

Published based on [Blue Nile Reviews: Tips for Purchasing Jewelry Online](#)

Blue Nile Reviews: Tips for Purchasing Jewelry Online

Since 1995, Blue Nile has been providing consumers with the best quality jewelry. Your expectations from this company should be high because of their wealth of experience. As can be expected, there are so many reviews about Blue Nile, including the quality of products they provide and their services.

If you've read some of the Blue Nile reviews out there, here are some of the tips we can get from them:

1. They Educate You First on Jewelry Basics

The consumer is taken through a tutorial on how to buy and select jewelry before the actual purchase. The tutorial is meant to give you an in-depth view of what you will buy before you invest your precious money on their products. This indicates confidence on their part on the quality of their products.

In a nutshell, always check for cut, color, clarity and weight. It's good to always be careful before buying. You get to appraise the piece for 30 days.

2. Reasonable Price

Many would-be grooms have stared in shock at the prices of the highest quality diamonds on the Blue Nile site, but in a good way. The price is even lower than land based shops.

That the price is lower means the buyer can expect with significant savings. You're lucky if you can buy during the promotions, wherein they slash off more from their regular prices. The prices are reasonable considering the value of the pieces. This may be because the cost of online selling is lower.

3. Jewelry Details

Consumers should always pay attention to setting measurements and details. Describe the ring you want as precisely as you can. Even if the ring they have on the site looks great to you, always remember what it could look like on your finger. For marketing purposes, they magnify the details, even the tiny engravings. At the very least, you should get the right size.

Here's a website that will talk about :

[Blue Nile Engagement Rings](http://www.jewelrystorereviews.com/Bluenile-reviews.html)

[Superjeweler](http://www.jewelrystorereviews.com/Super-Jeweler-Reviews.html)

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