

PREPARED FOR CURRUMBIN MINERALS PTY LTD

What is on this website, and why.

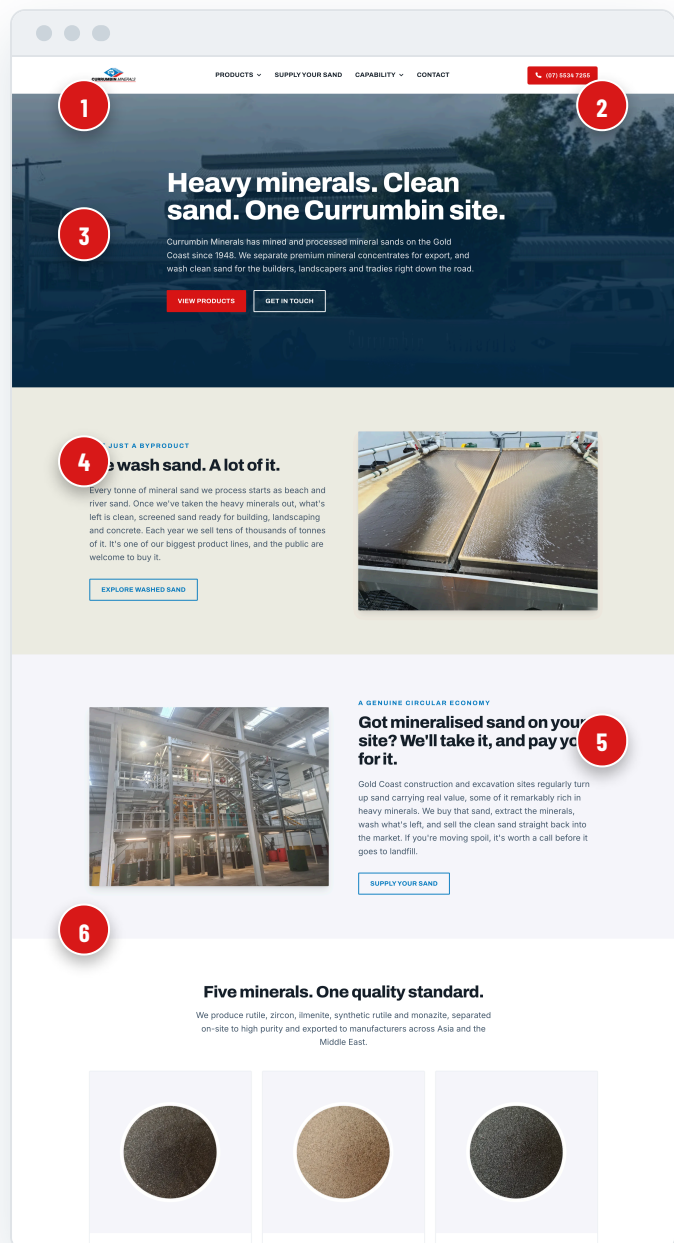


What is on this website, and why

A plain language guide to the parts of the new Currumbin Minerals website you cannot see: the work that decides whether Google ranks it, whether AI systems recommend it, and whether anyone can break into it.

Every page carries visible work and invisible work

The homepage concept, annotated. Everything numbered here exists on every page of the site, and none of it exists on the current one.



- 1 One clear heading structure**
Every page has a single main heading and an ordered hierarchy under it. This is literally how Google reads a page. The current site has no headings at all.
- 2 The phone number as a button**
On a phone this dials with one tap, and each tap is counted as an enquiry, so the board sees how many calls the site produced.
- 3 Plain statement of what you do and where**
Written the way buyers search, not the way the industry talks. "Washed sand for builders on the Gold Coast" is a search; "premium mineral province output" is not.
- 4 The washed sand section, high on the page**
The biggest hidden product line gets the second block on the homepage, and its own page behind it.
- 5 The buy back, told as an offer**
"We will take it, and pay you for it" is the single most quotable sentence on the site, which matters for the AI systems on the next page.
- 6 Five minerals, one standard**
The export products, each named with its chemistry and its uses. These exact facts also feed the structured data described over the page, so machines read what people read.

Being found, by Google and by AI

1

Structured data

A block of machine readable facts embedded in every page: legal name, founded 1948, address, phone, products, service area, and that the company is part of the Neumann Group.

Why it matters: this is the first thing search engines and AI systems read, and the version of the company they believe. Without it they guess, or say nothing. It is also what makes the map listing, the knowledge panel and rich search results possible.

2

AI answer readiness

A growing share of buyers now ask ChatGPT, Gemini or Copilot "who buys mineralised sand on the Gold Coast" instead of scrolling search results. The site carries a file written specifically for those systems, and every page is structured in clean, quotable sections they can lift an answer from.

Why it matters: when an AI names one supplier in its answer, that supplier gets the call and nobody else knows the question was ever asked. Almost no company in this market has done this work. Being early is the entire advantage, and it is checked quarterly rather than assumed.

3

Indexing setup

A sitemap listing every page, a robots file telling crawlers what to read, a canonical address for each page, and direct submission to Google and Bing.

Why it matters: this is how a site enters the index at all. The current site provides none of it, which is a large part of why it is invisible.

4

Titles, descriptions and image text

Every page gets a unique title and description, written for the searcher, and every image carries a text description.

Why it matters: the title and description are the words a buyer sees in the search results before choosing where to click. Today Google invents them, badly.

5

Share cards

A branded preview image and per page tags, so a shared link renders with the logo and a headline.

Why it matters: right now, pasting curmin.com into an email or a message produces a blank grey box. Every shared link is a small first impression, and the company currently fails all of them.

6

Google Business Profile

The company's listing on Google Maps and local search: claimed, verified, completed with categories, photos and service area, and kept active with posts and review responses.

Why it matters: for a business selling locally, the map pack takes roughly forty percent of all clicks. It is the single biggest local lever, and it costs nothing but the work.

Speed, proof and security

7

Performance

Images served in modern formats at the right sizes, and the whole site delivered from servers close to the visitor. The concept scores in the green on Google's own speed measures.

Why it matters: speed is a ranking factor, slow sites lose visitors before they load, and most of this site's buyers will be on a phone on a work site, not on office wifi.

8

Analytics and enquiry tracking

Visitor analytics, Google and Bing search reporting, and every phone tap and form submission counted as an enquiry. A baseline is recorded the week the site launches.

Why it matters: this is what makes the whole investment measurable. Every quarterly report is those numbers against the launch baseline, so the board judges results, not promises.

9

Hardened enquiry forms

Forms protected by bot detection and rate limiting, delivered to a nominated inbox, with nothing stored on the site itself.

Why it matters: an unprotected form becomes a spam channel within weeks, and storing enquiries on the server creates a privacy liability. This does neither.

10

Static construction

The site is built as pure pages, with no WordPress, no database and no admin login. It is served through Cloudflare with HTTPS enforced, security headers and a firewall.

Why it matters: most hacked small business websites are hacked through their own admin panel or an unpatched plugin. This site has neither, so that entire category of risk does not exist. The current site runs on software that stopped receiving security patches, on a server shared with the laboratory's site.

11

Ownership

The domain, hosting, analytics and Google profile are all registered in Currumbin Minerals' own name and accounts, with a written handover.

Why it matters: the company is never locked out of its own website, and never locked into its supplier. If the relationship ended tomorrow, everything keeps running and any developer could take over.

The short version for the board: the visible design is maybe half the job. The rest is the machinery above, and it is the difference between a website that exists and a website that gets found, gets quoted, and gets measured. None of it exists on the current site. All of it is included in the fixed build fee, and a written security summary is delivered at launch.