

7 Steps to Build an Online Jewelry Store that Shoppers Love



Key highlights:

- Discover why now is the perfect time to launch an online jewelry store — from the surge in ecommerce sales and Gen Z's buying power to rising demand for precious metals.
- Identify your niche and define your brand — whether fashion, handmade, fine, vintage, or fair trade — to stand out in a competitive market.
- Build a scalable ecommerce foundation by choosing the right ecommerce platform (like BigCommerce), integrating payments, order management, and CRM tools, and streamlining operations.
- Accelerate growth with a powerful marketing strategy that combines social media, influencer partnerships, SEO, email, paid ads, and customer trust builders like reviews and virtual try-ons.

[Jewelry](#) is a timeless and powerful part of the human experience.

From engagement rings to costume jewelry, jewelry has helped people express their individuality, love, and friendship for generations.

If you're thinking about starting or expanding your own jewelry business online, the time has never been better.

According to [CNBC](#), jewelry sales have gone up, while other luxury accessories like handbags and clothing have lost market share.

The booming prices of gold and precious metals have also made gold jewelry an attractive investment for shoppers.

Find out why you should sell jewelry online and get seven easy steps to start your online jewelry store.

Why now is the time to sell jewelry online

Jewelry stores have always had a romantic vibe, but retailers are increasingly offering online stores to reach more people.

[ECDB](#) reported that online shopping accounts for 28.5% of all jewelry purchases today. The online jewelry market is [projected](#) to reach \$37.9 billion by 2029 — almost 70% growth.

At the same time, the rise of Gen Z buying power has made selling jewelry online an attractive business model. Gen Z [already accounts for 40% of global shoppers](#), meaning that they are on the path to becoming the dominant spending force.

As the first generation of digital natives, this group [relies on social media and online retail experiences to discover new products](#) — a trend that has only increased since the online sales boom of the pandemic.

These trends point to a historic shift in the way people shop for new (or old) jewelry. The key is to find the right niche and build a brand that stands out.

Trending jewelry brand niches

Selling jewelry online lets you reach people with your brand all over the world. This means there's an opportunity for all retailers — from Tiffany and Cartier to the local jewelry maker — to attract an engaged and loyal customer base.

This also means there's a lot of competition. **No matter the type of jewelry you sell, making your brand stand out can be a challenge.**

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



Knowing the market is crowded, the first step to building your online store is finding your niche. Most online jewelry stores fall into one or more of the following seven categories.

1. Affordable fashion jewelry.

Ranging from necklaces to bracelets, rings, pendants and costume accessories, fashion jewelry tends to go in and out of style quickly. The pieces tend to be lower quality and not last as long, but are highly affordable for shoppers looking to make a statement.

One way to stay on top of the fashion jewelry market is to browse fashion magazines like Vogue, Marie Claire, Harper's BAZAAR, and Cosmopolitan. [Influencers on TikTok](#) and Instagram often set the tone for trends.

Fashion jewelry is often made of lower-quality materials such as imitation metals (i.e. silver instead of platinum) and gemstones (i.e. cubic zirconia instead of diamonds). Designers usually copy designs from higher-priced items.

However, the fashion jewelry industry is diverse. Pieces may be as inexpensive as \$5 or as expensive as \$100. Individual items may be mass-produced in factories or handmade by independent designers and Etsy shop owners.

While “affordable” doesn’t have to mean “cheap,” it usually doesn’t mean “luxury.” But this allows you to sell more pieces more often.

2. Body jewelry.

The world of body piercings — such as nose rings, belly button rings, tongue rings, eyebrow rings, and more — is another place jewelry sellers can make a name for themselves.

Body jewelry tends to be more personal than bracelets or necklaces, especially due to variations in piercing sizes and allergic reactions to metals. For instance, some people need to opt for certain types of precious metals or implant-grade titanium to avoid discomfort.

This is why body jewellers often include pieces in different sizes and metal options — both of which can influence cost. Some stores may also offer the option to customise pieces.

For example, a single nose ring could be available in gold, sterling silver, or implant-grade titanium with a straight back, L back to the left, L back to the right, screw, or curve.

Shoppers may have a wide variety of personal preferences in body jewelry, like comfort level, health, and piercing placement.

3. Plated jewelry.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



Shoppers often enjoy the look and feel of precious metals but are unable to afford the fine jewelry price tag. **One option to reach this market is plated jewelry made from inexpensive metals and coated with a layer of precious metal.**

Examples of plated jewelry include sterling silver coated with 14K gold or sterling silver coated with pure silver. Nickel is also a less expensive material that can be coated with a rare precious metal like gold or silver.

If you sell plated jewelry, it's important to maintain a close relationship with your manufacturers. For one, you'll need to be sure that there isn't any lead in what you're selling, as the material is known to be hazardous and could put your store at legal risk.

You'll also need to be clear with potential buyers that the jewelry is coated and not a true precious metal.

Keep in mind that some people have allergic reactions to non-precious metals, so your transparency as a merchant is essential to ensuring a sense of safety.

4. Handmade jewelry.

This category includes “made-to-order” jewelry and customisation for every buyer. Shoppers get an item unique to their preferences in terms of material, colour, and size.

The drawback of [handmade jewelry](#) is that every piece takes time to produce, and it's hard to scale production. This is why handmade jewelry tends to come from boutique retailers or individuals selling on platforms like Etsy. Made-to-order jewelry merchants tend to be solopreneurs or [small business owners](#).

While handmade jewelry businesses are challenging to scale, that isn't always a bad thing — there is a market of buyers who appreciate the personal touch and custom experience. Unique pieces may also command a higher price point.

5. Fine jewelry.

The fine jewelry niche includes precious metals, rare gemstones, and unique designs. Typically, pieces are made in limited and exclusive batches with high price points that can hit values upwards of tens of thousands of dollars.

The allure of fine jewelry is rare materials and quality craftsmanship. Fine jewelry tends to last a lifetime and becomes heirlooms for future generations.

Most shoppers may only make a few, if any, fine jewelry purchases in their lifetimes due to the cost. Wealthier buyers may buy high-end jewelry pieces more often and may be more likely to

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



join loyalty programmes.

Shoppers often consider fine jewelry to be an investment, as many pieces become more valuable over time. This means fine jewelry tends to have high demand and resale value as [second-hand pieces](#).

The most common examples of fine jewelry include diamond jewelry, such as [wedding rings and engagement rings](#). People also tend to buy fine jewelry for special occasions.

6. Vintage jewelry.

Vintage shoppers are drawn to the allure of jewelry that has survived through history and time.

Jewelry is especially popular and practical as a secondhand item due to the timelessness and durability of many pieces.

Vintage items have a strong appeal in the [fashion industry](#) because they're unique, one-of-a-kind or special. Vintage enthusiasts tend to enjoy the thrill that comes with finding unique items.

Because vintage items are secondhand, each item may have a unique storey in terms of its previous owner, historical era, or original fashion designer. These origin storeys can add value to each item.

Vintage jewelry includes fashion accessories, handmade items, and even luxury items. Some antiques, particularly ones with an interesting storey, have the potential to become more valuable over time.

An online vintage jewelry store can sell a range of items, from luxury watches like Rolex or antique diamond rings to costume jewelry or items you might find in a pawn shop.

Pricing is often on a case-by-case basis. Vintage jewelry stores may also offer consignment and antique jewelry appraisal services.

7. Fair trade jewelry.

In today's market, consumers are focusing on being [more ethical and conscious in their purchases](#). The jewelry industry has historically faced human rights and environmental .

Brands that champion fair trade practises have the potential to set themselves apart as socially responsible. Examples of conscious business practises include paying workers above-market wages, using recycled materials, and partnering with local communities to create a greater sense of well-being.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



All types of jewelry have the potential to incorporate fair trade, sustainable, and conscious business practises. Every jewelry company can play a role in creating higher standards for the industry.

7 steps to sell jewelry online

Emerging ecommerce technology means that anyone can set up an online jewelry store in a matter of minutes.

But a successful jewelry business means creating an overarching brand strategy, whether you're building a new storefront or expanding an existing one.

Your store needs to leave a lasting impression on every shopper. It's not enough to simply put your products online — every digital touchpoint needs to communicate a memorable storey to make people feel inspired.

Jewelry is a special purchase with value beyond its price. People wear necklaces, earrings, bracelets, and other statement pieces to feel good about themselves and express their personality.

Follow this step-by-step guide to build the foundations of a great digital experience.

Step 1: Gather inspiration from online jewelry stores.

Ecommerce experiences are a product of the imagination, but you don't need to reinvent the wheel. Take inspiration from existing top performers in the jewelry market.

Find out what other key players are already doing to find valuable recommendations to integrate into your brand.

Focus on how different websites are using these attributes:

- User-friendly design
- Shopping cart functionality
- Mobile optimisation
- Promotional campaign management
- Seasonal collections
- Product descriptions and details

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



- Specifications
- Virtual try-on features
- Seamless checkout

Together, these traits make a customer journey that creates a sense of empathy with your buyers. Successful online jewelry stores make shoppers feel special and enjoy the browsing experience.

One example that we love is BigCommerce customer [Icing on the Ring](#), a 50-plus-year-old fine jewelry retailer that began as a custom jewelry store with made-to-order products.

Since moving online, Icing on the Ring has built up an inventory of more ready-made items that shoppers can easily browse and purchase with a credit card or via PayPal.

You'll notice that the Icing on the Ring website feels like a showroom with a clear storey. Visitors can browse through quality products while also learning about jewelry. For example, Icing on the Ring publishes educational materials about the gemstones and materials that it uses.

You'll also notice that social media is a core part of Icing on the Ring's website experience. Website visitors can shop for products that they love on Instagram (and browse through [Instagram posts](#) from fellow customers for inspiration).

Step 2: Build your feature wishlist.

After you've looked at other websites, you'll have a good idea of how to build an enjoyable brand experience for your online jewelry store. Now, you can start putting what you observe on paper as two lists: "must-haves" and "nice-to-haves."

From a human interest perspective, what website features will make the brand experience as successful as possible for shoppers?

If you're part of a larger ecommerce team, you might create a cross-functional group of stakeholders including marketing, revenue, and technical teams to build a list that captures everyone's valuable perspectives.

Example must-haves could include:

- Integrations with social media platforms like Twitter and Instagram
- Prominent reviews
- 1-click checkout
- Coupons

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



- [High-quality photography](#) with multiple views
- Mobile optimisation

Potential nice-to-haves could include:

- Seasonal collections
- [Advanced payment options](#) such as financing
- Live chat for instant customer support
- Video or augmented reality content

For inspiration, take a look at BigCommerce customer [Lisi Lerch](#), a fashion accessories designer who specialises in statement pieces. You'll notice that the website supports its core lines of business: ecommerce sales, custom bags, and relationships with resellers. A single website experience orchestrates multiple lines of business into a cohesive and integrated brand.

Your own website will evolve, and as your business grows, you'll start to incorporate more features into your online store.

Your goal at this beginning wishlist-building stage is to establish a foundation for your frontend and backend operations.

Step 3: Decide whether to expand your development team.

By the time you reach this step, you'll have a clear, tangible perspective on what you're looking to build with your ecommerce presence. Now, you can start thinking about how to make your ideas a reality.

The biggest question at this step is whether you can do it all yourself. If your company has an in-house ecommerce team with skilled developers, then you may have a handle on it. If you're a solopreneur looking to sell your products on Etsy, eBay, or Amazon, you may not need development and engineering resources at all.

But if you're looking to build something larger scale, more expansive, and more custom than a site that requires a simple design, you may need to reach out to a team of experienced ecommerce strategists and technologists for help.

Even if your team has expertise in-house, you may benefit from working with consultants who can foresee the potential for problems before they have a chance to happen.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



Working with a team of consultants, especially during the initial stages, can help you reduce the uncertainties and costs that come with bringing your vision to market.

Step 4: Select a third-party ecommerce platform.

Think of your ecommerce platform as the central hub for your business operations. It's a command centre for everything from your website experience to your inventory, shipping, marketing, security, and compliance.

[Ecommerce platforms](#) are multidimensional technologies that stitch together the various components to run a successful and scalable ecommerce operation. Especially as your business grows, it will become impossible to run your operation without this technology.

The benefit of using a third-party ecommerce solution rather than building your own in-house is that you get better, more trustworthy, and more reliable software.

When you build ecommerce software in-house, you're responsible for managing and maintaining everything. If there's a security breach — or a shift in a country's regulations that requires a compliance update — you have to make all these changes.

Third-party ecommerce platforms have teams working behind the scenes to ensure an up-to-date, smooth solution that's user-friendly and secure. Because these technology providers work with different types of stores as customers, you'll often find the features you need to run your store bundled into the core offerings.

The key to [choosing the right ecommerce software](#) is to identify the backend and frontend technical components that are most important for your unique jewelry business and customer experience.

Major ecommerce solutions include [BigCommerce](#), Magento, Shopify, and WooCommerce.

The right ecommerce platform should:

1. Support your core site functionalities.
2. Support the number of API calls necessary for the course of everyday business.
3. Support the compliance requirements of the places where you sell.
4. Provide innovative solutions to your business ins and outs.
5. Accept the plugins (e.g. search engine optimisation, social media) you need to run your online jewelry store successfully.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



6. Integrate within your existing technology stack, including your [customer relationship management](#) (CRM) software.

Choosing the right ecommerce platform is a decision with long-term consequences to your business, so it's important to make the right judgement call at the beginning stages.

This [Guide to Choosing the Right Ecommerce Platform](#) will help you make a decision that supports your jewelry business's goals.

Step 5: Build your integration ecosystem.

With your core ecommerce platform in place, the next step is to integrate different systems into a consolidated technology. Most jewelry stores will require multiple pieces of software to run efficiently. Your technology stack is what enables your backend and frontend systems to manage your operations.

Here are some of the components to consider:

- Your **payment processor** lets you process transactions safely and securely online. Example payment processors include Stripe, PayPal, and Square. The key is to choose technology that's compliant with the regions in which you're planning to do business. Payment processors should also include built-in systems for verifying buyers, protecting their data and preventing fraud. You can [read more about the payment processors](#) that come pre-integrated within BigCommerce.
- With **order management and fulfilment software**, you can keep a real-time view of your business operations. At any given moment, you have a direct lens into how much stock you have in your warehouse or whether you're fulfilling orders efficiently. Your order management system can also help you update customers and know when you need to secure more inventory. You can see some of the order management and fulfilment apps [that BigCommerce supports](#) in its integration ecosystem.
- **Marketing automation and customer relationship management (CRM) software** help you build a growth layer for your core ecommerce business. They let you organise customer information in a way that you can build tailored marketing programmes across customer touchpoints and channels. Marketing automation consists of personalisation, email marketing, social media, and loyalty programme software. A CRM is where you organise all of your customer data so that you can continually connect your marketing activities to purchase patterns. For specific examples, take a look at some of the marketing automation apps [that are part of BigCommerce's integration ecosystem](#).
- **Address verification software** helps make checkout processes smoother, particularly for shipping and fulfilment. When someone places an order, your store will need to collect

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



personal information for shipping and delivery. Typos in shipping labels are common, which can cause shipping delays or returned orders. Address verification software protects businesses and shoppers by using technology to verify shipping details as correct (or incorrect) in real-time.

For jewelry businesses, the right software is key for managing the many moving parts of the shopping experience. Companies need a way to track items as well as ensure that shoppers have a level of transparency into their purchases.

Step 6: Establish your customer service foundation.

Just like in the physical world, customer service is a foundational aspect of a jewelry business's success. It's common for shoppers to have questions beyond what your product details say, particularly with respect to sizing, materials, and store policies.

With upfront customer service processes, you'll help shoppers make more informed decisions before they buy. This protects your business margins by increasing your revenues and decreasing the cost of high return rates and restocking.

Customer service is a strategic investment in your jewelry business, and you can use a variety of tools. Examples include:

- Live chat software
- Messaging centres
- Knowledge hubs with answers to frequently asked questions
- Access to a personal shopping assistant

The level of customer support that you can provide depends on the size and complexity of your business. Regardless of the level of service that you provide, the key is to be clear with your shoppers about the timing of your response.

If you're looking for tips to build a customer support strategy using BigCommerce, [take a look at this in-depth article](#) for practical tips and software recommendations.

Step 7: Build the human side of your business operations.

Even with the best technology in place, you need to make sure that your ecommerce business operations have the right level of human support.

As your online jewelry business grows, ensure that you have people with the right skill sets overseeing everything in place. Based on the list above, you'll need people who can closely

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



monitor the following:

- Marketing
- Customer success
- Online operations
- Technology
- Revenue

At the beginning stages of your ecommerce business, one person may be able to function as a “general manager” for all of these roles. That person may hold the job title of “ecommerce manager” or “head of revenue management.”

Over time, as business functions expand, you should expect to hire more specialised people.

Create a high-impact marketing strategy for your online jewelry store

You can think of your ecommerce store as the home base for your jewelry brand. As with brick-and-mortar stores, you need to help shoppers find their way to what you have to offer. That means creating an online presence that spans multiple platforms.

In marketing language, the expression of your brand through its online presence is called an “[omnichannel marketing strategy](#).”

Beyond sending people to your online storefront, your online presence can help you collect personalisation data to build a more on-target, relevant, and enjoyable brand experience.

Here is a template to guide you through the process of building a meaningful online presence:

1. Build a social media presence.

An Instagram presence for your jewelry store is a must. Other platforms to consider include Facebook, Twitter, TikTok, and YouTube.

You don’t need to be present on all social media platforms. Rather, pick several and build up each one, one at a time.

Consider [Icing on the Ring’s Instagram feed](#), which features helpful product photography. Audiences can easily discover and learn more about the items that the brand sells.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



Icing on the Ring uses a mix of static images and dynamic videos to create an engaging experience. They also encourage their customers to share their own photos using the hashtag #icingonthering. Customers can also participate in Icing on the Ring's social media campaigns by submitting original photography through a form on the ecommerce website.

2. Create loyalty incentives.

Jewelry is often a high consideration purchase, meaning that people give careful thought to what they are buying. Especially if your brand is a fine jewelry retailer, it may take several months of browsing before a shopper is ready to make a purchase.

Jewelry shoppers may feel inclined to compare prices and items across different brands. **A rewards or [loyalty programme](#) creates an incentive for people to make their purchases with your company.**

3. Launch a newsletter.

Sometimes, people aren't ready to engage with your brand in a way that drives a purchase. An is a valuable marketing channel for keeping shoppers interested in your jewelry brand and products.

A successful newsletter will be entertaining to read beyond being a sales pitch for your products. It's important to communicate a clear value proposition for subscribing.

4. Create a content marketing and search engine optimisation (SEO) strategy.

Content marketing is the practise of creating branded education in the form of articles, videos, and images. **It's an effective strategy in today's media-driven world, where people research items before making purchases.**

Coupled with content marketing is search engine optimisation (SEO), which means using keywords to make content visible on Google.

To succeed with SEO, your marketing team will need to identify relevant keywords for your brand and develop content accordingly.

[Icing on the Ring's blog](#), which features a collection of interesting articles, is a great example of content marketing in action.

It's important to prioritise [content marketing](#) as a measurable strategy. For instance, you can track whether a shopper has engaged with content before buying to decide if that content worked.

5. Build paid media advertising campaigns to build awareness and drive sales.

With an established brand presence, your jewelry brand will be well-positioned to find success using paid media advertising. **Participating in the digital advertising ecosystem builds brand awareness and re-engages audiences through the consideration process.**

Social media companies like Meta, Google, and X provide options to purchase advertising. You can also reach out to publications and blocks to see if there are spots available for direct advertising.

Keep in mind that there are many different advertising products available for different types of businesses. As a jewelry brand, you should choose advertising solutions that support your revenue goals to guarantee the biggest impact from your paid media investment.

6. Work with influencers to build brand awareness and trust.

An influencer is someone with a social media presence who can persuade how people shop. Influencers have a high degree of authority as trustworthy sources of information.

“Be it moody photos, cheeky video reviews, meandering blogs, or blurry soon-to-disappear Storeys, the value of the content in question is derived from the perceived authority — and, most importantly, authenticity — of its creator.” — [Paris Martineau, Wired](#)

Influencers are receptive to working with brands to promote their product. But keep in mind that campaigns need to do more than just sell — **strong partnerships between influencers and brands are built on shared values.**

Find [BigCommerce’s guide to building a powerful influencer marketing strategy here](#).

7. Collaborate with resellers and distribution partners.

This technique isn’t the right fit for every brand. But if you manufacture your own products, you may find success working with partner retailers to sell your products on your store’s behalf.

Take Lisi Lerch, for example, whose products appear both on the brand’s website and on retail platforms such as QVC.

This distribution relationship is a valuable way for Lisi Lerch to increase brand awareness and name recognition. QVC is a platform where shoppers can discover Lisi Lerch as a designer, creating a funnel of shoppers to the Lisi Lerch ecommerce website.

Distribution and reseller relationships are powerful pathways to build brand awareness. It’s important to choose partners carefully and make sure that your company has enough wiggle

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



room to take a healthy profit margin on sales.

It's also a good idea to loop in a lawyer who can advise on issues related to usage rights for product imagery and brand communications. Terms and conditions will be an important part of your strategic plan.

8. Incorporate reviews into your marketing.

Testimonials and product reviews are important components of your jewelry marketing engine. As humans, we are naturally inclined to trust our peers for insights.

According to [Markettailor](#), "Conversion rates increase 270% when online retailers display five or more product reviews."

For a high consideration purchase like jewelry, reviews can empower shoppers with a sense of confidence. **Reviews are one of the most informative pathways to help ensure that we will be happy with what we're buying.**

Reviews can be a part of your marketing in a few different ways:

- Featured on your website
- Part of a social media hashtag campaign
- Included in ad copy
- Incorporated into a buyer's guide
- Highlighted in an email marketing campaign

The most impactful reviews include meaningful stories that are relatable and enjoyable to read. The role of the brand is to help facilitate peer-to-peer discussion.

The final word

Online jewelry sales continue to grow, with room for both newcomers and established companies to leave their mark.

With the right technology and processes, you can build an online jewelry brand that builds loyalty, fosters engagement, and ultimately helps shoppers find the right piece of jewelry.

As you build your online jewelry brand, remember the human aspect of your selling process. Use your ecommerce storefront to create the same feeling of belonging and interest that people feel browsing in person.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



FAQs about selling jewelry online

What are the benefits of creating an online jewelry store vs using platforms like Etsy?

Selling on your own site creates many benefits for your online jewelry store compared to selling on an online marketplace:

- Eliminates direct competition on the same site
- Gives you greater control over the user experience and branding
- Empowers you to provide direct customer service support
- Gives you more power over promotional management
- Increases your growth potential

How can I show that my jewelry is real and good quality?

To show customers they're buying real, quality jewelry from your site, start by providing clear photos. Customers will look for stamps or hallmarks that show where the jewelry comes from.

Next, write a clear description of the jewelry, including information about metals, gemstones, and weight. Make sure your description is grammatically correct and typo-free!

Finally, include any third-party certifications you can. Some examples are GIA for diamonds or hallmarks for metals.

You can also use customer reviews to boost your credibility for selling good, quality jewelry.

What's the best way to photograph jewelry so it looks great online?

Because jewelry is generally small, detailed shots work best for online stores. It's best to use soft lighting, neutral backgrounds (like black or white cloth), and display stands.

You may want to invest in a macro lens for close-up shots, but many smartphones have apps that can help reduce blur and create excellent pictures for online stores.

Find out how to photograph products for your online store with our [must-follow product photography tips](#).

How can I reduce fraud or fake returns when selling jewelry online?

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



To keep fraud or fake returns to a minimum, it's best to start with a clear policy. Outline your return or refund policy and display it openly on your ecommerce site.

Include details about how much time people have to return items, whether or not you'll accept open packaging, or whether they must present the receipt. Limiting cash-on-delivery orders can also help prevent fraud.

Fraud detection software is another option, although it may be expensive for smaller online jewelry stores. You can also use anti-tampering tags, address verification services, and third-party authentication.

No matter what, you should track your return history and be very careful during order processing.

What's the safest way to package and ship expensive jewelry?

A double-box system is the safest way to package and ship expensive jewelry. This system includes an inner box with a secure cushion placed inside a larger box.

Make sure you fill the inside of the outer box with paper or bubble wrap to prevent the inner box from moving during shipping. If you don't have a small cushioned inner box, you can use a cushioned envelope or tissue paper to protect the jewelry during shipping.

Also, you should always use reliable shipping services like UPS or FedEx. They can require the recipient to provide a signature or sell you insurance on the jewelry.

It's best to keep the outer box as plain as possible so thieves won't identify it as valuable during shipping.

How can I build trust with online jewelry shoppers?

There are many ways to build trust with online jewelry shoppers:

- Start with a secure website showing security certificates like SSL
- Use high-quality images, videos and descriptions of your items
- Showcase reviews or testimonials from previous customers
- Give shoppers options when paying
- Clearly post your policies for returns and shipping
- Offer live chat or robust customer service options

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.



- Be consistent with your brand, from tone to messaging, across your digital assets

How should I price my jewelry to make a profit and still attract buyers?

The simplest way to price your jewelry to make a profit and still attract buyers is to add up all of your costs and then mark up the price of your jewelry by at least 50%. However, some online jewelry sellers recommend marking your jewelry up by three or even four times.

When considering your costs, remember to include:

- How much you paid for the inventory, supplies or jewelry item
- Any shipping costs
- Your marketing expenses, including advertising or social media posts
- Your labour costs, including any time you spend on selling the item
- The cost of your website and other digital properties.

Pricing jewelry correctly depends on many factors, such as:

- The type of jewelry you're selling (e.g. fine jewelry vs handmade or vintage jewelry)
- The quality of the items you're selling
- The type of customers you're selling to
- The volume of sales you expect to have
- How competitors have priced their items

It's a good idea to keep an eye on other online jewelry stores to see how they're pricing items so you can remain competitive and still make a profit.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at 0808-1893323.

