

The Jewelry Business Website Checklist

12 binary checks every jewelry business website should pass. Tick the ones your site passes; anything left unticked counts as a no. The right column names the build tier that delivers each check, which is what scopes the guarantee below.

1 GET FOUND LOCALLY

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|--------------------------|----|--|------------------|
| ☐ | 01 | Is your Google Business Profile claimed, verified, and updated in the last 30 days? | Every build tier |
| ☐ | 02 | Does your homepage carry LocalBusiness and JewelryStore schema markup? | Every build tier |
| ☐ | 03 | Is your name, address, and phone identical across your site, Google, Yelp, and Facebook? | Every build tier |

2 LOOK LIKE THE BRAND YOU ARE

- | | | | |
|--------------------------|----|---|--|
| ☐ | 04 | Is your product photography consistent across the catalog: same lighting, backdrop, scale? | Photography is quoted separately or referred out. No build tier covers it. |
| ☐ | 05 | Does your hero image load in under 1.5s on mobile? | Every build tier |
| ☐ | 06 | Do you have an About page with your story, your location, and the face of the decision maker? | Every build tier |

3 CAPTURE INTENT OFF HOURS

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|--------------------------|----|--|-------------------------|
| ☐ | 07 | Can a customer book, request a quote, or pay a deposit without calling you? | Growth Engine, Flagship |
| ☐ | 08 | Are payment options visible above the fold on every product page? | Growth Engine, Flagship |
| ☐ | 09 | Is there an abandoned cart email sequence wired up, 3 or more emails, in branded HTML? | Flagship |

4 TRUST AND CONVERSION

- | | | | |
|--------------------------|----|---|--|
| ☐ | 10 | Are returns and shipping policies linked from every product page, not buried in the footer? | Every build tier |
| ☐ | 11 | Do your top 25 products have unique search descriptions, not manufacturer copy? | Flagship |
| ☐ | 12 | Is there a review velocity strategy: timed post purchase prompts to Google Reviews? | Covered by the Local Dominance SEO add-on, not by a build. |

THE GUARANTEE

If your build does not pass every check marked for your tier, on your phone, at handoff, you do not pay the final balance.

Score yourself online, gaps included: digitaldistrictpartners.com/checklist