scoopdigital

SCOOP CONTENT DISTRIBUTION NETWORK

Winery Listings Style Guide

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This Document

Scoop hosts the largest online guide to wineries, arts, events and travel in WA. It is a collaborative, community-driven project, providing arts, events, business and community organisations with <u>free</u> access to a growing audience of locals and visitors to WA.

This content is distributed through the Scoop Content Distribution Network, a fully scalable, enterprise-level digital platform, which allows us to distribute fully-customisable content and a superior user-experience to targeted local and international websites, and already attracts more than 40,000 unique visitors per month.

Your listing, along with all listings, is completely free and can be updated directly via the Scoop User Admin via a login and password.

All content is quality-controlled, and will only be approved and go-live it if it is of a high standard. We ask that you use this document as your Style Guide.

Example websites with winery content

- [Scoopevents.com.au](): the largest online guide to arts & events in WA, also listing WA wineries.

- [Scoopwines.com](): a centralized guide to wineries in WA.

User Admin Details

User Admin details

- Register / Login: go to [scoop.com.au/UserAdmin]().

- Login: your USER ADMIN requires an email address for login. This will be your login and the email to which we send notifications and approvals.

- Password: your password will default to Scoop2018 – you can change this yourself at any time.

If you don't know your login and password, email us.

Key Information Tabs

Location & Maps

- Address and GPS coordinates (if available) are useful for Google Map override.

Contacts & Social Links (optional)

- Email for public enquiries

- Phone number for public enquiries

- Website

- Social Media links (maximum 3)

Listing Links

- For linking your listing to other listings in the Scoop Database. In this case, these listings should be linked through the child listings (e.g. events, galleries, restaurants).

Features & Categories

The Scoop Database includes multiple listing-types. e.g. events, tours, wineries. Each has its own selection of features and categories, some of which are used for display and others for search.

Text Fields

Text fields display on your listing and are optional.

Average Production

- Preference is 'number of cases' but tonnage is also acceptable. STYLE EXAMPLE: 4500 cases; 3,500 tonnes.

Online Booking Link

- This is the link behind the BOOKING button. Possible links include your e-commerce wine sales page or restaurant booking page.

Open Days / Times

- The priority is to list open days. Open times is optional. e.g. Tue to Sat 10am to 5pm; Restaurant: Sat & Sun 12pm to 5pm. OR Appointment Only OR No Cellar Door.

Vineyards

- For displaying the number of hectares or acres under vine. e.g. 23.5 hectares; 3 acres.

Wheelchair Access

- If Wheelchair access is available, type "Yes", or a brief description. e.g. "Ramps and walkways link the car park and all facilities, wheelchair-modified bathrooms available."

Winemaker

- Winemaker name

Year Established

- Year only.

Filters

Filters are used for search and display and are critical to ensure your winery displays in the appropriate searches.

Wine Region

- Only select a single region in which the cellar door is located.

Wine Type

- Red, White, Sparking, Fortified, Sparking, Rose

Grape Variety

- Grape varieties of the wines produced. e.g. Cabernet Merlot, Sparking Shiraz.

Food

- Picnic facilities, BBQ facilities, Light Food, Restaurant, Function Area

Facilities

- Accommodation, Appointment Only, Cellar Door, Dogs Welcome, Functions, Gallery, Kid's Play Area, No Cellar Door, Wheelchair Access.

Vine Age

- Established: 1800-1850; 1851-1900; 1901-1950; 1951-2000; 2001-2010; 2011 to 2018

Size

- Size (cases): Micro (1-999 cases); Boutique (1,000-4,999); Small (5,000-49,999); Medium (50,000-499,999); Large (500,000+)

Open Days

- Cellar Door, Breakfast, Lunch, Dinner

- For each option, select the days open including Monday to Sunday and Public Holidays

Sub-regions

These are a mix of official sub-regions and natural groupings of wineries in sub-regions that make sense for travel/day planning. Only one can be selected.

- **Geographe**: Busselton/Capel; Donnybrook; Harvey; Ferguson Valley

- **Great Southern**: Albany, Denmark, Franklyn River, Mount Barker, Porongorup

- **Margaret River**: Yallingup, Carbunup, Wilyabrup, Treeton, Wallcliffe, Karridale

- **Perth Hills**: Bickley Valley, Chittering Valley, Hearth of the Hills, Serpentine Valley

Images / Video

Multiple images / Video can be uploaded to your listing. A primary video and image must be selected.

Images

- Must be 1200px x 900px

- Must be a .jpg or .png file

- Preferable optimised for web

Video

- The platforms supported are YouTube, Vimeo and DailyMotion

- Note that these formats are unavailable in China

Text

After viewing your images and video, Users will scan your *Teaser Text* and then your *Description*. If they like what they see, there is a good chance you will convert the 'right' browser to a customer that suits and loves your business, spreads the word on social media and helps build on your success.

Effective, pithy business writing is extremely difficult in isolation and even more complex when looking to differentiate your winery from the competition. The guidelines below are similar to what we provide the Content Team at Scoop. We recommend reviewing other winery websites and wineries at Scoopwines.com.

It is important to get it right! Read the *Editorial Style Guide* section below before submitting text.

Teaser Text

Objective

In no more than 200 characters you need to convey to the User why they should choose you! The rules / test you should apply are as follows – does your teaser give the User:

1. The main features about your wine / winery

2. A clear idea of what to expect from your winery and wine

3. A clear idea of who should go to your winery, buy your wine, and why

Teasers should focus on what's special about the property and/or the wine, but not necessarily both:

1. The Wine: type, awards, special varieties, quality, price, boutique versus international brand

2. The Property: cellar door, restaurant, boutique versus big, awards, kids' area, view etc

Key Points

- Maximum 200 characters, including spaces!

- Ask yourself: if someone considering visiting your winery, asked you to sum up your winery in one sentence, what would you say.

Style Guidelines

- Avoid repeating the name of the winery.

- Try to make the teaser one sentence, not two.

- Include all key features: e.g. cellar door, restaurant, view.

- Focus on the key selling point(s) – the reason for visiting.

- Rarely any need to repeat the Wine Region name as they are probably looking in your region anyway and it is displayed as part of your search results.

Examples

- Nestled in a curve of the Swan River, husband & wife team Greg and Lucy create small batches of premium wine to be tasted at cellar door or picnic tables while enjoying the ambience of the valley

- Settled on the banks of the Swan in the 1840s, Mandoon is an iconic destination for the region with cellar door, fine dining restaurant, outdoor deli, microbrewery, gallery and kids play area

- The perfect family destination for enjoying coffee, fine wine, a casual breakfast or lunch in the café or on the patio overlooking lush lawns, mature trees, the lake and native wildlife

- Enjoy one of the Perth's best restaurants and premium food and wine experiences in the valley, a stunning rural setting and floor to ceiling panoramic views of the Darling Ranges

- Located in the heart of the valley, Carilley is renowned for its stunning grounds and restaurant serving modern Australian cuisine and a variety of wine, boutique beers and ciders

- Brian and Heather Hunt run one of the Valley's most intimate small-batch wineries; enjoy their stunning sparkling rose and luscious fortified wines while overlooking the vines and river below

- Established in 1997, Faber remains an intimate, family-style winery where you can relax, sit down, enjoy some wine, chat to the wine maker and share a platter or two.

- Established in 1956, this charming family-run winery and cellar door produces boutique reds, whites and rich fortifieds, but their speciality is bottle-fermented "methode traditionelle" sparkling

- The only certified organic winery in Perth and fascinating example of sustainable viticulture, producing traditional table, sparkling and dessert wines in the Swan Valley

Description Text

Objective

To give the interested reader a short, pithy overview of your property, what to expect, and interesting content that might increase their chance of visiting your winery and buying your wine.

Examples of edited Description Text can be found in the Swan Valley.

Key Points

- Maximum 500 words

- Don't repeat the teaser text

Style Guidelines

- Include the most important content at the top

- The first paragraph is an extension of the Teaser and overview of key selling points

- After the first paragraph, text should group content into neatly structured paragraphs each focusing on different features e.g. the property, cellar door, wines, vineyard, history

- If the text is long, headings can be used as visual hooks. Heading should be Capped and Underlined.

Editorial Style Guide

Key Points

- Write in the 3rd person as it adds credibility as a guide e.g. no I or We or Us

- Don't copy and paste from your website or Google will see this as duplicate content and potentially negative impact on both sites.

- Before submitting, run a Spelling & Grammar Check. It isn't always right, but it does help improve grammar and structure and cut our unnecessary copy. Also run past a few different people for feedback and review.

Guidelines

- Before writing content, get a clear idea of what you want to convey, create a clear structure with key points, and then fill in the blanks and worry about style.

- Less is more: keep it short and pithy and only include relevant content. Too much faff hides good content.

- Try to constantly reduce the number of words and sentenced used to say something. Short and pithy wins the day.

- Third party recognition adds credibility, including awards, James Halliday ratings etc.

- Avoid salesy / PR speak such as: "you will love it"; "wine for sharing with friends"; "something for everyone",

- Avoid brag statements that can be substantiated and don't add value: e.g. "our professional staff will look after all your needs"; "we love wine and everything about wine'.

- Avoid starting each sentence with the name of the winery. It gets repetitive and boring. Start with the key points e.g. "Nestled in the heart of the valley the cellar door…"; "Sparking Shiraz is the focus…"; "Jack Smith leads a team…"; Recognised by James Halliday as a 5-star winery…".

- Unless extraordinary, avoid mentioning awards in isolation that are too old as it indicates that your wines have not won anything since – better to mention nothing at all.

- Interesting history and personal perspective can add value to your winery, but don't for the sake of it.

Review Tests

- **Effectiveness Test**: does the text meet the objective? Will your winery appeal to the type of customer you are trying to attract? Will the User get a clear idea of what your winery is about, the key features, what to expect, who should go, reasons to visit or buy?

- **Dinner Party Test**: is this detail what someone would repeat at a dinner party when talking about your property? If not, then it probably isn't particularly interesting in your profile either. Either take it out or include it at the end of the Description.

- **Engagement Test**: is your text and tone engaging? Is this the language you would use when engaging someone at a dinner party? Writing the way, you speak, repeating the same key points you would make in conversation, is a good starting point for writing text.

- **Informative Test**: are you telling the User something they didn't already know, or they would have assumed anyway. If so, delete it.