SellYourGold.Com Rolls Out Website Enhancements as Elevated Gold Prices Put New Focus on Jewelry and Precious Metals

BOCA RATON, FL, UNITED STATES, September 28, 2026 / EINPresswire.com/ -- SellYourGold.com, a nationwide online buyer of gold, silver, platinum, jewelry, and other valuables, is rolling out a series of significant website enhancements designed to help consumers better understand the value of their items and make more informed decisions about selling precious metals.


President, Beyond79, LLC

The updates arrive during an unusually active period for the gold market. Gold rose approximately 13% in August 2026, ending the month at $4,563 per ounce and recording its third-strongest monthly return in 25 years, according to the World Gold Council.

With precious-metal values remaining elevated, consumers holding unwanted, inherited, broken, or rarely worn jewelry may have more reason to investigate what those items could be worth. SellYourGold.com's website enhancements are intended to make that research process simpler while giving consumers clearer information before they decide whether to request an appraisal.

The ongoing modernization includes expanded educational content, improvements to page organization and navigation, clearer information about different types of precious metals and valuables, and more direct explanations of the company's mail-in appraisal process.

As part of the rollout, SellYourGold.com is also adding a gold calculator that will allow customers who know the weight and purity of their items to estimate the material value before requesting

an appraisal.



“Selling valuable personal items is a decision consumers should feel informed and comfortable making,” said Josh Landy, President of Sell Your Gold. “Our goal with these updates is to make important information easier to find and to give people a clearer understanding of what happens from the moment they begin researching their items through the appraisal and offer process.”

SellYourGold.com operates a nationwide mail-in model. Consumers can request a free appraisal kit, package eligible items, and send them to the company using a prepaid FedEx shipping label. After the merchandise arrives, appraisers evaluate factors including precious-metal purity, weight, item characteristics, and current market prices before an offer is made. Customers are under no obligation to accept an offer, and the company states that return shipping is provided at no charge if an offer is declined.

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>
> *Josh Landy*

The website improvements are also designed to help visitors reach relevant information more efficiently. Educational resources are being connected more closely with pages explaining the appraisal process, the types of merchandise SellYourGold.com purchases, and the factors that can influence value.

The company is not suggesting that high gold prices automatically mean every item should be sold. Instead, the current market provides an opportunity for consumers to reassess items they may have overlooked and better understand their potential value.

SellYourGold.com is operated by Beyond79, LLC, a Boca Raton-based company specializing in technology-enabled precious metals appraisal and purchasing services. Consumers can visit SellYourGold.com to learn more about selling gold and other valuables, how the appraisal process works, and how to request a free appraisal kit.

About SellYourGold.com

SellYourGold.com provides consumers throughout the United States with an online process for selling gold, silver, platinum, jewelry, coins, bullion, diamonds, watches, and other eligible

valuables. Their process includes a free appraisal kit, prepaid shipping, professional evaluation, and a no-obligation offer.

Josh Landy
Beyond79 LLC
+1 888-465-3860
customerservice@sellyourgold.com

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