

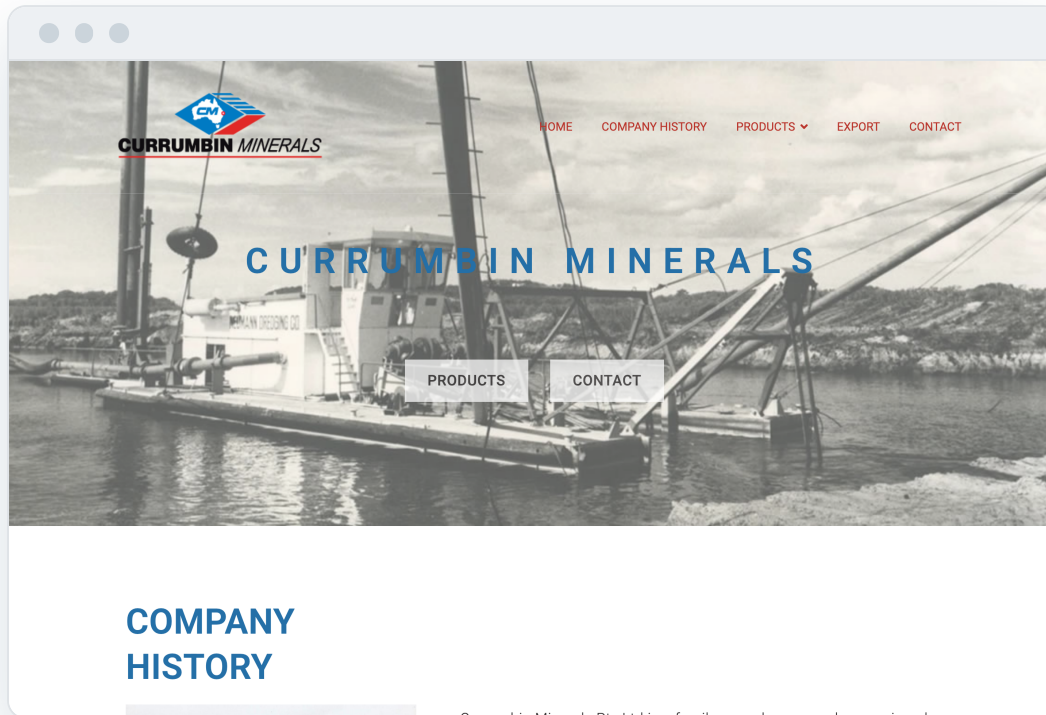
PREPARED FOR CURRUMBIN MINERALS PTY LTD

The website concept.

A new digital front door for Currumbin Minerals

The proposed design for a new Currumbin Minerals website, and the plan that puts the company in front of the buyers, builders and contractors already searching for what it sells.

The current website is invisible to the systems people use to find suppliers



curmin.com today. Four pages, last rebuilt in the mid 2010s.

Last of 14

where the site ranked when every website in the Neumann group was audited in July 2026

0

sitemap, page descriptions, structured data or analytics. Google is given nothing to work with, so there is no way to know who visits or what they wanted

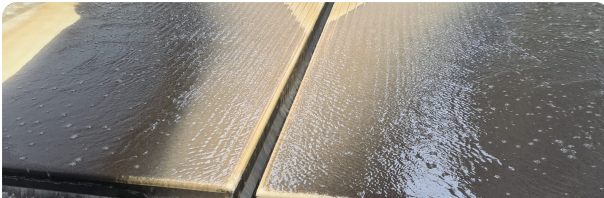
PHP 7.4

the site runs on a shared server on a software version that no longer receives security patches

Blank

what appears when someone shares the site's link in an email or message

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



PRODUCT LINE

Washed sand

One of the company's largest product lines by volume, sold to builders, landscapers and concreters across the Gold Coast and Northern NSW. The current website never mentions it. Every one of those buyers searches online, and every one of them currently finds a competitor.



CIRCULAR ECONOMY

Supply us your sand

Gold Coast excavators and developers dig up mineralised sand and pay to dispose of it. Currumbin Minerals takes it and pays them, extracts the minerals, and sells the washed sand back into the market. A genuine advantage, currently invisible online.

Why this matters now

The people who need these services do not search for "mineral sands producer". They search for sand disposal, spoil removal, and where to buy washed sand.

Those searches have real volume, clear buying intent, and almost no competition, because nobody in this market has built the pages that answer them. The first company that does, owns them.

Industrial, modern, and unmistakably Currumbin Minerals

The rules the design follows

- ✓ **The logo does not change**
The CM diamond stays exactly as it is. The site is built around it, not over it.
- ✓ **Blue leads, red works**
Blue drawn from the logo carries the design. Red appears only on the actions that matter: call, enquire, get a price.
- ✓ **Built for a phone on a work site**
Most local buyers will arrive on a phone. Every page is designed for one hand and a fast connection.
- ✓ **What they do today, up front**
The heritage is honoured with its own page, but the homepage leads with what the company sells now.

Palette



CM Blue
drawn from the logo, carries the site



Deep Navy
heroes, footer, weight



Signal Red
actions only, never decoration



Sand
warm section breaks, of the place itself



White
clean ground for content

Type

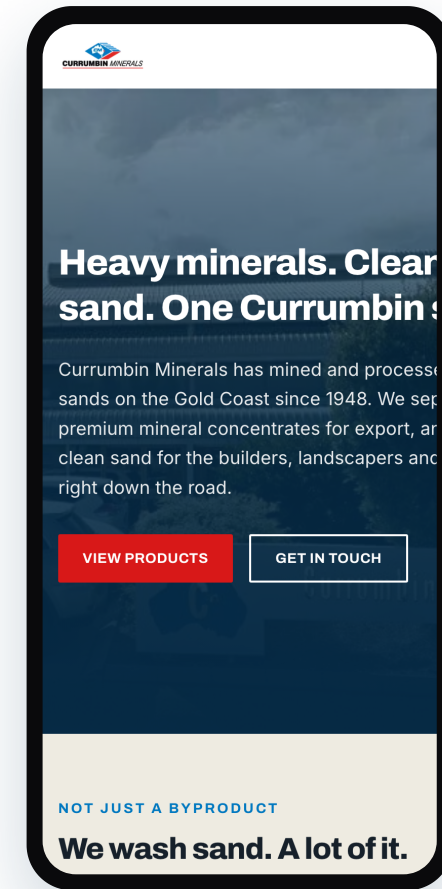
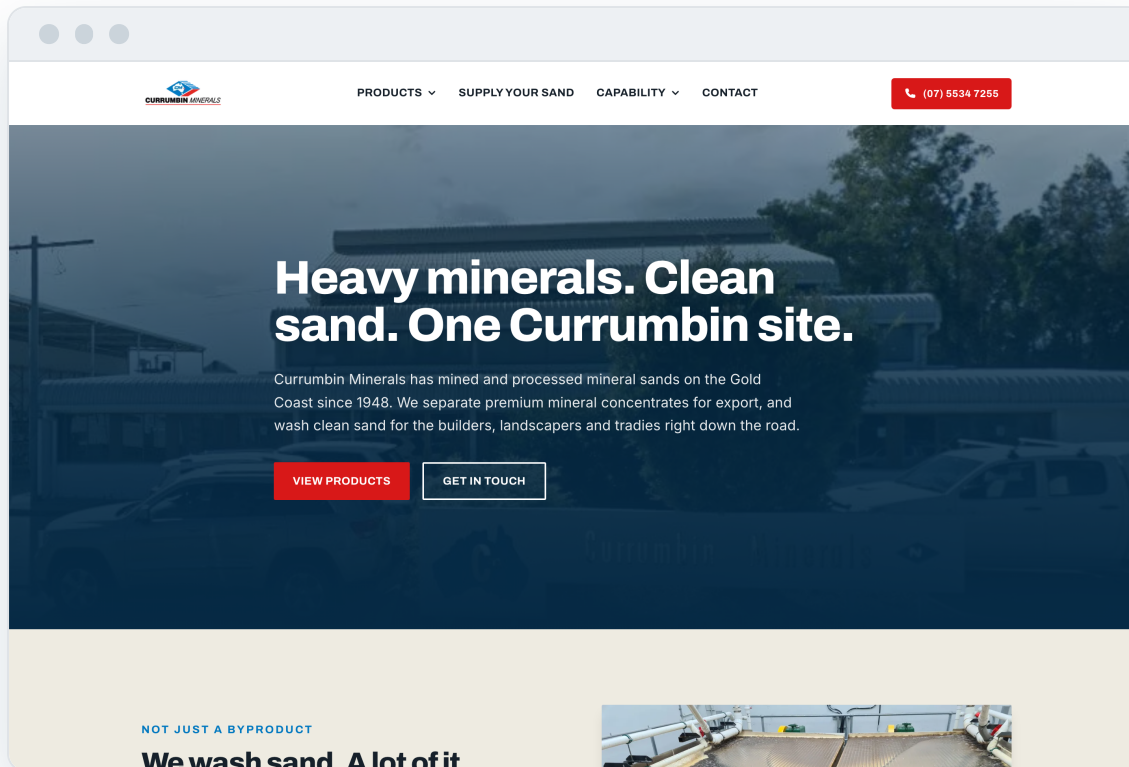
Condensed, engineered headlines

Barlow Condensed. Industrial without being retro.

Body text that reads effortlessly on any screen, at any age, in any light.

Barlow. The same family, one voice.

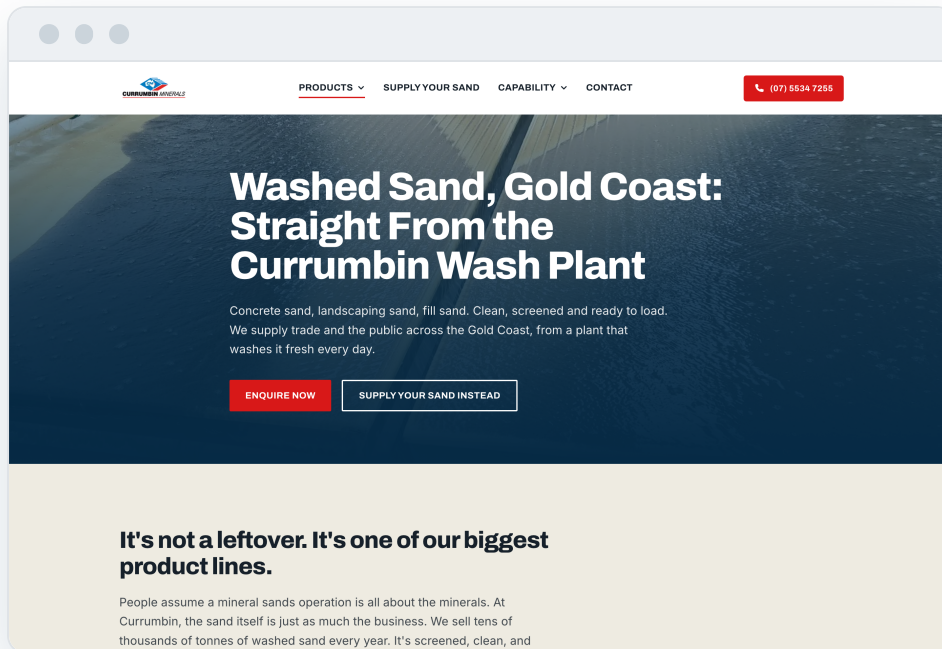
The new homepage



The same page on a phone, where most local buyers will see it first.

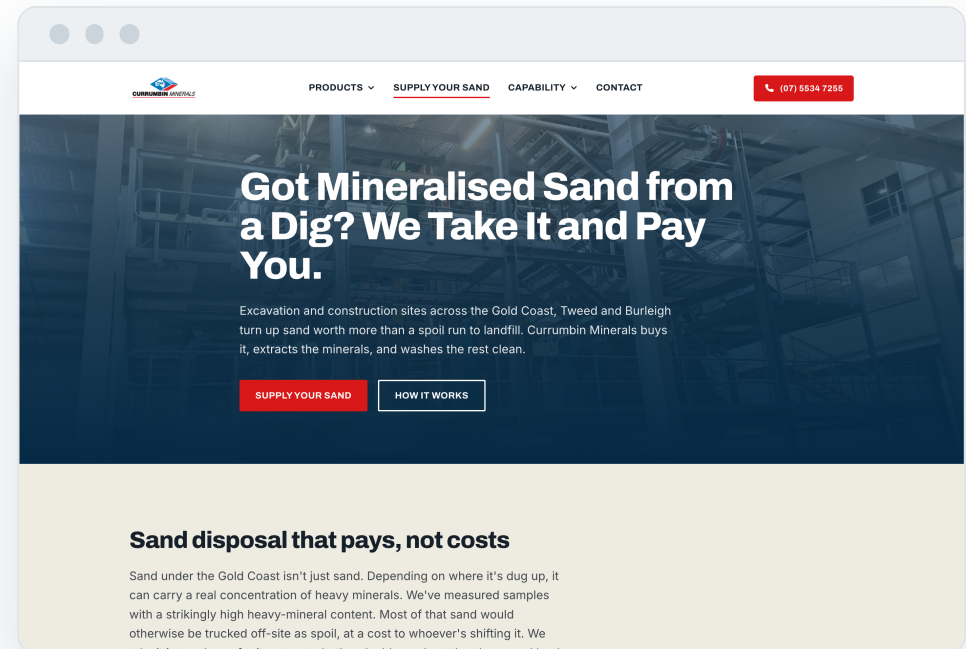
Two pages built to make the phone ring

WASHED SAND



Answers what builders and landscapers actually ask, with its own enquiry path.

SUPPLY US YOUR SAND



Written for excavators moving spoil: what qualifies, what it pays, who to call.

Articles that answer the questions buyers are already asking

Each quarter, one new article is written and published, and each one targets a search we can see real people making. This is not a news page. It is how the site keeps earning new visitors, and it is the material AI systems quote when they answer a buyer's question.

✓ **Written from the operation, not the internet**

Real knowledge from the plant, the lab and the weighbridge.

✓ **Every article has a job**

A target search, tracked after publishing to see what it brought in.

✓ **Compounds over time**

A year in, the site has a content base no competitor in this niche has.



Who buys mineralised sand on the Gold Coast?

Targets: [who buys mineralised sand](#) · [sand disposal gold coast](#)



Moving spoil from a Gold Coast site? Read this before you pay to dump it

Targets: [spoil removal gold coast](#) · [excavation sand disposal](#)



Washed sand or river sand: what concreters need to know

Targets: [washed sand vs river sand](#) · [sand for concrete](#)



What actually happens inside a mineral separation plant

Targets: [mineral sands processing](#) · [rutile zircon australia](#)

Half the work on this website is invisible, and it is the half that matters

Found on Google

- ✓ **Search foundation on every page**
Titles, descriptions, headings, sitemap, all the things the current site has none of.
- ✓ **Google Business Profile**
Claimed, completed and managed. The map listing is where local buyers actually click.
- ✓ **Fast on a phone**
Page speed is a ranking factor. The concept scores in the green.

Found by AI

- ✓ **Structured data**
Machine readable facts about the business, its products and its place in the Neumann Group. The first thing AI systems read.
- ✓ **Written to be quoted**
Buyers increasingly ask ChatGPT and Gemini instead of scrolling results. Pages are structured so those systems can name Currumbin Minerals in the answer.
- ✓ **Checked, not assumed**
Every quarter the AI systems are asked the money questions, and the answers are recorded.

Secure by construction

The new site is static. No WordPress, no database, no admin login. There is no control panel for anyone to break into, which is not something the current site can say.

A written security summary is delivered with the site, so this can be read and filed rather than taken on trust.

The companion document, **What is on this website, and why**, explains each of these in plain language.

Launch is the start. The value builds quarter by quarter.

Rankings, reviews, local visibility and AI citations are all earned over time. The engagement runs for twelve months, and every quarter delivers:

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

Targeted at a real search, like the four shown earlier.

✓ **Google Business Profile management**

Posts, photos, questions answered, reviews grown and responded to.

✓ **An AI visibility check**

The money questions, asked and recorded across the major AI systems.

✓ **Ranking and speed monitoring**

Positions tracked, search data mined for the next target.

✓ **A competitor snapshot**

Who moved, what they published, what they are winning.

✓ **Three hours of site updates**

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

The quarterly report

Six numbers against the launch baseline, one page, every quarter:

Visitors · search impressions and clicks ·
profile calls and directions · enquiries ·
keyword positions · AI citations

If the numbers do not move, the board hears it from us first.

What it costs

ITEM	AMOUNT
Design, build and launch The full website designed and produced from this concept: nine pages, copywriting, secure forms, search and AI foundation, migration off the current server, analytics, Google Business Profile, domain, launch and handover. First year hosting included. Fixed fee.	\$7,500
Growth program, four quarters Everything on the previous page, \$2,250 per quarter for the first year.	\$9,000
Southern Gold Coast Laboratories website A two page site for the lab, launched alongside and cross linked. Included at no charge. Excludes profile setup and ongoing content.	\$2,200 waived
First twelve months All amounts include GST. Build is 50% to begin, 50% at launch; the program bills quarterly. After year one: continue at \$2,250 a quarter, step down to maintenance at \$900 a quarter, or hosting only at \$200 a year. No lock in.	\$16,500

Owned by Currumbin Minerals

Domain, hosting, analytics and the Google profile are all set up in the company's own name and accounts. If the relationship ended tomorrow, everything keeps working and any developer could pick it up.

A benchmark: agency pricing for a build of this scope alone typically runs \$8,000 to \$18,000, before any ongoing work.

What happens if the board says yes

One form, filled in once

The most common reason website projects drag is content collection. We do not chase it by email. On day one the company receives a single online form, and it collects everything in one pass:

- ✓ **Photos and any existing video**
Plant, product, drone footage, whatever exists.
- ✓ **Words and facts**
What you do, who buys it, the details that go into listings.
- ✓ **Logos and access**
Brand files, domain, Google. Held securely, handed back at the end.

If professional photography is needed, a half day shoot is quoted separately.

Timeline

- 1 Approval**
Deposit invoiced, intake form sent the same day.
- 2 Content and finalisation**
Your photos and words in place, design refined.
Around two to three weeks, paced by the intake form.
- 3 Launch**
Live, secure, measured. Old site redirected, baseline recorded, security summary delivered.
- 4 The year begins**
First quarter of content, profile work and monitoring.
First report at the end of quarter one.

The ask

Approve the twelve month program, and nominate one person as the contact for the intake form and the domain decision.

Questions can come straight to With Voss, or through Luke.

PREPARED FOR THE BOARD OF CURRUMBIN MINERALS

Built to be found. Owned by you. Measured every quarter.

Contact

Luke Conforti · With Voss

Web

withvoss.com

Valid

30 days

by With Voss.