

FREE FRAMEWORK · SPECIALTY PRODUCERS

DIGIVINO

The Digital Translation Framework

Show online buyers why your product is worth the price. About 10 minutes.

5 ideas | 6 questions | About 10 minutes

> In person, buyers can taste your product, see how it's made and meet you. Online, they only see a photo and a price. Next to cheaper, mass-produced brands, yours can look overpriced.

1 What sells in person, and how to show it online

Five things that convince buyers face to face, and where to put each one on your website.

IN PERSON, BUYERS…	ONLINE, GIVE THEM…	WHERE IT GOES
taste the difference	what other customers say about the taste, right next to the price	Product pages
see how it's made	photos of your hands at work, your kitchen or farm, and a short video	Product and About pages
meet you	your photo, your name and why you started	About page
ask "Why does it cost more?"	a clear answer with facts: your ingredients, your process, your time	A Questions page
come back next season	a reason to return, like a new release, a refill or a subscription	A Shop or Subscribe button on every page

2 Specific facts sell better than general words

Words like "artisanal" and "premium" could describe anyone. Facts describe only you, and Google and AI tools repeat facts.

Names
Name the farms, mills or dairies you buy from.
"Our milk comes from a family dairy two miles away."

Numbers
How long you age it, how much you make, how long you've been making it.
"We age every wheel for 14 months."

Awards
Give the award name, the category and the year.
"Gold medal, cheddar category, 2025."

Where you're sold
Shops and restaurants that carry your product.
"Served at three restaurants in our county."

> **Try this test:** could a competitor say the same sentence about their product? If yes, add a name or a number until only you could say it.

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

3 Your six questions

Write a sentence or two in each box. Short answers are fine.

1 What do you do that a big producer can't?
One step in how you make, source or age your product. Be specific.

2 What do customers say when they first try it?
Use their words. Look at reviews, emails and what people tell you.

3 What do buyers ask before they pay more?
For example: "Why does it cost more?" "How long does it keep?" "Is it a good gift?"

4 Your proof: one name, one number, one award
See the examples on page one.

5 Where can people buy directly from you today?
Your online shop, a subscription, a farm store, markets.

6 What would make them buy again?
A seasonal release, a refill, a subscription, a thank-you note in the box.

4 Where each answer goes on your website

ANSWER	PUT IT HERE	WHY
1, 4	**The first two sentences of your homepage**	New visitors and AI tools learn right away what makes you different
2	**Product pages, next to the price**	Buyers hear from other customers before they decide
3	**A Questions page**	Answers the doubts that stop people from buying
5, 6	**A Shop or Subscribe button on every page**	Makes it easy to buy from you directly, and to come back

5 Five photos every producer needs

Take them once, in daylight. Use them across your website, with a caption saying what's happening.

1
Your hands at work
Kneading, cutting or pouring, the part a machine can't do.

2
Where you make it
Your kitchen, cellar, workshop or field.

3
Your ingredients
What it looks like before it becomes your product.

4
Your face
Looking at the camera. People like to buy from people.

5
Your product in use
On a table, a cheese board or in a gift box.

What to do next

Rewrite your homepage opening
Use answers 1 and 4. Two sentences, typed at the very top of the page.

Run the free AI Visibility Check
Go to digivino.com/ai-visibility-check. See whether AI tools describe your product the way you just did.

Book a complimentary 15-minute call
Go to digivino.com/book and bring this page. We'll show you how to use it on your website.