ATDW Best Practice Guide

Create compelling content

Preparing content for your product description

A professional, well written description with great photographic and video content are important components for your ATDW listing.

We recommend using Microsoft Word to create your content as you can perform a spelling and grammar check before pasting into the product description field. As **the word limit is 225 words or less,** it's important to plan your content.

Describe your cellar door or wine tourism experience

Short and simple

- **Your first 25 words** of your product description is very important as the system pre-populates a short description based on the first 25 words.

- When describing your product, text should be kept **short and simple** with the most important content written in the first one to two sentences.

- The **product name**, **key points** and **highlights** should be positioned at the beginning of the description.

- Provide further detail throughout the description with **additional information** about your business and the **services you offer**.

Benefits of visiting your business

- Communicate the **benefits of visiting your business,** rather than listing features. Why would customers visit your cellar door? What authentic experiences or products do you offer?

Understand your unique selling proposition

- Consider customer reviews on Trip Advisor or competitors to differentiate yourself from other businesses to understand your **unique selling proposition**.

- Conclude the description with **transport information** and other **useful hints**.

- Shorter sentences are easier to read in an online format so try to limit to **10 words a sentence**.

- Your ATDW listing will **appear on someone else's website**. Instead of writing 'our' or 'my' or 'we will' use phrases like 'their' or 'the'.

Avoid

- ✕ Adding information on Where, How or Who to contact in your listing description as there are other places for this information.

- ✕ Times, dates, costs, contact details, or hypertext (including URLs) into your description as they will be **rejected** during Quality Assurance.

- ✕ Acronyms or abbreviations

- ✕ Italics, bolds, ampersands (&) and special characters whenever possible. They can detrimentally affect the way your listing appears on some websites.

Brokenwood Wines example

Brokenwood Wines is one of Australia's most reputable premium wine labels and a must-see attraction while you're visiting the Hunter Valley. Consistently listed as a five-star winery, Brokenwood is home to the famous Graveyard Vineyard Shiraz, the highly acclaimed ILR Reserve Semillon, and the popular Cricket Pitch Range.

Designed by Sydney-based architecture design company Villa + Villa, Brokenwood's stunning new Cellar Door is the largest in the Hunter Valley wine region. Tastings are conducted in a large room in circular tasting 'pods' or in one of two private members tasting rooms.

The complex boasts an expansive outdoor terrace that offers stunning views and a wine museum that overlooks their working barrel hall and a lounge area.

You can continue your experience with a behind the scenes tour of the winery where you will learn all aspects of winemaking and delve deep into the history of Brokenwood Wines.

There are two dining venues – Cru Bar + Pantry offering breakfast, lunch and snacks and the high-end Wood Restaurant (re-opening late 2020) with a la carte and banquet dining. Premium and iconic Brokenwood wines are available at both venues, including an enomatic self-service dispenser at the Cru Bar + Pantry that serves rare wines not ordinarily available for tasting at the Cellar Door.