

Project Completion: 2025

Client: Tess & Co Jewelers
LLC

Location: Gordonsville,
Virginia

Industry: Custom Jewelry
Design & Professional
Jewelry Repairs

Website:
tessandcojewelers.com



Tess & Co Jewelers LLC – Website Design Portfolio Case Study

Client Background

Tess & Co Jewelers is a premier destination for custom jewelry design and expert jewelry repairs in Gordonsville, Virginia. Master jeweler Tess brings over 36 years of experience (since 1988) to every handcrafted piece, combining traditional goldsmithing techniques with modern precision.

Key Business Details:

- Established: 1988 (36+ years of experience)
- Location: 107 South Main Street, Unit 1, Gordonsville, VA 22942
- Services: Custom jewelry design, professional repairs, restorations, ring sizing, stone setting, prong repair, vintage restoration
- Specialties: Engagement rings, wedding bands, pendants, statement pieces
- Unique Value: All work done on-premises with personalized attention



Project Objectives

Primary Goals:

- Create a professional online presence for an established local jewelry business
- Showcase 36+ years of expertise and craftsmanship
- Highlight both custom design and repair services
- Build trust with potential customers through testimonials and experience
- Drive local foot traffic to the physical workshop location

Target Audience:

- Couples seeking custom engagement rings and wedding bands
- Customers needing jewelry repairs and restorations
- Individuals looking for unique, handcrafted jewelry pieces
- Local residents of Fluvanna and Greene Counties

Design Solutions & Features

Website Structure:

- Home: Welcoming introduction with key value propositions
- About: Master jeweler Tess's experience and expertise
- Services: Comprehensive list of custom design and repair services
- Imagery: Showcase of handcrafted work and workshop
- Testimonials: Customer reviews and success stories
- Posts: Updates and featured work
- Contact: Location, phone, and contact information

Key Design Elements:

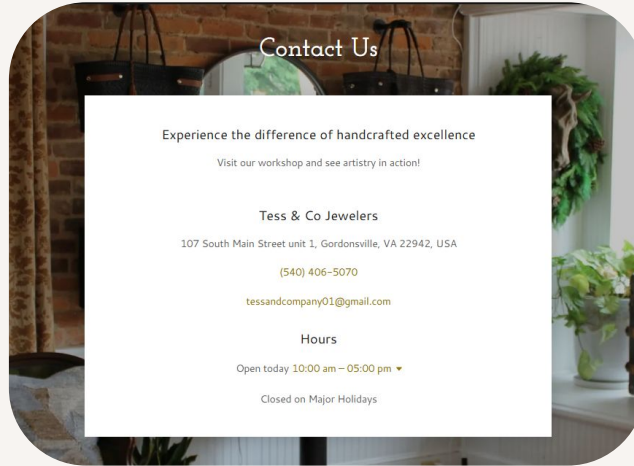
- Clean, professional layout reflecting quality craftsmanship
- Easy navigation for services and contact information
- Prominent display of 36+ years experience
- Integration of customer testimonials for trust-building
- Clear call-to-action for phone contact: (540) 406-5070
- Mobile-responsive design for local search accessibility

Who We Are



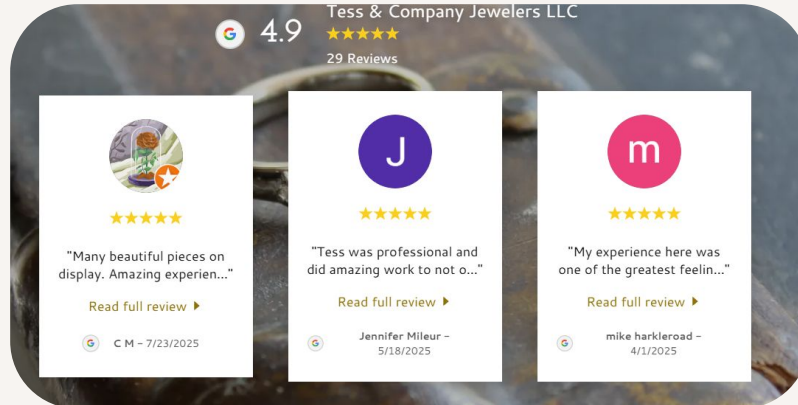
Our History

Welcome to Tess & Co Jewelers,
your premier destination for
custom jewelry design and expert
jewelry repairs in Gordonsville.
Master jeweler Tess brings over 36
years of experience to every



Content Strategy

- Emphasized "Handcrafted Excellence Since 1988"
- Highlighted unique selling points: on-premises work, traditional techniques with modern precision
- Incorporated customer success stories and testimonials
- Created compelling service descriptions for both custom design and repair work

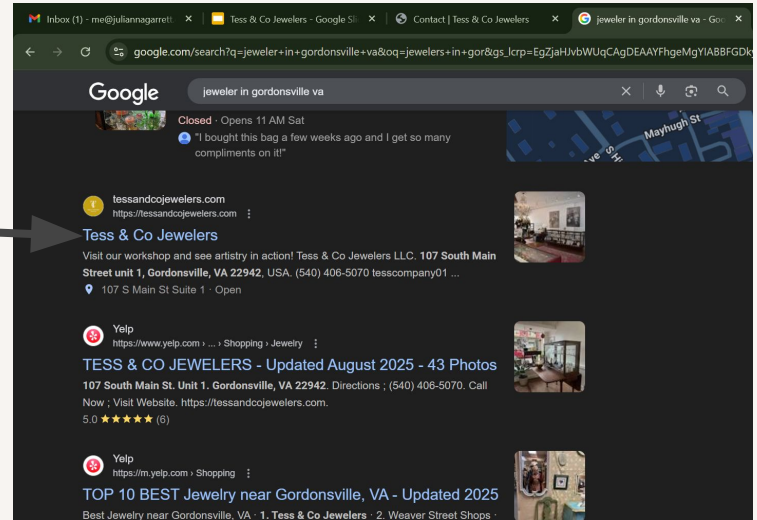


Technical Implementation

Key Features Delivered:

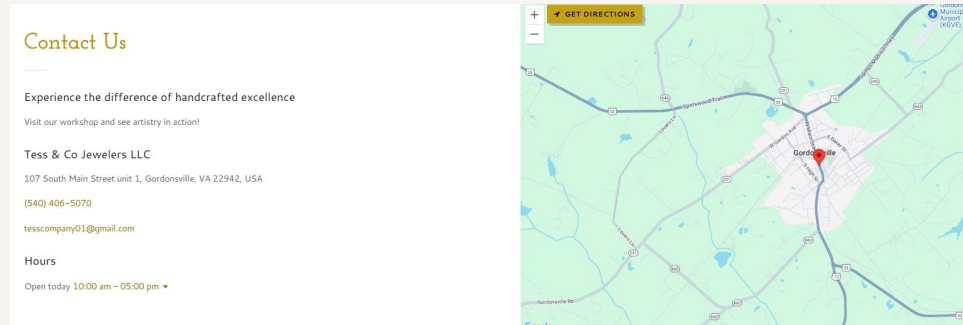
- Responsive web design optimized for all devices
- Local SEO optimization for Gordonsville, VA area
- Contact integration with phone and email
- Professional imagery showcasing craftsmanship
- Customer testimonial system
- Clean, professional aesthetic matching brand positioning

First Results for searching
"jeweler in gordonsville va"



Performance Considerations:

- Fast loading times for mobile users
- Local search optimization
- Easy-to-find contact information
- Clear service descriptions for immediate understanding



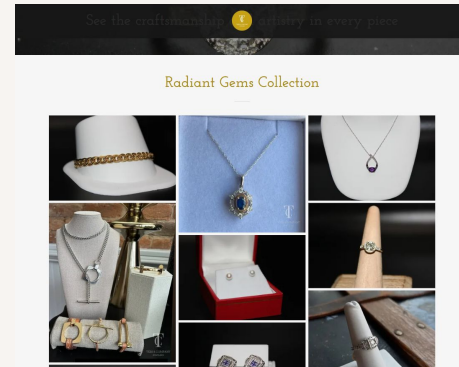
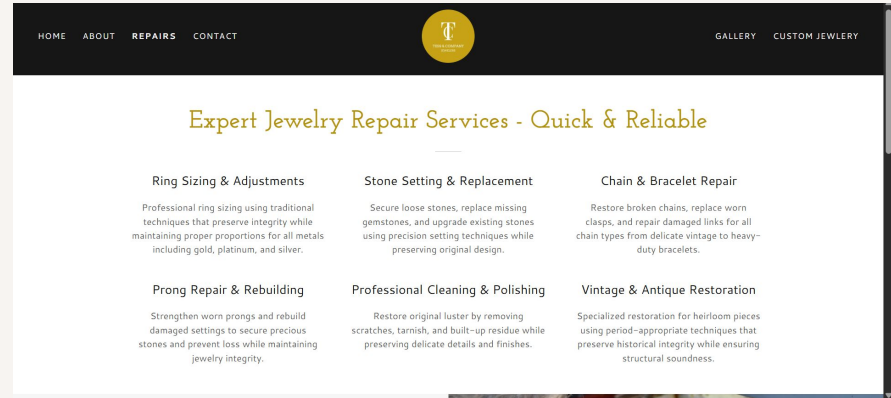
Results & Impact

Business Outcomes:

- Professional online presence establishing credibility
- Clear communication of 36+ years of expertise
- Streamlined customer contact process
- Enhanced local market positioning
- Platform for showcasing custom work and testimonials

User Experience Improvements:

- Easy access to service information
- Clear contact methods (phone, email, location)
- Professional presentation of expertise and experience
- Mobile-friendly design for on-the-go customers
- Testimonial integration for trust-building



Key Takeaways

This project demonstrates expertise in:

- Local Business Websites: Creating effective online presence for established brick-and-mortar businesses
- Service-Based Design: Clearly communicating professional services and expertise
- Trust Building: Incorporating testimonials and experience highlights
- Mobile Optimization: Ensuring accessibility for local search users
- Brand Positioning: Reflecting quality craftsmanship and professional expertise

Perfect for clients seeking: Professional service websites, local business online presence, craft/artisan business websites, repair service websites, custom design business sites.



T

TESS & COMPANY
JEWELERS

THANK YOU

Do you have any questions?

me@juliannagarrett.com

juliannagarrett.com

CREDITS: This presentation template was created by [Slidesgo](#), and includes icons by [Flaticon](#), and infographics & images by [Freepik](#)