

# Diamond Manufacturers Revamps Website



Released on: August 24, 2009, 12:57 pm

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Industry: [Retail](#)

Diamond Manufacturers, the company that offers the world's largest selection of customisable diamond jewellery, has announced the unveiling of its new revamped website which includes fresh branding along with a new logo.

## Design the Engagement Ring of Your Dreams



The new site has a number of new and developed features to give website users an improved experience and an easier way to buy jewellery online.

As well as a new option to design your own [engagement ring](#) - starting with either a [loose diamond](#) or a setting - Diamond Manufacturers' site includes 2000 new products, all with larger and clearer images.

A gift finder option allows people to find any presents based on a number of search criteria within one click - including price, occasion, metal, material and delivery time. This interactive search means it is now easier than ever to

find [diamond engagement rings](#) and other [diamond jewellery](#) on the Diamond Manufacturers website. Advanced search options now include functions such as seeing the new arrivals, the best sellers and special offers.

All of the changes have been complemented by changes to the home page making categories and products easier to find. A faster one page checkout has also been implemented which allows visitors to purchase without registration. This is coupled with cleaner and smoother navigation which again enhances customer experience with advanced refinement options.

Robert Thomas, Diamond Manufacturer's customer experience manager, said: "Diamond Manufacturers is an organization obsessed with exceeding customer expectations. The company understands the huge importance attached with the products they sell, since most of these are purchased as surprises for life's most special occasions including engagements, weddings, anniversaries and birthdays.

"As the customer experience manager I am responsible for measuring and improving customer satisfaction. The redesigned website launched August 2009 has been vastly improved and now incorporates the products and features most requested by our customers."

**About Diamond Manufacturers:**  
Diamond Manufacturers is a leading online retail jeweller offering the internet's lowest prices on [engagement rings](#), diamonds and fine jewellery.

Diamond Manufacturers' wide range of products includes engagement rings, wedding bands, certified diamonds, anniversary rings, diamond earrings and diamond pendants. Diamond Manufacturers revolutionises the way diamonds and jewellery are purchased over the internet by backing up every purchase with a 110% price guarantee, free shipping, free easy returns, no questions asked 30-day money back guarantee, and lifetime warranty.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)