

With Voss.

PROPOSAL

Getting Currumbin Minerals found by the people already looking for you

A new website, built and launched, then twelve months of work to put your name in front of local buyers and in the answers people now get from AI.

PREPARED FOR Currumbin Minerals Pty Ltd	ATTENTION Brett Hoyle	DATE 22 August 2026	VALID FOR 30 days
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Your website is not competing. It is not visible.

4 pages on the current site	0 structured data, sitemap or analytics	7.4 the PHP version it runs on, no longer patched	Blank how your link looks when shared
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We audited every website across the Neumann group in July 2026, fourteen sites in total, scoring each on search visibility, speed, structured data, security and how readable it is to AI systems. Currumbin Minerals scored last.

The current site has no robots file, no sitemap, no page descriptions, no headings structure and no analytics, so there is no way to know how many people find you or what they were looking for. Nothing on the site tells Google what you sell or where you are, which is why you do not appear when someone nearby searches for it. And because there is no share image configured, every time someone sends your link in an email or a message it arrives as a blank grey box.

It also runs on a version of PHP that stopped receiving security updates, on a shared server it sits on alongside the laboratory's website.

None of this is about the site looking dated. It is that the site is invisible to the systems people use to find suppliers.

The two things that bring in local enquiries are not on your website at all

Washed sand

By volume this is one of your largest product lines, sold to builders, landscapers and concreters across the Gold Coast and Northern New South Wales. Your website does not mention it. Every one of those buyers searches for it, and every one of them currently finds somebody else.

Supply us your sand

Excavation and civil contractors across the Gold Coast dig up mineralised sand and pay to dispose of it. You take it and pay them for it, then wash and re-sell the clean sand. That is a circular economy story and a genuine commercial advantage, and it is nowhere online.

The people who need it are not searching for "mineral sands producer". They are searching for sand disposal, spoil removal and who buys mineralised sand. Those searches have real volume, clear buying intent and almost no competition, because nobody in your market has written the page that answers them.

Both of these pages are already designed. The full nine page concept exists, including dedicated pages for washed sand and for the buy back, and we will walk the board through it before you decide anything.

What we deliver

THE WEBSITE

- ✓ **Nine pages, built and launched**
Home, Products, Washed Sand, Supply Us Your Sand, Capability and Processing, Laboratory, Export and Logistics, Contact, Heritage. Fast on a phone, accessible, written from your own operation rather than filler.
- ✓ **Two pages built to convert**
Washed Sand and Supply Us Your Sand each get their own enquiry path and answer the questions buyers actually ask.
- ✓ **Secure enquiry forms**
Bot protection and rate limiting, delivered to an inbox you nominate. No personal data stored on the site.

FOUND BY SEARCH, AND BY AI

- ✓ **Search foundation**
Page titles and descriptions, heading structure, internal links, image descriptions, sitemap, robots file, submitted to Google and Bing.
- ✓ **Structured data**
Machine readable information about your business, your products, your location and your place in the Neumann group. This is what search engines and AI systems read first.
- ✓ **AI answer readiness**
Increasingly, buyers ask ChatGPT, Gemini, Copilot or Perplexity rather than scrolling a results page. We structure the site so those systems can find you, understand what you sell and name you in the answer. Very few suppliers in your market have done this.
- ✓ **Share cards and speed**
A proper branded preview when your link is shared, and page speed in the green.
- ✓ **Google Business Profile**
Claimed, verified and completed, with categories, service area and photos, and your name, address and phone consistent everywhere. For a business selling locally this is the single biggest lever there is.

SECURITY AND HOSTING

✓ Off the unpatched server

The new site is static. There is no WordPress, no PHP, no database and no admin login, which means there is no control panel for anyone to break into.

✓ Full hardening

HTTPS enforced, security headers, firewall and bot rules, hardened form handling.

✓ A written security summary

A short document setting out exactly what was done, so your board can read it rather than take it on trust.

✓ Hosting for the first year

Included. Hosting, certificate, uptime and DNS.

MEASUREMENT, DOMAIN AND HANDOVER

✓ Analytics and enquiry tracking

Visitor analytics, Search Console, Bing, and phone taps and form submissions tracked as enquiries. This sets the baseline everything afterwards is measured against.

✓ Domain, DNS and redirects

Registered in your name, with curmin.com redirected so nothing already published is lost.

✓ Handover, and it is all yours

Domain, hosting, analytics and Google profile all held in Currumbin Minerals' own accounts, in your name, with a walkthrough. You are never locked out of your own website, and you are never locked into us.

✓ 30 days of support after launch

Anything that breaks or needs adjusting, at no charge.

Launching the site is the start, not the finish

A website that is merely correct will sit where it lands. Rankings, local visibility, reviews and AI citations are all built over time, which is why this proposal covers a full year rather than a build alone. Every quarter, for the first twelve months, you receive:

✓ **A new page or article, written and built**

Targeted at a search we can see people making. Four across the year gives you a real content base rather than a brochure.

✓ **An AI visibility pass**

We ask the major AI systems the questions your buyers ask, record whether Currumbin Minerals is named, and shape the content until it is.

✓ **Google Business Profile management**

Posts, photos, questions and answers, and help generating and responding to reviews. This is where local phone calls come from.

✓ **Ranking and performance monitoring**

Positions tracked, page speed watched, and search data mined for the next thing worth writing.

✓ **A competitor snapshot**

Who moved, what they published, and what they are winning that you are not.

✓ **Up to three hours of site updates**

Copy, photos, products, whatever has changed in the business.

✓ **A security and dependency check**

Every quarter, documented.

✓ **A written report and a review call**

Six numbers against the launch baseline: visitors, search impressions and clicks, Google profile calls and direction requests, enquiries, keyword positions, and whether AI systems name you. If those numbers do not move, you will be the first to know, from us.

And we would love to help with the brand itself

While preparing this proposal we spent real time with the Currumbin Minerals mark, and there is an easy win sitting in it. The logo is good. It has simply never been given the versions a working brand needs.

We have already drawn a **one colour master of your exact logo**, in clean vector, with the CM sitting in the diamond: blue for paper and screens, navy for warm grounds, white for dark. It scales from a business card to a bulk bag without losing an edge. Nothing about your identity changes; it simply works everywhere now.

And because we would genuinely love to do this work, the brand refresh fee is waived for the twelve month program. You pay for the signs and bags to be produced, nothing for the artwork.

THE BRAND REFRESH PACK

✓ **One colour logo masters**

Vector files in the three fills, plus screen ready versions, plus a one page usage sheet.

✓ **Bag artwork**

Print ready artwork for the 2000 kg bulk bags and 40 kg paper bags, so every bag that leaves the yard advertises the business.

✓ **Site signage artwork**

Building fascia, gate signs for both entrances, and a roadside banner for the Stuarts Road frontage. Thousands of vehicles pass your two sites every week and nothing tells them you sell minerals and bulk sand. The artwork fixes that; any local signwriter can produce it.

✓ **The brand and delivery guide**

A short book covering the logo rules, colours, type, bags, invoices and stationery, so anything made in future stays consistent without asking us.

An idea that came out of this work, offered for nothing: washed sand in branded one tonne bulk bags and small bags for locals and tradies. The packaging line already exists for the mineral side, the signage and the website would both sell it, and nobody nearby offers it. Worth a conversation on its own.

What it costs

ITEM	AMOUNT
Website build and launch Everything in the section above. One off, fixed fee. First year hosting included.	\$7,500
Growth program, four quarters \$2,250 per quarter for twelve months from launch.	\$9,000
Southern Gold Coast Laboratories website A two page site for the laboratory, built, launched and linked to the Currumbin Minerals site so each supports the other. Included at no charge.	\$2,200 waived
Total, first twelve months	\$16,500

Included at no charge with the twelve month program: the brand refresh pack (logo masters, bag artwork, signage artwork, the brand guide), normally \$1,800, fee waived. Signage and bag production are printed at cost by your preferred suppliers.

All amounts include GST. Payment is 50% to begin and 50% at launch for the build, with the growth program invoiced quarterly. After the first twelve months you may continue the growth program at \$2,250 per quarter, step down to a maintenance plan at \$900 per quarter, or hold hosting only at \$200 per year. There is no lock in and no contract beyond the twelve months.

What the laboratory site does and does not include

The included laboratory site is two pages, built and launched, with the essentials done properly. It does **not** include a Google Business Profile setup, search content, articles or ongoing work. Those are deliberately excluded so the goodwill has a clear edge to it.

If the laboratory warrants a proper presence in its own right, three to four pages covering who they are, what they do, accreditation, and contact and location, with the same search, structured data and profile setup as the main site, that is **\$3,900** and can be added at any time.

One link, filled in once

The most common reason a website project drags is content. We do not chase it by email. On the day you say yes you receive a single online form, which works on a phone, and you fill it in when it suits you.

It asks for your photographs, any video you already have such as plant or drone footage, your own words on what you do and who buys it, your logo files, the exact business details that go into your listing, and access to your domain, Google and analytics accounts. There is a final question asking what we did not think to ask about, which is usually where the best material comes from.

One form, one pass, and the rest is ours. If you do not have professional photography we can arrange a half day shoot, quoted separately.

How it runs

- 1 You approve**
Deposit invoice issued, intake form sent the same day.
- 2 You complete the intake form**
Photos, wording, access. This is the step that sets the pace.
- 3 We finalise and prepare for launch**
Your content in place, domain configured, security and analytics set up, Google profile claimed. Around two weeks.
- 4 Launch**
Site live, old site redirected, baseline numbers recorded, security summary and handover documents provided.
- 5 The growth program begins**
First quarter's content, profile work and monitoring. First written report at the end of quarter one.

Two to three weeks from approval to launch is realistic, and most of that depends on how quickly the intake form comes back.

NEXT STEP

See the concept first

Before you commit to anything, we will walk you and the board through the full design concept, page by page, and show you exactly what the searches look like today and where the gaps are.

If it is right, we start. If it is not, you have lost nothing but an hour.