

Why Larsen wins and you don't.

Larsen Jewellery versus Ernesto Buono, page by page

AUSTRALIA | PREPARED FOR WILLIAM & ERNESTO BUONO · AUGUST 2026

The question this answers

The line in the strategy that prompted this. Larsen's Domain Rating is 48 and yours is 38. Ten points apart. Yet Larsen ranks in the top three for **1,496 keywords** and you rank top three for **39**. We said that was about how their pages are built. This document is the proof, taken from both sitemaps and from crawling matched pages side by side.

3,064

URLs in Larsen's sitemap, against your 2,014. Similar size, very different shape.

287

keywords Larsen's engagement rings page ranks for

4

keywords your engagement rings page ranks for

10 pts

of Domain Rating separate you. That is not what this is about.

The whole answer in one comparison

Both of you have a page at `/engagement-rings`. Both target the same market. Here is what each one earns.

LARSEN · /ENGAGEMENT-RINGS

287 keywords

Position 2 for "engagement rings australia".
6,360 organic visits a month from this single page.

- One H1: "Engagement Rings"
- 4,193 words, 35 H2s, 28 H3s
- FAQ schema present
- Title: Engagement Rings | Made in Australia

ERNESTO BUONO · /ENGAGEMENT-RINGS

4 keywords

Best position 11. 48 organic visits a month from the same page type, in the same market.

- Three H1s, one of them empty, one of them "Filter By:"
- 1,690 words, 21 H2s, 9 H3s
- No FAQ schema
- Title: Engagement Rings Australia | Ernesto Buono Fine Jewellery

Traffic and keyword counts from Ahrefs, Australian market, 11 August 2026. Page anatomy from a live crawl of both pages the same day. [AHREFS](#) [LIVE CRAWL](#)

This is the maths behind 1,496 against 39. Larsen does not have more pages than you. They have roughly 52 category hubs to your 33. What they have is pages that each rank for **30 to 287 keywords**, while yours rank for **4 to 43**. Multiply that across every hub and you get their number and yours. The gap is keywords per page, not pages.

Six reasons they win

REASON 01 • THE BIGGEST ONE

Every one of your category pages has multiple H1s. Every one of theirs has exactly one.

We crawled twelve category pages from each site at random. Larsen had exactly one H1 on **12 of 12**. You had multiple H1s on **12 of 12**. On your emerald cut page the three H1s are an empty one, "Emerald Cut Diamond", and "Filter By:", which is a filter control given the highest heading weight on the page.

An H1 tells a search engine and an AI assistant what the page is about. Yours says three things, one of which is a piece of furniture. This is a template-level fault, so it is one fix applied once, not 2,014 fixes.

LARSEN, SINGLE H1

12 / 12

YOU, SINGLE H1

0 / 12

YOUR H1 ON EMERALD CUT

"Filter By:"

REASON 02

They answer questions on the page. You list products.

Larsen carries **FAQ schema on 9 of 12** category pages. You carry it on **0 of 12**, and there is none anywhere on your site. FAQ markup is the single clearest signal to Google and to AI assistants that a page contains answers worth lifting.

The heading shape tells the same story. Larsen averages 16.6 H2s and **22.2 H3s** per category page: a document with sections and sub-sections. You average 31.9 H2s and only **8.2 H3s**: a flat wall of product names with almost no structure underneath. On your emerald cut page the H2s read "18kt Two-Tone Ring with Emerald Cut Diam...", truncated mid-word. There is no argument on the page for a machine to quote.

LARSEN FAQ SCHEMA

9 / 12

YOUR FAQ SCHEMA

0 / 12

LARSEN H3S PER PAGE

22.2

YOUR H3S PER PAGE

8.2

REASON 03

They built an education library. You have three pages.

Larsen has a `/learn-about/` hub of **48 pages**, structured as a proper tree. Diamonds branches into carat, clarity, colour, cut, certificates and fluorescence. Shapes branches again into ten pages, one each for asscher, cushion, emerald, heart, marquise, oval, pear, princess, radiant and round brilliant. Coloured

gemstones has twelve pages. Precious metals has seven. Plus ring size, jewellery care and the Mohs hardness scale.

You have **three pages** covering diamond education, against 4,730 searches a month and fifteen buyer questions in that territory. This is exactly where AI assistants source their answers, and it is the territory a master jeweller should own outright.

LARSEN EDUCATION PAGES

48

YOUR EDUCATION PAGES

3

DEMAND IN THAT TERRITORY

4,730 / mo

REASON 04 • THE ONE THAT MATTERS MOST COMMERCIALY

Their second-biggest page is about a city they are not in.

Larsen's number two page by traffic is `/engagement-rings/melbourne`, at position 2 for "engagement rings melbourne" and **2,518 organic visits a month**. They also hold pages for Brisbane, Adelaide, Canberra, Perth and Sydney. Six cities, six pages, built into the URL structure.

You have **none**. This is the national expansion you are moving towards with Zoom consultations, and your competitor is already taking the traffic for it. The demand is there and it is organised city by city: Australians search "lab grown diamond rings brisbane", "adelaide", "perth", "canberra", "melbourne", "wollongong", "cairns", "hobart", "newcastle" and "geelong".

LARSEN CITY PAGES

6

YOUR CITY PAGES

0

THEIR MELBOURNE PAGE

2,518 / mo

REASON 05

They have a page for every way someone shops. You have a page for every shape.

Your 33 engagement-ring hubs are almost all cuts and stones: emerald, oval, pear, cushion, princess, sapphire, ruby. Good, and necessary. Larsen has those too, and then keeps going with the way people actually search:

- **Budget:** `/1ct-diamond-rings`, `/2ct-diamond-rings` (position 2 for "1 carat diamond ring", 1,700 a month)
- **Intent:** `/guide`, `/how-to-propose-guide`, `/top-10`, `/price-guide`, `/online`, `/custom`, `/engraved`
- **Comparison:** `/guide/platinum-vs-white-gold`, at position 3 for "what is white gold", 1,200 a month
- **Service:** `/services/jewellery-remodelling`, position 1 for "redesigning jewellery"

That last one is worth pausing on. Resetting an inherited stone is something you do brilliantly and have no page for. Larsen ranks first for it.

They also cover both phrasings of every shape, holding `/cushion` and `/cushion-cut`, `/oval` and `/oval-cut`, `/marquise` and `/marquise-cut`, because people type it both ways.

REASON 06

They control what Google crawls. You show it everything.

Larsen's `robots.txt` blocks `/product/` outright, then allows roughly thirty named diamonds back in. They are deliberately keeping thousands of thin, fast-changing loose-diamond pages out of the index so that crawl attention lands on the pages built to rank. Their blog sits tidily under `/blog/`, 639 pages, all namespaced.

Your sitemap offers all 2,014 URLs, and **1,612 of them earned zero clicks last quarter**. Your 127 articles sit at the root with no hub above them, and your taxonomy overlaps itself: `/rings/`, `/collection/`, `/jewellery-collection/`, `/category/` and `/new-arrivals/` all describe the same stock in different ways, so your own pages compete with each other.

What is not the difference

Three things we checked and ruled out, because it matters that the diagnosis is right before anyone spends money on the wrong fix.

The usual suspect	Verdict	What the data says
Page speed	Not the cause	Larsen also fails Core Web Vitals: Lighthouse 66 on mobile, LCP 4.2 seconds, blocking time 798ms. They hold 1,496 top-three rankings anyway. Your 14-second LCP is much worse and still worth fixing for the customers who bounce, but speed is not why they outrank you.
Internal linking	Not the cause	Near identical. Larsen's category pages carry 151 to 166 unique internal links, yours carry 142 to 176. You link plenty. The links simply point at pages that are not built to rank.
Backlinks and authority	Not the cause	Ten Domain Rating points, 38 against 48. Real, but nowhere near enough to explain a 38-fold difference in top-three rankings. You have genuine editorial coverage including Marie Claire Australia and Man of Many. The authority is there and it is not being converted.
Amount of content	Half true	You have published 127 articles, so the effort has been made. But Larsen's pages average 3,112 words against your 2,288, and more importantly theirs are organised as documents while yours are product grids. It is the shape of the content, not the quantity.

The evidence, page by page

Matched pages, crawled the same day

Target	Site	Words	H1s	H2s	H3s	FAQ	Schema on the page
Emerald cut engagement rings	Larsen	4,013	1	33	28	Yes	WebPage, FAQPage, Question, BreadcrumbList, LocalBusiness
	You	2,678	3	28	11	No	CollectionPage, BreadcrumbList, Organization
Oval engagement rings	Larsen	3,938	1	35	28	Yes	WebPage, FAQPage, Question, BreadcrumbList, LocalBusiness
	You	2,828	3	44	9	No	CollectionPage, BreadcrumbList, Organization
Lab grown diamond rings	Larsen	3,463	1	26	31	Yes	WebPage, FAQPage, Question, BreadcrumbList, LocalBusiness
	You	2,140	2	37	10	No	CollectionPage, BreadcrumbList, Organization
Engagement rings (top category)	Larsen	4,193	1	35	28	Yes	WebPage, FAQPage, Question, BreadcrumbList, LocalBusiness
	You	1,690	2	21	9	No	CollectionPage, BreadcrumbList, Organization
Wedding rings (top category)	Larsen	3,545	1	35	26	No	WebPage, BreadcrumbList, LocalBusiness

Target	Site	Words	H1s	H2s	H3s	FAQ	Schema on the page
	You	2,900	2	15	10	No	CollectionPage, BreadcrumbList, Organization

Live crawl, 11 August 2026. Note the schema column: Larsen puts **LocalBusiness on every page**, you put it on none of your category pages. For a business whose whole advantage is a Sydney showroom you can walk into, that is a signal worth having. **LIVE CRAWL**

What each site's best pages actually earn

Page	Visits / mo	Keywords	Best pos.	Top keyword
Larsen · /engagement-rings	6,360	287	2	engagement rings australia
Larsen · /engagement-rings/melbourne	2,518	49	2	engagement rings melbourne
Larsen · /engagement-rings/diamond	1,460	156	2	diamond engagement rings
Larsen · /engagement-rings/oval-cut	1,361	83	2	oval engagement rings
Larsen · /engagement-rings/emerald-cut	738	97	1	emerald cut engagement rings australia
You · /engagement-rings/aquamarine	207	43	4	aquamarine ring
You · /bangles-bracelets/tennis-bracelet	145	24	17	tennis bracelet (30,000 a month)
You · /engagement-rings/emerald-cut-diamond	48	18	9	emerald cut diamond engagement ring
You · /engagement-rings	48	4	11	emerald cut diamond ring
You · /engagement-rings/pear-cut-diamond	58	12	8	pear shaped engagement ring

Ahrefs, Australian market, 11 August 2026. Look at the keywords column rather than the traffic column: that is the mechanism. One well-built hub earns rankings for dozens or hundreds of related searches. A product grid earns a handful. [AHREFS](#)

How the two sites are laid out

Structure	Larsen	You	Why it matters
URLs in sitemap	3,064	2,014	Comparable size
Education hub	48 pages, tree	3 pages	Where AI answers get sourced
Blog	639, under /blog/	127, at the root	No hub means no topical parent
City pages	6	0	The national market
Engagement ring hubs	52	33	Closer than you would think
Guide and comparison pages	Yes	None	Captures research-stage buyers
Service pages	7	0	Remodelling ranks first for them
Overlapping taxonomies	No	5 competing	Your pages compete with each other
Crawl control on thin pages	Blocks /product/	All exposed	1,612 of your pages earn nothing

What we would do about it

In order, cheapest and highest-leverage first. This is the "own your territories" phase of the transformation, made specific.

Order	Move	What it involves and why it is first
1	Fix the H1 template	One template change removes the empty H1 and demotes "Filter By:" to what it is. Every category page on the site inherits it. This is hours of work, not months, and it is currently undermining all 2,014 pages.
2	Add FAQ and Review schema	You already have the questions: 136 of them, mapped in the research. Answer the top ones on each category page and mark them up. This is the clearest AEO signal there is and you currently have none of it.
3	Rebuild the top ten category hubs as documents	Engagement rings, lab grown, and the eight biggest shapes. Give each one a real body with sub-sections, not just a product grid: what the cut is, who it suits, how to choose, what it costs, what you do differently. Larsen's version of this page ranks for 287 keywords.

Order	Move	What it involves and why it is first
4	Build the education tree	The 4Cs, the shapes, the metals, the gemstones, ring sizing, care. This is the territory with 4,730 searches a month where you hold three pages, and where an actual master jeweller has an unfair advantage over a chain.
5	Build the city and remote pages	Melbourne, Brisbane, Perth, Adelaide, Canberra, plus how a Zoom consultation works. This is the national business in content form, and Larsen is currently taking that traffic unopposed.
6	Tidy the taxonomy and control the crawl	Collapse the five overlapping category paths, give the 127 articles a hub, and stop offering Google 1,612 pages that earn nothing.

The encouraging part. Not one of these six needs a link-building campaign, a rebuild, or years of waiting. You already have the authority, the products, the photography, the articles and the showroom. Larsen is not doing anything you cannot do. They have simply built pages that answer questions, and pointed them at the whole country instead of one suburb.

Where these numbers come from

- **Site architecture.** Both sitemaps pulled in full on 11 August 2026. Larsen's from `sitemap_index.xml` across ten child sitemaps, 3,064 live URLs. Yours from `sitemap.xml`, 2,016 entries of which 2,014 are live pages.
- **Page anatomy.** Live crawl of both sites on 11 August 2026. Six matched pairs crawled in full, plus a random sample of twelve category pages, eight education or blog pages and eight articles from each site, measured for word count, heading structure, structured data, internal links and images.
- **Keywords and traffic per page.** Ahrefs top pages, Australian market, 11 August 2026. Keyword counts are Ahrefs' count of ranking terms per URL.
- **Core Web Vitals.** Local Lighthouse mobile runs against Larsen's engagement rings page and your homepage, 11 August and 4 August 2026 respectively.
- **Crawl directives.** Both `robots.txt` files read live on 11 August 2026.
- **A note on fairness.** Larsen has been building this structure for years and has more of everything. We have deliberately shown you where they are also weak, including their failing Core Web Vitals, so the comparison is honest rather than flattering to them.

Team Empathy · Competitive Teardown for Ernesto Buono Fine Jewellery
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