

The Winery AI-Visibility Checklist

7 checks to see if AI will recommend your winery — and the fix for each.

- ☐ **1. Your words are real text — not trapped in images or PDFs.**
Fix: Put tasting notes, varietals, and your story on the page as text you can highlight.
 - ☐ **2. Your site loads without a full-screen “are you 21?” wall.**
Fix: Use a light click-through, not a page that hides everything until someone clicks.
 - ☐ **3. You answer the questions buyers actually ask, in writing.**
Fix: A real FAQ, honest tasting notes, a “plan your visit” page, a “wine club” page.
 - ☐ **4. Your name is identical everywhere.**
Fix: Match it across your site, Vivino, Wine-Searcher, Google, and distributor listings.
 - ☐ **5. Your pages carry structured data (the “hidden labels”).**
Fix: Ask whoever runs your site to add structured data for the winery, wines, and reviews.
 - ☐ **6. You’ve earned mentions AI already trusts.**
Fix: Press coverage, a real Vivino / Wine-Searcher presence, and genuine reviews.
 - ☐ **7. Ask ChatGPT “recommend wineries in [your region]” — are you named?**
Fix: If not, work checks 1–6. That’s what puts you in the answer.
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Scored low? That’s fixable — and it has almost nothing to do with your budget.

Want it done for you? Get an AI-Visibility Audit at getdiscoverable.io/work-with-me

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