

Augusta Precious Metals

Augusta Precious Metals is an online retailer that supplies physical gold and silver products to individual investors. Although it's a relatively new company that was established in 2012, the family behind it has over 40 years experience in the coin business. The product range of Augusta Precious Metals includes common gold and silver bullions, premium gold and silver, and IRA eligible coins.



Unique Selling Point

The 'Why Choose Augusta' section provides customers a number of reasons to choose the company over its competitors. After a thorough review of the information present on the company's website, it can be safely said that Augusta aims to differentiate itself from its competitors on the basis of **experience, excellent customer service, and super-competitive pricing.**

Products Available

The company provides eCommerce service for:

- Common silver and gold
- Premium silver and gold
- IRA eligible coins
- Gold IRAs

Other Value-Added Services

- Fast shipping within 1 to 3 business days of receipt of funds – YES
- Free shipping and insurance – YES
- 7-day price protection program – YES
- 100% money back guarantee for first-time clients – YES
- Toll free call number – YES
- Online IRA application – NO
- Rapid account setup – NO

Educational Resources

- Free investment kit
- Metal price charts
- Blog
- Various other sections, such as 'why invest in gold and silver', 'why open a gold IRA', 'do's and don'ts list', and FAQs

Online Community and Support

Company Website – Information and Ease of Use

Augusta Precious Metals recently launched its new website which is well-branded and has a strong visual identity. Rich graphics and quality content leave the user in no doubt as to what the website is about and what products the company offers.

The home page contains a top navigation menu, the company's logo, updated prices of gold and silver, and a call-to-action button (get your free investor kit) on the top. However, the repetition of 'Get Started', 'Order Your Investor Kit', 'BBB Rating', 'Trust Link Rating', and '40 years experience' looks unnecessary and adds clutter to the homepage.

In terms of content quality, the website's 'Resources' section contains valuable information on Gold IRA and precious metals investment. However, there's another section under the 'Home Delivery Gold IRA' that contains a 'Do's and Don'ts List' and 'FAQs'. Since the information is fragmented, the visitors may find it difficult to find the information they're looking for.

The website also lacks organizational clarity as there's no sitemap. While every page of the website contains the company's toll free number of the top, there's no separate 'Contact Us' tab on the top navigation menu for customers who would prefer contacting the company through email.

Social Media or Satellite Websites

The company maintains a robust presence on [Facebook](#), [Google+](#), [YouTube](#), and [Twitter](#); however, it's surprising to find out that there are no sharing buttons on the official website. Presence of social sharing buttons on a website adds to the convenience of visitors as they are no longer required to copy and paste the URL in order to share some information with their social network.

Bottom Line

While Augusta Precious Metals started its operations only 4 years ago, the company has established a reputation for being a customer-centric precious metals retailer. In a move to set apart and gain trust of the customers, the company offers a number of value added services and Gold IRA investment kits.

The strongest selling point of the company, in our opinion, is its trust rankings and great customer reviews. With an A+ ranking from Better Business Bureau and a 4.6 star ranking on Facebook, it's evident that the company has won the trust of its clients by providing their customer-friendly services. However, there are certain areas where Augusta Precious Metals needs to bulk up its offerings, such as online IRA application and rapid account setup. Working on these areas can certainly help Augusta Precious Metals further improve their trust rankings and win more customers.

Testimonials from customers prove that the company has lived up to its promise of excellent customer services. However, the claim of offering precious metals at super-competitive pricing requires a thorough comparison of various online precious metals and Gold IRA retailers.