

FREE SCORECARD · WINERIES AND CRAFT DISTILLERIES

DIGIVINO

The AI Search Visibility Scorecard

Does ChatGPT recommend your winery? Does Google's AI? Find out in 10 minutes.

6 questions | 2 tools | About 10 minutes | No technical skills

1 Where AI tools get their information about you

ChatGPT, Gemini and Google's AI answers use what they can read online. Most of it comes from these six places.

Your Google Business Profile
Your hours, category, photos and reviews. Google's AI uses it directly. Empty or old fields lead to wrong answers.

The text on your website
AI reads words on the page. It can't read words inside photos or PDFs. Say what you are and where you are in the first two sentences.

Your listings on other sites
Facebook, Yelp, wine trail and tourism websites. When they all show the same facts, AI trusts them. When they differ, it may skip you.

Reviews
AI repeats what visitors write in recent reviews when someone asks, "Is this place worth visiting?"

Awards, press and guides
Awards named with the year, articles about you, and regional guides all tell AI you're a good answer.

Your shop and wine club pages
If your site doesn't make buying direct easy to find, AI sends buyers to a store or retailer instead.

2 Four facts to check first

AI tools often learned about you months ago. These four are most likely to be out of date.

Tasting fees and prices
Is AI quoting last year's tasting fee?

Hours and reservations
Does it say walk-ins are welcome when you need a reservation, or the other way around?

Your current wines or spirits
Is it recommending something you no longer make?

Your people
Does it name the right owners, winemaker or distiller, and the right founding year?

> **Why this matters:** when a visitor asks an AI tool where to go wine tasting this weekend, it gives them a short list. If you aren't on that list, they may never visit your website.

AI answers change from week to week. Write today's date on this page and do the check again in three months.

digivino.com · Info@DigiVino.com · (423) 415-1368

3 The 10-minute check

Ask each question in ChatGPT and in Google (read the AI answer at the top). Use a new chat each time, and put your own details in the brackets.

	ASK THIS	CHATGPT	GOOGLE
1	**"What are the best small wineries (or craft distilleries) in [your region]?"** Passes if your business is named.	☐	☐
2	**"I'm visiting [your region] for an anniversary weekend. Where should we book a tasting?"** Passes if your business is named.	☐	☐
3	**"Where can I buy a good [your wine or spirit, e.g. Pinot Noir or rye whiskey] from [your region] online?"** Passes if your business is named and your own online shop is mentioned.	☐	☐
4	**"What are [your business name]'s hours, and do I need a reservation?"** Passes if both answers are correct today.	☐	☐
5	**"What does a tasting at [your business name] cost, and what do they make?"** Passes if the price and the list of wines or spirits are current.	☐	☐
6	**"Where can I buy [your business name]'s wines (or spirits)?"** Passes if your own shop or club is listed first, before any store.	☐	☐

Your total _____ **/ 12**

4 What your score means

10–12
AI recommends you
AI tools know you and send people your way. Keep your information current and check again every three months.

5–9
AI knows you, with gaps
You show up, but some facts are wrong or buyers are sent to other stores. This is the most common result, and it's fixable.

0–4
AI doesn't know you yet
People who ask AI for suggestions aren't hearing your name. AI tools haven't found enough about you online.

5 Five fixes you can make this week

You don't need technical skills or a new website for these.

1. **Complete your Google profile**
Fill in every field: hours, category, description and current photos.

2. **Add prices and hours to your website**
Type them on the page so AI can read them.

3. **Make your listings match**
Same name, phone number, address and hours on every site. Fix one a week.

4. **Ask for three reviews**
Ask visitors who have already told you they loved their visit.

5. **Make buying direct easy**
Put "Shop" and "Join the club" buttons on every page.

Now find out why you got that score.

Run the free AI Visibility Check
Go to digivino.com/ai-visibility-check. In a few seconds it shows what AI tools can and can't read on your website.

Fix the wrong facts
Start with your Google Business Profile. Then your website. Then fix one listing a week.

Book a complimentary 15-minute call
Go to digivino.com/book and bring your score. We'll tell you which problems to fix first and what it takes.

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