

# Guide Outer Page [Diamonds]

## 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 <a href="http://www.lsigraph.com">www.lsigraph.com</a> tool to identify LSI keywords and add any that are applicable into the text if possible.

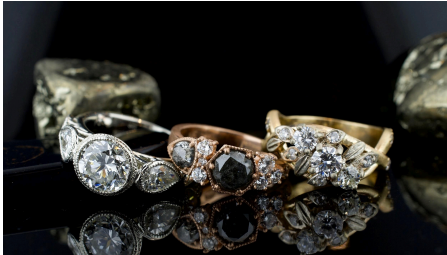
## Recommended SEO:

Primary Keyword: engagement ring diamonds


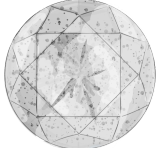




Suggested SEO Title: Engagement Ring Diamonds | Types of Engagement Ring Diamonds

**Meta Description:** Few people realize just how many different kinds of diamonds there are.

Different types of diamonds vary in color, opacity and price. Learn more.

Hero Module	
 <Image link>	<i>Hero Title: Brand Value Proposition (limit to 1 simple, impactful sentence)</i>
	<h2>Types of Diamonds</h2> <i>Hero Subtitle: Optional supporting statement to the title.</i> <h3>What diamonds can you choose for your custom engagement ring?</h3>

Column-Grid Image Module: 3x1 <a href="#">View Variations</a>
<i>Section Title: Tell the user what the section is about. Try to use "you" statements as often as possible rather than "we" statements.</i>

<h1>Engagement Ring Diamonds</h1>		
<p>Section Subtitle: Optional description text. Use this to give the user more context around the information contained in the section.</p> <p>Diamonds are the most popular and durable engagement ring stone, but few people realize just how many different kinds of diamonds there are.</p>		
<p>Item Icon</p>  <p>&lt;Image link&gt;</p>	<p>Item Icon</p>  <p>&lt;Image link&gt;</p>	<p>Item Icon</p>  <p>&lt;Image link&gt;</p>
<p>Grid Item Button</p> <p><b>White Diamonds</b></p> <p>&lt;<a href="https://abbysparks.com/diamond-engagement-rings/">https://abbysparks.com/diamond-engagement-rings/</a>&gt;</p>	<p>Grid Item Title</p> <p><b>Rough Diamonds</b></p> <p>&lt;<a href="https://abbysparks.com/design-engagement-ring/diamond-information/rough-diamonds/">https://abbysparks.com/design-engagement-ring/diamond-information/rough-diamonds/</a>&gt;</p>	<p>Grid Item Title</p> <p><b>Black Diamonds</b></p> <p>&lt;<a href="https://abbysparks.com/black-diamond-engagement-rings/">https://abbysparks.com/black-diamond-engagement-rings/</a>&gt;</p>
<p>Item Icon</p>  <p>&lt;Image link&gt;</p>	<p>Item Icon</p>  <p>&lt;Image link&gt;</p>	<p>Item Icon</p>  <p>&lt;Image link&gt;</p>
<p>Grid Item Button</p> <p><b>Colored Diamonds</b></p> <p>&lt;<a href="https://abbysparks.com/colored-diamond-engagement-rings/">https://abbysparks.com/colored-diamond-engagement-rings/</a>&gt;</p>	<p>Grid Item Title</p> <p><b>Lab Created Diamonds</b></p> <p>&lt;<a href="https://abbysparks.com/lab-created-diamond-rings/">https://abbysparks.com/lab-created-diamond-rings/</a>&gt;</p>	<p>Grid Item Title</p> <p><b>Canadian Diamonds</b></p> <p>&lt;<a href="https://abbysparks.com/canadian-diamond-rings/">https://abbysparks.com/canadian-diamond-rings/</a>&gt;</p>

BOFU Module: CTA Variation
<p>BOFU Title: Give the user a reason to want to click on the CTA.</p> <h2>Compare Diamonds</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 types of diamond to discover the best choice for your style and activity level.</p>
CTA Button Text <CTA Button Link>

Diamond Comparison

<Link to appropriate Guide Comparison page>