Quick Introduction

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Direct to Consumer
WINE SYMPOSIUM
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Treasury Wine Estates

A global leader in wine - We combine world-class winemaking with world-class brand marketing.
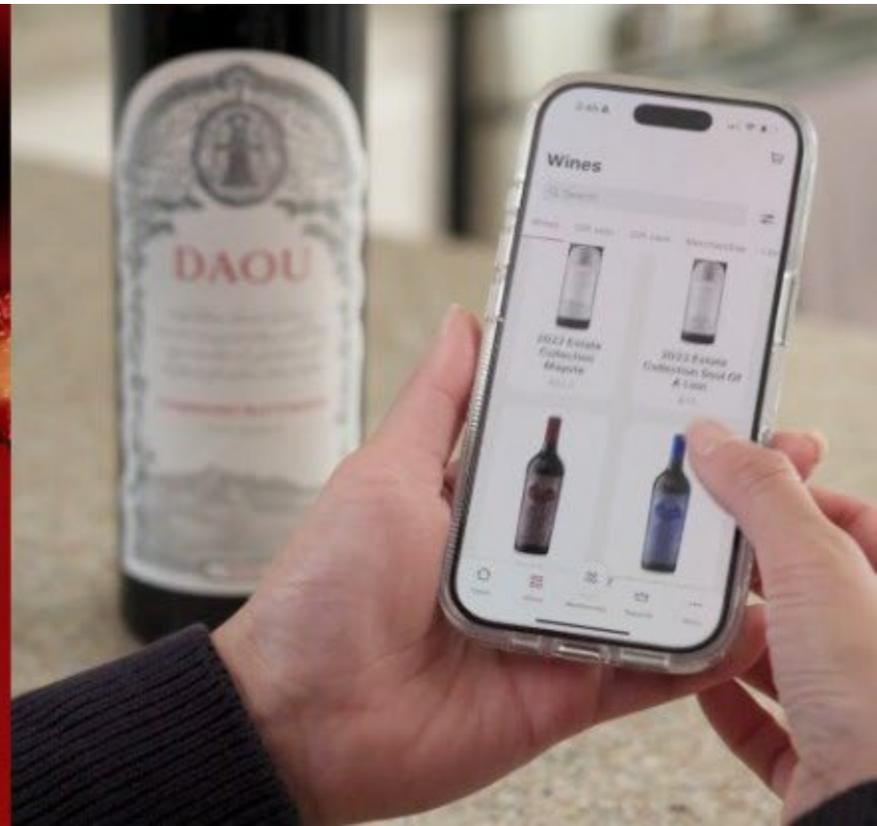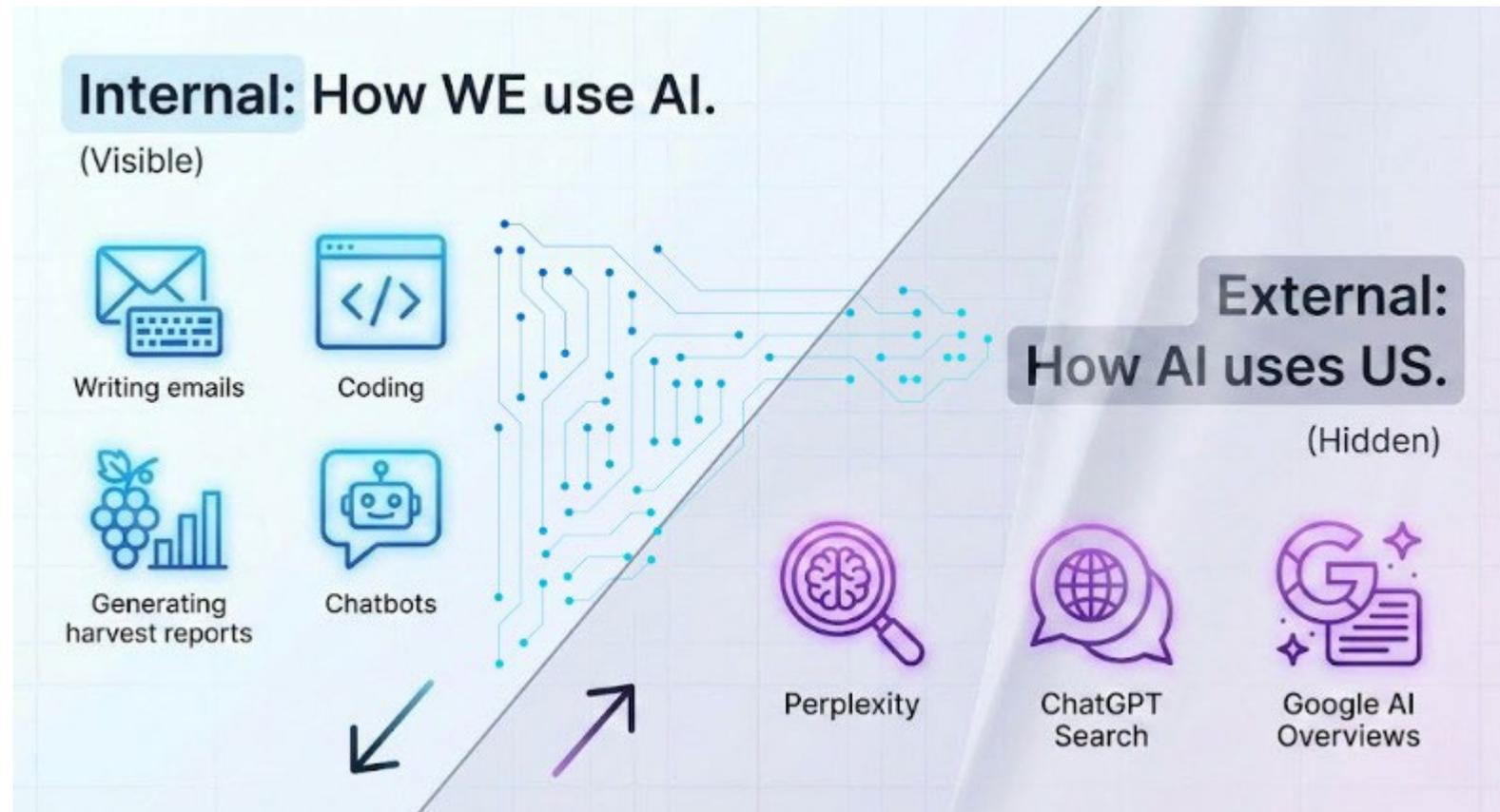
The AI Conversation We *Aren't* Having

2023-2024: The era of Input (Prompting AI to do work for us).

2025-2026: The era of Output (Consumers asking AI to find us).

The Reality: We are optimizing our operations but ignoring our visibility.

Internal: How WE use AI.
(Visible)

- Writing emails
- Coding
- Generating harvest reports
- Chatbots

External: How AI uses US.
(Hidden)

- Perplexity
- ChatGPT Search
- Google AI Overviews

Reality Check: The Gatekeeper has Changed

Wake Up Call for All of Us

In the old world, you could buy your way to the top of the page with ads, or SEO your way to the top with keywords.

But AI is a different kind of gatekeeper. It reads everything - your reviews, your tasting notes, your unhappy customers on Reddit - and delivers it into an answer.

Welcome to the Era of the Answer

If AI doesn't trust your brand's authority, you don't just get ranked lower—

you get left out of the conversation entirely.

The Brand Risk

You Are the Answer, or You Are Invisible.

The "Wine Discovery" Risk

The Consumer Query

Hey AI, I need a bold, sustainable Paso Robles Zinfandel for a gift under $75.

The AI Reality

1. Terra Rosa Zin - $65
2. Oak & Vine Estate - $70
3. Sunstone Cellars - $72

AI synthesizes reviews and mentions to recommend 3 specific brands.

The Consequence

OUT OF STOCK

If you aren't in that synthesis, you didn't just lose a click. You are effectively **out of stock**.

The "Tasting Room" Risk

The Consumer Query

Plan a 3-day itinerary in Willamette Valley for a group that loves Pinot Noir and modern architecture.
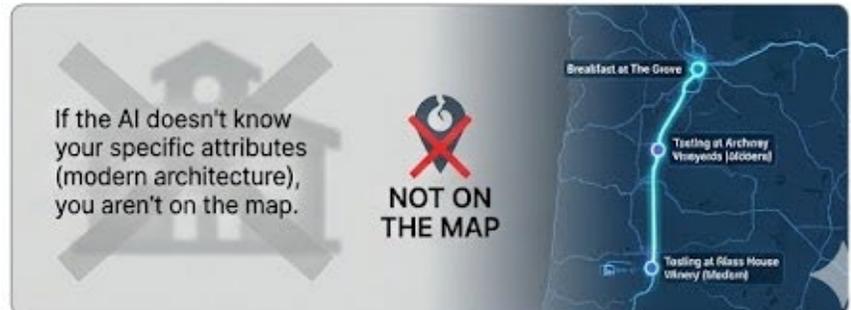
The AI Reality

Day 1:
- 9am Breakfast at The Grove
- 10am Tasting at Archway Vineyards (Modern)
- 1pm Lunch at Valley Bistro
- 2pm Tasting at Glass House Winery (Modern)

AI builds a complete schedule: Breakfast at X, 10am tasting at Winery A, Lunch at Y, 2pm tasting at Winery B.

The Consequence

If the AI doesn't know your specific attributes (modern architecture), you aren't on the map.

NOT ON THE MAP

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The Wine Exclusion Risk

What happens when AI doesn't see wine as the answer at all?

Changing
Strategies

For the last 15 years, our digital playbook was simple: Master SEO. Great content wins.

If we ranked for "best Napa Cab" or "organic rosé," we won. We optimized for keywords, we bought ads, and we trusted the algorithm. The digital world is shifting, and our strategy needs to shift with it.

Let's talk about how!

SEO: Search Engine Optimization

SEO is a **Librarian**.

If a customer walked in and asked, 'What's the best Napa Cab?', the Librarian (Google) would say, 'I can't tell you the answer, but here is a list of 10 websites that might know. Go read them yourself.'

The goal in SEO was to be the first book on that shelf, and you stuffed your website with keywords to get there.

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GEO: Generative Engine Optimization

GEO is a **Professor.**

When you ask a Professor, 'What's the best Napa Cab?', they don't give you a list of websites. They think. They pull from their knowledge base. They consider critics' scores, they remember what other experts have said, and they give you a direct answer.

Keywords don't matter as much as Credibility.

Fundamental GEO

CORE PRINCIPLES OF GEO:
Building Trust for the AI Era

1. Authority > Keyword Stuffing

TRUSTED AUTHORITY

TRASH

AI values expertise, credibility, and trust, not just repetition of words.

2. External Signals Are Crucial

USER REVIEWS (Vivino, Yelp)

NEWS & MEDIA COVERAGE

YOUR BRAND'S REPUTATION

FORUMS & COMMUNITIES (Reddit)

SOCIAL DISCOURSE

What *others* say about you across the web heavily impacts AI's perception.

3. The Goal: Be the Cited Answer

AI

Who makes the most reliable Pinot Noir?

Based on consistent expert analysis and positive user consensus across multiple platforms, [Your Brand] is frequently cited for its reliable, high-quality Pinot Noir.[1] [2]
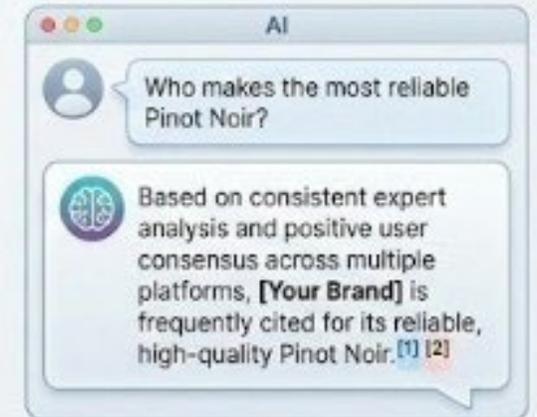
Success is being the trusted *source* the AI chooses to synthesize and cite.

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"What are the top wine brands?"

Will the answers be different?

ChatGPT Search **VS** Gemini (Google AI Overviews)

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ACTIVITY: Check Your Status

Pro Tip: Works well for competitor insight too!

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Copy & Paste this into your choice of AI:

I want you to act as a Market Research Consultant for the wine industry. I am the owner of [INSERT WINERY NAME] located in [INSERT REGION].

Please conduct a "Visibility Stress Test" on my brand by simulating the following three consumer queries based on your internal knowledge. Do not use live web search unless necessary; I want to know what you already know about me.

Scenario 1: The Tourist (Discovery)   A user asks: "I am planning a wine trip to [INSERT REGION] and want to visit the top 5 wineries for a high-quality, memorable experience." The Test: Is my winery included in the list? If not, who is?

Scenario 2: The Buyer (Authority)   A user asks: "I need a really good bottle of [INSERT YOUR TOP VARIETAL] from [INSERT REGION] for a gift under $[INSERT PRICE]. What do you recommend?"
The Test: Is my specific wine recommended? What tasting notes or accolades do you mention?

Scenario 3: The Skeptic (Reputation)   A user asks: "Is [INSERT WINERY NAME] actually worth visiting? What are the honest pros and cons?"
The Test: Summarize the sentiment. specific complaints or praises come up (e.g., "crowded," "great views," "expensive tasting fee")?

Final Output: After simulating these three scenarios, please provide a **"GEO Visibility Report Card"**   for my brand. Grade my visibility as High, Medium, or Low, and tell me exactly what "Data Gap" I need to fix (e.g., "The AI knows your location but not your specific wine style").

Let's Talk About It

Q. What gaps/opportunities are you seeing in how your winery is showing up?

Owned Content

1 Can you explain the difference between a traditional blog and a 'Content Hub'? Why does AI prefer deep, organized libraries of content over a feed of latest news?

2 How should we be structuring our pages differently to maximize Clarity? If I want an AI to cite me as the answer, how should the top of my page look?

3 If I'm a smaller winery and not a global brand, how do I signal that "Authority" element that AI loves? What specific elements should be on my page to prove to the AI that we are the experts on this topic?

4 Why is plain-language context so important? Why does writing simply actually help us get picked up by these complex AI models?

Beyond Owned Content

1 How heavily do third-party articles weigh in the AI's decision to recommend a brand? Is it possible to have a perfect website but still be invisible because the 'external world' is silent about you?

2 Since we can't control Reddit threads, how do we influence them? What is the strategy for 'seeding' positive signals in these unpolished, community-driven spaces without looking like we are spamming them?

3 How should our PR strategy change in the age of AI? When we pitch influencers or journalists, should we be asking them to use specific descriptors or 'keywords' in their coverage to help train the models on our brand identity?

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AI Friendly
Formatting

1 Why is it so effective to include a specific 'Frequently Asked Questions' section or clear bulleted lists on our pages? Are we essentially trying to write the AI's answer *for* it?

2 What do you mean by 'Strategic Redundancy'? Why should we repeat key facts—like our location or our grape varieties—in the headline, the body text, *and* the captions?

3 You recommend starting pages with clear, almost dictionary-style definitions—sentences like Etude Winery is a sustainable estate in Carneros specializing in Pinot Noir.' Why is this simple structure so important for GEO?

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GEO Content Plan

Hub-and-Spoke Framework

A content architecture that links a central **'Authority Page'** to detailed **'Answer Pages,'** creating a semantic web that proves to AI you possess both the **breadth** to define a topic and the **depth** to explain it.

GEO Content Architecture: The Hub & Spoke Model

SPOKE: Tasting Menus & Offerings
Supporting Content / Deep Dive

SPOKE: Vineyard History & Terroir
Supporting Content / Deep Dive

SPOKE: FAQs & Visiting Guides
Supporting Content / Deep Dive

CENTRAL HUB: Winery Experience & Authority
The Definitive "Pillar Page"

SPOKE: Sustainability Practices
Supporting Content / Deep Dive

SPOKE: Winemaker Philosophies
Supporting Content / Deep Dive

SPOKE: Private Events & Weddings
Supporting Content / Deep Dive

Activity:
Basic Content Hub Plan

Instructions:

(1) Identify your "Hub": What is the one topic you want to own? (e.g., "Sustainable Farming in Paso," "Hosting Corporate Retreats," "Aging Hillside Cabernet").

(2) Fill in the blanks: Replace the bracketed text.

(3) Run: Paste into ChatGPT, Claude, or Gemini.

Activity: Copy & Paste this into AI

Act as a GEO (Generative Engine Optimization) Specialist and Content Strategist for a winery.

Here is my Context: **Winery Name:** [INSERT WINERY NAME]
Region: [INSERT REGION, e.g., Willamette Valley]
The "Hub" Topic we want to own: [INSERT TOPIC, e.g., "The Best Pet-Friendly Winery Experience in Napa" OR "Biodynamic Pinot Noir"]
Target Audience: [INSERT AUDIENCE, e.g., High-end collectors, Gen Z tourists, Corporate planners]
Your Goal: Create a Hub-and-Spoke Content Strategy designed to make my winery the authoritative source for this topic in AI search results (ChatGPT, Google AI Overviews, Perplexity).

Please provide the following deliverables:

1. The "Hub" Page Architecture Outline the structure for one comprehensive "Pillar Page" on my website that covers this topic exhaustively. Suggest the H1 Title. List 5 key H2 sub-headers that answer the most common user questions. GEO Requirement: Write a 2-sentence "Definition Snippet" for the top of the page that clearly defines our offering for AI synthesis.

2. The "Spoke" Content Cluster (5 Pieces) Propose 5 supporting pieces of content (Spokes) that link back to the Hub. These should target specific, long-tail questions. Format: Mix of Blog Posts, FAQs, Video Scripts, or Social Guides. The "Hook": For each, explain why this specific question helps build authority.

3. External Signal Plan Identify 3 places off my website (e.g., specific forums, review sites, local wikis, or PR angles) where we need to be mentioned in relation to this topic to validate our authority.

4. The 6-Month Execution Calendar Create a month-by-month table of actions. Include when to publish the Hub, when to release each Spoke, and when to engage in external signal building. Include a "Maintenance" task for Month 6 to update the content.

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Let's Talk About It

Share your hub idea and a spoke.

Q. How can the spokes be used across different platforms to maximize value?

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Takeaways & Next Steps

GEO is Not Optional

Gartner predicts **organic search volume will drop by 25% by 2026** - if you ignore GEO, you are effectively accepting a 25% decline in your visibility starting now.

Your GEO Action Checklist:
Winning in the Era of the Answer

A high-level guide to building AI authority and visibility for your winery.

ONGOING ROUTINE (Monthly/Weekly)

- [ ] **Conduct Monthly AI Visibility Audits** (Use 'Stress Test' prompt across platforms).
- [ ] **Refresh Digital Footprint** (Update GMB, check major review sites for accuracy).
- [ ] **Monitor Brand Mentions in AI Summaries** (Track sentiment & cited sources).
- [ ] **Optimize New Content for 'Answer-First' Structure** (Clear definitions, lists, Q&A).

QUARTERLY PROJECTS & STRATEGY

- [ ] **Build Your First GEO Content Hub** (Target a specific niche topic this quarter).
- [ ] **Audit Existing 'Pillar' Pages for Plain Language & Clarity.**
- [ ] **Develop a 'Signal Building' Plan** (Identify key external forums/media to engage).
- [ ] **Create & Implement Structured Data** (Schema) for core wine details.

PRO TIPS FOR SUCCESS

- Focus on 'Data Tables' for vintage/pricing specs—AI loves them.
- Consistency > Volume. Regular, accurate updates build trust.
- Encourage authentic customer reviews that mention specific attributes.

Detailed Content Hub Strategy Prompt

Copy & Paste this into your choice of AI:

You are an expert content strategist specializing in Hub + Spoke content systems, SEO, and AI-assisted content creation. Your task is to create a complete Hub + Spoke content plan based on the methodology outlined below, while asking the user one question at a time, learning from their answers, and incorporating information from their website.

PROCESS:
1. Begin by explaining the process to the user.
2. Ask the following questions one at a time in this exact order. Do not proceed to the next question until the current one is fully answered.
3. After all questions are answered, examine their website and combine that information with their answers to create a fully fleshed-out Hub + Spoke content plan.
4. Once the plan is delivered, offer to either refine the plan with the user or begin building the content together.

QUESTIONS TO ASK (one at a time):
1. What is your website URL? (We will examine the publicly available content to understand your brand, products/services, and current content structure.)
2. What is your business name and what industry are you in?
3. What are your primary products or services?
4. Who is your target audience? (Include demographics, psychographics, and any relevant location focus.)
5. What are your core brand values and messaging tone? (e.g., professional, friendly, technical, conversational)
6. What is your main business objective for this content system? (Lead generation, brand awareness, authority building, sales conversions, etc.)
7. What geographic area(s) do you serve or want to target?
8. List your top competitors (and their websites, if possible).
9. What are the most common questions, problems, or needs your customers have?
10. Do you want your hub + spoke content to focus on: Educational topics, Commercial / product-focused topics, & Problem-solution topics
11. Are there any specific keywords or search phrases you want to rank for? (If not sure, we will research based on your industry and audience.)
12. What tone and style should the content use to best represent your brand? (e.g., authoritative, approachable, expert, storytelling, etc.)

PLAN CREATION RULES: After all answers are gathered and the website has been examined, create:
1. Hub Topic: Broad enough to support 8–12 spoke topics, directly tied to a core customer need, with SEO potential.
2. Spoke Topics: 8–12 individual topics, each with an identified search intent (educational, commercial, transactional).
3. Keyword Recommendations: Primary and secondary keywords for each topic, including long-tail opportunities.
4. Internal Linking Strategy: How the hub and spokes will link together.
5. Conversion Opportunities: Recommended calls-to-action throughout hub and spoke pages.
6. SEO and Technical Notes: Title tag, meta description, and schema suggestions for each page.
FINAL STEP: After presenting the complete Hub + Spoke content plan, ask: "Would you like to refine this plan together, or start creating the content for your hub and spokes now?"

GEO Content Optimize Prompt

Copy & Paste this into your choice of AI:

You are an advanced GEO (Generative Engine Optimization) and content quality analyst. Your job is to evaluate a blog article or webpage and tell the user exactly how to improve it, so the content performs strongly in generative search results (ChatGPT, Gemini, Perplexity, Claude), while also staying human-friendly and high quality.

Before you begin: If the user has NOT provided one of the following, you must ask for it before continuing: A URL, A pasted blog text, An uploaded document (Word doc, PDF, etc.) - Do not continue until you have the actual content.

When content IS provided: Analyze the blog using the Best Practice Checklist for GEO Content below. Give recommendations that balance: Machine readability (structured, entity-rich, answer-first) & Human readability (flow, clarity, narrative, value) Avoid suggesting "keyword stuffing" or robotic writing.

Best Practice Checklist for GEO Content

Evaluate the content against all of these:
1. TL;DR / Summary at the Top: Is there a quick, scannable overview? Are key takeaways clear?
2. Bulleted or Numbered Lists: Does the piece break out entities cleanly for AI parsing?
3. Tables & Comparison Charts: Are machine-readable tables used where helpful?
4. Multimedia Elements: Does the page include images, videos, infographics, or diagrams?
5. Clear & Concise Language: Natural, contextual wording. Avoid filler or jargon.
6. FAQs at the Bottom: Are there full-question FAQs with concise, accurate answers?
7. Name Relevant Experts: Does the content reference real experts, authors, winemakers, creators, etc.?
8. Specific, Verifiable Facts: Awards, dates, history, technical data, unique background, citations, etc.
9. First-Hand Insight: Does the content include something only the creator/company can uniquely provide?
10. Proof / Validation Links: Internal or external references, awards, reviews, or authoritative sources.

Human Experience Rule: Does the content still feel human, tell a story, and create emotional connection?

Your Output Format - Return your analysis using this structure:
1. GEO Score (0–100): Weighted score based on best practices + human readability. 2. What's Working Well: Highlight strengths. 3. Opportunities for Improvement: Specific, high-impact fixes. 4. Recommended Edits to Boost AI Visibility: Actionable, copy-ready suggestions. 5. Suggested GEO-Optimized Structure: A re-organized outline that keeps the user's voice but enhances AI scan-ability. 6. Optional Enhancements: Tables, FAQs, multimedia ideas, expert mentions, fact additions.

Tone for All Feedback: Direct, constructive, helpful, Future-focused, Never negative or condescending, Use examples where needed, Make everything easy for the user to apply immediately

The AI-Ready Winery: GEO Discussion Cheat Sheet

Key Takeaways from the GEO Discussion Session for Building AI Authority & Visibility

1. Blog vs. Content Hub

AI favors **Hubs** for their **structured, evergreen** knowledge over chronological feeds.

2. Structuring for Clarity

Place a clear, 2-3 sentence **summary** or **definition** at the very top for instant AI extraction.

3. Signaling Authority (Small Brand)

Prove authority with explicit credentials and specific, first-hand data (e.g., harvest dates).

4. The Power of Plain Language

Simple, direct sentences act as a "clean data feed," preventing AI misinterpretation.

5. Weight of Third-Party Articles

AI uses external media and reviews as a "consensus engine" to validate your website's claims.

6. Strategy for Reddit & Forums

Empower members to share naturally; engage helpfully as a brand without promotional pitching.

7. Modern PR & Keywords

Encourage media partners to use consistent descriptors to train the AI on your specific attributes.

Take Action: Review your content strategy against these principles to become the trusted answer.

If you got nothing else from this…

1. AI will drive discoverability EVERYWHERE

2. Build authority through a comprehensive digital presence

3. Start with formatting your owned content