

GFS 250mb Wind Speed/Streamlines (kt) & MSLP Extrema (mb)

Init: 12z Jan 10 2017 Forecast Hour: [12] valid at 00z Wed, Jan 11 2017

TROPICALTIDBITS.COM



What Does The Content Spectrum Look Like?



- (1) Journalism/Reportorial:** designed to inform -- based on verifiable facts and data with statements by or attributed to credible sources.
- (2) Public relations:** Should inform/persuade in a manner that is good journalism from a client's standpoint. To be credible, superlatives and congratulatory language must be tied to verifiable facts and data with statements by or attributed to credible sources.
- (3) Editorial advocacy/opinion pieces:** designed to persuade. To be credible, expressed opinions must be based on verifiable facts and data with statements by or attributed to credible sources.
- (4) Native advertising:** designed to sell and/or persuade but presented in an editorial/reportorial format.
- (5) Graphic advertising:** designed to sell.

The Content Spectrum & Credibility

- The elements of getting **effective readership, reaction, and response** for your content -- regardless of whether it is journalism or advertising -- are basically the same.
- The **implementation** of those elements varies depending upon where your message fits in the journalism -> advertising spectrum.
- **Credibility** is earned by a combination of:
 1. Extent of "Sell."
 2. Implied third-party verification
 3. Relevant expert status of the third-party.
- Given intentions, format, content and other considerations, those five categories are **moving targets**, analog sliders along a scale with no firm digital landmarks.

- 1. Be specific about what you want:** Branding/Image? Sales leads? Direct sales?
- 2. First Do No Harm:** (To yourself or your customers) -- Don't annoy, offend, or endanger.
- 3. Know your customer (targeting):** Narrowcast for best results. What specifically motivates them? What do you have that will help their business? What can you offer to help the ad viewer keep or advance their jobs or position in life?
- 4. Make an offer that matters:** “What’s in it for me?”
- 5. Select your media to fit:** Go where your customers are. Once you know your customer, select your venue to reach those people

10 Primary Rules For Effective Advertising 6-10

6. Be visually eye-catching: Context matters. Shape. Size. Context. Position. Color choice has meaning and motivational content. Remember to be practical: Beauty and awesome design often fail when they fail at the other rules. Use your purchased pixels creatively - make something that does not look like a typical banner.

7. Issue a call to action: Get your clicks.

8. Convert & sell: Your ad is a content link. Links should go to a landing page that specifically pays off on the offer.

9. Rinse and repeat: Change often to avoid banner blindness.

10 Monitor results: Click-throughs and conversions. Be agile and fast.

Targeting: You can't sell to a crowd.

- No matter how loud you yell at a crowd, you reach damn few. And the bigger the subscriber or user base of any medium you choose, the more you will pay per faceless head. You always lose when you try to be all things to all people.
- But you CAN be many specific things to a number of specific target customers.



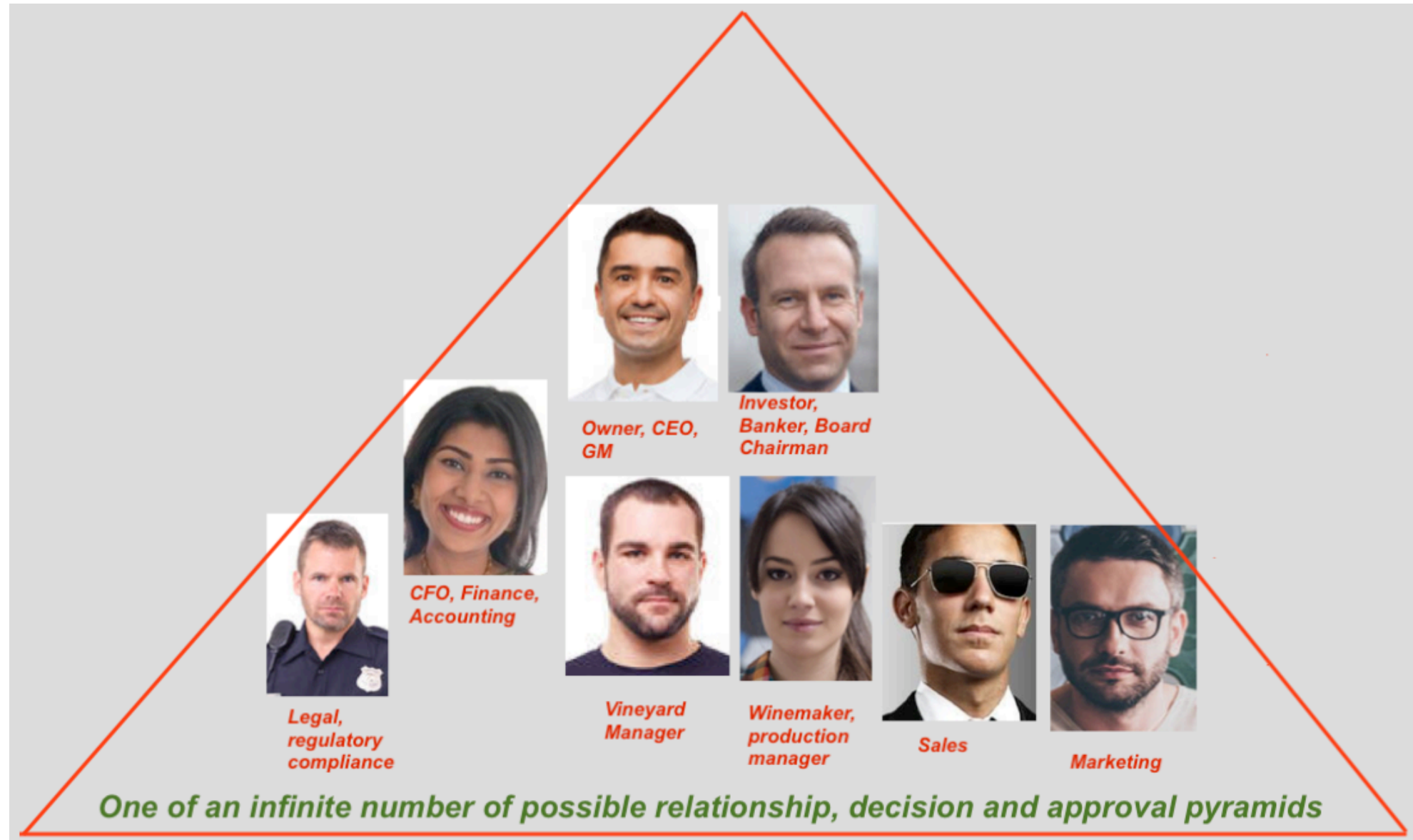
Narrowcasting: Get A Look At The Faces



Put A Face To Your Prospect



First decision? Approval? The Ultimate Decision?

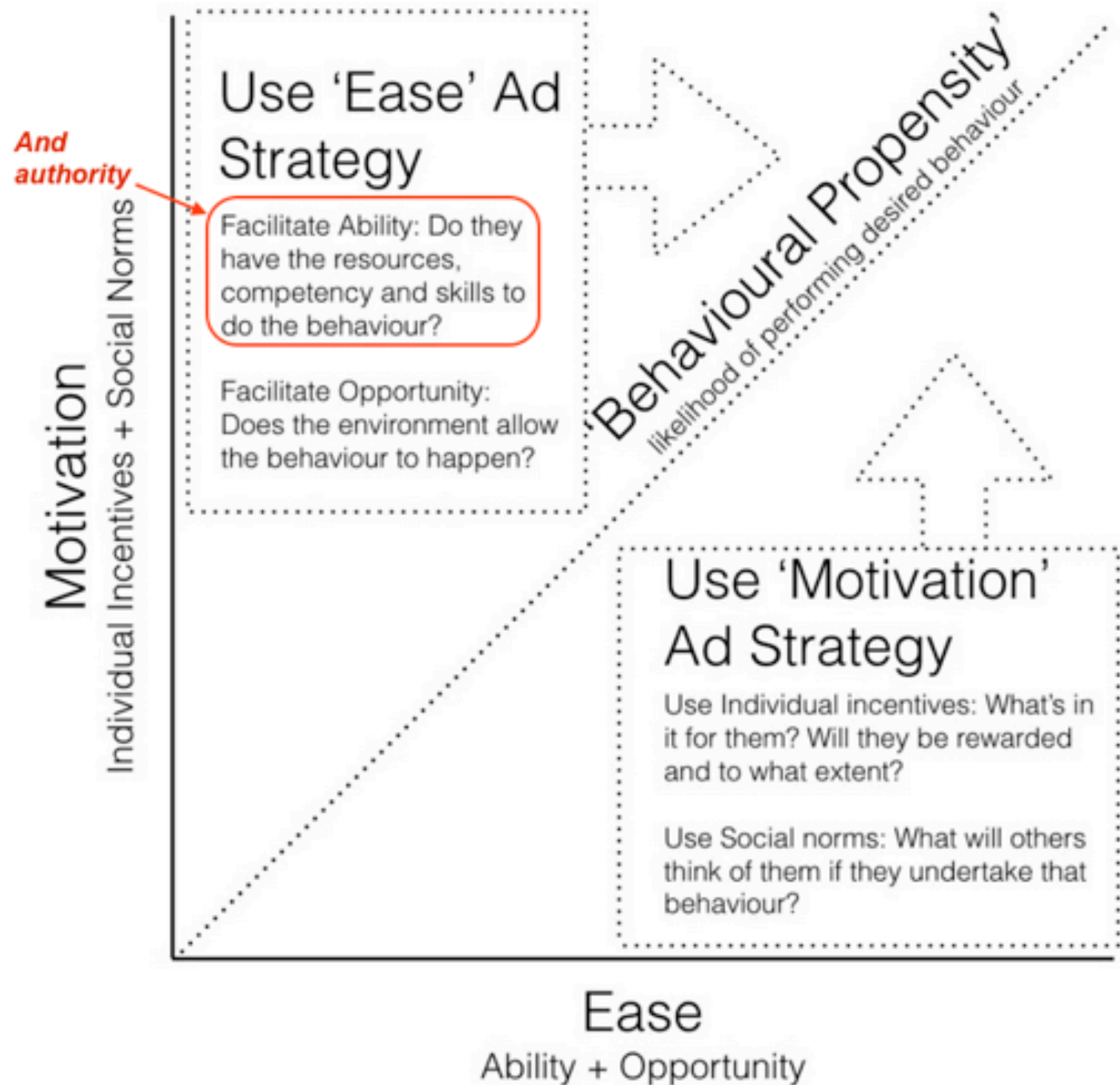


Answer the #1 question in *THEIR* heads: “What's in it for me?”

Target *ALL* The Right People

- In order to buy your product or service, people must have the *ability* to do so. That includes authority and financial resources.
- For example, a product sale may need to clear a technology, production, or other primary middle-management hurdle.
- But, depending on the expense involved, it will probably be a business sale as well.
- Owners and upper-management execs can have other "what's in it for me" triggers you will need to pull for success. And remember that your primary prospect may not have the ability to sell you to upper management.

Motivation, Ease, Ability All Affect Behavior



Sell By Informing, Not Selling.

Maintain Focus on Them

- Your customer does not care when you shout about NEW, or FIRST or BEST or AWARD WINNING!
- Those are boasts about YOU. They care about "what's in it for ME?"

Before



After

Behavior Change Elements

motivation, ability, trigger

Core Motivators

pleasure/pain, hope/fear,
social acceptance/rejection

Simplicity Factors

time, money, physical effort,
brain cycles, social deviance,
non-routine

Triggers

facilitator, spark, signal

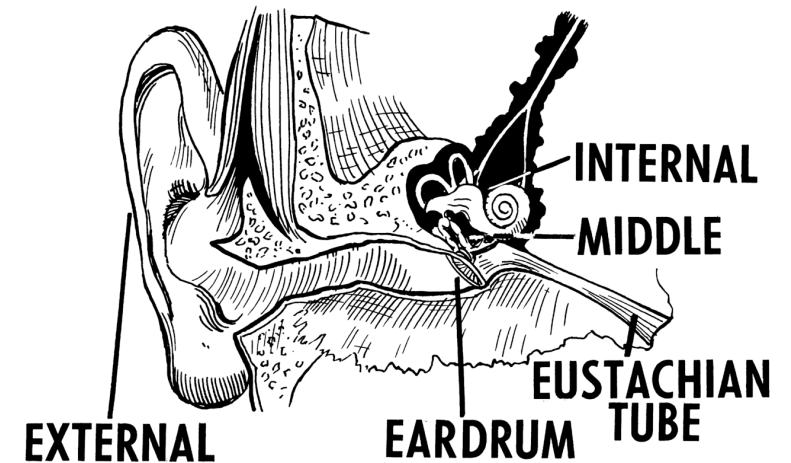
"What's in it for ME?" ... Doesn't Apply To YOU.

Advertising is about prompting a desired behavior: buying your product or services.

- Success has less to do with your product and more to do with your *customer's primary motivation*: "What's in it for me?"
- Advertising is not about you. It's not about your company, your boss, your awesome cool product or service or some mind-blowing campaign. Nothing works unless it's *all about your customer*.
- And to be all about your customer, you need to *step inside your target customer's head*.

To find out what customers want, you must...LISTEN

- **Feedback from your sales people:** Make sure they know to pass customer needs to help with advertising.
- **Trade shows:** Listen, ask questions ... find out about the person and they will tell you their needs. Put on a hard sell and they're gone.
- **Seminars**
- **Industry receptions**
- **Lunch/coffee meetings**
- **LinkedIn/Twitter**
- **Articles they have written/speeches made/quotes in industry publications**



How should you...LISTEN?

- **Read the publications** your target customers read. Absorb and take notes on their problems, needs, expressed wishes, opinions of shortcomings in existing products and services. Absorb those articles and make lists of how your products and services can address those.
- **Listen before you sell.** People want to have their needs met. This means they want to be heard, informed. Not sold. The best selling is the offer of a solution to a problem they have told you about.
- **Listen honestly** and intently to hear the meaning. In one ear and out the other is a waste of time.
- **Hear accurately: Paraphrase** what you hear and ask if that is correct.

After listening ...UNDERSTAND

No one is going to click on your ad out of the goodness of their heart. You must make them WANT to click on it

✓ **Getting a promotion**

✓ **More sales**

✓ **Recognition**

✓ **Avoiding disaster**

✓ **Saving money**

✓ **Finding a
better/faster way to
do something**

✓ **Getting a promotion**

✓ **More sales**

✓ **Recognition**

✓ **Avoiding disaster**

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✓ **Finding a
better/faster way to
do something**

Find the TOP need/want & marry that to your TOP strength.

After understanding...ACT

- **Make listening a company policy.** Require others to do the same.
- **Collaborate**, take notes.
- **Distill** the notes into customer needs that your company can satisfy: These solutions are your selling points.
- **Prioritize** the need/solution combination.

How To Make "What's In It For Me?" Work For You

- Both of these ads are very well done ... but with minor tweaks could be even better

INTERNATIONAL BULK WINE & SPIRITS SHOW · SF

LEARN ALL ABOUT PRIVATE LABEL & BULK BUSINESS

GRAB A SEAT at IBWSS CONFERENCE

INTERNATIONAL BULK WINE & SPIRITS SHOW · SF

Unlock New Revenue Streams with Bulk & Private Label Wines

JULY 26-27, 2017 | San Francisco

RSVP NOW

Use of face image & striking color are excellent! BUT....

... why should I spend my time when I have no idea what learning all about this will do for me? What's in it for me?

Redundant. Not a wise use of valuable space

More money! So, THAT'S what's in it for me!

I want to know more, but what's this RSVP thing?

This is starting to smell like a hard sell.

Ciao baby!

Make people hate you. Use these ads.

What is not considered an Acceptable Ad?

The following types of ads are currently unacceptable *, and cannot be considered for inclusion on the whitelist:

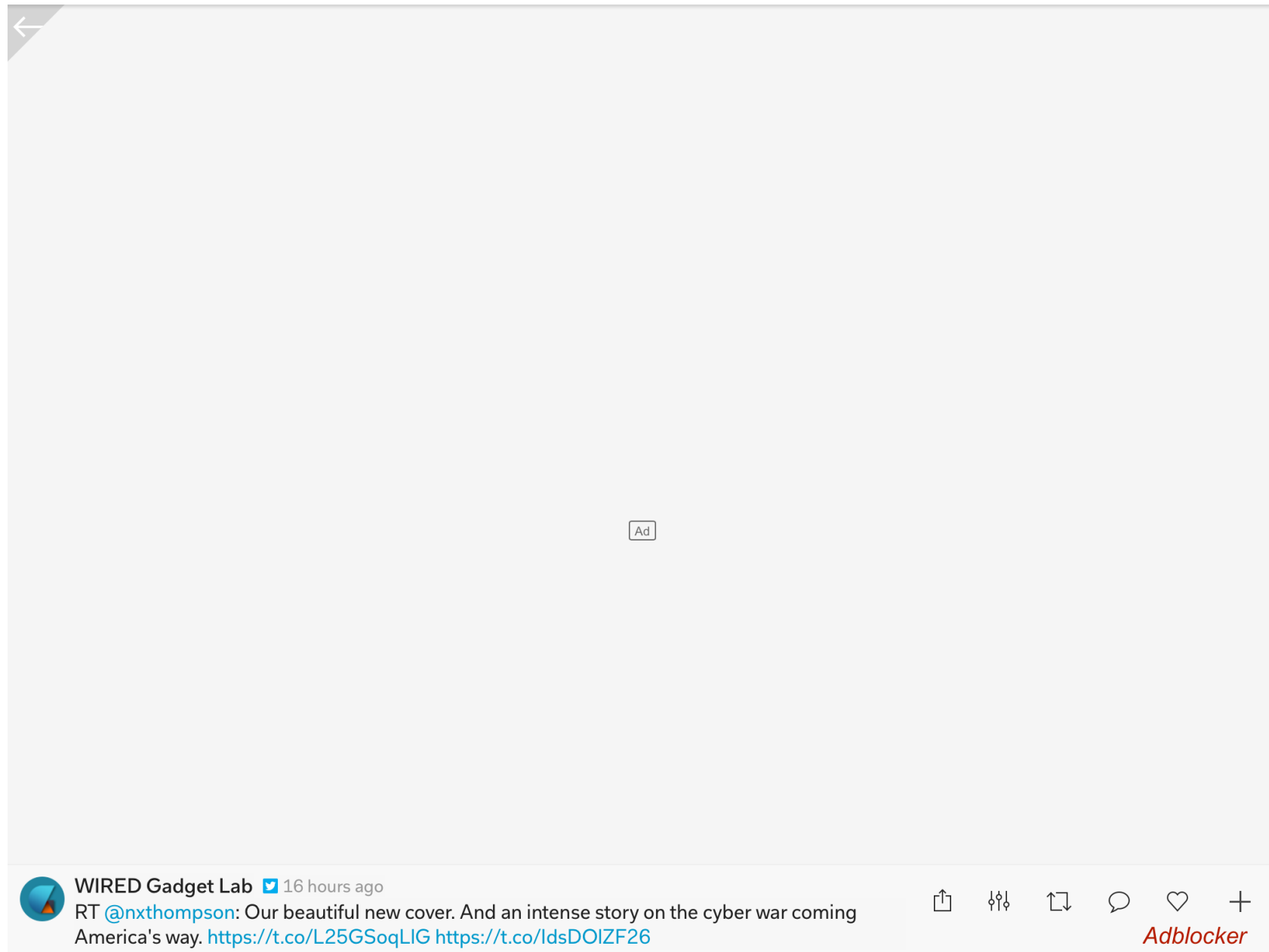
- Ads that visibly load new ads if the Primary Content does not change
- Ads with excessive or non user-initiated hover effects
- Animated ads
- Autoplay-sound or video ads
- Expanding ads
- Generally oversized image ads
- Interstitial page ads
- Overlay ads
- Overlay in-video ads
- Pop-ups
- Pop-unders
- Pre-roll video ads
- Rich media ads (e.g. Flash ads, Shockwave ads, etc.)



* Except when the user intentionally interacts with the ad (e.g. clicks on the ad to see a video ad playing).

Source: Ad Block Plus: <https://adblockplus.org/en/acceptable-ads#criteria>

Annoy + Penalize = Ad Blockers make you disappear



Remember 3/53

What's the cost of a few seconds in the digital marketplace?

Retail businesses today face enormous challenges in delivering the fast, reliable, 24x7 omnichannel experience that users demand. And those users won't wait around for you to get it right: 53% of mobile site visitors will leave a page that takes longer than three seconds to load.¹

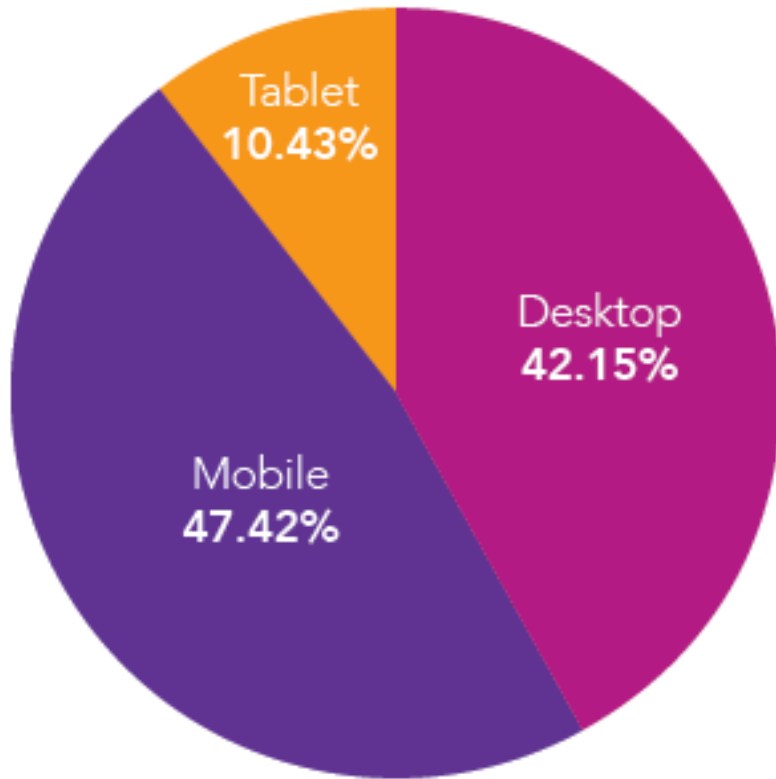
3/53 - 3 sec, lose 53%

In recent years, many leading retailers have discovered that the page load times of their websites and apps have a significant and measurable impact on metrics like conversions and engagement:

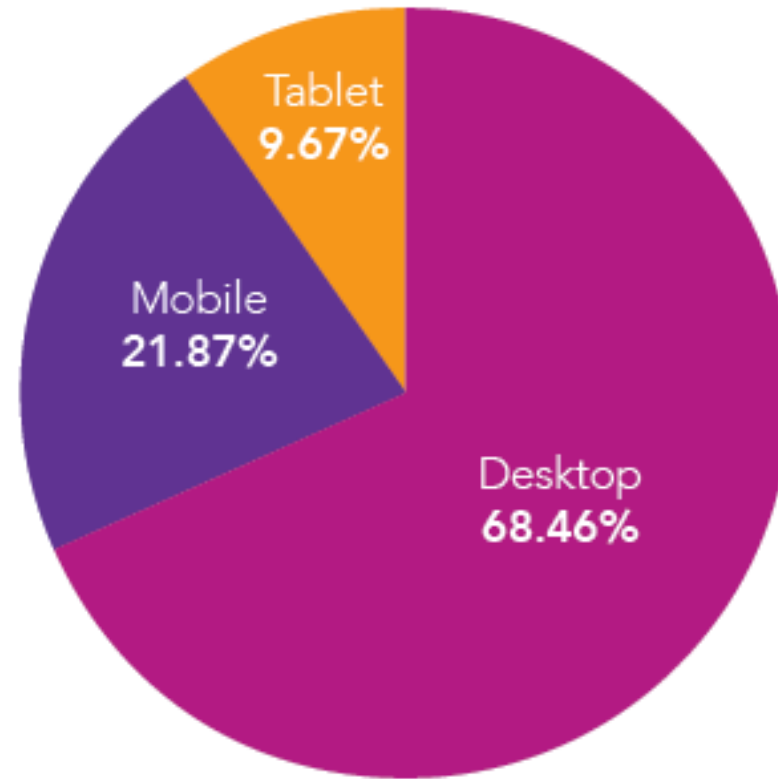
- **Walmart** saw up to a 2% increase in conversions for every second of improvement in load time. Every 100ms improvement resulted in up to a 1% increase in revenue.
- **Fanatics** shaved two seconds off its median page load time and almost doubled mobile conversions.
- **Staples** improved page load times by 1-6 seconds and improved conversions by 10%.

Just a 100-millisecond delay in load time hurts conversion rates by up to 7%

- **Mobile has the traffic (browse, price check), but desktop rules in conversions (buy).**
 - Both important and you lose if page load is so slow they bounce.



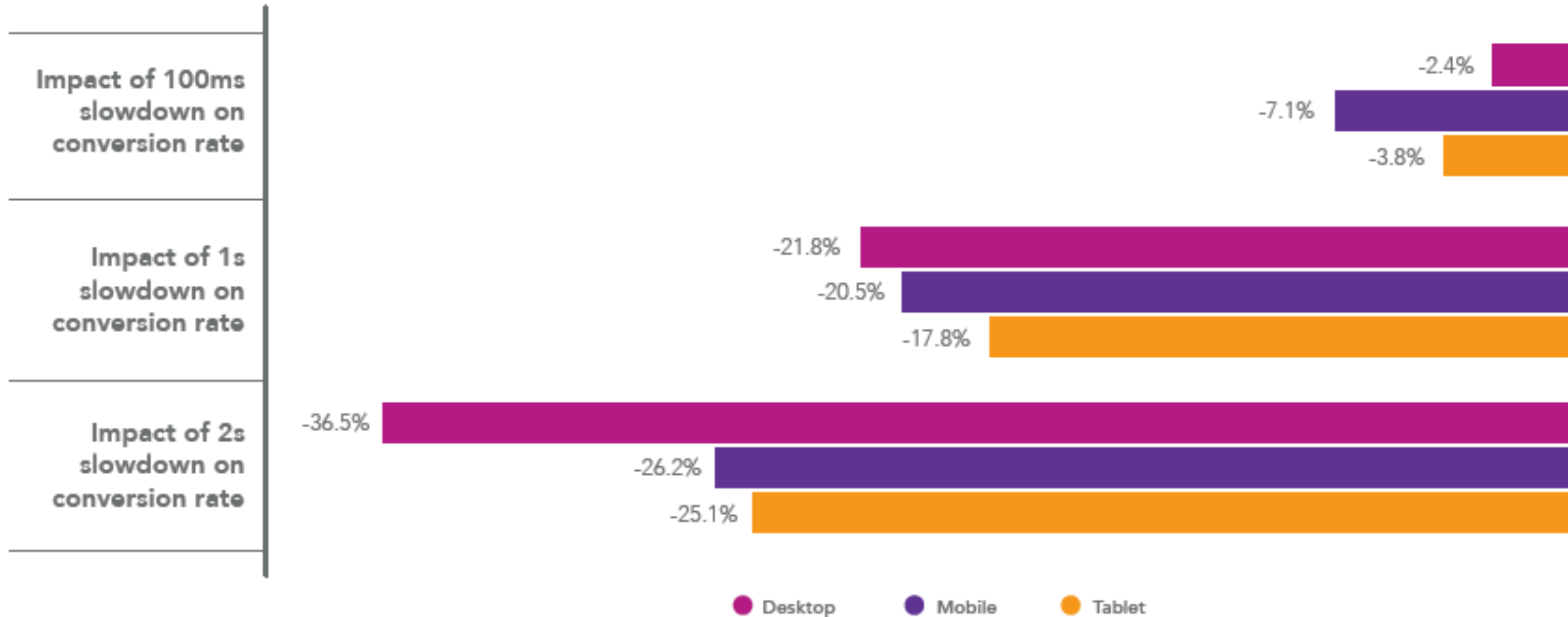
all visits



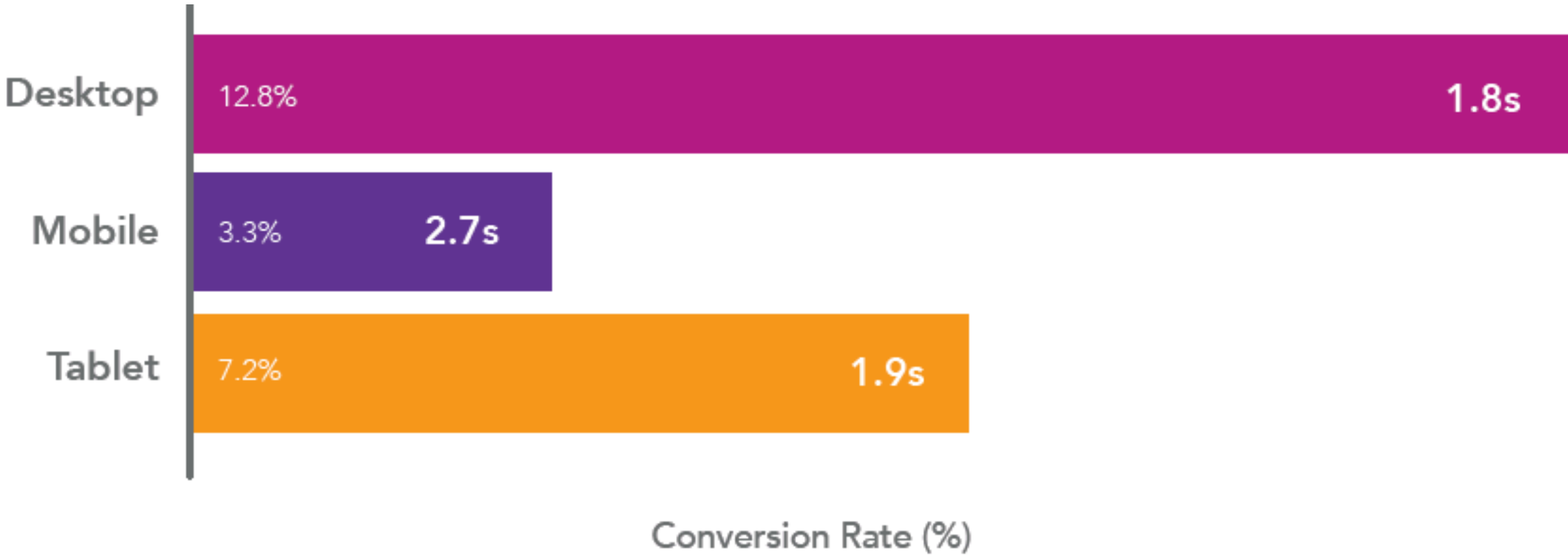
all visits that ended in conversion

Delays Kill Conversion Rates

Impact of page slowdowns on conversion rates (by device type)



Optimal load time for conversions



The State of Online Retail Performance, Akamai, Spring 2017, p.6

The \$13-Billion-Dollar Second

Tiny Delays Can Sabotage Online Revenues

- **Amazon's \$1 Billion-Dollar Second**

- ✓ Amazon found that slowing page load by just 100 milliseconds (1/10 of a second) resulted in a 1% decrease in sales. With 2015 net sales of \$107 billion, a delay of that magnitude would have cost it more than \$1 billion.

- **Google's \$13 Billion Dollar Half Second**

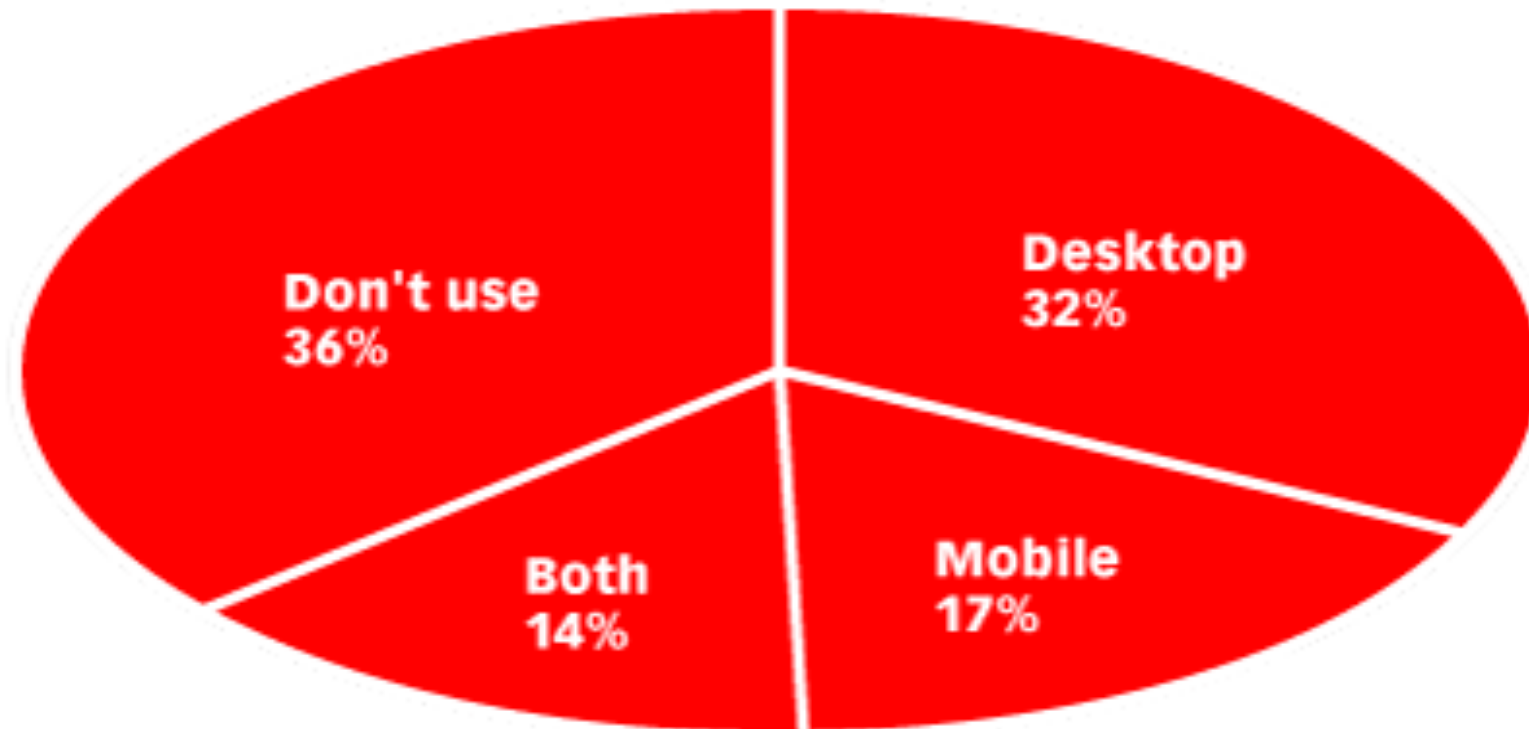
- ✓ An internal Google study discovered that a half-second decrease in a 10-result page (loading in 0.4 seconds) to a 30-result page loading in (0.9 seconds) decreased traffic and ad revenues by 20%.
- ✓ Given Google's 2015 ad revenues of \$67.39 billion, a 20% slowdown for a whole second would have cost it approximately \$13.48 billion for FY 2015.

- [The Cost of Mobile Ads on 50 News Websites](#)

Millennials Gung-Ho On Ad Blockers

**US Millennial* Internet Users Who Use an Ad Blocker,
by Device, July 2016**

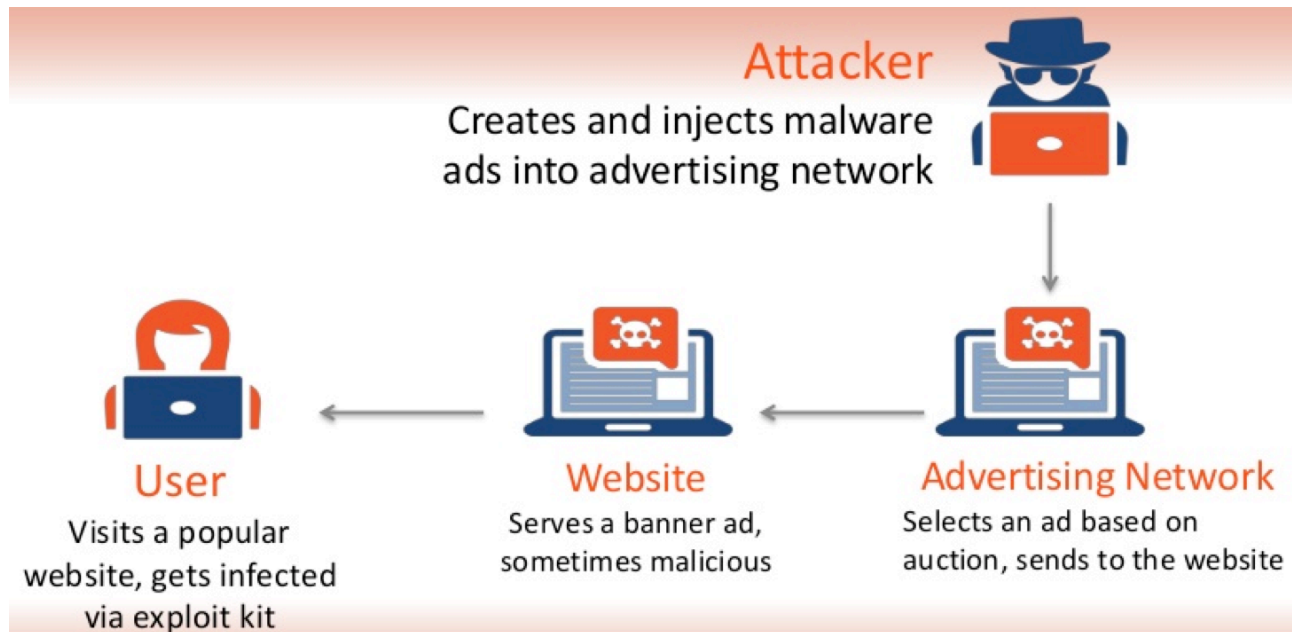
% of respondents



*Note: numbers may not add up to 100% due to rounding; *ages 18-24
Source: Anatomy Media, "Millennials at the Gate" conducted by Google
Consumer Surveys, Sep 20, 2016*

Reckless Endangerment: Malvertising

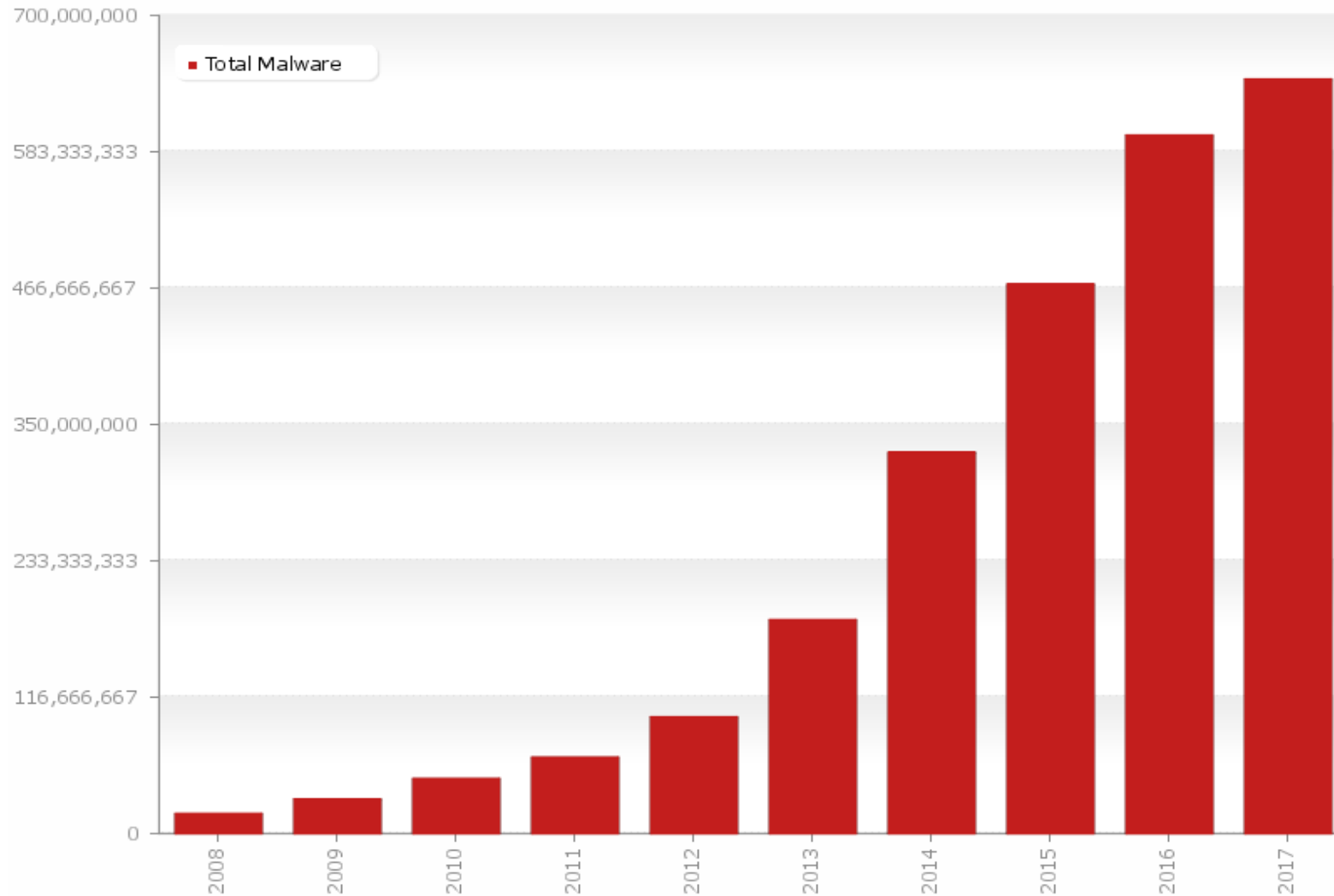
- Why should you care? If you advertise in places that allow malvertising, you are needlessly putting your customers at risk. Even if it is not your ad that nails them, you may be blamed.
- [How Malvertising works: From Cyphort SlideShare deck](#)
- A sample of [Malvertising](#) headlines illustrates an inherent danger of large corporate advertising servers



- [Yahoo, MSN Struck by Advanced Malvertising Campaign](#)
- [Major sites including *New York Times*, AOL, the NFL and BBC hit by 'ransomware' malvertising](#)
- [Google DoubleClick Network Hit With More Malvertising](#)
- [Forbes forces readers to turn off ad blockers, promptly serves malware](#)
- [Hackers spread malware via Yahoo ads](#)
- [Google Ads Allow Malware on HuffPo](#)
- [Pair of ad fraud campaigns linked to defacement attacks by Indonesian hackers](#)
- [Malvertising campaign leads to DoubleClick ad fraud](#)
- [How Forbes inadvertently proved the anti-malware value of ad blockers](#)
- [Google's DoubleClick ad network abused once again in malvertising attacks](#)
- [Google's Doubleclick ad servers exposed millions of computers to malware](#)
- [Google's DoubleClick by ad networks, malware could have hit many.](#)

Advertising Malware On The Rise

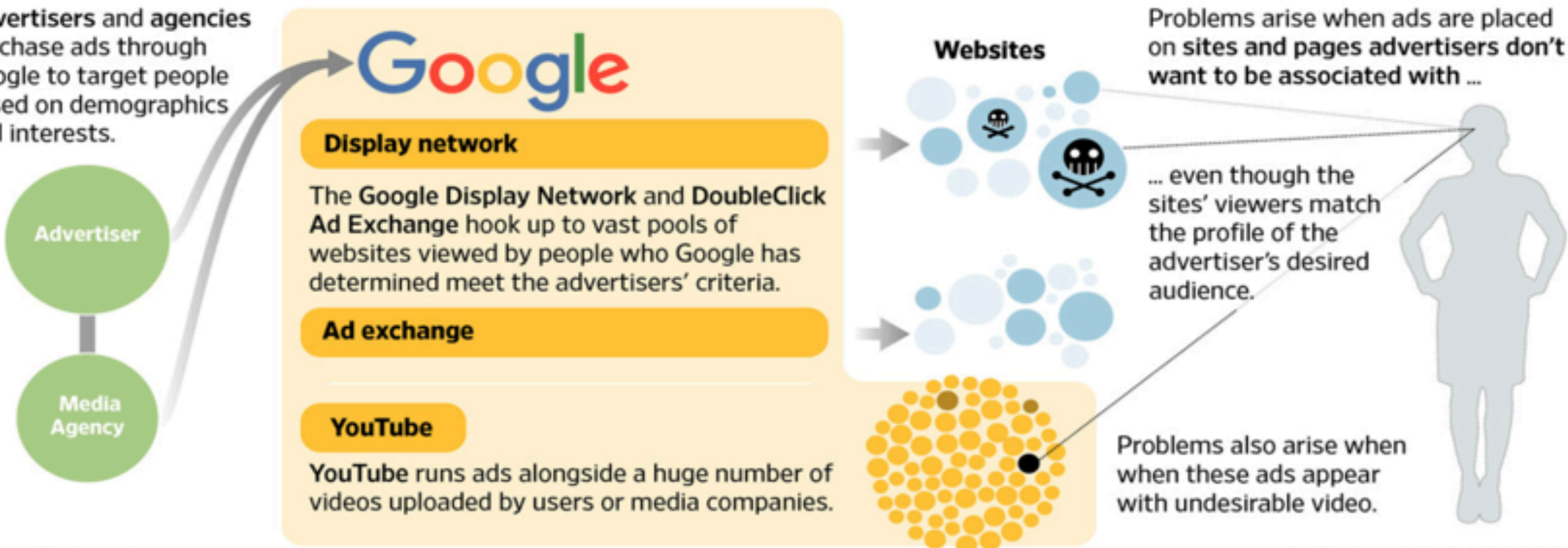
- Nearly 1 million new malware threats released every day



How Ads Bought Through Google Get to the Wrong Place

Advertisers and the agencies they hire generally want their ads to reach certain types of people. But they can't control where on the web that target audience spends its time.

Advertisers and agencies purchase ads through Google to target people based on demographics and interests.



Source: Staff reports

Another good reason to avoid ad servers

iPad 4:38 AM 99%
napavalleyregister.com

A-1 GUARANTEED
Painting & Air Inc.
DAVID BROWN & ASSOCIATES

(707) 734-734

Local News
Nostalgia takes wing at Napa aircraft display

Local News
Yountville to seek veteran-themed art for town park

Local News
'Sistahs' book club returns to Napa – laughs as loud as they like

Local News
Napa drive-by shooting suspect arrested

PA COUNTY
planners
orses
apes

Caution:
Uneven surfaces
on Bricks

This area will be
restored during the
Virginia Memorial Park
Improvement Project
happening in Fall 2016.

ABC
Life Company

Trending now

SUBSCRIBING MEANS **MORE** **MORE NEWS**

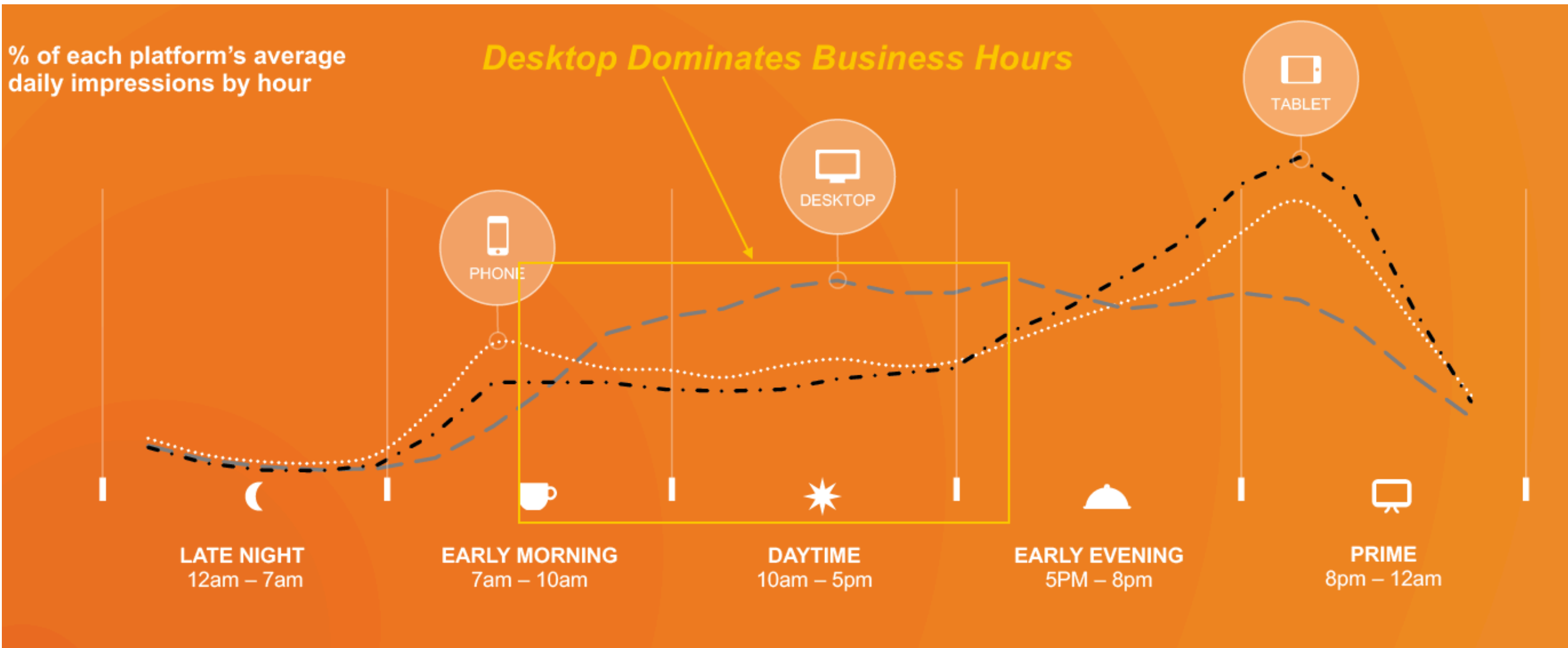
- Local, regional, national and world news events
- The latest word in sports, politics, business, arts and entertainment

Napa Valley Register MORE INFO

Cannot Verify Server Identity
The identity of "adserver.buzz.st" cannot be verified by Safari. Review the certificate details to continue.

Cancel
Details
Continue

Desktop Dominates Business Hours



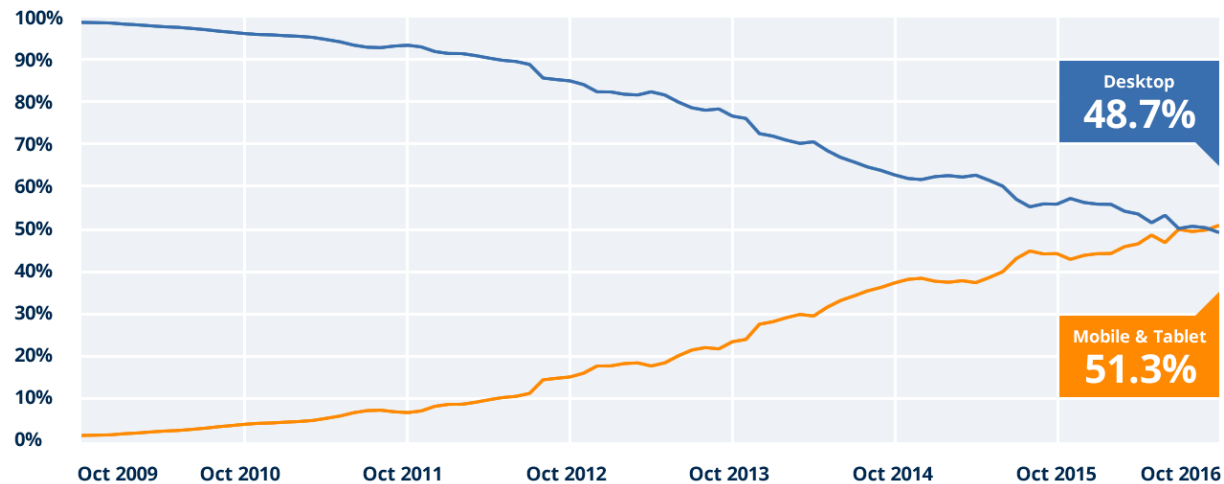
Mobile growing, but desktop dominates business hours & purchase decisions



Internet Usage Worldwide

October 2009 – October 2016

■ Desktop ■ Mobile & Tablet



JAN 2017

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS & DESKTOPS



54%

YEAR-ON-YEAR CHANGE:

-17%

MOBILE PHONES



37%

YEAR-ON-YEAR CHANGE:

+37%

TABLET DEVICES



9%

YEAR-ON-YEAR CHANGE:

+13%

OTHER DEVICES



0.25%

YEAR-ON-YEAR CHANGE:

+39%

69

SOURCES: STATCOUNTER, JANUARY 2017.

Hootsuite we are social

Go Where Your Customers Want To Hang Out

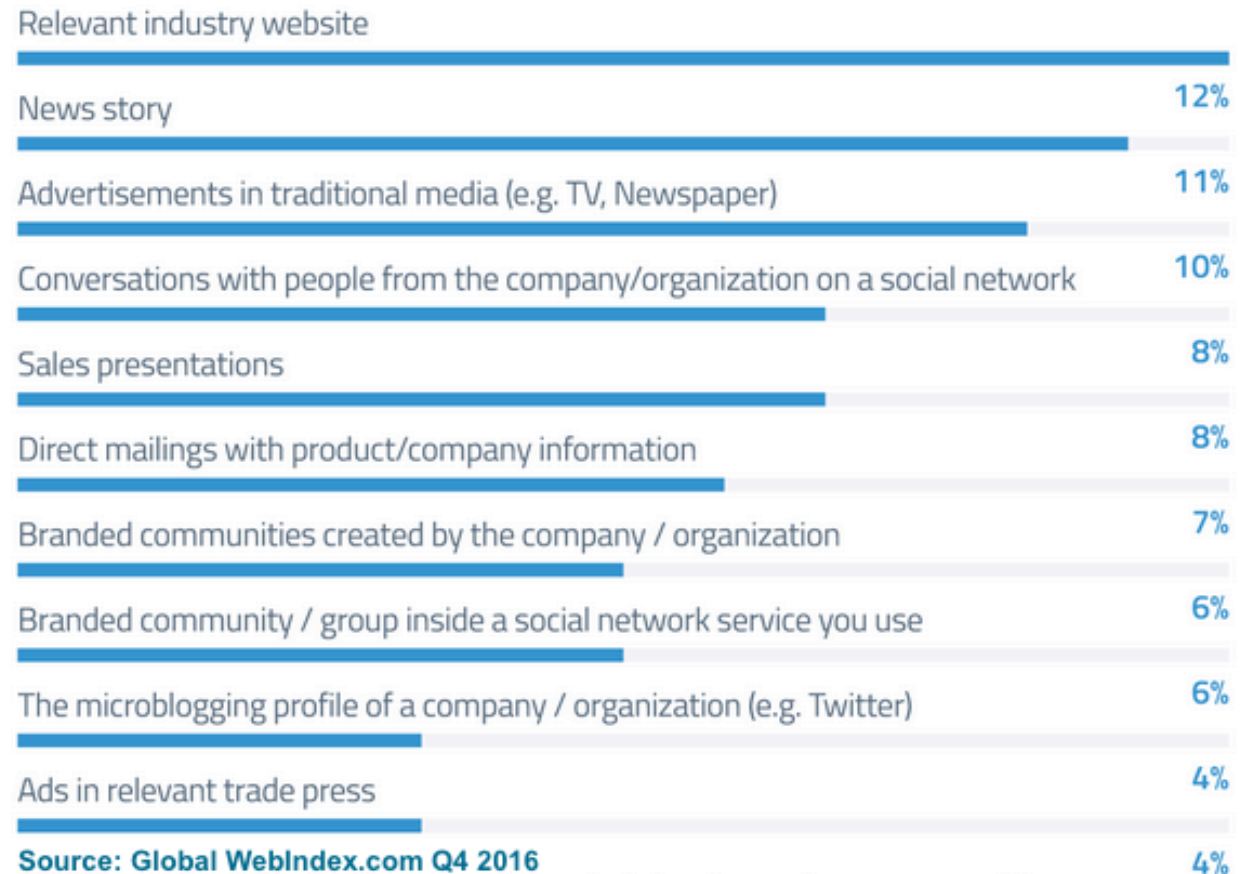
- **Place your ad where your where your customers *LIKE* to go.**
 - Avoid slow-loading sites with obnoxious Flash, auto-running video, potential malware ads, other technologies they hate.
- **Know the position where your ad will appear.**
 - Do not buy an ad unless you know the exact real estate you are buying.
- **Beware of big industrial ad servers.**
 - Untargeted
 - Expensive
 - No guaranteed position
 - Malware potential

Targeting (2): Industry Websites & News Stories Are Top Purchase Drivers for B2B Buyers

Top 10 Purchase Drivers for B2B Buyers*

% of B2B Buyers who say the following most influences their decision when purchasing products/services for their business/department

Note: Respondents chose only one option



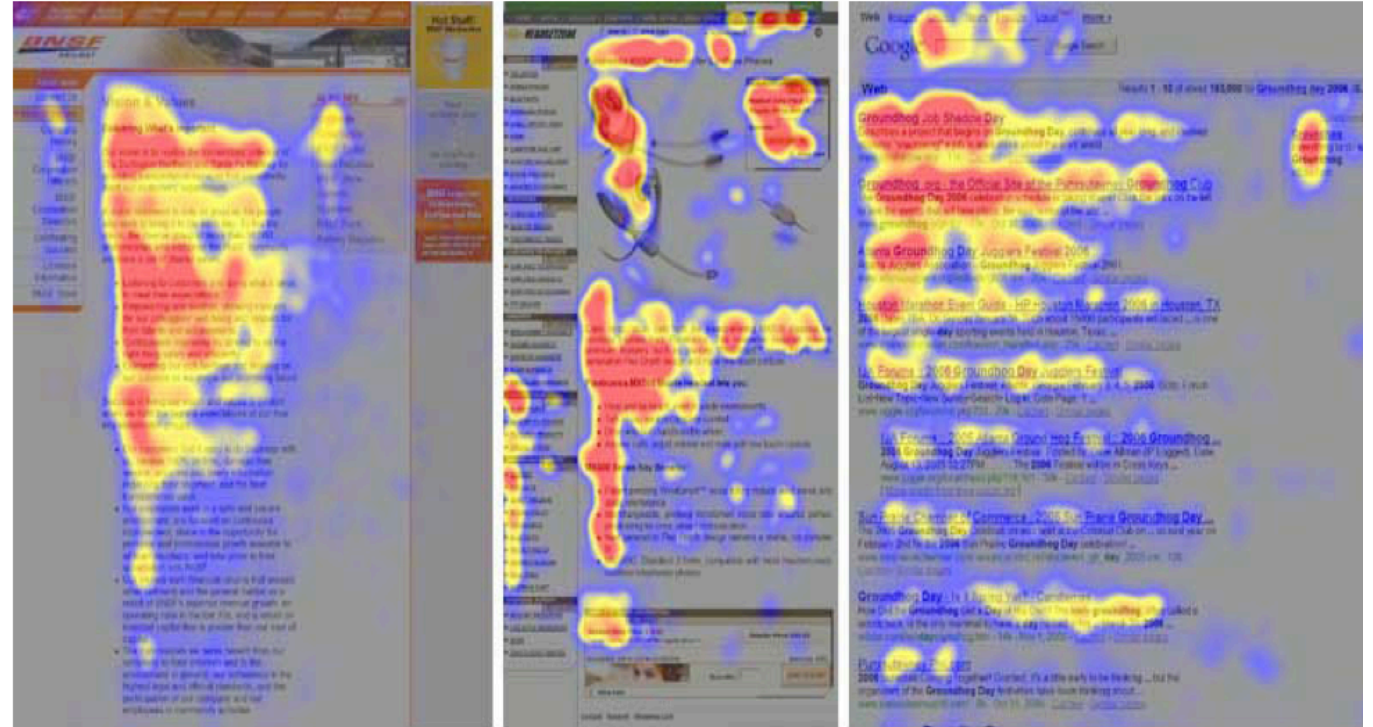
[Source: GlobalWebIndex.Com](http://GlobalWebIndex.Com)

Execution - Ad Design

- **Context matters:** Design your ad to be distinctive from your ad and editorial neighbors. That means guaranteed position
- **Make an offer that matters** to your customer: “What’s in it for me?”
- **Be visually eye-catching:** Color choice has meaning and motivational content.
- **Be practical:** Results matter more than a design award. Beauty and awesome design often fail when they fail at the other rules.
- **Be creative in a practical way:** Use your purchased pixels creatively – make something that does not look like a typical banner.
- **Issue a call to action.**
- **Pay off:** Your ad link should go to a landing page that backs up the offer.
- **Rinse & Repeat:** Change often to avoid banner blindness.

Where The F On A Page Or Screen Do You Want Your Content (Advertisement) To Appear?

- Just as in real estate, location, **location, location, location** matters for a web page.
- Squint or defocus your eyes a bit and focus only on the red heatmap areas and you will see an **"F" shape** indicating a falloff of interest as the person scanned down the page.
- The **"F" shape was disrupted in the middle image** because the eye was attracted by an image. Relevant pictures and especially human faces (see next image) can be used to disrupt the "F" pattern and direct attention in a purposeful manner.



www.useit.com

Heatmaps from user eyetracking studies of three websites. The areas where users looked the most are colored red; the yellow areas indicate fewer views, followed by the least-viewed blue areas. Gray areas didn't attract any fixations.

The above heatmaps show how users read three different types of Web pages:

- an article in the **"about us" section** of a corporate website (far left),
- a **product page** on an e-commerce site (center), and
- a **search engine results page (SERP)** (far right).

Source: Nielsen Norman Group: <https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>

- [Source: Nielsen-Norman Group: F-Shaped Pattern For Reading Web Content](https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/)

Faces are important eye attractors and will usually disrupt the "F" pattern

Additional resources:

- [F-Shaped Pattern For Reading Web Content](#)
- [NN-Client List \(Partial\)](#)
- [About NN/g](#)



Source: Nielsen Norman Group "How People Read on the Web" p.29

Landing Page Design - A great offer has to pay off IMMEDIATELY otherwise, you get clicks but not lots of conversions

- You need to **pay off better for people who click through** to the sign-up page. Rather than a single landing page for all links and banners, it would be better to “pay off” by playing off the ad text.
- This means having a bit of **specific content that connects to the offer** ... and adds a bit more reason that some one who was interested in that headline should register.

Landing Page Design - A great offer has to pay off IMMEDIATELY

This was from an email: looked exciting!

**IBWSS San Francisco Is Here
Get Your Visitor Pass Today**

San Francisco, California. July 26-27, 2017

Connotations are important. "pass" implies "free."



A great offer has to pay off IMMEDIATELY

- To the right, is the top of a lengthy landing page. The word "pass" is nowhere to be found.
- People need to be directed. They are looking for directions and the direction keyword is "pass."
- Many visitors will be pissed and punt. The email sold them "pass" and they are not looking for tickets or registration. In reality, this will turn out to be free. But will you hang on to them long enough?

Eventbrite ← Many corporate servers block Eventbrite for security and overall data traffic reasons

BROWSE EVENTS LEARN MORE ▾ HELP ▾ SIGN UP LOG IN CREATE EVENT

VISITOR REGISTRATION

SAN FRANCISCO
JULY 26-27 2017

Private Label | Bulk Wine | Bulk Spirits | Grapes | Contract Bottling

JUL 26

2017 International Bulk Wine and Spirits Show (Visitor Registration)

by Beverage Trade Network

The email sold them "pass" and they are not looking for tickets or registration.

\$0 – \$500

↑ 📖

You have about 1.5 seconds to capture your visitor or they are GONE!

DESCRIPTION

Visitor Registration Now Open.

The International Bulk Wine and Spirits Show (IBWSS) is an annual trade show and conference, open to trade professionals only, which takes place in San Francisco, CA. IBWSS visitors are buyers looking to meet up their demand of bulk wines, bulk spirits, private label programs, grape buying or contract manufacturing.

WHO ARE THE VISITORS / BUYERS?

Wineries, distilleries, importers, distributors, retailers, national and regional chains, negociants, brokerage firms and press

TICKETS

No firm directive:
Click to get your ticket

DATE AND TIME

Wed, Jul 26, 2017, 11:00 AM –
Thu, Jul 27, 2017, 4:00 PM PDT
[Add to Calendar](#)

LOCATION

South San Francisco
Conference Center
255 South Airport Boulevard
South San Francisco, CA
94080

A great offer has to pay off IMMEDIATELY

- The unusually motivated might spend more than 1.5 seconds (but you canNOT count on it).
- If they hang around, they might click on the tickets button and get a pop-up (which many browsers block by default) shown to the right.

Select Tickets

Even if an intrepid reader got this far, the email that started this journey did NOT include a promotional code. →

| | |
|---|-----|
| July 26-27 (11 am to 4 pm) Expo Floor Only Pass FREE | 0 ▼ |
| Get your trade registration pass today for free and avoid entry fee of \$40. Hide Info Sales end on July 27 | |
| July 26-27 (9 am to 5 pm) Conference, Workshops and Expo Floor Pass (Lunch Included) \$500.00 | 0 ▼ |
| Access to All Conference Sessions, All Workshops, and Expo Floor (July 26-27). Includes Lunch. | |

CHECKOUT

A great offer has to pay off IMMEDIATELY

Select Tickets

OH! WAIT! the pass doesn't need a promo code (tell that to the people who saw this command and punted.)

Enter Promotional Code

July 26-27 (11 am to 4 pm) Expo Floor Only Pass

FREE

Get your trade registration pass today for free and avoid entry fee of \$40.

Hide Info

July 26-27 (9 am to 5 pm) Conference, Workshops and Expo Floor Pass (Lunch Included)

\$500.00

Access to All Conference Sessions, All Workshops, and Expo Floor (July 26-27). Includes Lunch.

1

0

1

2

3

4

5

6

7

8

9

10

QTY: 1

FREE

CHECKOUT

Additional Resource:

- [Is Eventbrite Helping Or Hurting Your Workshop Attendance?](#)

This is the ad that stands out

...ing
is Collide

...te, Pacific
... Relations
...g in Sacto

[News](#)
[ng](#)

...ce 2009)
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[1 wine,](#)
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...the list to
...ave also

June 27, 2017 / Comments Off on Wine and Spirits Wholesalers of America turns tidy profit on 2015 annual convention – Will DataGraphic / [Read More](#) / [Edit](#)

[More Featured Articles](#)

Sponsored By:

No promo code needed

FREE PASS

To the wine & spirits show
that could launch your profits
into orbit.

CLICK NOW

No promo code needed

Also sponsored by:



The advertisement features a dark blue background with a dynamic splash of golden liquid on the left. The text is arranged in a clean, modern layout. On the left, the logo for 'drinktec' is displayed, consisting of a red square with a white 'd' and the word '@drinktec' in white. To the right of the logo, the event details are listed: 'September 11-15, 2017' in orange, 'Messe München, Germany' in white, and 'Register NOW!' in large, bold, orange letters. The overall design is professional and eye-catching.

Also sponsored by:



This vertical advertisement has a dark background. At the top, there are several small, square icons with text: 'WAGE & HOUR', 'LA REL', 'EMPLOYMENT LITIGATION', and 'WIC TERM SE HARR'. Below these icons is a logo for 'SA' with 'LAW' underneath. The main text reads: 'We are hand who are there v when yo'. At the bottom, it says 'Sacramento Office 916.782.8555' and 'BUILT FOR www.LaborO'.

Duarte Nurs
Join the fig
Gofundme.com

Payoff!

VISITOR REGISTRATION

Private Label | Bulk Wine | Bulk Spirits | Grapes | Contract Bottling

SAN FRANCISCO
JULY 26-27 2017

INTERNATIONAL
BULK
WINE &
SPIRITS
SHOW · SF

JUL
26

2017 International and Spirit or n)


Network

ETS

00 AM –
00 PM

WHO ARE THE VISITORS / BUYERS?

Conference Center



DESCRIP

Visitor

The Inte

annual t

profess

IBWSS

bulk win

or contr

Select Tickets

Enter Promotional Code

July 26-27 (11 am to 4 pm) Expo Floor
Only Pass

0

FREE

Get your trade registration pass today for free and avoid entry fee of \$40.

[Hide Info](#) Sales end on July 27

July 26-27 (9 am to 5 pm) Conference,
Workshops and Expo Floor Pass (Lunch
Included)

0

\$500.00

Access to All Conference Sessions, All Workshops, and Expo Floor (July 26-27). Includes Lunch.

CHECKOUT

This Is How You Get Clicks For Content -1

1. Rob McMillan knew what his audience was immensely interested in.
2. Shaped a shortchanged but powerful headline that was impossible to ignore
3. Paid off on the headline by:
 - Offering a strong up-front chart (pictures speak louder ...)
 - Paid off on the headline and followed up on the chart with tightly written and information-packed analysis and more charts.
4. 1-3 got immediate first-day response.
5. All of that combined prompted people to share which is why, on the second day, Wine Industry Insight was pushed into #2 by Facebook

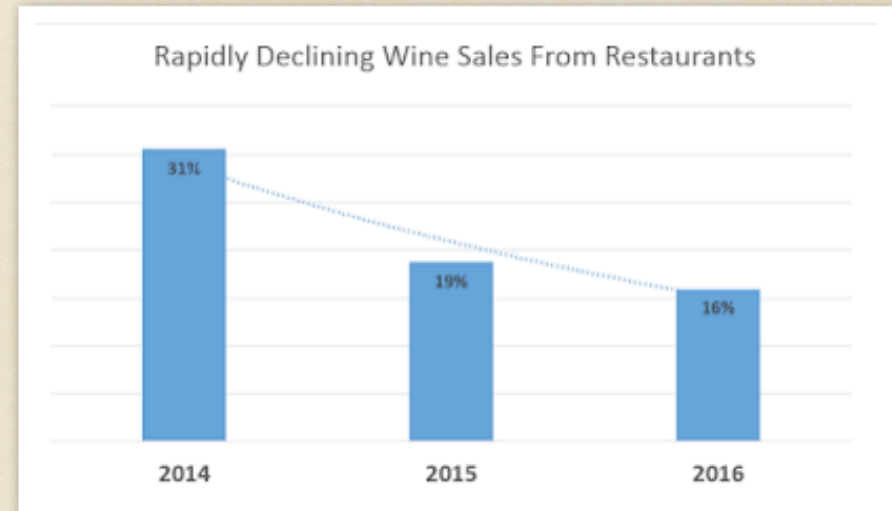
Get Your Clicks - 2

Restaurant Wine Sales Collapsing for Small Wineries

- It's more about the value of having compelling content aimed specifically at your target audience and a solid, concise, clearly written headline.
- I am forever trying to get this across to PR folk and other content creators.

Monday, May 29, 2017

Restaurant Wine Sales Collapsing for Small Wineries



I will Always Love You

Every credible measure that I see regarding restaurant wine sales is trending negative for the small family run wineries. Why? What's behind the declining trend? Economics? Changing consumer attitudes? Conspiracies from wholesalers? Big wineries displacing the small ones? It's not due to a lack of desire from restaurant owners.

Get Your Clicks - 3

Referring URLs For: <http://svbwine.blogspot.com/2017/05/restaurant-wine-sales-collapsing-for.html>

Source: Analytics, SVB on Wine, reprinted by permission

| Entry | Pageviews, day of publication |
|---|-------------------------------|
| http://wineindustryinsight.com/jump... | 1111 |
| http://m.facebook.com | 345 |
| http://m.facebook.com/ | 211 |
| http://svbwine.blogspot.com/2013/0... | 95 |
| https://www.google.com/ | 82 |
| http://svbwine.blogspot.com | 75 |
| https://www.facebook.com/ | 69 |
| http://svbwine.blogspot.com/2017/0... | 28 |
| https://t.co/887u682P1g | 28 |
| android-app://com.google.android.gm | 27 |

Referring Sites

| Entry | Pageviews |
|--|-----------|
| wineindustryinsight.com | 1112 |
| m.facebook.com | 560 |
| svbwine.blogspot.com | 279 |
| www.google.com | 91 |
| www.facebook.com | 70 |
| t.co | 38 |
| com.google.android.gm | 27 |
| www.smallbusiness.com | 22 |
| outlook.live.com | 18 |
| svbwine.blogspot.com.au | 10 |

Eyes & Faces Attract Attention -1

WINE PLACES

- [A look inside Tank Garage Winery, the winery hidden inside a California gas station](#)
- [3 Vineyards to Visit in Artisanal Sardinia](#)
- [Texas State of Wine](#)

NORTH AMERICAN REGIONAL WINE NEWS

- [NY: Planning board struggles with controversial winery applications](#)
- [Making Quality Wine in Virginia](#)

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- [Climate change battle heats up for Australian winemakers](#)

EUROPE & THE UK

- [UK: Fizz leads the top trends for Christmas and beyond](#)
- [Brexit blamed for lower Christmas Champagne orders](#)

DOWN UNDER

- [OZ: Cheap wine is not a concern](#)
- [OZ: Wine industry conference alliance to continue in 2019](#)

NOT JUST FOR THE TRADE

- [DNA Biohackers Sold A DIY Kit For Glowing Booze And Here's What Happened](#)

CRAFT BEVERAGES: BEER, CIDER, WINE & SPIRITS - A Sampling of Today's Headlines

- Premiumization, Prices, and Positioning
- Obscure apples pose new challenges for growers, makers
- New bill would allow you to fill your growler at the Grocery store (MI)
- Are Carlsberg's New Beer Patents Controversial? Probably (UK)
- Pennsylvania's Big Year of Beverage Alcohol Rule Reform

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Eyes & Faces Attract Attention -3

- Even if the faces are not human. (The eyes have it.)



TOP STORIES CRIME POLITICS BUSINESS SPORTS FOOD HEALTH WEIRD TECHNOLOGY ENTERTAINMENT

SEARCH



NETHERLANDS FACED WITH GROWING SHORTAGE IN CONSTRUCTION WORKERS: REPORT

MAY 19 '17 13:20 BUSINESS

There is a rapidly increasing shortage in construction staff in the Netherlands, according to benefits agency UWV. There is a major need for carpenters, masons and installation engineers, as well as many vacancies for preparatory construction staff like job preparers, ANP reports.



POLITICIAN KILLER'S FUNDAMENTAL RIGHTS VIOLATED IN INFORMATION LEAK: OMBUDSMAN

MAY 19 '17 12:45 CRIME

The fundamental rights of Volkert van der Graaf, convicted murderer of politician Pim Fortuyn, were violated when personal information about him leaked to the public just before his release in 2014, the National Ombudsman Reinier van Zutphen concluded in a complaint filed by Van der Graaf, the Volkskrant reports.



ROTTERDAM COPS THREATENED BY ERDOGAN SUPPORTERS: MAYOR

MAY 19 '17 12:10 CRIME

Police officers in Rotterdam were threatened by supporters of Turkish president Recep Tayyip Erdogan, Rotterdam mayor Ahmed Aboutaleb wrote to the city council. According to him, there were "several signs of threat and intimidation" and these were mostly directed at officers with a Turkish background, RTL Nieuws reports.



EMERGENCY ROOM'S CEILING COLLAPSES AT VENLO HOSPITAL

MAY 19 '17 11:35 HEALTH

The ceiling of the emergency room in the VieCuri hospital in Venlo collapsed on Thursday night, a spokesperson confirmed to NU.nl. No

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Eyes & Faces Attract Attention - 4

- Example of a really good ad:

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How the push for a Senate health-care vote fell apart amid GOP tensions

The process of trying to deliver on a signature Republican promise has been chaotic and revealed tensions between the president and the GOP Senate, as well as between Senate Majority Leader Mitch McConnell and the members he has long been known for managing with steely efficiency.

By Robert Costa, Sean Sullivan, Juliet Eilperin and Kelsey Snell


- **The Fix: The GOP's health-care bill is political kryptonite**

Republicans running for governor put in a tough position by health-care cuts

The challenge for GOP candidates in the 38 states holding gubernatorial contests this year and next is particularly pronounced in swing states and in those that have expanded Medicaid coverage under the Affordable Care Act.

By John Wagner and Fenit Nirappil

As legislative battle over health



Cardinal George Pell arrives to make a statement at the Vatican. (AP)

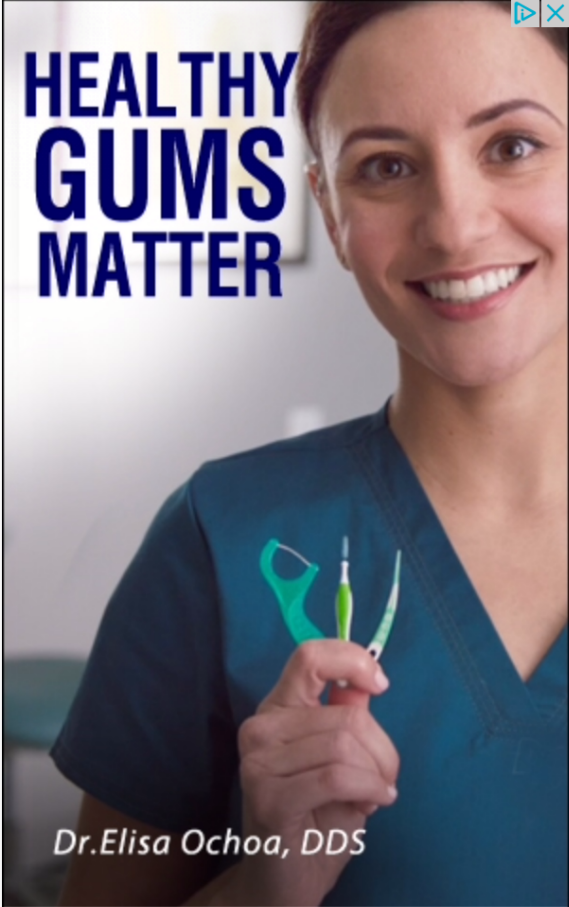
Top-ranking Vatican cardinal charged with sex offenses in Australia

Cardinal George Pell, the Vatican's treasurer, denied the accusations against him and announced that he would take a leave of absence to defend himself. The Vatican said his work to reform the church's finances will continue while he is away.

By Stefano Pitrelli, Michael Birnbaum and A. Odysseus Patrick • 1 hour ago

- **Sex abuse scandal has followed Cardinal Pell for decades**

Pentagon plan to defeat ISIS looks very much like Obama's approach



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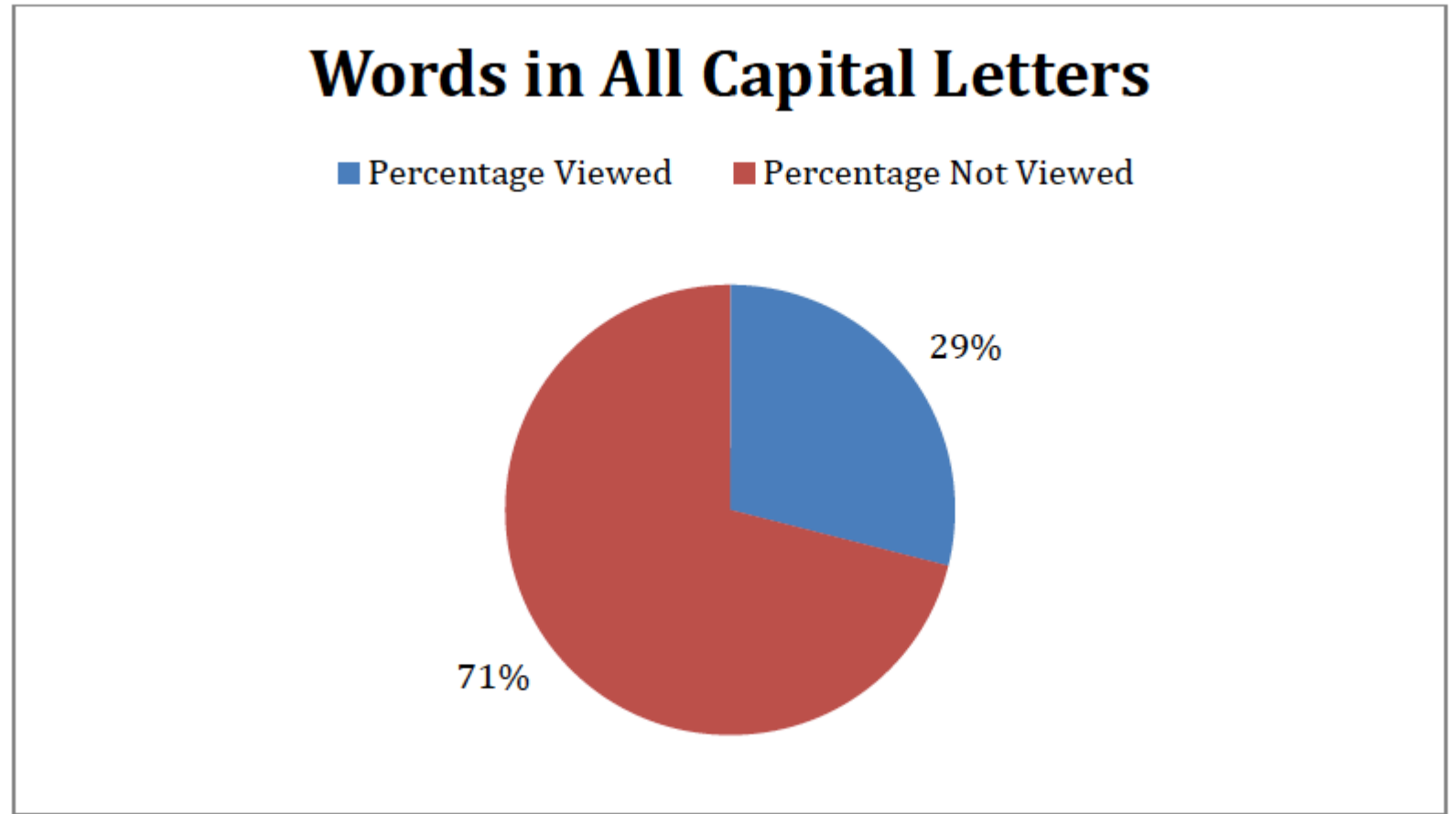
Dr. Elisa Ochoa, DDS

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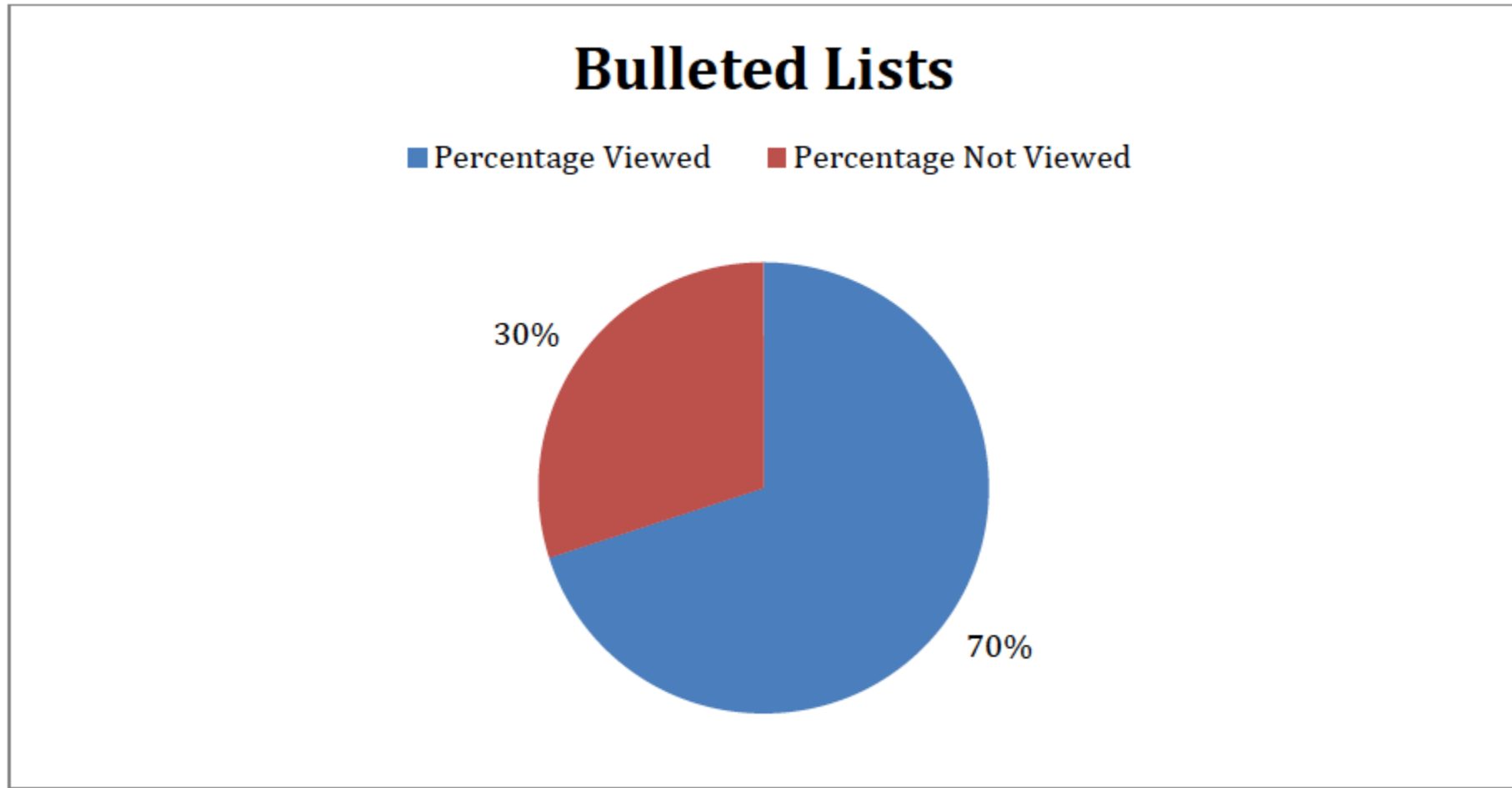
- Make sure to connect the ad to the landing page. Use the same trigger words and perhaps a smaller version of a relevant graphic. The page should pay off by fulfilling the offer or expectation created by the ad.



People looked at 29% of words, initialisms, and acronyms that appeared in all capital letters.

Source: Nielsen Norman: How people read on the web

Formatting Text For Landing Pages



People looked at a whopping 70% of the bulleted lists that were presented to them.

Source: Nielsen Norman: How people read on the web

Formatting Text For Landing Pages

Summary

- Use Sections, Headings, and Subheadings.
- Sections and headings are probably the best ways for information designers to direct the user. Headings denote the topic as well as the priority of the content on a page.
- The better websites break content into chunks that are easily discerned with just a look or even peripherally. White space, color, borders, compacting text into a visual family or section are all good ways to indicate one body of related information.

Be creative with your space




Ad Images- Good & Bad

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property damaged or destroyed.



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Surveillance video released of Broadway carjacking

CRIME - SACTO 911

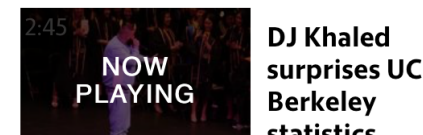
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Ad Images- Good & Bad

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PRESENTED BY: KeyBank



HUD has relaxed its debt requirements on certain transactions, which allows an owner to consider HUD financing much sooner. Bisnow sat down with **KeyBank Real Estate Capital** VPs **John Randolph** and **John Hink** to discuss recent changes to the program. Randolph tells...

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The Velvet Rope Economy: The Doctor Is In. Co-Pay? \$40,000.

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Gail Collins: Trauma, Taxes and Trump

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CALCULATOR

Best College Degrees for Homeownership

By MICHAEL KOLOMATSKY

As commencement season winds to a close, we look at which graduates are likely to be the first to own a home.

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Making a Marriage Magically Tidy




5. SOCIAL Q'S

Parents Won't Pay for Harvard After a Year Off to Help the Poor




6. ON THE MARKET

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The full Wine Industry Insight DataGraphic along with a PowerPoint version and copies of the IRS Form 990 source materials are available to Wine Executive News premium subscribers who should scroll to the bottom of this post for access links. Access Link Information Because our...

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Note: The analytics charts showing the results of McMillan’s successful construction are at the bottom of this article. This article looks at how a recent blog post by Rob McMillan, EVP and Founder of Silicon Valley Bank’s Wine Division hit a home run in...

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