

November 2021 Marketing Newsletter Exclusive
Pre-Written Blog Article #4

Hello!

My name is Jordan and my goal is to help jewelry stores.

There are jade customers in your area who may be shopping elsewhere when they should be shopping with YOU!

To help you attract existing jade customers, I've pre-written blog articles to help your website's SEO. This means that if you share these posts, customers who search "jade [in your area]" on Google will be driven to your website.

There is a rule however.

Google frowns upon copy-and-pasted content. **This means that you will have to insert some of your own verbiage for the sake of variance.**

I have included **[blanks]** for this exact reason, so that you can efficiently update your content and share these posts within minutes! The more words you change, the better! Please feel free to rearrange, add to or remove from any of the content and make it truly your own. If you do make significant modifications, I have underlined strong SEO words that I recommend keeping.

I highly recommend scheduling your posts so that you can insert all of this content at once and let each blog post launch slowly over time.

Let me know if you have any questions or need additional ghostwriting for your store.

Sincerely,
Jordan
@jewels_of_the_trade

SEO Words

Gift, jewelry, ring, gemstones

Blog Posts
in This Document

IV. Gems For Everyday Wear Pt. 1: Ice Jade

Gems for Everyday Wear Pt. 1: Ice Jade

Note

If you would like to add educational video to your blog post, here is some recommended content for you to embed into this post:

What Is Jade? <https://www.youtube.com/watch?v=FkDw4HRJnWs>

Why Choose Natural Jade Jewelry <https://www.youtube.com/watch?v=FkDw4HRJnWs>

Ice Jade: Engagement Ring Diamond Alternative

<https://www.youtube.com/watch?v=IP0LApG8uI&t=1s>

▶ Should You Get a Moonstone Engagement Ring?

<https://www.youtube.com/watch?v=Y9PhSZ-QvZw&list=PLBRkDHPjcWC2R92IR5cJJI6hFVat-6z-x&index=5>

Another helpful tip:

Share jade photos to this blog post from our downloadable photo content and type these words in the metadata for each photo -- jade, jade jewelry, jewelry, jadeite, [your town name]

You can also share the Mason-Kay Jade Colors of Jade Chart, found here:

<https://www.masonkay.com/colors-jade>

[Your Store Name] in **[Location]** has been specializing in making customers happy since **[year.]** Whether you're shopping for yourself or a gift for someone special, our **[staff / team / experienced jewelers]** is properly equipped with the knowledge and training to help you find your **[dream / perfect / ideal]** piece of jewelry.

When shopping for a ring, it's important to note that some gemstones are more **[vulnerable / exposed / at risk]** when worn on the finger due to increased contact with other materials. And for those of us who talk with our hands, there's even more reason to consider stones that are more **[tough / durable / resilient]** than the average gem.

You shouldn't be afraid to wear your **[rings / adornments / accessories / jewelry !]** Jewelry is meant to be worn, so choose a ring that you know you'll be comfortable with wearing every single day.

Today, we'll be talking about a gemstone called Ice Jade (also known as Icy Jade) for everyday wear. Maybe you love Ice Jade but have had difficulty finding information on it or aren't sure where to buy it. Well, look no further! Our **[experienced staff / professional jewelers / gemologists]** are well-versed in gemology and unusual stones and are prepared to answer any questions you may have. If you have any questions at all about jewelry or gemstones, please don't hesitate to stop by our store or give us a call at **[phone number.]**

Here are the reasons that you should consider Ice Jade for your next jewelry purchase:

#1. It's unusual, unique and underrated. **[choose one, all, or similar words]**

Ice Jade is a type of natural jadeite which happens to be extremely rare. So rare in fact that notable amounts of gem quality jadeite are only known to come from one [**country / nation / source**] in the entire world: Myanmar (Burma.) The [**colorless / moonstone-like / icy**] variety was only discovered in the past couple of decades, and is in such limited supply that it will never become a “fad.” With Ice Jade, you’ll have a stone that turns heads and incites curious conversation, but you’ll probably never run into anyone with a piece quite like yours. What better way to express your individuality?

#2. Hard on jewelry? Ice Jade is incredibly [**difficult / hard / tough**] to break. Being 24x harder to break than diamond and over 200x harder to break than sapphire, it’s no wonder that jadeite was used in tools and weapons going back centuries in [**Central and South America / Mayan civilizations / pre-Columbian America / Latin America / Guatemala.**] Ice Jade is actually some of the toughest jadeite material, as jadeite becomes tougher (harder to break) the more translucent it is. This is due to the compact granular structure that results from its formation. Ice Jade can certainly break if hit “just right,” so as with all jewelry do be very careful. However, there’s hardly any other comparison in the world of gemstones with Ice Jade (or any jade for that matter: nephrite and all colors of jadeite included) when it comes to [**durability / resistance to breaking / longevity.**]

#3. When viewed in person, it’s one of the most [**alluring / enticing**] gemstones. It’s [**cool / cold chill**] to the touch, perfectly smooth, and has [**an unreal / a surreal**] glow due to its unique interaction with light. It’s no wonder that a number of [**civilizations / cultures / peoples**] were absolutely [**fascinated with / enchanted by**] this stone. The Mayans used it in every aspect of their culture, and even today Guatemala has streets paved with jade. Emperor Qianlong during the Qing Dynasty marched over 100,000 men to try to find the source of what he called “fei cui,” a word for jadeite jade meaning “kingfisher.” Over the years, jade was [**credited / attributed**] with the power to cure kidney ailments, believed to be the key to immortality, and was revered like no other [**gemstone / gem / gem material**] in history. It is surrounded with lore, history and an [**enticement / enchantment / attraction**] almost impossible to describe with words.

If you are searching for Ice Jade or any other durable gemstone, look no further than [**Your Store Name**] in [**Location**]

We are open [**hours**] and would be thrilled to work with you. Our associates, [**Names**] are [**graduate gemologists / certified appraisers / etc**] and would be happy to answer any questions you may have about gemstones or jewelry.