

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

Hello!

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

To help you attract customers who look to the Internet first, I've pre-written blog articles to help your website's SEO. This means that if you share these posts, customers who search "sapphire [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
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SEO Keywords

Sapphire rings, sapphire jewelry, gift, jewelry, ring, gemstones, [your town]

Blog Posts
in This Document

V. Gems For Everyday Wear Pt. 2: Sapphire

Gems for Everyday Wear Pt. 2: Sapphire

Helpful video directed toward customers which you may want to include when sharing this article:

▶ How To Buy DURABLE Jewelry

Pro Tip:

Hyperlink certain keywords to other blog articles you've written.

I.e. When talking about the 4C's, recommend a blog article or web page you have about the 4 C's.

Living in the 21st century, you have a rare opportunity that most people in history never had. In fact, this particular right was banned in Europe until the 17th Century for anyone who wasn't a high priest or royalty. Even when it wasn't illegal, in most eras and civilizations you would have had to be quite wealthy to afford this luxury.

You are a part of a select group of people who have ever lived with the opportunity to own the rare and coveted gemstone: sapphire.

[Your Store Name] in **[Location]** has been selling sapphire rings and sapphire jewelry 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 sapphire jewelry.

Can you wear sapphire as an engagement ring?

When shopping for a ring, consider the hardness of the gemstone as contact with harder materials can cause gemstones to scratch. Scratches can be polished out occasionally, so feel free to call us if you have questions about **[revitalizing / rejuvenating]** scratched jewelry. You may know that diamonds are the hardest material on the planet earth, ranking as a 10 on the Moh's Hardness Scale. One of the things that makes sapphire so **[enticing / desirable]** is that it is actually a 9 on the Moh's Hardness Scale, on a scale of 1 to 10. **[optional: Watch this video to learn more!**

▶ How To Buy DURABLE Jewelry

Jewelry is meant to be worn, so it's important to consider durability when choosing a ring that you'll be 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.]**

Many famous celebrities have worn sapphire engagement rings including Princess Diana, Elizabeth Taylor, Penelop Cruz and more! In addition to being one of the most recognized of the colored gemstones, it has a number of other benefits as well.

#1. Sapphire comes in a **[variety / array]** of colors.

[Feature photos of your stock sapphire pieces in multiple colors here, include a link to product page if available for e-commerce]

Sapphire is not just blue! Sapphire can be pink, orange, yellow, green, blue, purple, black, white/colorless and more! See our sapphire rings, earrings, necklaces and bracelets at **[Your Store Name]** in **[Location]**

#2. Sapphire can be more affordable than diamond for **[engagement rings / bridal jewelry]**.

[Feature photos of your stock sapphire pieces in bridal looking pieces here, include a link to product page if available for e-commerce]

The average price of a diamond engagement ring is usually between \$5,000 and \$8,000 **[you may research this statistic, as it does seem to vary. Or adjust depending on what it is average for your store.]**. Of course, diamond pricing can vary drastically depending on a **[number of factors / the Four C's]** so we certainly have less expensive diamond bridal available as rare, high carat pieces depending on your liking. If you're working with a budget however, you may be able to purchase a sapphire ring for less than a diamond ring with a similar size stone.

[If your store sells Chatham, you may mention that here or include photos with prices.]

Come in to **[Your Store Name]** to try on a variety of rings with various shapes and sizes of gemstones to find what you like and get an idea of the wide array of sapphire engagement ring pricing!

#3. Some Sapphire even comes from the United States!

Looking for a gemstone that was mined in America? We offer Montana Sapphire jewelry from **[your vendor]**. **[Talk about your vendor and include photos]**

If you are searching for sapphire or any other bridal alternative 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 sapphire, diamonds, colored gemstones or anything related to jewelry.