



GrapeVineTrail.com Overview and Business Services

Content Management and Marketing Platform

GrapeVineTrail.com has been developed to be a low-cost, marketing engine for wineries of all sizes through real time content and information management and syndication. GrapeVineTrail (GVT) brings the latest content management and marketing platform with tools and services local and regional wineries need to maximize traffic and sales. The GVT engine is a robust and scalable platform with many features including news, journals, blogs, picture galleries, podcasting, forums, jobs and discussions. Our syndication includes daily email delivery; RSS (Really Simple Syndication) feeds on MyYahoo, MyGoogle, MyMSN, Pluck, NewsGator, etc. We also are crawled by all of the major search engines including Google, Yahoo, MSN, ExactSeek, Alexa, etc.

What all of these tools mean for you, the winery and service provider, is that you can leverage our tools along with the aggregate marketing activities of other regional wineries to maximize your advertising and marketing efforts. If some simple tools and processes are followed, your efforts will drive more quality traffic to your website resulting in increased sales, more visits to your winery and higher overall market awareness.

About Search Engine Optimization and Marketing

In the past, search engines based rankings on the meta-tags or keywords you had hidden within you header and titles. As webmasters started adding 'non-relevant' metatags, the search engines began getting smarter. They adjusted their process and began looking at 'third party links'. This worked for a period of time, but again, webmasters abused the process and began setting up "link farms" that were nothing more than thousands of 'unrelated' links. In 2005, Google, along with the other search engines, re-wrote their algorithms and processes to 'punish' these link farms with negative search placements. Instead, what the search engines have done is built the process to reward sites with 1) many third party links that are on 'relevant websites' and 2) reward those sites with 'active relevant links' AND 'relevant content'.

The search engines now crawl each website and look for relevant content and third party links that are viewed as valuable and related to the associated content. In other words, a winery that has hundreds of links and reference content (i.e. articles, blogs, commentary, etc) on another site will gain favor in the search engine rankings and placement. The search engines will also produce more valuable results based on 'key phrases' that are built into the content rather than only 'key words'. They do this because consumers that are searching are no longer just putting in a single word for search; they are putting in descriptive phrases. You may find the following article useful for more information <http://jcogroup.com/web-marketing>.

GrapeVineTrail provides the tools, engines and syndication to maximize your SEO and marketing efforts with very little investment in time or money and you can have some fun along the way. We hope you enjoy GVT and your winery flourishes as a result of your affiliation with the community.



What GrapeVineTrail Offers

Free Services:

- Free membership to post comments, create forums and participate in the general GVT community
- Free syndication and RSS support for MyYahoo, MyGoogle, MyMSN, Pluck, NewsGator, etc along with feeds to all major blogging search engines
- Free email of daily feed of front page news and blogs
- Free email of daily feed of state specific news and blogs
- Free language translation of select major non-English languages
- Free job board for winery related openings
- Fully searchable content and archives
- Free code for any webmaster to publish GVT news or GVT business member blogs

Business Services:

Home Page for Wineries: GVT will provide a winery home page template in Microsoft word for each winery to complete and email back to GVT along with keywords, accurate referenced links to winery web pages and graphics. GVT will then post the home page and links on the site directed from respective state home page. Each home page URL will be personalized to reflect their name as ***<http://grapevinetrail.com/yourname>***

Each home page will offer any GVT registered, including free members, the ability to post comments, journal entries and reviews to your winery and your wine. These comments will be posted on your 'home page' and will benefit your SEO ranking and visiting reader's perception.

Online Journal (Blog) for Wineries: Blogs are like an online journal for you to write your notes and thoughts. GVT will provide a winery with a blogging account to access by a user name and password to write about anything you feel is relevant or want to promote including winemaker notes, events, news, releases, etc. You can write as many entries and as often as you want. Each blog URL will be personalized to reflect their name as ***<http://grapevinetrail.com/blog/yourname>***

The blog will be published on the right-hand side of your 'winery home page'. With each entry, you will be able to categorize the note based on state and topics to maximize reading and search. Also each entry will be published on the front page of GrapeVineTrail in order of date and time. It will also be syndicated out to respective email and RSS subscribers as well.

Depending on how dedicated you are to marketing, as an added option, you can create multiple blogs based on the subject matter. For instance, one blog can be "wine maker and winery notes" while another is "upcoming events".

We will also provide with a snippet of code to place your blog onto your winery website so that each of your entries (and only your entries) will be automatically published on your winery website. You can also provide your snippet of code to any other website to publish your blog feed on their site. For instance, chamber of commerce, B&B's, tour companies, local newspapers, etc. All for free.

Over the course of time, you will begin seeing GrapeVineTrail feeds on many websites. In many cases, you will begin to see your feed being picked up by third parties. All of this will increase your exposure, SEO rankings, and traffic back to your website.



Photo Journal/Gallery for Wineries: GVT offers you the ability to simply upload and publish pictures to create your very own picture gallery with descriptions. Your gallery will be syndicated in a similar fashion as your blog.

Home Page and Online Journal (Blog) for Service Providers: GVT offers those local and regional service providers the ability to create a home page promoting their services within the region. For instance, tour companies, hotels, bed and breakfasts, restaurants, museums and even upscale shops. By having a home page on GVT, you will generate more traffic and awareness for GVT readers and those that are planning a trip to the area. (Please read the Winery sections above for benefits and functionality of the home page and blogs).

SEO Tools: GVT will provide each business member with access to SEO or Search Engine Optimization Tools free, along with basic guidelines of how to maximize the usefulness of those tools. Tools will include how to check you link popularity, search engine submission, keyword searches, etc. Most services are free to use. GVT also makes available premium SEO and marketing services upon request for a reasonable fee.

GVT Marketing and Reporting: GVT focuses on strong online marketing efforts to maximize our results for you. Our goal is to gain as much exposure for GrapeVineTrail and your winery and drive more traffic to your site. What you do with that traffic is dependent on you.

GVT is a community and it will flourish with shared responsibilities to provide a meaningful experience to our readers. GVT and its business members should strive to provide relevant and interesting content. In return, your winery will see the results of the shared efforts of GVT and all participating wineries. We will provide monthly statistics on GVT visitors and traffic to each active business member in a timely manner. We will also limit advertising on GVT so that we do not overburden the reader.

Getting Started: Once you contact us we will follow these steps to get you set up and live. We will work quickly, but will be dependent on you providing us with the necessary content and reference links to publish your site.

- Once you contact us, we will send you a Word template to gather the relevant content, links and graphics from you along with an invoice and Terms of Use and request you to set up your account with Username and Password online.
- Once we receive your completed and signed forms and payment, we will then begin the following process:
 - Update your account privileges to "Blogger" status
 - Create your "business home page" including necessary links with personalized URLs for your home page "*grapevinetrail.com/yourname*"; blog "*grapevinetrail.com/blog/yourname*" and (optional) picture gallery "*grapevinetrail.com/yourname-pics*"
 - Structure your blog and gallery to publish on GrapeVineTrail front page AND your GVT home page
 - Place a graphical "mySite" button with a link for you or webmasters to publish your blog on any site to promote your blog syndication and added marketing
 - Have you review and "signoff" on the home page content
 - Submit your blog URL to major blogging search engines so everything published by you is syndicated for maximum exposure leveraging GrapeVineTrail traffic and content marketing engine
 - Provide you with a link to Free Search Engine Optimization tools to evaluate your current popularity and ways to regularly monitor



- o For annual subscribers, submit a Press Release announcing your joining GrapeVineTrail community of wineries and service providers

Business Membership Options and Rates

Standard Programs

Wine Related Blog only	Free
Custom home page, blog & listing	\$50.00 month/each \$750.00 \$500.00 annual/each
Picture Gallery	\$15.00 month/each \$250.00 \$150.00 annual/each

Additional Services

Email forwarding from <i>yourname@grapevinetrail.com</i> to any active email _____	\$100.00 annual/each
Individualized/Specific (Wine) page <i>(each page will link from home page)</i>	\$25.00 biannual/each \$45.00 annual/each
Blog Specific Email Feed	\$25.00 biannual/each \$45.00 annual/each
Custom Marketing, PR and SEO services	Call for quote

* Special pricing for a limited time offered to the first 25 wineries to join GrapeVineTrail.

Free press release announcing your joining the GrapeVineTrail community for all annual winery and business members

Referral Discounts: \$25.00 off renewal fees for each home page referral provided. Referral client should contact GVT and tell us your name as a referral and we will provide them with \$25.00 discount also.

All payments must be received in full in advance of any content publication or account privileges granted.

GrapeVineTrail reserves the right to deactivate or remove your account and related content at any time for inappropriate content, performance or activities including the mentioning of or referencing to pornographic oriented material, slanderous comments, non-approved references to other service providers and any spamming related activities. GVT will provide one official warning prior to removal.



Business Membership Options and Rates

Please check all that apply:

Standard Programs

- Wine Related Blog only Free
- Custom home page, blog & listing \$50.00 month/each
 ~~\$750.00~~ \$500.00 annual/each
- Picture Gallery \$15.00 month/each
 ~~\$250.00~~ \$150.00 annual/each

Additional Services

- Email forwarding from \$100.00 annual/each
yourname@grapevinetrail.com to any active email _____
- Individualized/Specific (Wine) page \$25.00 biannual/each
(each page will link from home page) \$45.00 annual/each
- Blog Specific Email Feed \$25.00 biannual/each
 \$45.00 annual/each

Total Net Cost for Services: _____

Company Name: _____

Bill to Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Main Contact Person: _____ Telephone: _____

Email: _____ Mobile Tel: _____

Business Website: _____

Referred By (name and telephone): _____

I HAVE READ THE ATTACHED TERMS AND CONDITIONS AND COPY AND CONTRACT AND CONTENT CONDITIONS AND AGREE TO THE TERMS AND CONDITIONS STATED THEREIN.

Signature of authorized client representative: _____

Date: _____ Name: _____

All business services, advertising and sponsorships are subject to acceptance by GVT. Unless otherwise agreed to in advance, all payments are due via PayPal, ACH, check or credit card at the time the content forms are submitted.



Contracts

Proper notification will be given of any rate increase. A business client has the right to cancel a contract at the time the rate increase becomes effective.

Sequential Liability

Business Client, Advertiser and Advertising Agency are jointly and severally liable for payment. GrapeVineTrail will not release any client or agency from liability even if a sequential liability clause is included in the insertion order or any other writing relating to the placement of an advertisement.

Copy and Contract Conditions

- All business services are provided and considered as advertisements
- All advertisements are accepted and published on the representation that both the advertiser and the advertising agency are authorized to publish the entire content and subject matter thereof. Inconsideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless GrapeVineTrail and JCO Group and its officers, agents and employees, against all expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement.
- In the event of errors, GVT's liability does not exceed the charge for the advertisement or sponsorship in question.
- No fraudulent, pornographic or misleading insertion orders accepted.
- GVT reserves the right, in its sole discretion, to reject, exclude, or cancel any insertion order at any time and to reject any and all advertising which it feels is not in keeping with its standards, policies and practices.
- GVT is not subject to any liability whatsoever for inoperability of the web site in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes – whether legal or illegal – labor or material shortage, transportation or computer interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
- GVT does not guarantee any traffic or sales from advertising on the Web site.
- GVT is not responsible for the accuracy of any corrections or changes made to any advertiser's material.
- All advertisement copy and content is subject to GVT's review and approval.

Initial: _____

Please fax Pages 5 and 6 signed and initialed to 225.410.9301 - Attn: GVT Member Services