

WEBSITE CHECKLIST

The investment required in setting up and maintaining your website is likely to be considerable, therefore it needs to be far more than simply an electronic brochure. And remember you're open for business 24 hours a day, seven days a week.

Consider the following elements when designing your website.

General

- Balance of "information" versus "selling" areas
- Simple home page that loads quickly (not everyone is on broadband)
- Photographs (bear in mind file sizes for downloading on different bandwidths)
- Winery name, logo, tag line on every page
- Join mailing list option on every page
- Site map
- Search option

Design

- Full colour images
- Short, succinct messages on each page
- Limited scrolling
- Plain, readable text and font size
- Normal text, not image based text
- Heading separators
- Linked pages
- Options to close window/return to top/return to previous page

Home Page

- Winery name, logo, signature image
- Quick access to main areas
- Introduction to winery, site, options
- Members area
- Guests area
- Cellar Door area
- Contact form
- Contact information
- Straight to purchase option

Winery Information

- History
- Winemaking
- Vineyards
- Cellar Door
- Region
- Location map
- Contact information (by email click, online form, telephone, fax, contact name)
- Web address

Product Information

- Range of wines
- Bottle or label images
- Tasting notes
- Technical information
- Price (bottle, case, mixed dozen)
- Special offers (discounts, bonuses)
- Reviews, endorsements, testimonials
- Cellaring tips
- Merchandise
- Gift Purchases

Purchase Information

- Online order form (with auto-calculate features)
- Printable order form with fax back option
- Payment options
- Statement of benefits
- Membership options
- Security information and secure payment assurance
- Details of product range including pictures, tasting notes, price per bottle/case
- Order form (printable, with auto-calculate features)
- Gift ideas, merchandise
- Freight costs and delivery options
- Shopping cart information
- Delivery information
- Refund, Return and Credit Policies
- Automatic order confirmation
- Privacy Policy
- Terms and conditions
- Purchase history

Additional Features

- Virtual tours
- Video interviews
- Animation
- Foreign language conversion
- Chat/news room
- Frequently Asked Questions
- Retail distributors
- Links to related sites
- Food and wine matching
- Restaurants
- Competitions
- Incentives to register/become a member
- Media room (image bank, press releases, etc)