

# Guide Outer Page [Cuts]

## SEO Checklist:

Use primary keyword in SEO Page Title.

Meta Description: length should be below 300 characters, primary keyword should be included once.

Use keyword in URL with URL and keep URLs as short as possible (and make sure to put a redirect in place from the old URL to the new URL).

H1: primary keyword should be in H1 tag (Hero of every page).

Content with Primary Keyword: include keyword in the first 3 paragraphs at least once, use the keyword at least 3x on page.

Content with LSI Keywords: use [www.lsigraph.com](http://www.lsigraph.com) tool to identify LSI keywords and add any that are applicable into the text if possible.

## Recommended SEO:

Primary Keyword: engagement ring cuts

Suggested SEO Title: Engagement Ring Cuts | Custom Engagement Rings

**Meta Description:** Aside from giving the stone its shape, the cut of a stone determines brilliance and sparkle. Learn the pros and cons of each engagement ring cut here.

Hero Module



<Image link>

Hero Title: Brand Value Proposition (limit to 1 simple, impactful sentence)

## Engagement Ring Cuts

Hero Subtitle: Optional supporting statement to the title.

These are the cuts you can choose from for your engagement ring








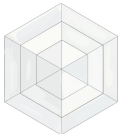




Column-Grid Image Module: 3x1  
[View Variations](#)

Section Title: Tell the user what the section is about. Try to use "you" statements as often as possible rather than "we" statements.

- Engagement Ring Cuts

Section Subtitle: Optional description text. Use this to give the user more context around the information contained in the section.

Aside from giving the stone its shape, the cut of a diamond or gemstone determines a stones brilliance. The guide below expla up ins what's special about each stone cut so you can determine the best cut for your engagement ring.

<div>Item Icon</div>  <div>&lt;Image link&gt;</div>	<div>Item Icon</div>  <div>&lt;Image link&gt;</div>	<div>Item Icon</div>  <div>&lt;Image link&gt;</div>
<div>Grid Item Button</div> <div><b>Round Cut</b></div> <div>&lt;<a href="https://abbysparks.com/round-cut-engagement-rings/">https://abbysparks.com/round-cut-engagement-rings/</a>&gt;</div>	<div>Grid Item Title</div> <div><b>Cushion Cut</b></div> <div>&lt;<a href="https://abbysparks.com/cushion-cut-engagement-rings/">https://abbysparks.com/cushion-cut-engagement-rings/</a>&gt;</div>	<div>Grid Item Title</div> <div><b>Princess Cut</b></div> <div>&lt;<a href="https://abbysparks.com/princess-cut-engagement-rings/">https://abbysparks.com/princess-cut-engagement-rings/</a>&gt;</div>
<div>Item Icon</div>  <div>&lt;Image link&gt;</div>	<div>Item Icon</div>  <div>&lt;Image link&gt;</div>	<div>Item Icon</div>  <div>&lt;Image link&gt;</div>
<div>Grid Item Button</div> <div><b>Emerald Cut</b></div> <div>&lt;<a href="https://abbysparks.com/emerald-cut-engagement-rings/">https://abbysparks.com/emerald-cut-engagement-rings/</a>&gt;</div>	<div>Grid Item Title</div> <div><b>Asscher Cut</b></div> <div>&lt;<a href="https://abbysparks.com/asscher-cut-engagement-rings/">https://abbysparks.com/asscher-cut-engagement-rings/</a>&gt;</div>	<div>Grid Item Title</div> <div><b>Oval Cut</b></div> <div>&lt;<a href="https://abbysparks.com/oval-cut-engagement-rings/">https://abbysparks.com/oval-cut-engagement-rings/</a>&gt;</div>
<div>Item Icon</div>  <div>&lt;Image link&gt;</div>	<div>Item Icon</div>  <div>&lt;Image link&gt;</div>	<div>Item Icon</div>  <div>&lt;Image link&gt;</div>
<div>Grid Item Button</div> <div><b>Pear Cut</b></div> <div>&lt;<a href="https://abbysparks.com/pear-cut-engagement-rings/">https://abbysparks.com/pear-cut-engagement-rings/</a>&gt;</div>	<div>Grid Item Title</div> <div><b>Hexagon</b></div> <div>&lt;<a href="https://abbysparks.com/hexagon-engagement-rings/">https://abbysparks.com/hexagon-engagement-rings/</a>&gt;</div>	<div>Grid Item Title</div> <div><b>Radiant Cut</b></div> <div>&lt;<a href="https://abbysparks.com/radiant-cut-engagement-rings/">https://abbysparks.com/radiant-cut-engagement-rings/</a>&gt;</div>
<div>Item Icon</div>  <div>&lt;Image link&gt;</div>	<div>Item Icon</div>  <div>&lt;Image link&gt;</div>	<div>Item Icon</div>  <div>&lt;Image link&gt;</div>
<div>Grid Item Button</div> <div><b>Trillion Cut</b></div>	<div>Grid Item Title</div> <div><b>Rose Cut</b></div>	<div>Grid Item Title</div> <div><b>Marquise Cut</b></div>

< <a href="https://abbysparks.com/trillion-cut-engagement-rings/">https://abbysparks.com/trillion-cut-engagement-rings/</a> >	< <a href="https://abbysparks.com/rose-cut-engagement-rings/">https://abbysparks.com/rose-cut-engagement-rings/</a> >	< <a href="https://abbysparks.com/marquise-cut-engagement-rings/">https://abbysparks.com/marquise-cut-engagement-rings/</a> >
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BOFU Module: CTA Variation
BOFU Title: Give the user a reason to want to click on the CTA.
<h2>Compare Cuts</h2>
<p>BOFU Description: Explain why the user should click on the CTA. Give them an idea of what will happen after they click.</p> <p>View a head-to-head comparison of all engagement ring cuts and discover the best choice for your style and activity level.</p>
<p>CTA Button Text &lt;CTA Button Link&gt;</p> <p>Engagement Ring Cut Comparison</p> <p>&lt;<a href="https://abbysparks.com/engagement-ring-cuts/">https://abbysparks.com/engagement-ring-cuts/</a>&gt;</p>