

FOUND & FORM · FIELD GUIDE 01

Jewelry *SEO*

A practical search guide for independent jewelry brands.

Be specific in what you make.
Be clear in how you describe it.

The goal is not to make niche jewelry less niche. It is to make distinctive jewelry easier to find.

FOUND & FORM · 2026

Start here.

Jewelry SEO is the work of making your pieces understandable and findable when a shopper searches for the thing they want—not for a brand name they do not know yet. For an independent brand, that does not mean sanding off what makes the work distinctive. It means giving search engines and shoppers a clear entry point.

01

Use shopper language

Start with the words a shopper already knows: piece, stone, metal, form, style and occasion.

02

Build useful collections

Give broader category searches a page with several relevant pieces to compare.

03

Make products readable

Write the searchable facts in text: metal, karat, stone, size, dimensions, closure and care.

04

Earn relevant authority

Pursue editorial mentions, stockist links and niche coverage that genuinely connect to the work.

05

Check AI visibility

Treat AI recommendations as a separate discovery layer built on clear, crawlable product and brand information.

Search language gives an original piece an entry point; the design, craft and story are what make someone choose it.

What do jewelry shoppers actually search for?

Shoppers search for a specific piece, not for “jewelry.” They type a material, stone, style, feature or reason to buy. Those more specific phrases are often where an independent brand can compete.

Search type	Example	US searches/mo	Difficulty
Piece + style	signet ring	33,100	28
Piece + material	14k gold necklace	14,800	29
Piece + stone	garnet ring	8,100	19
Style word	dainty gold necklace	3,600	16
Feature	tarnish free jewelry	2,900	22
Values	recycled gold jewelry	590	15
Occasion	push present	12,100	22
Broad head term	engagement rings	368,000	61

What it means: give each important page one main phrase. The product page gets the specific phrase; the collection page gets the broader one.

DO THIS · Choose one primary search phrase for each important page. Do not replace your product names or brand voice—add the plain-language description shoppers need to find the work.

Make the piece legible before you make it poetic.

Product title. Lead with what it is, then the name. “Garnet Signet Ring in 14k Gold | The Aurora” tells a search system and a shopper more than “Aurora.”

Description. Put metal and karat, stone and size, dimensions, chain length, closure, whether it is handmade, and care information in crawlable text. Then tell the story.

Images. Use descriptive filenames and useful alt text. The point is to describe the image—not to stuff keywords.

Structured data. Product markup helps machines read price, availability, shipping and returns. A Merchant Center feed can complement on-page structured data.

Why collection pages matter

For many category searches, shoppers want comparison. A useful collection page can match that intent better than one isolated product. Name collections in shopper language, add a short introduction, and link every relevant piece.

DO THIS · Pick the collection you most want to rank. Give it a plain-language name, a 2–3 sentence introduction, and internal links from relevant high-traffic pages.

Keep the niche. Translate the niche.

A specialist technique, unusual silhouette or symbolic design may have little direct search volume because shoppers do not yet know its name. That is not a reason to make the work generic. Connect the unfamiliar thing to familiar category language, then use the page to teach the distinctive vocabulary.

Discovery is bigger than keywords.

A good page still needs a site that search engines can crawl and a brand that the wider web can corroborate.

Earn links and mentions

Prioritize relevant editorial coverage, stockists, trade organizations, local press, gift guides and niche publications. A smaller, credible mention that clearly connects your brand to its product territory can be more useful than a pile of unrelated links.

Technical basics

Keep mobile pages fast, avoid duplicate variant URLs competing with one another, noindex empty collections, and make sure important content is present in the rendered page—not hidden behind fragile interactions.

AI visibility

AI recommendation discovery is a separate layer, not a replacement for ordinary SEO. A brand can rank for a non-branded Google query and still fail to appear as a named recommendation in an AI answer. Clear entity information, consistent product language, independent mentions and crawlable pages all help systems understand what the brand is and when it is relevant.

The useful question is no longer only “Does this page rank?” It is also “Can a search or recommendation system understand the brand, the founder, the product territory and the evidence connecting them?”

Check these on your own site.

	AREA	CHECK
■	Keywords	Each key page has one main search phrase matched to how shoppers describe the piece.
■	Product titles	What it is first—piece, stone, metal—then the name.
■	Product descriptions	Metal, karat, stone, size, length, closure and care are written out in text.
■	Images	Descriptive filenames and alt text; modern formats; appropriately sized for phones.
■	Structured data	Product markup includes price and availability; shipping and returns are represented where supported.
■	Collections	Named the way shoppers search, with a short intro and links to every relevant product.
■	Internal links	Best sellers and priority collections are linked from strong pages with descriptive anchor text.
■	Links + press	Relevant editorial, stockist, local and trade mentions support the brand's authority.
■	Technical	Fast mobile loading, sensible canonicals, and empty collections kept out of the index.
■	AI visibility	Brand, founder and product territory are described consistently enough for recommendation systems to understand.

Jewelry SEO is not one trick. It is a site that describes your pieces the way shoppers search for them—and a brand that other people can understand, reference and recommend.

Evidence behind the guide.

Keyword volumes and difficulty figures in this field guide are from the Semrush US database, September 2026, and are modeled estimates. The shopping-start figures cited in the web edition come from Smarty Marketing's May 2026 survey of 1,295 US consumers. Found & Form treats AI recommendation visibility as a separate discovery layer from conventional rankings.

Primary references

Smarty Marketing · Google vs ChatGPT: Where Do US Consumers Start Shopping Journeys? (May 2026)

Google Search Central · Image SEO best practices

Google Search Central · Product structured data documentation

Google Search Central · Ecommerce site structure and URL guidance

Google Search Central · Link best practices

Google Search Central · Core Web Vitals and mobile-first indexing

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Independent jewelry discovery research, SEO and AI visibility.