VERMONT BREWERS CONFERENCE 2026

Brewing a better website

Auditing a brewery site with AI

Jason Powell, Ten Bends Beer / Brewition

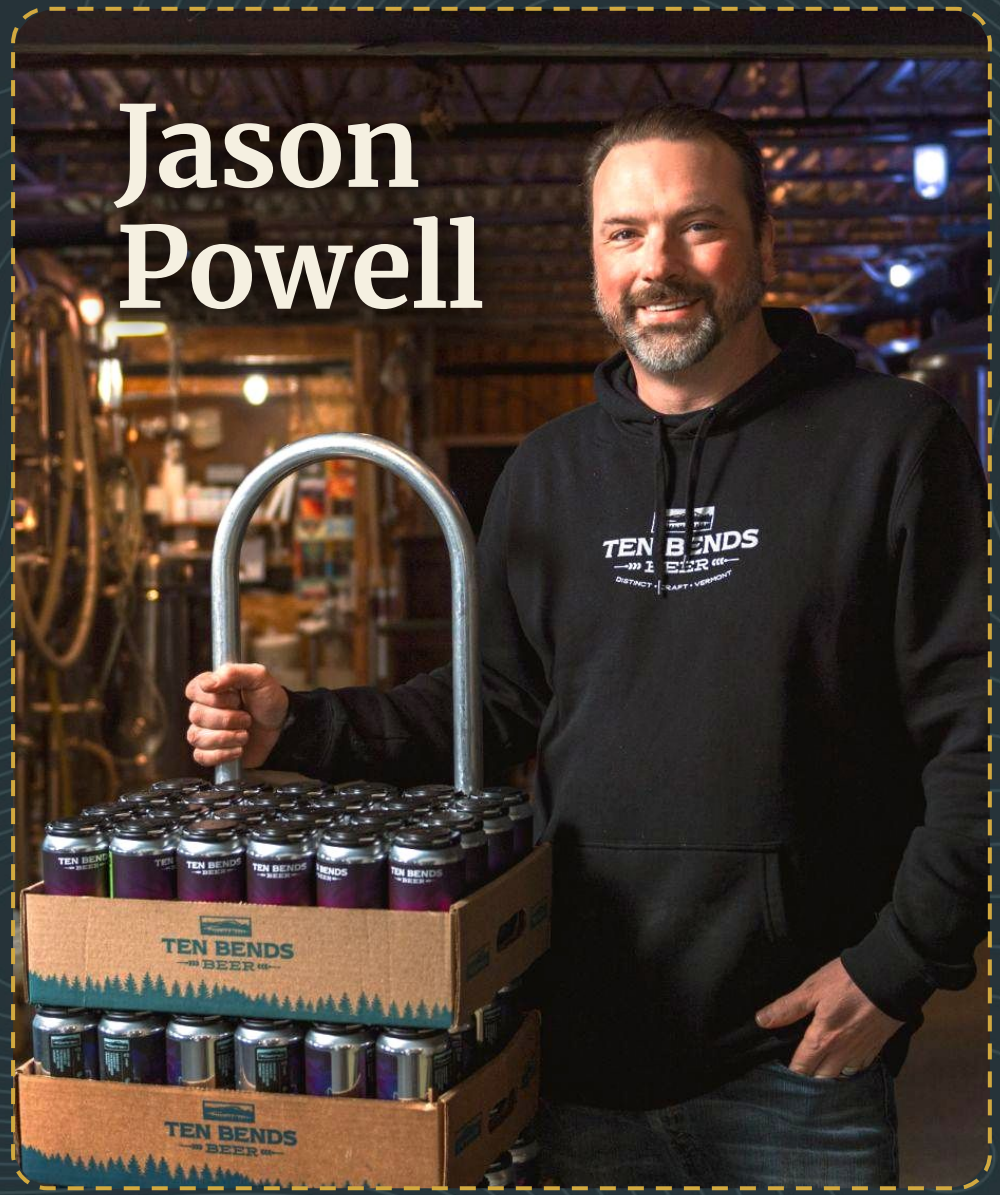
BREWITION

VERMONT BREWERS CONFERENCE 2026

Who Am I?

- Co-Founder / Brand Director / Brewer
  Ten Bends Beer, Hyde Park, Vermont
- Digital Strategist and Consultant since 2005
- Website Designer / Director since 2000
- Formerly worked with financial institutions and travel and tourism organizations
- Combining my love of beer, breweries, and digital strategy through “Brewition”

BREWITION



Your website is working for your brewery every day.

Is it doing a complete job, or just some of it?

How do you know without an expert?

BREWITION

Brewery owners and marketing teams wear a lot of hats.

Do you really need to become a website expert too?

How can you use tools and knowledge you have to make your website better?

BREWITION

WHAT TO MEASURE

Six jobs *most* brewery websites have to do

1. Get found

Search, where to buy, hours and map

2. Fill the taproom

Events and a reason to visit this week

3. Be easy on the go

Loads fast and reads on a phone

4. Create action

A clear next step on every page

5. Capture the relationship

Email signup to bring people back

6. Serve the trade

A site that also works for trade buyers

A starting point, not a rule. Swap any of these for a goal that matters to your brewery.

THE PROBLEM

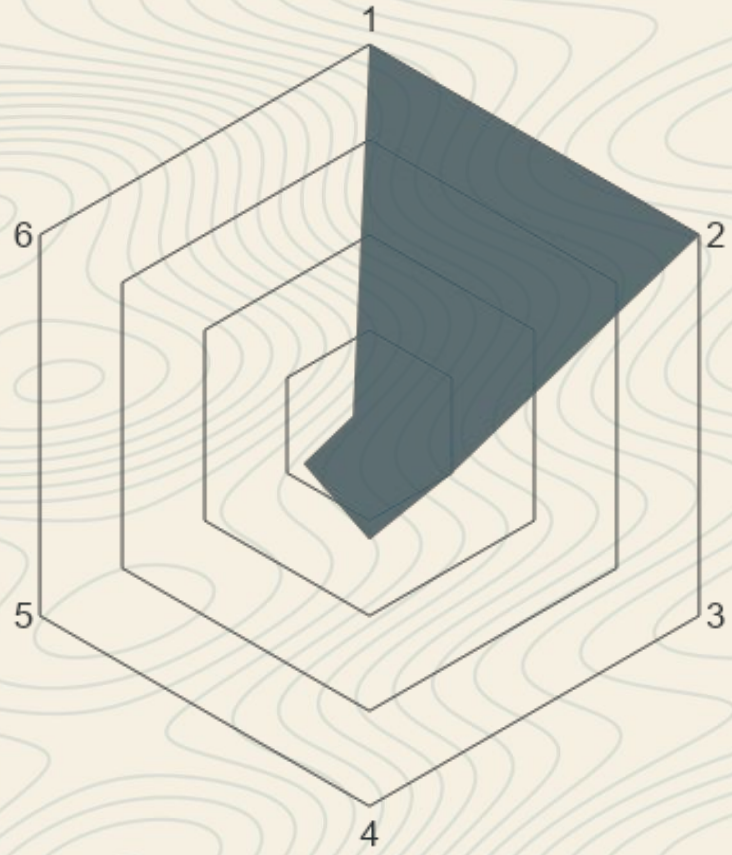
Most sites do one or two jobs well. All six probably matter.

DONE WELL

- Get found
- Fill the taproom

LEAKING

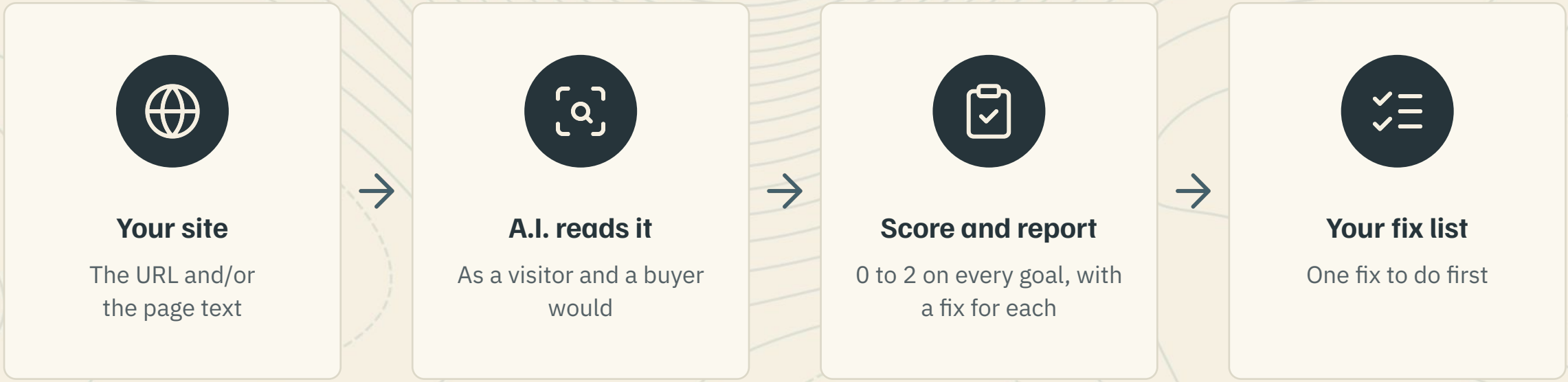
- Fast and legible
- Keep people moving
- Capture the relationship
- Serve the trade



Illustrative shape of a typical site. Outer ring is full strength on all six.

THE SOLUTION

AI tools can read your site and grade every goal



You direct it and evaluate what it reports. It finds the work. It does not do the work.

THE PROMPT

One prompt. A free score and a short report.

Claude

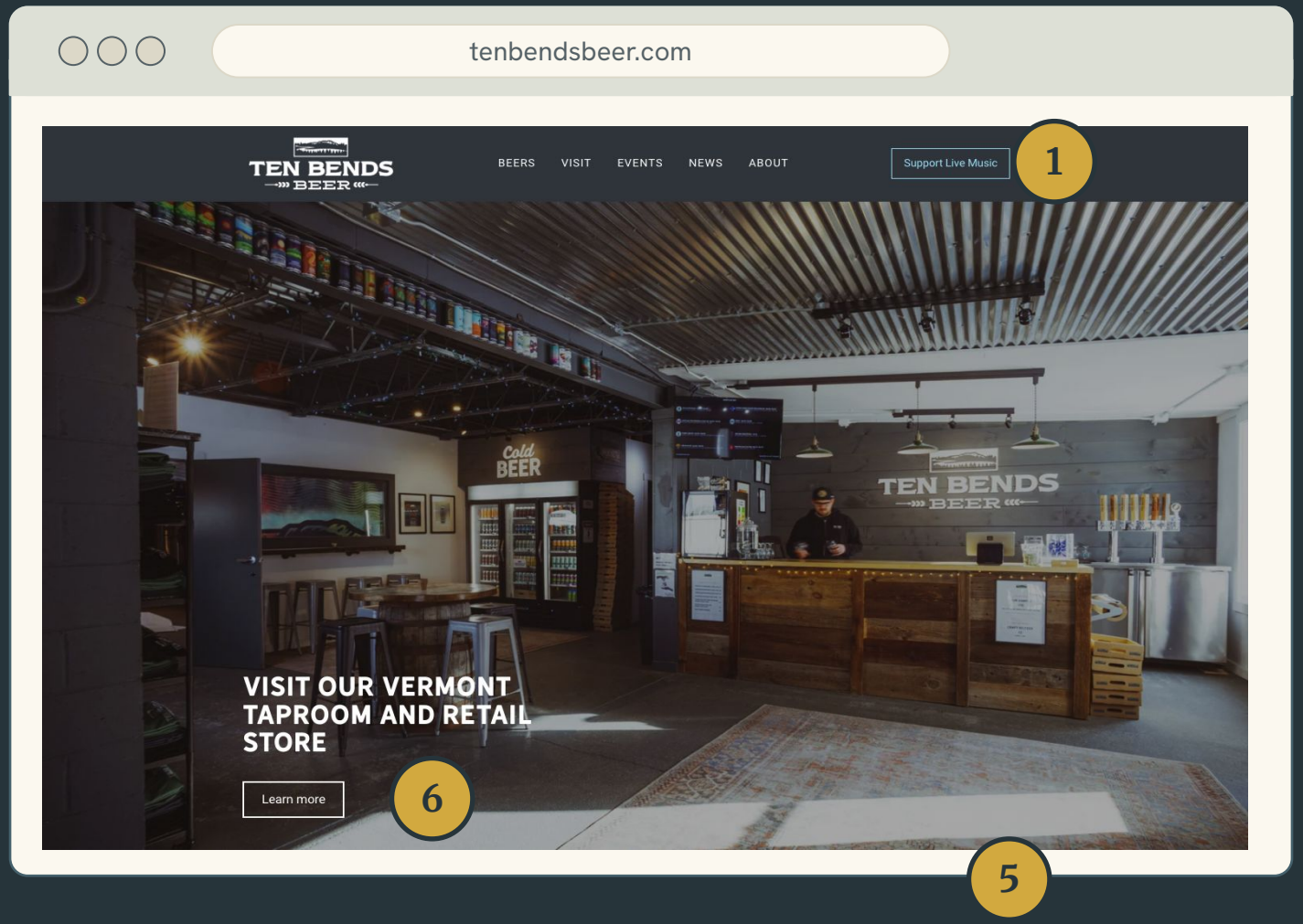
Audit this brewery website. Score it 0 to 2 on each of these goals: **get found**, **fill the taproom**, **fast and legible**, **keep people moving**, **capture the relationship**, **serve the trade**. For each goal give the score, one specific finding, and one fix. Then give the total out of 12, the single highest-impact fix to do first, and one thing the site already does well. Diagnose only. Site: **TENBENDSBEER.COM**

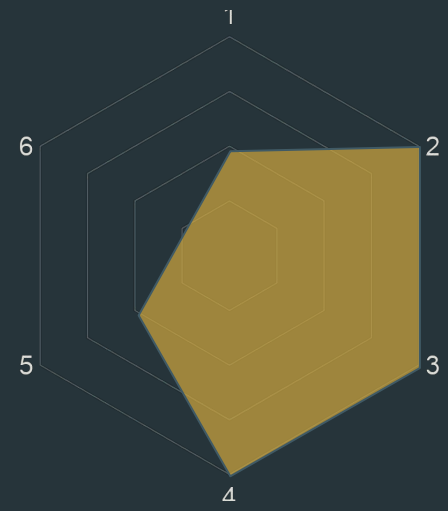
What comes back: a score, one finding and one fix for every goal, then your total and the one fix to do first.

The gold terms are your goals. Swap in your own, like more cans sold or more private events booked.

I RAN IT ON MY OWN SITE

Ten Bends Beer scored 7 out of 12





7

out of 12

1 **GET FOUND**

No “Find Our Beer” Page - Make it the Call to Action in the header.

5 **CAPTURE THE RELATIONSHIP**

No email subscribe on homepage. Must scroll to footer and click a link.

6 **SERVE THE TRADE**

No content for buyers like distributors, only for taproom visitors.

THE REPORT

What Claude found, and what to fix first

GET FOUND

SCORE: 1/2

Location information and hours present, but no beer finding functionality.

Fix Add a “Find Our Beer” page with a clear call to action in the header, on the beers page, and on the contact page.

CAPTURE THE RELATIONSHIP

SCORE: 0/2

Should be selling merch online since its mentioned as part of the taproom experience

Fix Add a “Shop Merch” link and enable e-commerce.

SERVE THE TRADE

SCORE: 0/2

There’s no content for distributors or accounts in the main navigation.

Fix Claude recommends adding a “Trade” page with sell sheets, contact info, and press material.

AI Website audit results for tenbendsbeer.com using Claude

LIVE

Whose website should we audit right now?



Raise a hand and we will run your site, live.

No volunteers? Then we will look at a big player.

BREWITION

THE TAKEAWAY

A full website audit in a few minutes

6

goals scored

Every one of your priorities, graded.

1

prompt to run it

Free, and you can change the goals.

1

fix to do first

Plus a full list behind it.

Manual review of this kind used to take hours or even days.

AI finds the work. Someone still has to do it.

What AI does

- Reads the site
- Scores every defined goal
- Lists the gaps and the fixes

What still needs a person

- Deciding what matters for your business
- Prioritizing gaps to fill
- Implementing the fixes

AI evaluates and finds gaps. It is our job to fill the gaps appropriately for our own scenarios.

WHERE I COME IN

I help breweries do the work the audit finds

- Websites
- Digital strategy
- Brand guidance
- Email marketing

The complete audit kit.

A set of more detailed prompts to really dig in.

A free Brewition audit and human evaluation

3 slots available.

Connect on LinkedIn: **jj-powell**

brewition.com

Questions?

Jason Powell

brewition.com

LinkedIn: jj-powell

BREWITION

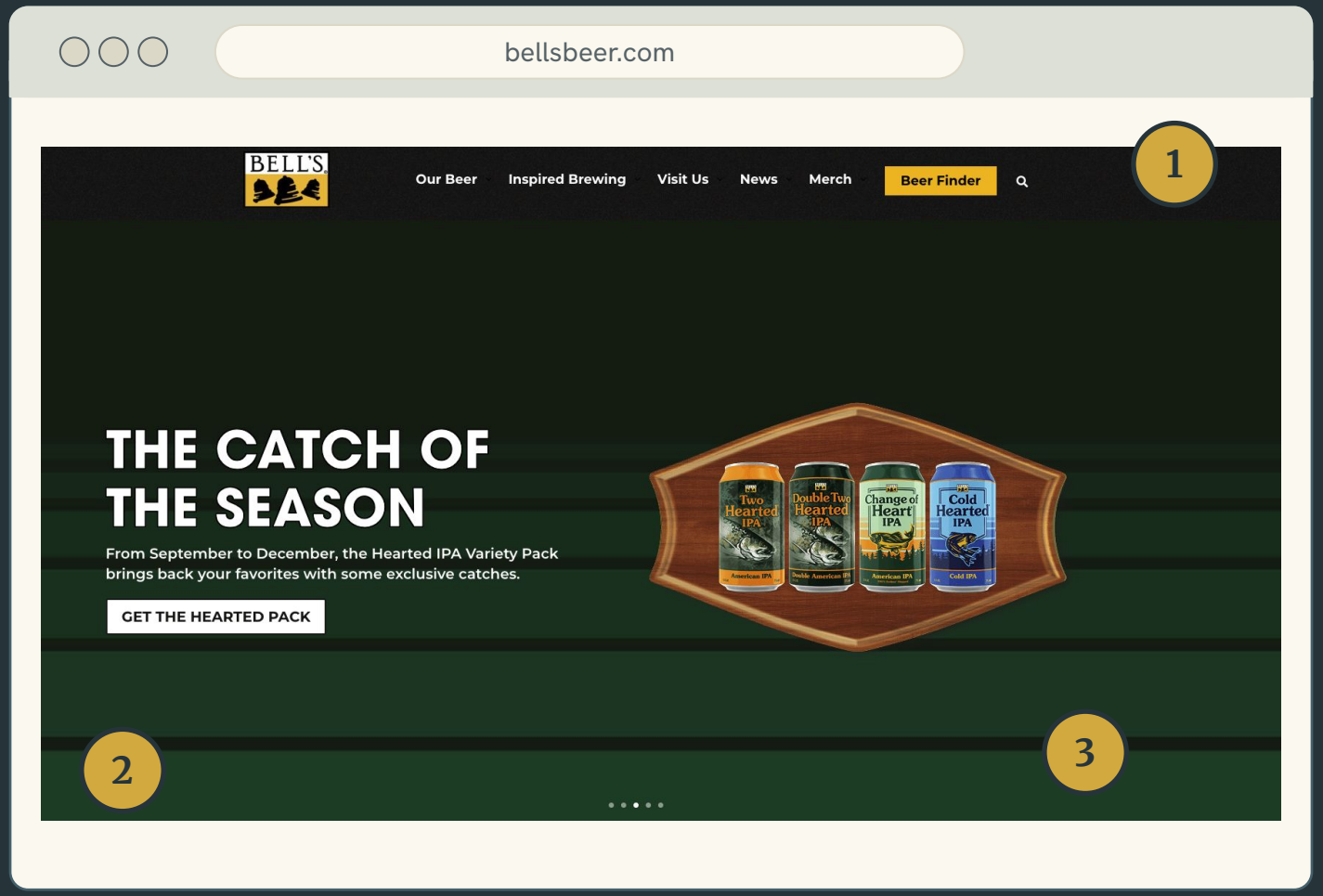
BACKUP

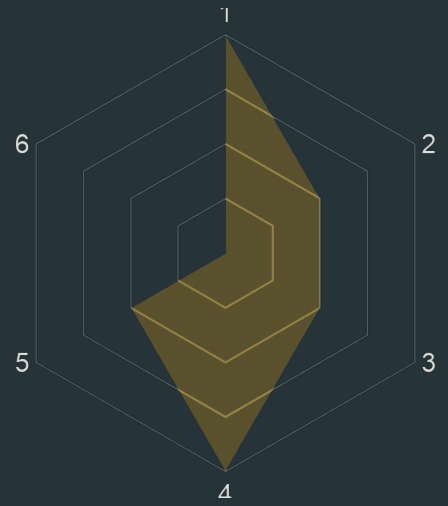
Fallback audit: Bell's Brewery

Held in reserve in case the live demo cannot connect. These are real findings from a read of bellsbeer.com.

FALLBACK AUDIT

Bell's Brewery scored 7 out of 12





7

out of 12

1 **SERVE THE TRADE**
No wholesale or accounts page.

2 **FAST AND LEGIBLE**
Footer links point to a staging site.

3 **FILL THE TAPROOM**
Hours live on a separate menu subdomain.

FALLBACK AUDIT

What Claude found on bellsbeer.com

SERVE THE TRADE

No wholesale, distributor, or accounts page anywhere on the site.

Fix Add a trade section with sell sheets and an accounts contact.

FAST AND LEGIBLE

Footer links point to a staging site, and a typo and raw code show in the footer text.

Fix Repoint the links and fix the visible errors.

FILL THE TAPROOM

Hours live on a separate menu subdomain, not the homepage.

Fix Put hours and today's status on the homepage.

Does well: a strong beer finder in the header, footer, and its own section, plus a clean merch store. Fix first: the staging links, because they cost credibility.