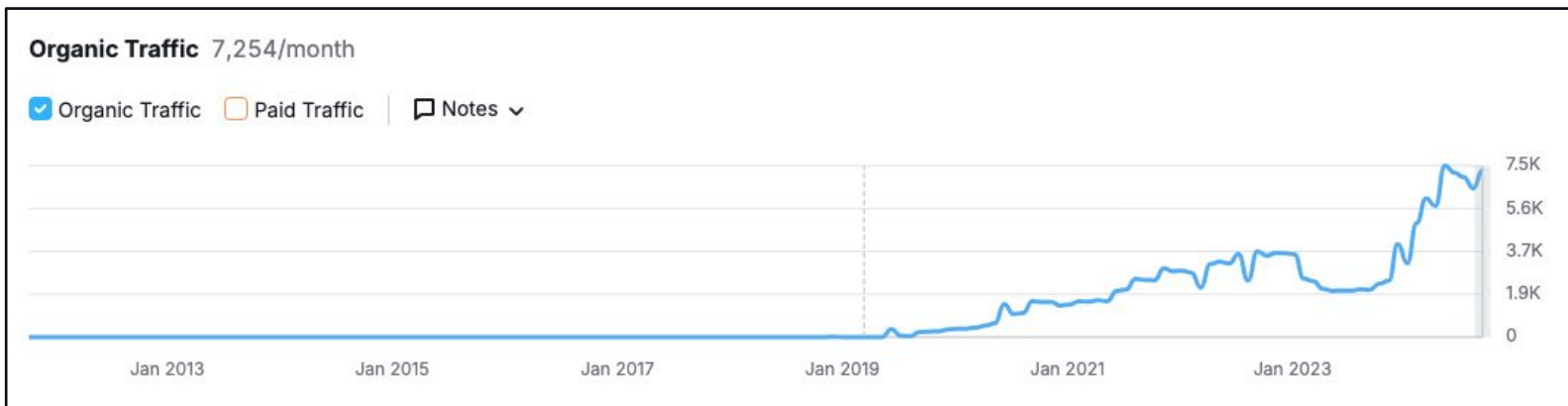


Google Search Metrics



- Organic traffic & keyword rankings.
- Conversion metrics: wine sales, tasting room reservations, and email sign-ups.

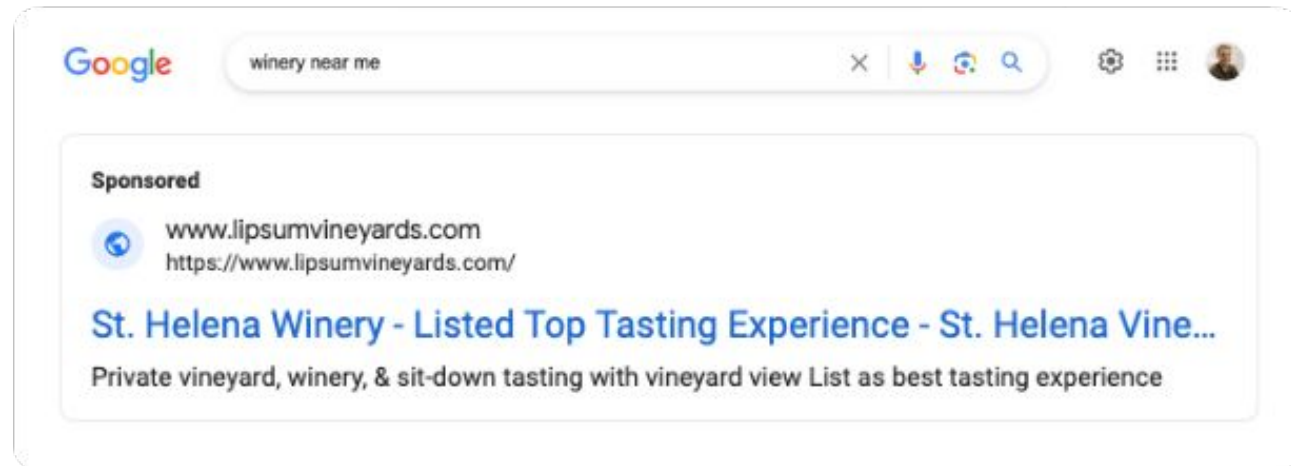
Google Search Case Study



Google Ads

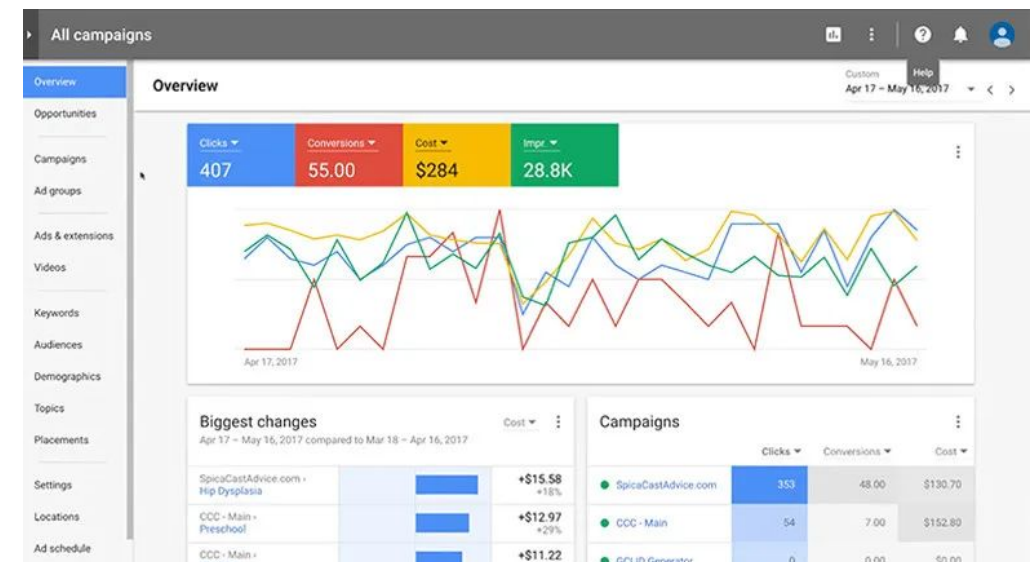
Paid Search / PPC





Getting Started With Google Ads

1. Set up a Google Ads account and connect it to Google Analytics.
2. Research keywords using tools like Google Keyword Planner.
3. Create campaigns: focus on Search, Display, and Performance Max for local targeting.
4. Write compelling ad copy emphasizing wine sales and tasting room experiences.
5. Use ad extensions (e.g., location, call, site links).



Expectations

What to expect for Cost, Time, and Labor





Cost

Ad Spend: \$1,000 - \$2,500/month

Management Fee: \$1,000 - \$2,000/month

Time

2 – 4 Weeks for setup

Expect 1-3 months to see significant results.





Labor

Expect anywhere from 10-15 hours a month

Regular monitoring and optimization.

Pros & Cons

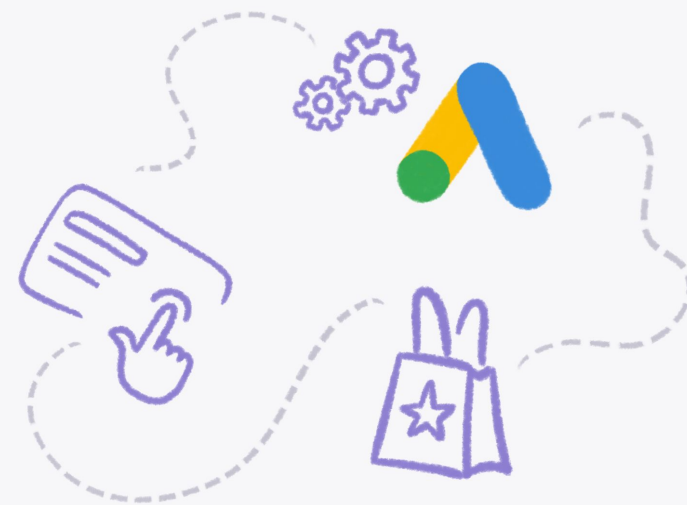
The good and the bad



The Pros



Immediate visibility, precise targeting, flexible budgets, and measurable ROI.



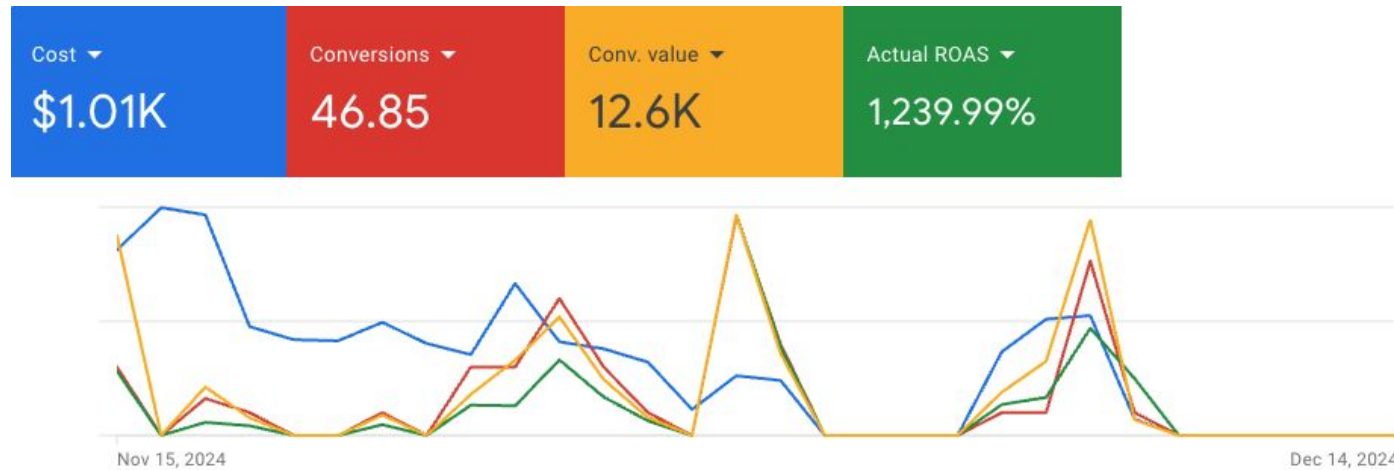
The Cons



Can be expensive; requires constant management.



Google Ad's Metrics



- Click-Through Rate (CTR), Conversion Rate, Cost Per Click (CPC), and ROAS (Return on Ad Spend).
- Metrics specific to wine sales: tasting room reservations and eCommerce sales.

Google Ads Case Study

GOOGLE ADS HOLIDAY GIFT CAMPAIGN

90 Conversions

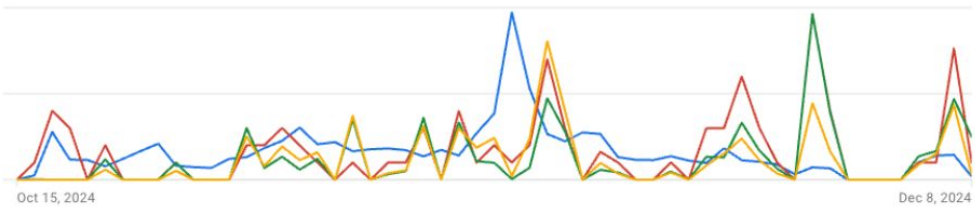
In Under 2 Months

\$30K Wine Sales

8.5X Return on Ad Spend

Cost ▾	Conversions ▾	Conv. value ▾	Actual ROAS ▾
\$3.53K	90.85	29.9K	848.50%

8.5X Return



Holiday Gift Google Ad Performance

Data Source: Google Ads



Meta/Facebook Ads

Paid Social





Complete Your Checklist **BEFORE** You Advertise



- ✓ Social Proof Your Brand
- ✓ Create your meta business portfolio
- ✓ Set up tracking
- ✓ Curate your campaign

Social Proofing

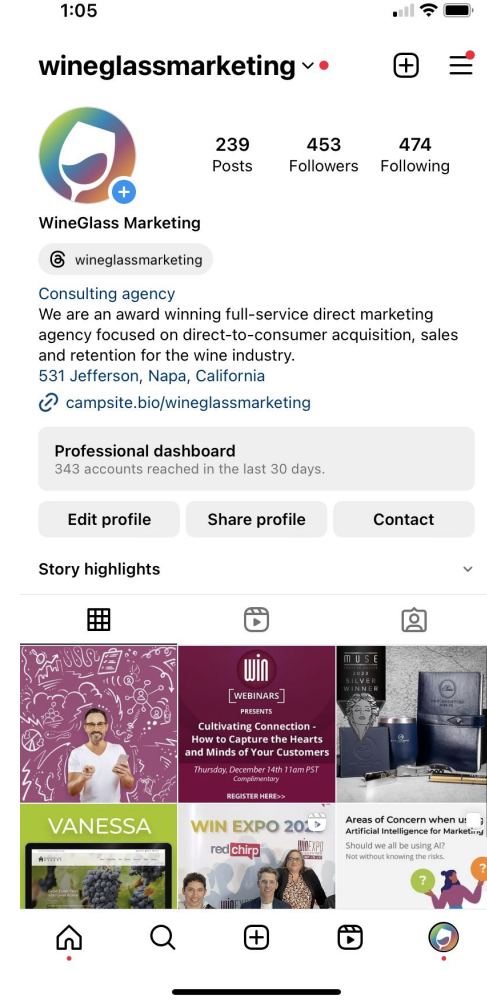
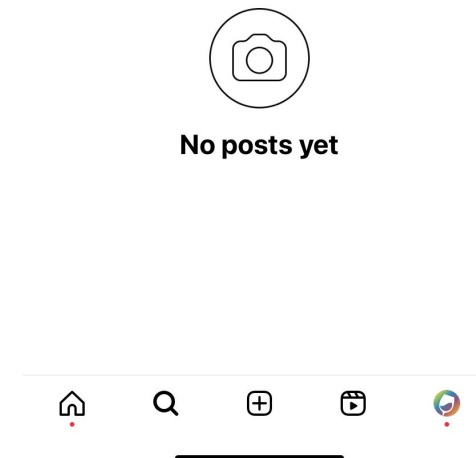
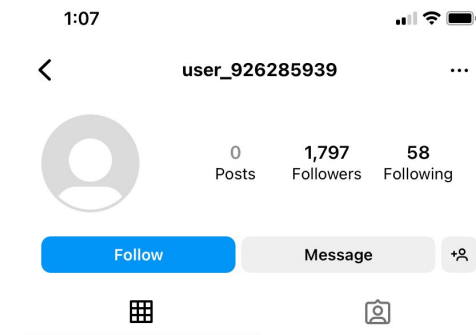
Make sure that you have a social media presence.

Facebook Page, Instagram, X, Pinterest, etc.

When was your last post? How often do you post?

Which profile has the biggest following?

How engaged is your current following?



Create Your Business Portfolio

Do you have an ad account? Do you have ownership of it?

Have your preferred payment method setup.

Connect your Instagram and Facebook Page.

Create your Pixel or “Dataset” or “Data Source.”

Properly install it on your website.

Connect it to your Reservations Platform/other platforms.



Curate Your Campaigns

Know your target audience.

Focus on your local demographics.

Leverage Facebook's Web 180 tool.

Use creative to highlight your offerings.



Expectations

What to expect for Cost, Time, and Labor





Cost

Expect \$500 - \$1,000 monthly ad spend

Budgets tend to vary from client to client, especially if they are advertising across multiple channels.

\$500 tends to be the best starting point and manages to get results.

Time

Expect a 3-4 week learning period

Results will typically come through after 1-2 months.

It's best practice to run a full campaign for 90 days for a full analysis.

Constantly tweaking the campaign will result in longer learning periods.





Labor

Expect anywhere from 3-8 hours a month

Regular reporting, optimization, and communication take time.

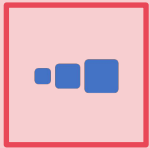
Ad creative and communication take the most time.

Pros & Cons

The good and the bad



The Pros



2.1 billion people use Meta daily.



59% of users have directly messaged a brand on Meta.



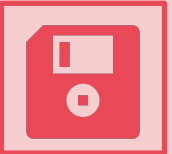
Facebook generates the highest ROI among other social media, tied only with Instagram at 29%.



The Cons



This is a very saturated and highly competitive market



Changes in data protection and privacy leads to disconnect



Metrics



Putting It All Together

When should I use Google vs Meta? Should I use both?

- Take the necessary steps BEFORE you advertise
- Clearly set your expectations
- Be patient

Main Objectives

Drive bookings through the website. We'll monitor all conversions from new customers placed online and the results of their reservations.

Overview Ads Spent - CPA

Commerce⁷



Cost Per Acquisition

\$106.30

Revenue Per Acquisition

\$561.73

New Customers

52

Total Revenue

\$29,210.20

Reservation Revenue

\$16,830.00

Additional Revenue

\$12,380.20

Winery Advertising Methods - Ranked						
5 = good, 1 = bad						
	Results	Cost	Time to Results	Effort	Scalability	Score
Word of Mouth / Referrals	3	2	1	1	1	8
Referral Websites	1	1	3	3	1	9
Social Meida (Organic)	3	3	1	2	4	13
Google Ads	4	3	4	4	2	17
Google Search & Maps (SEO)	4	4	2	4	4	18
Social Meida (Meta) Ads	4	2	5	4	4	19

