

100 blog post ideas

www.jewelsofsayuri.com

100 BLOG POST IDEAS

BY DIVYA N

Must have post categories on a jewellery blog

1. Inspiration/theme/concept for your next collection
2. Description of your current collection and product showcase
3. DIY tutorials
4. How-to articles
5. Behind the scenes
6. Announcements of Sales and exhibitions of your collections
7. Challenge reveal
8. Swaps and jewellery design exchanges
9. Jewellery Care Tips
10. Product reviews

Design Process and Inspiration

11. Discussion on colour - colour palettes, colour of the year, colour psychology
12. How to design jewellery for yourself
13. Custom design process
14. Make/buy Jewellery on a Budget
15. How to illustrate gemstones and jewellery by hand
16. How to colour and render jewellery digitally
17. Creating and using mood boards
18. How to create a design portfolio
19. Stories/ Art/Books/movies/shows that inspire you to create jewellery
20. Jewellery books to read
21. Seasonal trends in jewellery and accessories
22. Fashion forecast and interpretation
23. Iconic Designers and brands to follow

24. Interview of a fellow jewellery designer or maker to learn about their process
25. Introduction to local (or foreign) arts and crafts
26. Travel guides for a jewellery artist/beader/blogger
27. Museum trips and art fairs for inspiration
28. Personal stories of a piece of jewellery or your experience with buying or making one

History and evolution of Jewellery

29. Why do we wear jewellery?
30. Jewellery history and evolution through time
31. Region wise history/archives of jewellery
32. Information of tribal and ethnic jewellery from across the world
33. Traditional jewellery of your region, state or country
34. Contemporary jewellery of your region, state or country
35. History and evolution of jewellery brands
36. Jewellery in literature
37. Depiction of jewellery in art

Jewellery making and supplies

38. Understanding jewellery making supplies (Types of clasps, hooks, etc)
39. Information about new materials, and tools
40. Discussion on jewellery metals - sheet metal and wire
41. Information about types/categories of gemstones
42. Recycled materials in jewellery
43. Working with unconventional materials
44. Tips on buying gemstones
45. Sourcing destinations and suppliers
46. Supply hauls and latest buys

Articles on Types of Jewellery (apart from those in other categories)

47. Bridal jewellery
48. Prom jewellery ideas
49. Organics and natural jewellery
50. Men's fashion and accessorisation
51. Unisex and gender fluid jewellery
52. Pet jewellery

53. Memorial jewellery

Fashion & Styling

- 54. Celebrity Showcases at awards shows - Oscars/Emmys/Golden globe
- 55. How to recreate a look of a fashion icon or a character
- 56. Collaboration with a Style icon or an influencer
- 57. Fashion/style bloggers and influencers to follow
- 58. Dissecting Fashion Week(s) and Runway Looks
- 59. Ways to Style your clothes with designer jewellery
- 60. Fashion myths/ rules of adornment
- 61. What accessories to wear, when, and how
- 62. OOTD (outfit of the day) and jewellery of the day
- 63. Necklaces for every neckline
- 64. Earrings and face shapes
- 65. Matching makeup and jewellery
- 66. Tips of collecting jewellery
- 67. Buying or selling vintage and second hand jewellery
- 68. Client interviews and testimonials

Gifting and guides

- 69. Holiday gift guide
- 70. Jewellery for a cause
- 71. Gift exchanges
- 72. Jewellery Gifts from your brand by Profile (Her, him, mom, wife, teen, Friend, etc.)
- 73. Jewellery Shopping ideas for a Picky Person
- 74. Shopping for engagement rings and Bridal Jewellery

Jewellery business

- 75. Understanding and targeting your ideal or dream client
- 76. Mapping your consumer buying behaviour
- 77. Branding and storytelling
- 78. Visual storytelling of your brand through collaterals like business cards, posters, packaging
- 79. How to photograph your jewellery
- 80. Setting up exhibition booths and shows

81. How to package your jewellery
82. Making of a catalogue
83. Certification and Hallmarking processes
84. Interview of a design strategist, a graphic designer or a fashion photographer
85. Pricing your jewellery
86. Sales tips and money management
87. Selling online on shopping platforms
88. Selling on Social media
89. Branding strategies of highly successful jewellery brands
90. Latest developments in your niche
91. Jewellery Storage Ideas
92. Jewellery Repair and Restoration advice

Jewellery blogging

93. Tips on creating and maintaining a jewellery blog
94. Article ideas of a jewellery blog
95. Creating images for your posts
96. How to get readers for your blog
97. Guest posts
98. Video posts and Vlogs
99. Sponsored posts
100. Personal Stories

Sayuri[®]
Designed to please your Soul

<https://www.jewelsofsayuri.com> | jewelsofsayuri@gmail.com

<https://www.facebook.com/jewelsofsayuri>

<https://www.instagram.com/jewelsofsayuri>