

# Jeweler Website Advisory Group

Website Training Topics for Jewelry Stores

## Training Foundation

- Google Search
- Managing Email
- Basic HTML
- Page Titles
- Meta Descriptions
- Basic On-Page SEO
- Local Search Strategies

## Jewelry Specific SEO Training

- Jewelry Specific Training
- Search Engine Optimization for Jewelers
- Jewelry Keyword Research
- Basic Content Writing Strategies for Jewelers
- Basic Headline Writing Strategies for Jewelers
- Getting in Google Local
- Using Google Webmaster Tools
- Understanding Basic Website Statistics

## Internet Marketing Jewelry Specific Strategies

- How to organize your Jewelry Website
- Correct URL and Page Naming Construction
- Intro to email marketing, and building your list
- Successful Jewelry Landing Page Strategies
- Jewelry headlines that previously worked
- Testing effectiveness of jewelry headlines
- Introduction to Google Analytics
- Creating secondary jewelry related websites

## Using Research Proven Methods

- Jewelry Photography for websites
- Managing a jewelry product catalog
- Known to work Wish List Strategies
- Known to work Bridal Registry Strategies
- Measuring Google Search Traffic for Jewelry
- Designing Billboards using Jewelry Keywords
- Radio Commercials using Jewelry Keywords

## Intermediate Jewelry Website Marketing

- Planning print advertising using Google Trends
- Coordinating print advertising to Vendor ads
- Correct methods to include designers on a website.
- Google AdWords for Jewelry Stores
- Direct Mail with PURLs
- Direct Response Marketing for Jewelers

## Social Media Techniques for Jewelers

- Facebook Training
- Using Blogs
- Successful Twitter usage

*More training is added daily, all of it based on real research data from the jewelry industry measured against the internet.*

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