

eCommerce Best Practices

Tips to improve customer
experience and drive traffic

Questions to ask yourself

Why do people come to my website?

How many visitors are converted to shoppers?

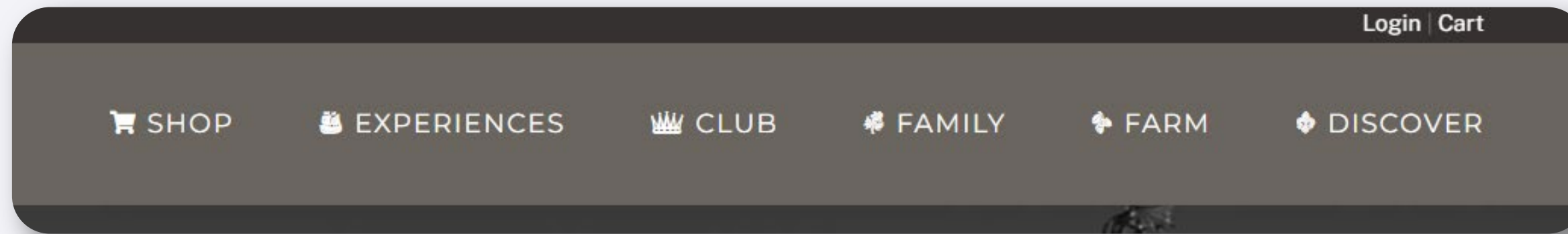
If you were new to your website would be able to pick out a wine based on the information on your website?

How many clicks does it take to find your online store?



Shopping experience

Navigation



It is extremely important to have a direct link to your e-commerce store in your navigation menu.

Don't make customers click around to try and find the right page to make a purchase.

Categories

ALL WINES

RED WINES

WHITE WINES

HOLIDAY GIFTS

MERCHANDISE

CLUB MEMBERS ONLY

Under \$100

Gifts for Him

Gifts for Her

Include

Include sub-menu/categories that make it easier to find products.

Example

iWhite Wines, Red Wines, Sparkling

Think about

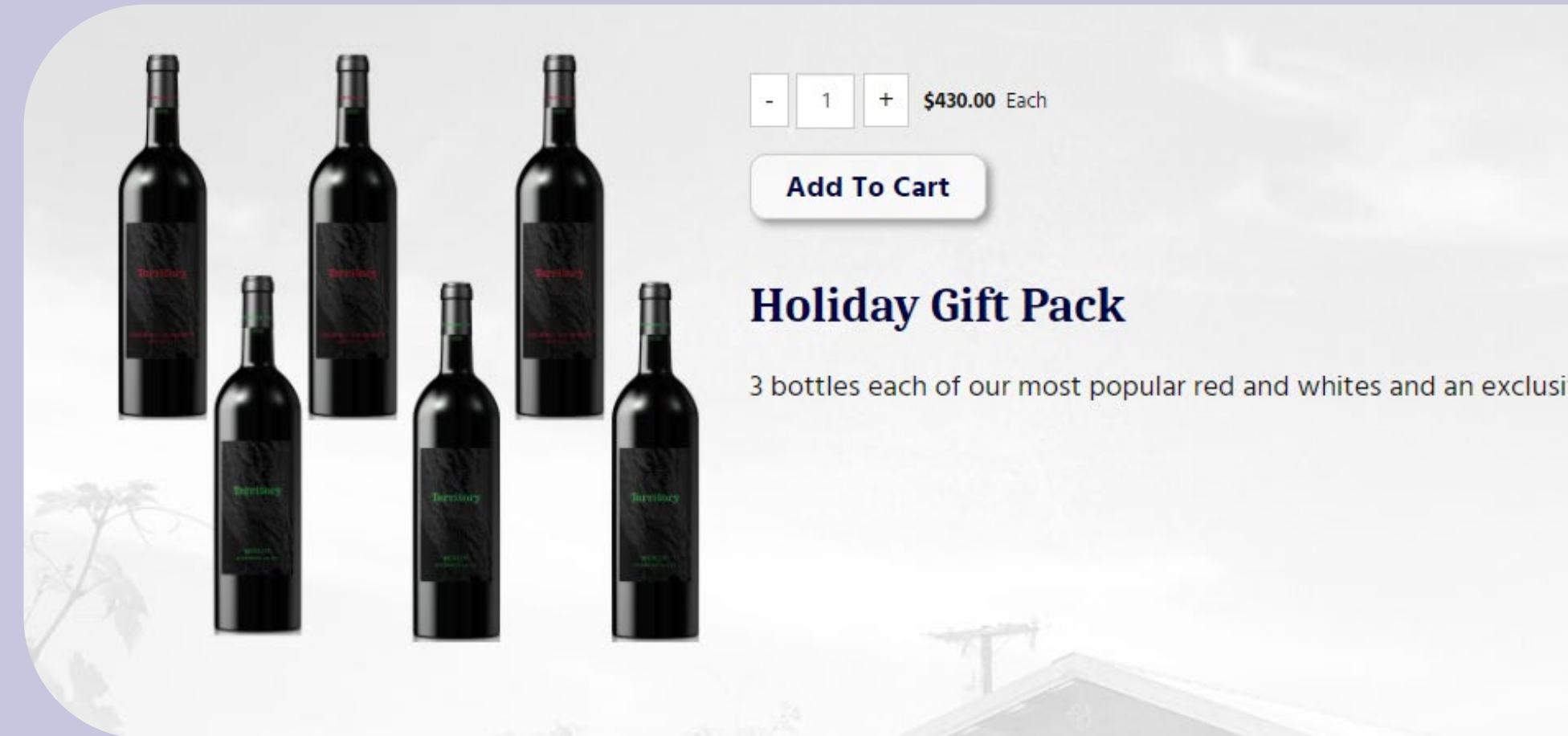
Think about categories based on how your customers' shop.

Example

Best Sellers, New Arrivals, Under \$50, Flavor Profile

Bundles

1. Bundles increase your AOV.
2. Need ideas? Think about your tasting flights as a bundle or simple White Wine bundle or Red Wine bundle. Partner with businesses to offer



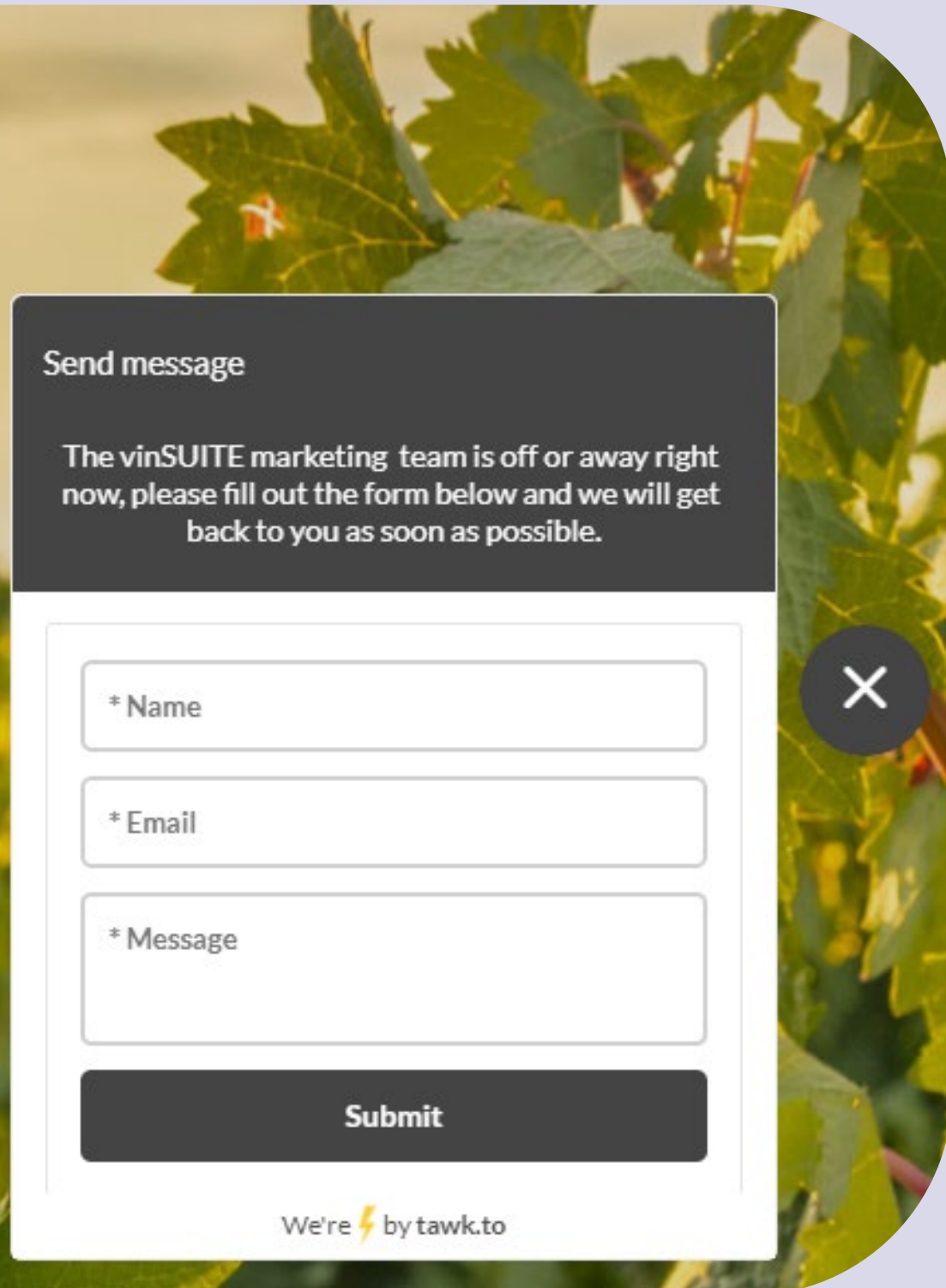
Engagement

83% of shoppers need help at some point during the buying process.

51% of customers say that they are more likely to purchase from a website that offers chat than one that doesn't.

When customers are shopping and unsure of what to purchase, your team can help advise them.

Tip - Ask them a question first. Need help finding anything? Our X wine is new or is on sale.



Send message

The vinSUITE marketing team is off or away right now, please fill out the form below and we will get back to you as soon as possible.

* Name

* Email

* Message

Submit

We're ⚡ by tawk.to

Product Description

— *Double Cask* —

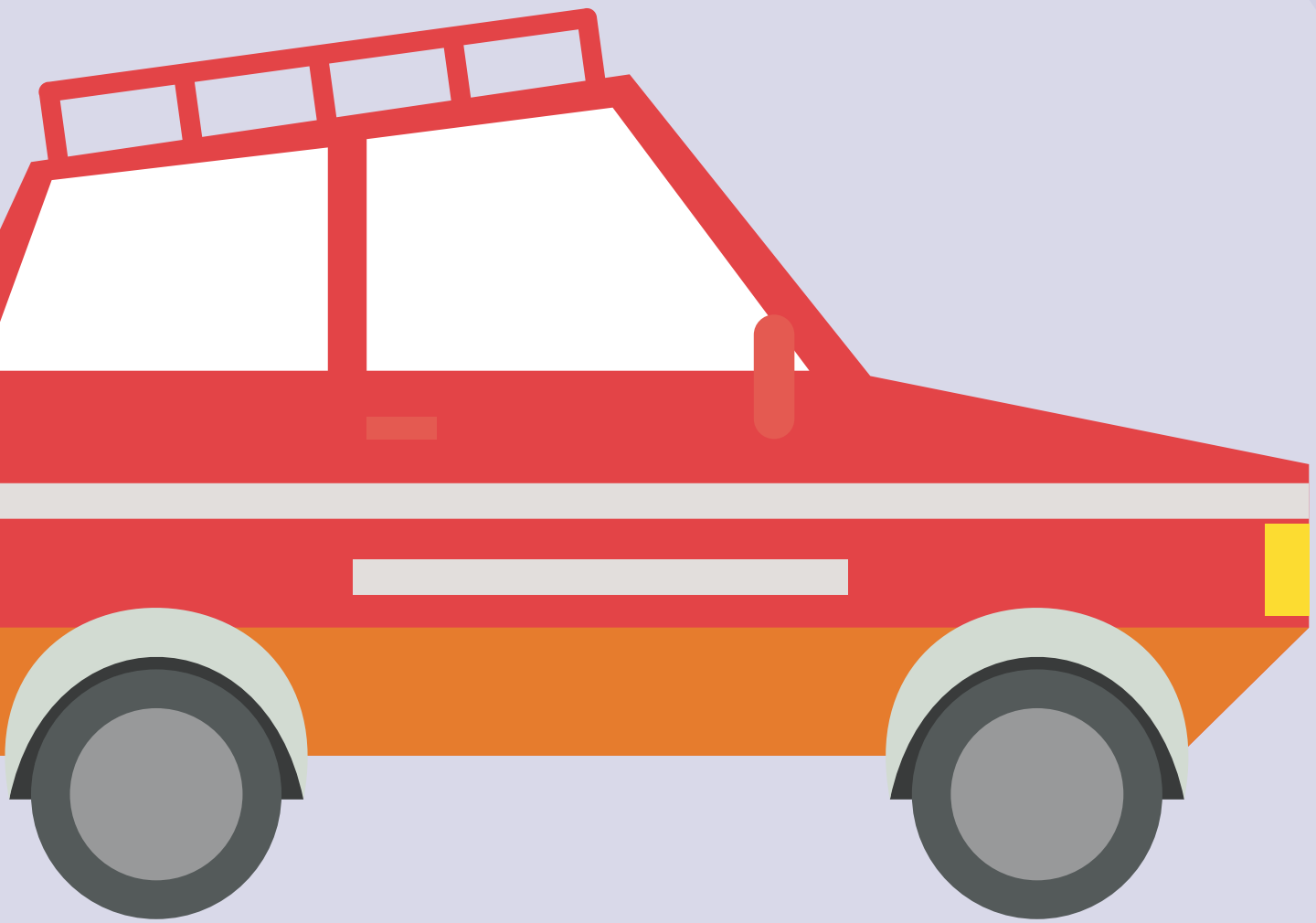
The Macallan Double Cask 12 Years Old forms part of our Double Cask range which marries the classic Macallan style and the unmistakable sweetness of American oak. This is a fully rounded single malt in perfect balance, with flavors of honey, citrus and ginger.



Product Description

87% of shoppers rate product content extremely or very important. Don't forget to write for the novice. How would you describe your wine in simple terms?

Food descriptors are best - notes of pear and honeysuckle.



Driving Traffic Tips

Recipes & Blogs

Asparagus, English Pea and Leek Soup



Serves: 6

Ingredients

1 Tablespoon Olive Oil or Canola Oil

1 ½ pounds asparagus, stalks peeled and coarsely chopped (about 2 cups)

¼ cup chopped shallots

1 cup chopped leeks, both white and tender green parts

½ cup chopped, peeled celery

Preparation

In a stockpot, heat the oil and sauté the shallots, leek, celery, and carrots until just translucent. Add the asparagus and continue to sauté until soft, 3-5 minutes. Add the garlic and continue to sauté just until the aroma of garlic is noticeable. Then, add the wine, simmer and reduce by half, scraping pan to incorporate into soup. Next, add the stock and bring just to a boil. Turn down heat to a simmer for 10-15 minutes, until all vegetables are soft. Add the peas and cook for 5-6 more minutes just until they are soft.

Remove from heat and allow to cool slightly. Pureé with an immersion blender (one of my favorite tools!) if available or alternatively in a blender in small batches. If using a blender, as when pureeing anything warm, leave the blender top ajar and place a dishtowel over the top to catch any soup that escapes.

Serve the soup warm or cold garnished with a swirl of the Greek Yogurt with lemon.

IN YOUR GLASS

With the bright yet delicate springtime flavors of this soup we have enjoyed a glass of Shafer Red Shoulder Ranch Chardonnay as well as a selection of wines from Chablis (also Chardonnay). It's also great to try some lesser-known whites such as an elegant Vermentino from Tuscany's Bolgheri coast with its fruit forward essence and pleasurable minerality.

Recipes & Blogs



Showcase your wine in a blog or recipe that is in a more "searchable" topic.



Example: Top 5 Holiday Recipes and Wine Pairings



What's great is you can share this content across all your channels emails and social

Ads



Jameson Irish Sidecar



Promoted by

Jameson Irish Whiskey



87% of Pinterest users have purchased as a result of something they've pinned, and active Pinner have a 9% higher income than non-users.