

ENGAGEMENT RINGS ▾ SHOP DIAMONDS STACKED SETS WEDDING RINGS ▾ CUSTOM RINGS ▾ JEWELRY EDUCATION ▾ ABOUT US ▾



Consider featuring a compelling headline here that highlights your commitment to ethical jewelry practices.

Shop Diamond Engagement Rings

2

It would be clearer if this resembled a traditional button, so users know it's clickable.

Our Vision



Satisfaction Guaranteed

- [14-day returns & exchanges](#)
- [Lifetime warranty](#)
- [Free cleaning and maintenance](#)



Responsible Production

- [Ethically sourced diamonds](#)
- [Crafted using recycled materials](#)
- [Partial proceeds go to Earthworks and Cool Effect](#)

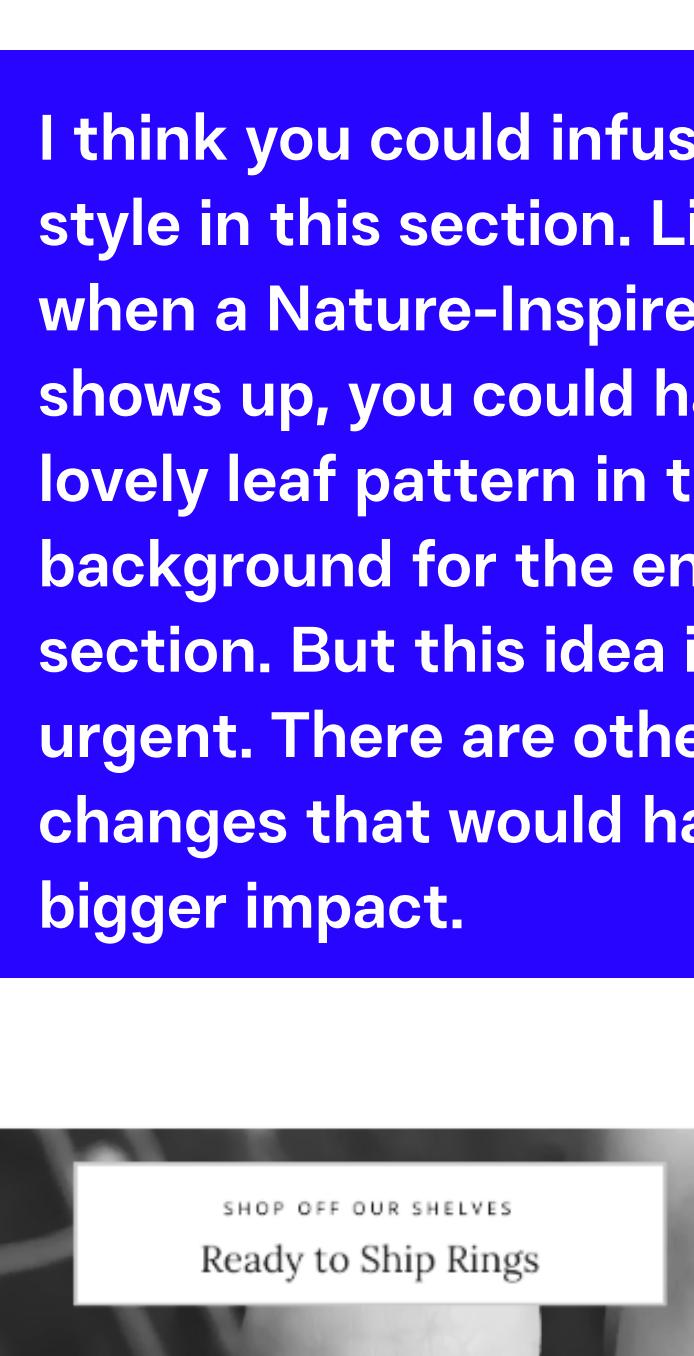
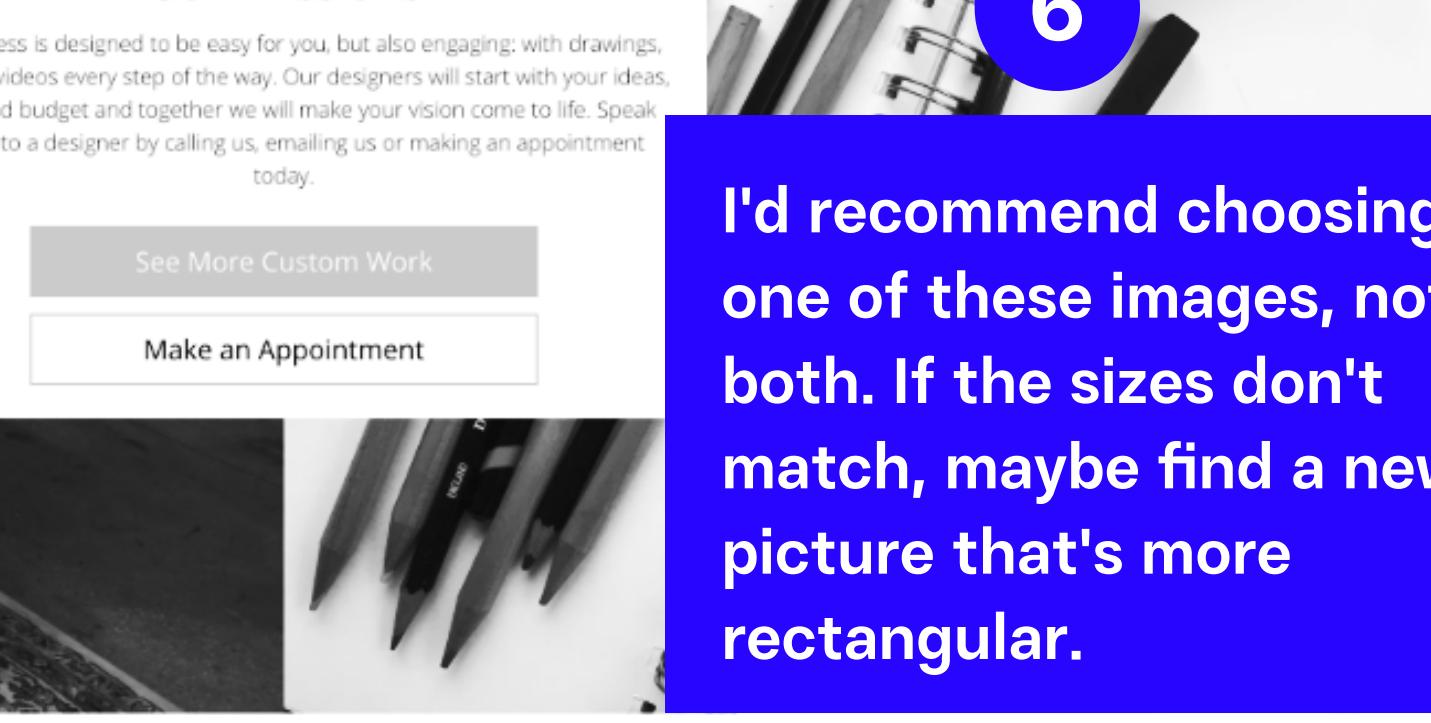
3

I like what your brand stands for. But this section is very large. Maybe you can show "responsible production" in the hero section.

4

kenanddanadesign

Is there a specific reason the Instagram feed is up so high on the page? If you're optimizing for sales, I'd suggest putting it lower down.



At first look, I mistook this for a pop-up because of its shape.

5

Custom Commissions

Our process is designed to be easy for you, but also engaging: with drawings, photos & videos every step of the way. Our designers will start with your ideas, wants and budget and together we will make your vision come to life. Speak directly to a designer by calling us, emailing us or making an appointment today.

[See More Custom Work](#)

[Make an Appointment](#)

6

I'd recommend choosing one of these images, not both. If the sizes don't match, maybe find a new picture that's more rectangular.

7

BROWSE BY STYLE

Nature-Inspired



Classic



>

I think you could infuse more style in this section. Like, when a Nature-Inspired ring shows up, you could have a lovely leaf pattern in the background for the entire section. But this idea is less urgent. There are other changes that would have a bigger impact.

7

Nature-Inspired

Classic

Stacked Ring Sets

Diamond

How to Choose a Diamond

DIAMOND ED

8

THE WEDDING SHOP

Wedding Bands for Him

Stacked Ring Sets

Diamond

How to Choose a Diamond

DIAMOND ED

9

The animated diamonds are a playful touch. While there's no issue with using animation, seeing it only at the bottom made me briefly wonder if the page wasn't working right.

10

HOW TO CHOOSE A DIAMOND

DIAMOND ED

11

BOOK AN APPOINTMENT

Start

FOLLOW US

