



# Winery Webstore Health Checklist

## 1. First Impression & Navigation

*Can a guest figure out how to buy in under 5 seconds?*

### **Clear primary navigation:**

- Shop Wines
- Wine Club
- Visit / Reservations
- About
- Sign In or Account
- “Shop” is visible immediately (no scrolling required)
- No cluttered or competing calls-to-action
- Sticky navigation or easy return-to-shop functionality
- Mobile navigation is clean and thumb-friendly
- Search bar is visible and functional

*Quick Test: Open your site like a first-time visitor. If you hesitate even slightly on where to click, you've already lost momentum.*

## 2. Product Organization & Structure

*Are you guiding the customer... or making them think?*

### **Wines grouped logically:**

- By varietal, collection, or experience (not internal SKU logic)
- Organize your webstore groups in a way that makes sense to your customer base!  
Consider how they prefer to shop – Do they want to browse your spring collection? Do you offer any seasonal promotions? Are they interested in gifts or bundles?
- A helpful tip - use the 'Requires Authentication' tool for your 'Members Only' webstore group. That way, if someone tries to view the products in the members only group, they will be asked to sign in to their member account first and then redirected back to the shopping page.

### **Use Webstore Groups to create filters for products within your shop**

- Price
- Varietal
- Size/Format
- Availability (club exclusive, limited, etc.)

### **Clear differentiation between:**

- Available vs. sold out
- Club-only vs. public wines
- No dead-end pages (every page leads somewhere)

*Best Practice: Think like a tasting room host: “What would I show them next?”*

### 3. Bottle Images & Visual Quality

*Your product photography is your shelf presence.*

#### **Consistent bottle shot style across all SKUs:**

- Same angle, lighting, and background
- Clean, distraction-free backgrounds (white, soft neutral, or brand-consistent)
- High resolution but optimized for web
- All images should use a consistent aspect ratio
- Recommended: 1500–2500px height
- File size ideally under 300KB (compressed without quality loss)
- No mismatched vintages or outdated labels
- Lifestyle images used sparingly to enhance individual product pages, not clutter

*Red Flag: If some bottles look professional and others look like iPhone photos, trust drops instantly.*

*Best Practice: Think like a tasting room host: “What would I show them next?”*

### 4. Typography & Visual Consistency

#### **Cohesion builds trust. Inconsistency creates friction.**

- No more than 2–3 fonts across the entire site
- Fonts match brand tone (luxury, rustic, modern, etc.)
- Consistent font sizes for:
  - Product titles
  - Pricing
  - Descriptions
  - Adequate spacing (no cramped text blocks)
  - Strong contrast for readability (especially on mobile)

*Rule of Thumb: If your webstore feels visually “noisy,” your customer feels uncertain.*

### 5. Buttons & Calls-to-Action (CTAs)

*Clarity converts. Confusion kills.*

Primary CTA is consistent across all pages: “Add to Cart” or “Buy Now” (not both)

#### **Button styling is uniform:**

- Same color, size, shape, hover behavior
- High contrast between button and background
- Buttons are large enough for mobile tapping

#### **Clear hierarchy:**

- Primary: Add to Cart

*Quick Fix: If every button looks different, nothing feels important.*

## 6. Product Pages (Where Most Sales Are Won or Lost)

*Are you listing wine... or selling the moment?*

### **Above-the-fold includes:**

- Bottle image
- Wine name + vintage
- Price
- Add to Cart button
- Short, compelling description first (not just tasting notes)

### **Then supporting details:**

- Tasting notes
- Vineyard/winemaking info
- Clear value cues:
- Limited production
- Estate grown
- Awards (if relevant)
- Shipping info or thresholds visible

*Upgrade Opportunity: Replace generic notes with context: Not just what it tastes like, but when and why you'd open it.*

## 7. Mobile Experience

*70%+ of your traffic is likely here.*

- Pages load quickly (under 3 seconds)
- Images scale properly (no cropping issues)
- Buttons are thumb-friendly
- Checkout is simple, less than 4 steps
- No pop-ups blocking key actions

*Reality Check: If it's frustrating on mobile, it's broken.*

## 8. Checkout Flow

*This is where friction costs real revenue.*

### **Minimal steps:**

- Cart → Shipping → Payment → Confirmation

### **Multiple payment options:**

- Credit card
- Apple Pay (available for OrderPort Payments customers)
- PayPal Integration

## 9. Trust & Credibility Signals

### **Online, trust replaces human interaction.**

- Clear contact info (email, phone, location)
- About page that feels human and authentic
- Reviews or testimonials (if available)
- Secure checkout indicators

### **Clear policies:**

- Shipping
- Returns
- Weather holds

## 10. Performance & Speed

### **Speed = conversion.**

- Images optimized (largest culprit of slow sites)
- No unnecessary scripts or plugins
- Lazy loading enabled for images
- Pages load in under 3 seconds

## 11. Cohesion Across the Experience

*Does everything feel like it belongs together?*

### **Same tone of voice across:**

- Product pages
- Emails
- Club messaging

### **Visual alignment:**

- Colors
- Fonts
- Photography style
- No “Frankenstein” feel from multiple vendors or updates

*Final Test: Your webstore should feel like one intentional experience, not a collection of parts.*

## Final Scorecard (Quick Audit)

### **Ask yourself:**

- Can a new customer find and buy a bottle in under 60 seconds?
- Does every product page feel consistent and intentional?
- Does the experience feel calm... or chaotic?

*If it's not calm, it's not converting.*