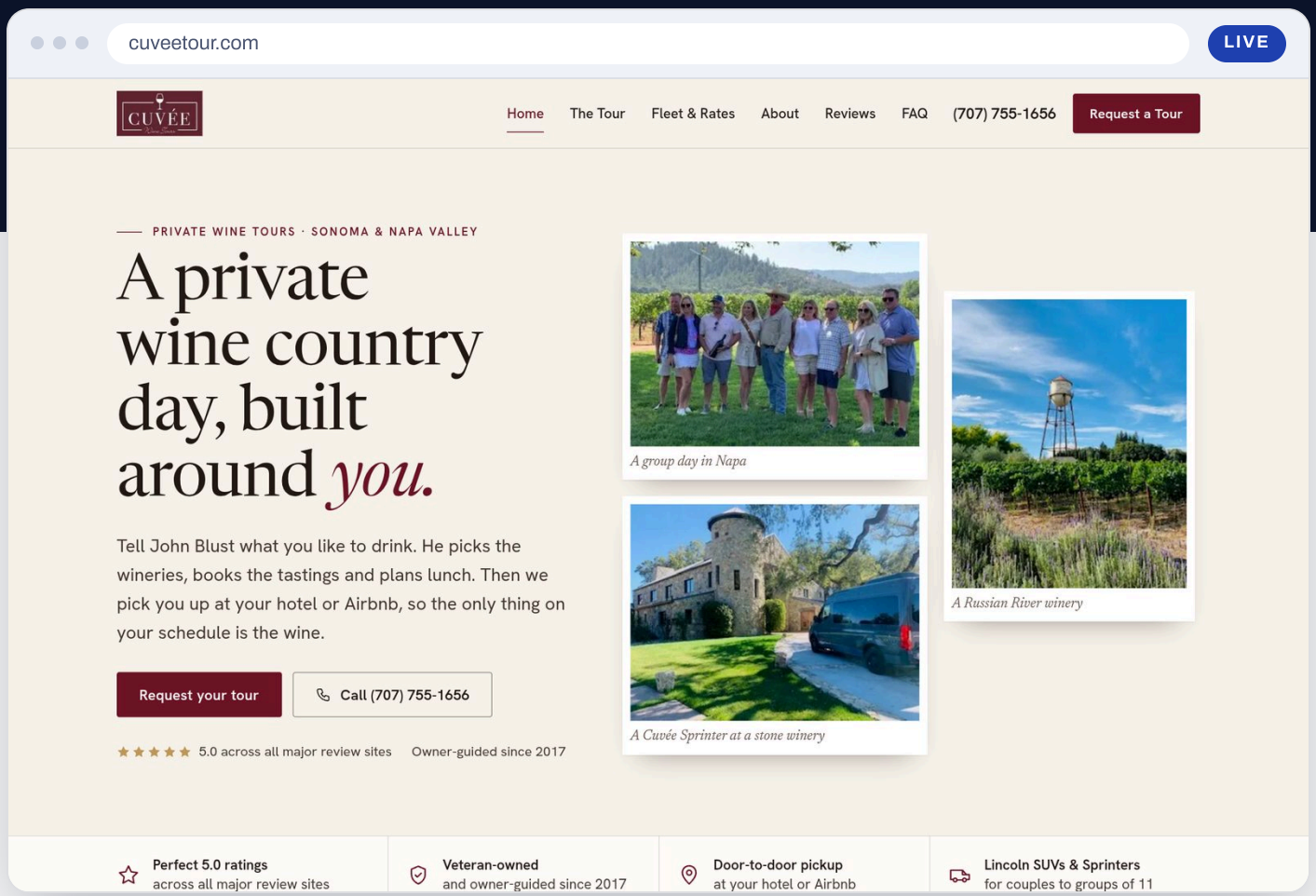
Duna Marketing

CASE STUDY

CUVÉE WINE TOURS · SONOMA COUNTY, CALIFORNIA

Cuvée Wine Tours

A website built to answer the questions a guest asks before they request a wine tour.



Cuvée Wine Tours runs private, chauffeured wine tours of Sonoma and Napa Valley, planned by owner John Blust and driven door to door. We built its new website: seven pages that tell a guest what a day costs, where the pickup is and who's driving, then take a tour request right from the homepage.

CLIENT	LOCATION	IN BUSINESS	WEBSITE
Cuvée Wine Tours, private wine tours	**Sonoma County, California**	**Since 2017, veteran-owned**	**cuveetour.com, seven pages**

THE CLIENT

A wine day planned by the owner, driven door to door

John Blust was born in Wisconsin and has called Sonoma County home for 36 years. He founded Cuvée Wine Tours, a veteran-owned business, in 2017. On his West County property he grows Syrah grapes and makes his own wine, and that is the knowledge he brings to every tour.

A Cuvée tour is private: the group, the vehicle and the driver are theirs for the day. John plans the wineries, lunch and pace with the guests, reserves the tastings, and picks them up at their hotel or Airbnb anywhere in the Sonoma and Napa Valley region. Most days are three wineries with a lunch stop between them.

THE CHALLENGE

Put the price and the request within reach

Guests book by phone or by sending a request, so the website doesn't sell anything at a checkout. Its job is to answer the questions that come before a request: What does a day cost? Are tasting fees included? Where do you pick up? Who's driving?

Cuvée's previous website had those answers, but they were spread across a set of WordPress pages, with the hourly rates on a page called "Some Reasons to Book with Us" and a booking page that said online booking was under construction. The new website had to put the rates, the pickup and the request within reach of the first screen, on a phone.

HOW WE BUILT IT

01 We read the whole website

We started with Cuvée's own website: every page, the FAQ, John's story and all eight guest reviews. Our technology read every photo too, and described what each one shows, so the new website could put the right picture beside the right words: the barrel in the cellar beside the special requests, the van beside the rates.

IN THE PHOTO

A winemaker drawing wine from a barrel for two guests in a barrel cellar

IN THE PHOTO

Guests beside a grape sorting line during harvest at a Sonoma Valley winery

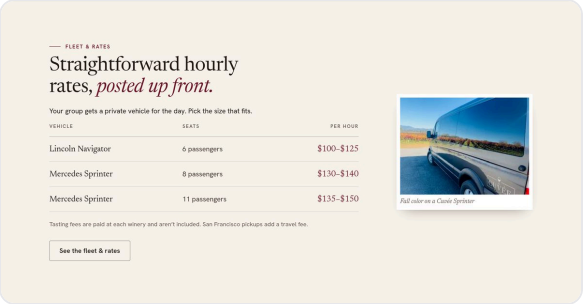
IN THE PHOTO

A Cuvée Mercedes Sprinter van on the drive of a stone winery under oak trees

02 We designed and wrote every page

Every page, its design and every word, was produced with AI technology designed and created by our founder, Barrett Duna, from Cuvée's own words and photos.

The facts stayed facts: the rates for all three vehicles, the tasting fees, the pickup area and the year John founded the business. The eight reviews are word for word as the guests wrote them. And the rates sit on the homepage, listed up front, with what's included and what isn't.



From the homepage: hourly rates by vehicle, listed up front

03 We built it around the request

The phone number is on every page, and on a phone the Call John and Request a tour buttons stay on screen. A short request form sits right on the homepage; the full tour request asks for the date, the number of guests, where they'd like to taste, the pickup and the wines they love. The line above the form says what a guest needs to hear:

> "Booking starts with a conversation."

WHAT'S ON THE WEBSITE

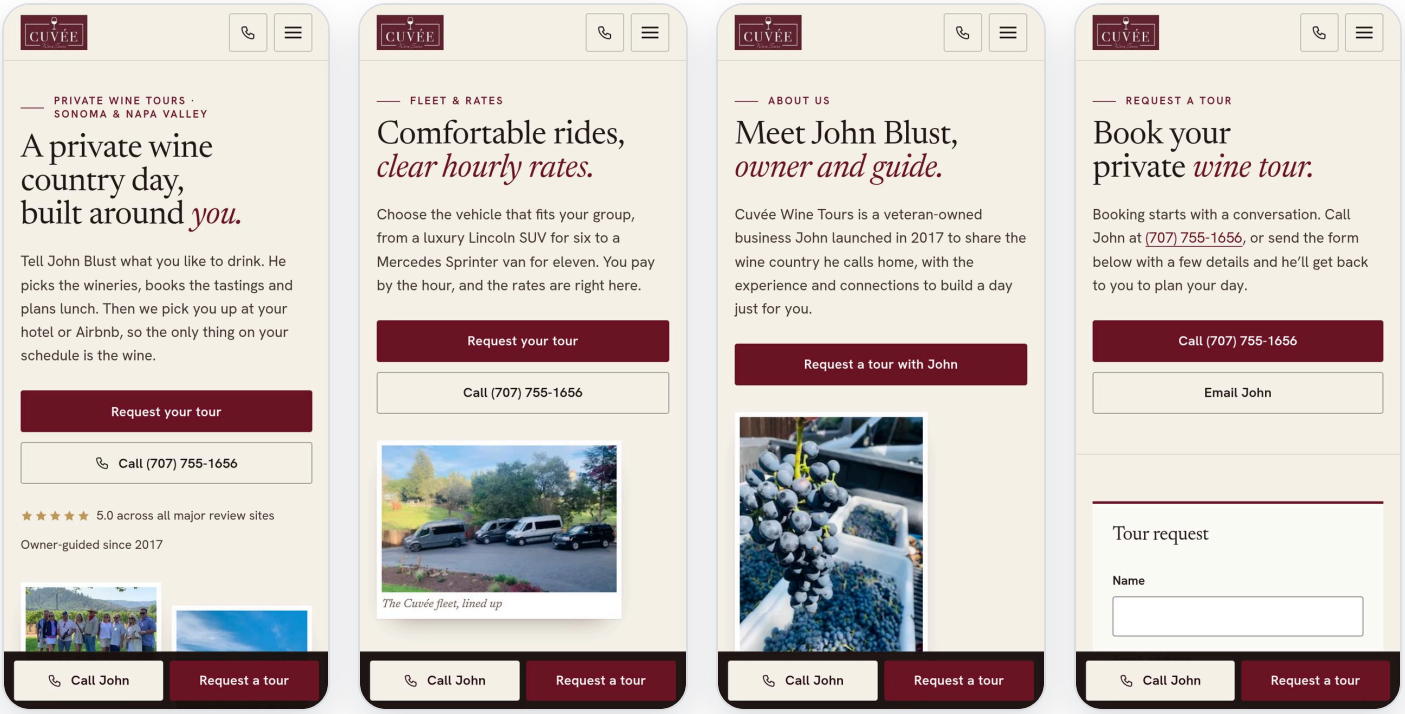
Seven pages

Home	"A private wine country day, built around you." Planning it yourself against planning it with John, three steps to a booked day, the reviews, the special requests, the owner who plans it, the hourly rates, the first questions and a quick request.
The Tour	How a day unfolds, from the pickup to the ride home, and what to know before you go: tasting fees, reservations, groups and where you can go.
Fleet & Rates	The vehicles with their rates per hour, and every other cost explained: tasting fees, partner savings and San Francisco pickups.
About	John Blust, from Wisconsin to West County: his connections, the drivers and the insider access.
Reviews	Eight guest reviews, word for word.
FAQ	Planning the day, costs, vehicles and pickup, and booking, each answered in Cuvée's own words.
Contact	The tour request form, the phone and email, the pickup area and what happens after a request.

ON A PHONE

One tap to call John or send a request

Every page is built to look right on a phone, where most guests will find it, with Call John and Request a tour on screen the whole way down.



Home | Fleet & Rates | About | Request a tour

THE RESULT

The new website is live on Cuvée's own domain, **cuveetour.com**. Open it and look around.

Duna Marketing

See your new website before you pay a dime

Enter your domain at dunamarketing.com, and within an hour you'll have a preview of your professionally redesigned, complete website. Free preview. No card, nothing to fill out.

dunamarketing.com