

Jeweler Website Advisory Group

Where did the jWAG data come from?

Psi Prime, Inc. started hosting websites in 1997. Since 2003 they have operated under the company name JewelerWebsites.com and continue to host more than 312 jewelry related websites. JewelerWebsites.com has always maintained it's own server room rather than farming out the business to larger dedicated hosting companies.

As part of the hosting services JewelerWebsites.com monitors network traffic, intrusion attempts and maintains PCI compliance on their network. The amount of data collected every day is massive.

JewelerWebsites.com also maintains a record of recognizable jewelry designers and where they advertise. The list includes data from magazines, billboards, radio, TV shows, talk shows and of course internet advertising. The collected data varies from month to month, but it spans back through 2005.

In June 2008 Google published data on how people search the internet, including specific keywords and the volume of searches on each.

The staff at JewelerWebsites.com has been able to correlate its own network traffic logs with vendor advertising, and Google Keywords. The resulting research provided a valuable education of past history and how online buying pattern and searches were affected by local and national advertising.

Hindsight is always 20/20, and the education into the past is only valuable if it can be used to predict the future.

JewelerWebsites.com first discovered the value of all this in October 2008. Overly excited by the possibilities, it published the first Jewelry Website Trends newsletter. But the newsletter was not well received by jewelry stores, and even received censorship by a prominent buying group, with whom they were a member at that time. In fact they disallowed the newsletter from being published concerned that our candor could cost vendor sales.

Misunderstood was the fact that the same data would increase sales if given the opportunity to teach the jewelry stores how to use it.

JewelerWebsites.com is entering 2010, emboldened by a new mission. Throughout 2009, online search interest and website sales were predicted and tracked using the research data. Some information was quietly distributed to a few jewelry store customers. Results were viable enough to start publishing the information on a large scale.

The Jeweler Website Advisory Group is being positioned as a new business venture for Psi Prime, Inc. The mission is to provide Retail Jewelry Store owners to learn how to manage their own website and grow their business using jewelry industry specific internet marketing techniques. All of the educational material is being published in various formats (written, video, audio) to meet the needs of each unique learning style.

www.JewelerWebsiteAG.com www.jWAG11010.com www.jWAG.tv
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