



Catherine, a talented jewellery artist and founder of Cyan Owl in South Carolina (USA), needed a refresh of her product descriptions to help boost sales and better reflect her brand's enchanting, handcrafted style.

Here's the original listing for her pendant...



vesuvianite with  
snowdrop back necklace  
- sterling silver jewelry

Ready to ship, with your choice  
of length of sterling silver chain.

This earthy olive green vesuvianite  
is slightly rustically cut, smooth but  
with some natural pitting here and there.  
It is set within sterling silver, and features  
a hidden detail of cutouts  
and a snowdrop flower engraved.

Crafted entirely by hand and flame  
with sterling silver.





To better connect with Catherine's audience, I rewrote the listing with focus on storytelling around the pendant's symbolism and craftsmanship, as well as emotional resonance and search engine optimisation.



## sterling silver vesuvianite snowdrop engraved necklace – handmade witchy jewelry for new beginnings

Let your spirit bloom again with this enchanting necklace, holding a secret snowdrop cutout engraved on its back!

Vesuvianite helps you find your purpose, while the snowdrop symbolizes hope, resilience, and new beginnings. Together, they form a powerful talisman, perfect for anyone feeling stuck in life. It is made to support you in times of change and gently guide you into your next chapter.

With snowdrops also known as January's birth flower, it makes an extra thoughtful gift.

Lovingly crafted from sterling silver and real gemstones, jewelry by Cyan Owl is shaped by hand and flame in a cozy home studio, supervised by Maple the cat. It arrives in eco-friendly box, wrapped with care and a sprinkle of forest magic. Simply choose your chain – and it's ready to ship!

P.S. Check out Cyan Owl's rings and earrings to find the perfect match for your new necklace! And don't forget to follow on Instagram for a sneak peek at the jewelry-making process!

Since updating her product descriptions, Catherine has seen a noticeable boost in traffic and engagement in her Etsy shop.

The vesuvianite pendant sold shortly after being relisted and the customer even quoted part of the new description in their review!



*whimsy &* **PRIM**

I know how to make  
the words do the magic!

"I wanted to let you know when I listed one of the items with your description on my Etsy shop, someone pretty quickly purchased it, and even mentioned some of the wording in their review! So absolutely successful copywriting!"

Catherine, Cyan Owl Jewellery



Anonymous  
28 May 2025



Beautiful amulet for contemplating changes. The stone is a lovely shade and the hidden snowdrop, amazing!



Vesuvianite snowdrop necklace- Sterling silver metals...

