

St. John Brewers: A Case Study

Website Content, Brand Storytelling, and SEO (2010 to Present)

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Client: St. John Brewers & The Tap Room, St. John, U.S. Virgin Islands

My Role: Website Content Writer and SEO

Scope: Website pages, beer descriptions, blog content, hands-on SEO, and website updates during the 2017 hurricane recovery

The Challenge

St. John Brewers began brewing in 2004 and opened The Tap Room in Cruz Bay in 2006. Known for Caribbean-inspired beers like its signature Tropical Mango Pale Ale, it's a small island brewery with deep local roots and a taproom at the center of the community. Today, The Tap Room pours from 24 taps, up from 4 when it opened, and the brewery produces 20 kegs a week, up from 5.

When I started in 2010, the brand was young and growing. Its content needed to do three things: capture the personality of an island brewery, explain its beers clearly, and help both locals and travelers find their way to The Tap Room.

My Role

I write the brand's website content in three core areas:

- **Website pages** that tell the brand's story and present its offerings.
- **Beer descriptions** that explain what makes each beer distinct.
- **Blog content** that extends the brand's storytelling and builds its online presence.

I also handle hands-on SEO, building search into the writing itself rather than treating it as a separate task.

My Approach

Writing from the inside. Years with the brand have given me firsthand knowledge of its beers, people, and customers. That lets me write with real detail instead of generic marketing language.

Clear, accurate product writing. Each beer description explains flavor, style, and character in plain language, so customers know what they're ordering and why it's worth trying.

SEO built into the content. I research what customers search for and shape pages around it, using on-page optimization and content refreshes to keep them current.

A consistent voice. Writing for one brand across more than 15 years means the voice has stayed steady while the business has grown.

The 2017 Hurricanes

In September 2017, Hurricanes Irma and Maria devastated the U.S. Virgin Islands. The Tap Room suffered water damage and could not operate normally. The business reopened in November 2017, first from converted office space.

During the recovery, I handled the website updates, keeping customers informed as the business worked its way back. It showed me that content isn't only about evergreen pages. It's also about clear communication when circumstances change.

Results

My work shows up in the brand's lasting online voice and in how its pages perform. In September 2026, the brewery's tap list page, where I wrote the beer descriptions and handle optimization, grew from an estimated 995 to 6,600 monthly organic visits in one month (Semrush estimate).

What This Shows

This work reflects what I bring to any team: deep subject knowledge, a consistent brand voice, clear product writing, built-in SEO, and steady communication when things change. I help businesses turn what they know into content people can find, trust, and act on.