

Wine.com - Pro Tips for Languedoc Brands

Here's how you can get more out of your brand's listing on Wine.com:

Recommendations:

- Update - Make sure your information is updated, and as you review your information, take stock of what is already there, don't replicate.
- Add Content – Images, bottle shots, reviews and ratings, information...the more there is, the more likely the wine is to sell.
 - See *Instructions* for how to do this below
- Rate Your Wines – It takes as few as 5 personal reviews to show a star rating for a wine, and these consumer recommendations really drive sales.
 - See screen shot below for how to do this
- Do get ahead of PR and SM opportunities - Tag Wine.com as well as listing them as a key retailer where wines can be purchased. But do respect U.S. tied house laws where appropriate.
- Don't jump the gun on a fully published review or product placement – As important as reviews are, they have to be officially made public by the reviewing or promotion body before they can be listed on Wine.com.

Instructions:

To add or update content for your brands, please follow these instructions. Failing to adhere to these requests may result in them not being implemented.

Make sure any winery brand profile and information for each SKU is updated. Here's an example of a [brand profile](#) page, and here is an example of a [SKU listing](#) page.

Want to add more content? Refer to the "[Content Check List](#)" document. Then:

1. Email content@wine.com. Send one email per brand or SKU and put the name of that brand/SKU in the subject line.

Do's and Don'ts:

2. DO NOT send a spreadsheet attachment where you have tried to compile information for a lot of different wines or brands in one place. This is very difficult and time consuming to sort out.
3. Images - Photos, label images, bottle shots etc. All should be hi-res. DO send these as attachments to the email. Include captions in email body text as appropriate.
4. Video – DO send video files or links to Vimeo (but be sure to allow download); DON'T use WeTransfer (the links expire), though Dropbox is ok. DON'T send YouTube links (they won't link to them)
5. DO call out how your wine should be tagged for filtering. Should it be tagged as 'Green' (organic, sustainable, natural etc), is it under Screw Cap? Other filters include: Boutique (less

than 1,000 cases produced) and Collectible (aged or age-worthy products with potential to increase in value).

- 6. DO refer back to the Content Check List to make sure you've included as much as you can.

Finally - Get people to "rate" your wines (5 stars); when they have a minimum of 5 reviews they start showing the average star rating. You will see a row of 5 white stars in the middle of a SKU page – anybody can make a rating!

wine.com/product/hampton-water-rose-2018/523065

New customers: \$20 off \$100+. Code NEW2020

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VARIETAL | REGION | DISCOVER | GIFTS | NEW! SPIRITS

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Hampton Water Rose 2018

Rosé from Languedoc, South of France, France

WW 91 | WE 90 | WS 90

750ML / 13% ABV

2017 WS 90

★ 4.2 484 Ratings

~~\$25~~ \$14.99
Save \$10.01 (40%)

Ships Tomorrow

1 Add to Cart

Found a lower price?

★ ★ ★ ★ ★
Have you tried this? Rate it now

Add to My Wine | Vintage Alert | Share

Winemaker Notes

Clean and fresh, with bursts of bright red fruit flavors (cherries, strawberries, and watermelon), balanced acidity, a touch of minerality and a long, dry and refreshing finish

Chat with a Wine Expert