

January 2022 Marketing Newsletter Exclusive  
Pre-Written Blog Article #6

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,  
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SEO Keywords

Tsavorite, garnet, jewelry, toi et moi

Blog Posts  
in This Document

Gems For Everyday Wear Pt. 3: Tsavorite Garnet

## Gems for Everyday Wear Pt. 3: Tavorite (Green) Garnet

Alt. Title: **Should You Get an Emerald Engagement Ring?**

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

▶ **How To Buy DURABLE Jewelry**

Helpful video directed toward professionals which you may want to reference before sharing this article:

▶ Tavorite Pt. 2 Rarity and Quality with Bruce Bridges | Podcast Ep. 6

### Pro Tip:

Hyperlink certain keywords to other blog articles you've written.  
Share photos of Megan Fox's engagement ring at the beginning.

A huge [ **congratulations / felicitations** ] to Megan Fox and Machine Gun Kelly after announcing their [ **engagement / proposal / betrothal** ] with photos of Megan's engagement ring...No, actually...Rings!

Kelly proposed to Fox with not one but two engagement rings, innovatively connected via magnets in the shanks. The first ring is a D color antique pear-shaped diamond set in 18k white gold. In [ **atypical fashion / an unusual rendition** ] of a "Toi et Moi" ring, the diamond is balanced by a pear-shaped Columbian emerald on the opposite side in the second ring. My oh moi!

This [ **astounding / breathtaking** ] design has sparked the question in the minds of countless brides-to-be: Should I get an emerald engagement ring?

Unfortunately, the answer to that question is not simple.

While Fox's emerald is clearly of very high quality, not all emerald stones are suitable for everyday wear in a ring. Some gemstones are more durable than others, and typically emeralds are...well...Less durable than others. [ **Genuine / earth-mined / natural** ] emeralds tend to exhibit their [ **natural / earthy** ] "fingerprints" in the form of internal fractures and inclusions. These symbols of nature inside the stone spark conversation and interest, but can also be compromising to the stone's [ **durability / toughness / strength.** ]

Don't get us wrong! We do love emeralds here at [ **Your Store Name,** ] but not always for an engagement ring due to the increased wear-and-tear bridal jewelry tends to suffer over other jewelry.

So what if you love the look but are seeking an emerald alternative that is suitable for everyday wear? Look no further than tavorite garnet!

Tsavorite garnet is a **[ rare / little known / lesser-known ]** member of the garnet family, which is famous for being January's birthstone! Who knew that garnet comes in more colors than just red? Garnet can actually come in almost every color of the rainbow, and green garnet jewelry has captivated the attention of brides for decades.

At **[Your Store Name,]** we have a collection of garnet rings, earrings, pendants, necklaces, bracelets, and more! We can also do custom **[ work / manufacturing /designs ]** with garnet.

Tsavorite is an exotic, rich green garnet that comes in a variety of sizes and shapes. Tsavorite is brighter, more durable, rarer, and can be more affordable than emerald.

Tsavorite Appearance

**[ Feature photos of your tsavorite inventory ]**

Tsavorite Durability

**[ Feature photos of your tsavorite inventory ]**

Tough enough for everyday wear, many brides are proud to own a tsavorite engagement ring, a gemstone choice as one-of-a-kind as their own personality. As with all colored gemstones, you want to be careful not to damage it. Most gemstones should not be hit against brick or dropped on the ground, of course. Tsavorite can be passed down through generations as an heirloom, just be cognizant that it should be worn with the same level of care as other jewelry.

Tsavorite Rarity

**[ Feature photos of your tsavorite inventory ]**

Tsavorite is 1,000x rarer than emerald under 3 carats and 3,000x rarer than emerald over 3 carats. Don't feel bad if you've never heard of this truly unique gemstone! Tsavorite usually only comes from Kenya or Tanzania and wasn't even discovered until the 1960s by renowned gemologist, Campbell Bridges.

Tsavorite Pricing

**[ Feature photos of your tsavorite inventory with pricing ]**

If you are searching for tsavorite garnet 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 tsavorite garnet, diamonds, colored gemstones or anything related to jewelry.