

PREPARED FOR NEUMANN STEEL

# The proposal.

# The best content in the category, on a website that hides it

A rebuilt Neumann Steel website that publishes the specifications, the tonnages and the certificates you already own, takes a builder's drawings on the day they have them, and can be read by the AI assistants your customers now ask first.

|                                          |                                              |                        |                      |
|------------------------------------------|----------------------------------------------|------------------------|----------------------|
| PREPARED FOR<br>Neumann Steel Pty<br>Ltd | ATTENTION<br>The directors,<br>Neumann Steel | DATE<br>23 August 2026 | VALID FOR<br>30 days |
|------------------------------------------|----------------------------------------------|------------------------|----------------------|

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## THE SITUATION

**You are not the weakest website in the group.  
You are the strongest one, underperforming.**

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|                                                                                 |                                                                                        |                                                                                         |                                                               |
|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|---------------------------------------------------------------|
| <b>159</b><br>indexed pages. This is the deepest site in Australian reinforcing | <b>72</b><br>technical PDFs already published, listed across four near-identical pages | <b>8</b><br>landmark project case studies, and the archive, excluded from every sitemap | <b>0</b><br>places on the site a builder can attach a drawing |
|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|---------------------------------------------------------------|

We audited neumannsteel.com.au on 23 August 2026, passively, and separately benchmarked fourteen steel and building material websites worldwide for what they let a customer actually do. Two things came out of it.

The first is that the content is genuinely good. Roughly seventy technical explainers, twenty seven of them touched this year. Thirty six product brochures. ACRS, ISO and SSA certificates, with Currumbin the first reinforcing manufacturer in Australia certified to Steel Sustainability Australia Level 3, and Thornton and Hervey Bay certified to Level 2A. SENSE 600 with up to 39 per cent lower embodied carbon and published EPDs. NuPod, which won the 2021 HIA GreenSmart Product of the Year. Around 300 people across five branches. Q1 Tower at 12,000 tonnes, Jewel Resort at 15,000, Harwood Bridge at 10,000 including 1,000 tonnes of prefabricated pile cages, the Gold Coast Light Rail at 106,000 square metres of special mesh and 6,000 tonnes of bent bar. Nobody else in this category has that depth.

The second is that almost none of it is presented in a way that a buyer, a search engine or an AI assistant can use. **The problem is not that Neumann Steel has nothing to say. It is that the website is standing in front of it.**

## THE SITUATION, IN DETAIL

# Four things we found, in plain terms

### ONE • THE SPECIFICATIONS ARE NOT PUBLISHED

- › **A flagship product page delivers 408 KB of code and 458 words of its own copy, with no diameters, no grade, no stock lengths and no compliance statement**

The galvanised bar page does not say 12, 16, 20, 24, 28 or 32 mm. It does not say D500N. It does not state AS/NZS 4671. That data exists, in the Shapes Guide and the Product Guide, as PDFs. It is not on a single web page. InfraBuild is the only Australian reinforcing supplier publishing on-page specification tables, and it is the one thing they clearly beat you on.

- › **The homepage sends 429 KB of document to deliver 1,150 words**

That is a text to code ratio of 1.78 per cent. The caching plugin you pay for is the cause: it inlines 225 KB of stylesheet into every single page, where it can never be cached and is re-downloaded on every page view. Your server is fine. The payload is not.

## TWO • THE WEBSITE CANNOT TAKE WORK OFF YOUR STAFF

### › **There is no file upload anywhere on 159 pages**

The estimating page publishes a five day lead time on a take-off. The website provides no way to start that clock. Every take-off begins as an unstructured email or a phone call to one of six mailboxes. Every quote button on the site, in the header, in the hero, on all seven service pages, resolves to the same 277 word contact form with no product field, no branch, no quantity and no required-by date.

### › **NuNet is described three times and linked from nowhere**

Your delivery page markets the customer portal in detail. There is no login link anywhere on the website. Customers ring to ask where it is. The 1Centre trade credit application is in the same position: a genuinely good tool, linked only from the rotating homepage hero, absent from the contact page, the five branch pages, the footer and the navigation.

## THREE • SECURITY AND LICENSING EXPOSURE

### › **Gravity Forms is a full major version behind, on the plugin that handles every enquiry on the site**

The site runs 2.10.2. The current release line is 3.x. The vendor's own changelogs record security enhancements in two releases the site does not have. We tested nothing. We read published version strings from your own page source, which is exactly what an opportunistic attacker reads first.

### › **All six modern security headers are absent**

No content security policy, no HSTS, no clickjacking protection, no referrer policy, no permissions policy, no content type protection. Six for six. These are free and take a competent build about ten minutes.

### › **The site renders in typefaces it is unlikely to be licensed for**

Seven display families are requested in the production stylesheet and none of them are delivered to the browser. Six are trial builds of a commercial typeface, with the word Trial in the file name. One is a named corporate typeface belonging to another company entirely and is not licensable by anyone. Because none of them load, every headline falls back to the system default, which is most of why the site reads as cheap. It is a legal exposure and a design problem at the same time, and one change fixes both.

**> Your edge protection fails silently, with a success code**

During the audit the host's anti-bot layer stopped serving content to us and began returning an empty 167 byte challenge page. It returned it as HTTP 202, which means success. We polled it forty times over twenty minutes and got the same empty response every time. A crawler that receives a refusal knows to come back. A crawler that receives a success code has no reason to. Your robots file explicitly permits AI crawlers and the edge then blocks them. The stated policy and the actual behaviour disagree, and the failure is invisible from your side. We provoked it by crawling quickly, so we are not claiming AI can never read your site. We are saying your protection cannot tell a legitimate reader from an attacker, and when it guesses wrong nobody is told.

**> The FAQ page has nine written answers and no question markup**

Nine ready-made answers to real customer questions, invisible to rich results and unstructured for any AI retrieval. Cheapest win on the site.

**> Five branches, and nothing in the markup connects the website to any of them**

There is no local business data at all. Four of the five branches do not appear in the site's structured data. Bestbar already does this correctly, with each branch carrying its own address, hours and a link to its own Google listing.

**> Sharing your homepage link produces a blank box**

The homepage declares a large image share card and provides no image. Every link pasted into Teams, email or a message arrives bare. Interior pages are fine. It is the most shared URL you own that is broken.

## The tools layer in Australian reinforcing is unclaimed

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We audited fourteen steel and building material websites worldwide on 23 August 2026 for tools only: calculators, upload flows, portals, technical libraries, specification data. Three findings matter to this decision.

**There is no mesh, bar weight, lap length or slab calculator on any Australian reinforcing website.** InfraBuild has three, all wire specific, and one of them returned a JavaScript error to the page instead of a result when we drove it with a real value. That is the entire competitive field for a search a builder makes every week.

**No reinforcing supplier in Australia offers a single model file for a design package.** Your 3D modelling service already implies the capability.

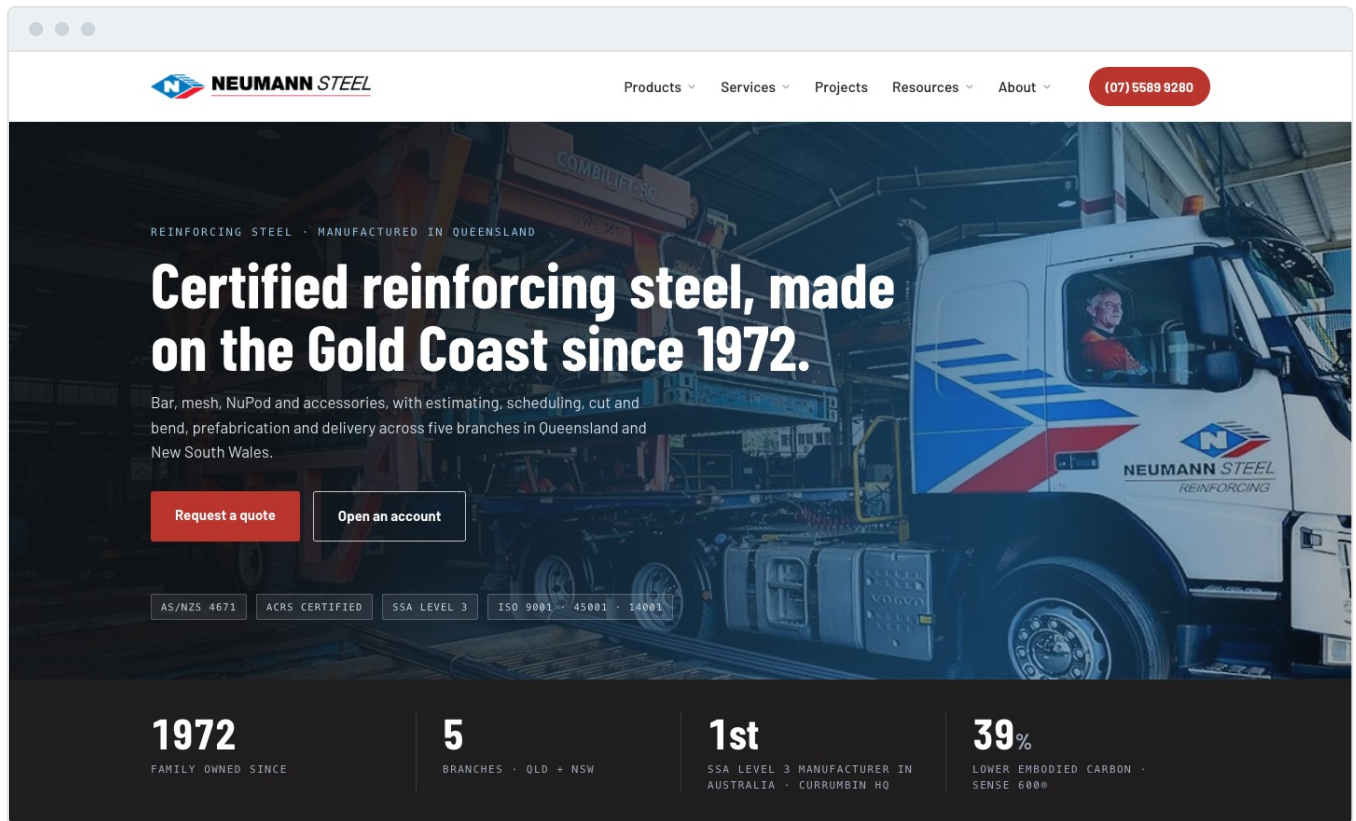
**Not one site in the benchmark, anywhere in the world, hands a calculator result into a quote request.** Holcim, Barrett and InfraBuild all dead end their calculators. That handoff is a few days of work and nobody has done it.

**The competitive point is not that the field is soft.** Bestbar publishes a public price with no login and per branch stock on every product page, and takes ten drawing files at up to 200 MB from a button on every page. They are the site to beat, and they have no calculators, no on-page specification tables and no technical library worth the name. That is the gap.

## What we build

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Everything shown in this proposal is a **design concept prepared for board review**. Nothing here is live, nothing is published, and no page is final. The renders are of the concept as it stands today so the board can judge the direction rather than a description of it.



CONCEPT RENDER • HOMEPAGE • ONE HERO, THEN FIVE CHECKABLE NUMBERS

## THE SITE

### ✓ A homepage that names the business, not one service

One hero instead of five stacked banners carrying ten identical buttons. Immediately under it, hard figures a specifier can check: family owned since 1972, five branches and more than around 300 people, Currumbin certified to SSA Level 3 and first in Australia to be, up to 39 per cent lower embodied carbon. This replaces "trusted by 1000 companies", which is unsourced and reads that way to an engineer. Every certification claim is stated at the level that actually applies to the site in question.

### ✓ Specification tables as a first class part of the design

Product codes, wire counts, widths, lengths, wire diameters, sheet mass and pack quantities, set in tabular numerals against the generic construction code, with the grade and standard named. Where a figure is not published in a current Neumann document it is shown as to be confirmed rather than invented. On a reinforcing website the table is the hero, not the photograph.

### ✓ Certification chips that link to the current dated certificate

AS/NZS 4671, ACRS, SSA and ISO 9001, 45001 and 14001 rendered consistently on product pages, in the library and in the footer, each opening the certificate that is current today. Where a certification is site specific, the chip names the site, so Currumbin reads Level 3 and Thornton and Hervey Bay read Level 2A rather than one blanket claim.

✓ **Project case studies rebuilt as real proof, and put in the sitemap**

Q1 Tower, Jewel Resort, Gold Coast Light Rail, Harwood Bridge, Toowoomba Second Range Crossing, Tweed Valley Hospital, the wind farms, Swiss Alp Drive. Tonnage, products supplied, services used and photography, instead of a name in a carousel. This is the strongest sales asset the company owns and it is currently the most hidden.

✓ **Five branch pages that answer the phone for you**

Hours, pickup, delivery, direct line and what each site can actually do, replacing five interchangeable stubs. Including the fix for the Brisbane page, which is currently titled and headed Caloundra. The template is built to take a sixth branch, so Yarrabilba drops in when it opens rather than being retrofitted.

✓ **NuNet and the trade account surfaced where customers look**

A persistent customer login and an open an account action in the header, the footer, the contact page, every branch page and every product page. Both systems already exist and are already paid for. This is placement, not development.

SPECIFICATION

## Stock range.

Eight codes, all 6 m sheets. Neumann codes first, with the generic construction code beside them.

TRENCH MESH · NEUMANN STOCK CODES

| PRODUCT CODE | GENERIC CODE | WIRES | WIDTH<br>mm | LENGTH<br>m | WIRE DIA.<br>mm | SHEET MASS<br>kg | PACK QTY<br>sheets |
|--------------|--------------|-------|-------------|-------------|-----------------|------------------|--------------------|
| NF8TM3       | 3-L8TM200    | 3     | 200         | 6.0         | 7.60            | 7                | 40                 |
| NF8TM4       | 4-L8TM300    | 4     | 300         | 6.0         | 7.60            | 9                | 40                 |
| NF11TM3      | 3-L11TM200   | 3     | 200         | 6.0         | 10.65           | 13               | 40                 |
| NF11TM4      | 4-L11TM300   | 4     | 300         | 6.0         | 10.65           | 18               | 40                 |
| NF12TM3      | 3-L12TM200   | 3     | 200         | 6.0         | 11.90           | 16               | 40                 |
| NF12TM4      | 4-L12TM300   | 4     | 300         | 6.0         | 11.90           | 22               | 40                 |
| NF12TM5      | 5-L12TM400   | 5     | TBC         | 6.0         | 11.90           | TBC              | TBC                |
| NF16TM3      | 3-FTM16200   | 3     | 200         | 6.0         | 15.85           | 30               | 20                 |

Grade D500L to AS/NZS 4671:2019. Made in Australia. Widths, lengths, sheet masses and pack quantities are Neumann's published figures; wire diameters are the AS/NZS 4671 nominal values for those wire sizes. NF12TM5 appears on the product list but not in the brochure, so its width, mass and pack quantity are TBC. Indicative, confirm against the current Product Guide.

NF8TM3, NF8TM4, NF11TM3, NF11TM4, NF12TM3, NF12TM4, NF12TM5 and NF16TM3 are traditionally known in construction as SL8TM3, SL8TM4, SL11TM3, SL11TM4, SL12TM3, SL12TM4, SL12TM5 and SL16TM3. Longitudinal wires sit at a 100 mm pitch, which is why a 3-wire strip is 200 mm wide and a 4-wire strip is 300 mm.

### Certification

AS/NZS 4671

ACRS CERTIFIED

SSA LEVEL 3

ISO 9001 · 45001 · 14001

ACRS certified in accordance with AS/NZS 4671:2019. Each chip opens the current dated certificate in the Technical Library.

CONCEPT RENDER · TRENCH MESH · THE SPECIFICATION TABLE, WITH UNPUBLISHED FIGURES MARKED TO BE CONFIRMED RATHER THAN GUESSED

## THE QUOTE FLOW, WITH DRAWINGS

### ✓ A real quote request that accepts the plans

Multi file upload for PDF, DWG, DXF and archives, straight to secure storage. Structured fields: company, contact, branch, project type, service needed and required on site date. The branch selection routes the enquiry to that branch's estimators instead of everything landing in head office.

### ✓ A reference number and a stated turnaround, on screen and by email

The site already promises five days. This is the mechanism that starts the clock, tells the customer it started, and gives them something to quote back at you instead of ringing to check.

### ✓ Protected properly

Bot protection, rate limiting, file type and size gates, and a plain text summary emailed to the branch so nothing depends on attachment size.

GET A PRICE

## Quotes in five days, starting the moment you upload.

No more emailing drawings around. Upload your plans, pick your branch, and our estimators take it from there.

- 1 **Upload your drawings.** PDF, DWG or a zipped drawing set, confirm other formats with estimating.
- 2 **Get a reference number** and confirmation straight back.
- 3 **Full take-off and quote** from your branch within five days.

**Drop your drawings here**  
or browse files

PDF DWG DXF ZIP

Name Phone

Company Branch - Currumbin

What are we quoting? e.g. raft slab, 42 lots, Stage 2

**Send for quoting**

FORM WIRED AT LAUNCH • TURNSTILE + ENCRYPTED UPLOAD

CONCEPT RENDER • HOMEPAGE • UPLOAD THE PLANS, PICK THE BRANCH, GET A REFERENCE

## THE CALCULATORS

### ✓ Four working tools: mesh coverage, bar weight, bar chairs for a waffle pod slab, indicative lap length

Each one shows its workings, states every constant it used, and carries a plain disclaimer that it is for planning and budgeting and not a substitute for the project engineer. The bar chair rule of thumb comes from Neumann Steel's own published article. The lap length tool states that AS 3600 governs and that a real design will often permit shorter.

✓ **Every calculator ends in a quote request, pre-filled**

Nobody in the worldwide benchmark does this. It is the difference between a tool that earns a search visit and a tool that earns an enquiry.

✓ **Signed off before they ship**

No coefficient goes live until someone technical at Neumann Steel has agreed it in writing. If nobody will own the lap length numbers we ship the other three and say so.

CALCULATOR 01

Mesh coverage

Because laps eat more of a mesh order than anyone expects, and the offcut bill is easier to argue about before the sheets are on the truck.

SLAB LENGTH (M)

12

SLAB WIDTH (M)

9

WASTAGE ALLOWANCE (%)

5

LAY DIRECTION

☒ Sheets run lengthwise (6.0 m along the slab length)

☐ Sheets run crosswise (6.0 m across the slab width)

Try the other direction: crosswise needs 12 sheets against 15 here.

Assumes a stock sheet of 6.0 x 2.4 m and a 225 mm lap on every joint, on a rectangular slab with no penetrations. Mesh type is not an input: all stock mesh sheets share the same footprint, so the sheet count is the same for every code. Per-sheet mass and the stock code list are pending Neumann's current Reinforcing Mesh brochure, so no kilogram figure is given here.

Indicative only. Not a substitute for engineering advice.

Real lap lengths under AS 3600 vary with mesh type, concrete grade, cover and where the lap sits in the structure. This tool assumes the common minimum practice lap.

SHEETS REQUIRED (INCL. WASTAGE)

16

SHEETS BEFORE WASTAGE

15

SLAB AREA

108.0 m<sup>2</sup>

GRID

3 x 5

LAP AND OFFCUT ALLOWANCE

100%

108.0 m<sup>2</sup> of sheet goes into laps and offcuts on top of the 108.0 m<sup>2</sup> of slab. Where that number is high, rotating the lay direction or ordering custom mesh usually saves money.

» SHOW THE WORKINGS

Send this to a quote

Copies these numbers as plain text, ready to paste into an enquiry or an email to your branch.

CONCEPT RENDER • MESH COVERAGE CALCULATOR • INPUTS, RESULT, AND THE WORKINGS SHOWN

THE TECHNICAL LIBRARY

✓ **One searchable library replacing four near-identical pages**

All 72 documents in one filterable index: brochures, certificates, policies, safe work method statements, the Shapes Guide, the Product Guide, the Capability Statement. Filter by document type, product family, branch and year.

✓ **A date, a version and a size on every single row**

For a certificate library this is the whole point. Anything approaching expiry carries a status marker, and an expired document never sits unmarked next to a current one. Today a specifier cannot tell at a glance whether the certificate they are downloading is the current one.

✓ **The right document surfaced on the product page that needs it**

Rather than only in a central list. Twenty of the thirty three product pages we cached do link their brochure today, but as an unlabelled thumbnail below the fold.

## TECHNICAL LIBRARY

# Current documents, dated and versioned.

Every certificate, guide and spec sheet in one searchable library, so you always know you have the current issue.

| DOCUMENT                              | TYPE        | ISSUED           | SIZE |                            |
|---------------------------------------|-------------|------------------|------|----------------------------|
| Product Guide                         | GUIDE       | Rev.1 · Jul 2026 | PDF  | <a href="#">Download ↴</a> |
| Shapes Guide                          | GUIDE       | Rev.1 · Jul 2026 | PDF  | <a href="#">Download ↴</a> |
| ACRS Certificate · Bar, Mesh and Wire | CERTIFICATE | Current · 2026   | PDF  | <a href="#">Download ↴</a> |
| Capability Statement                  | COMPANY     | Rev.1 · Jul 2026 | PDF  | <a href="#">Download ↴</a> |

[Search the full document library, 72 documents at launch →](#)

CONCEPT RENDER · TECHNICAL LIBRARY · DATED AND VERSIONED, EVERY ROW

## THE BLOG STAYS YOURS

### ✓ Your articles, your words, your publication dates, our structure

We are not rewriting the library. Roughly seventy explainers move across with their original publication dates intact, plus a last reviewed date, real categories, and a link from each article to the product page it discusses. The lapping article should point at reinforcing mesh. Today it points nowhere.

### ✓ Dates made visible

The current index shows no dates at all, which makes actively maintained work look abandoned. Twenty seven posts were touched this year, four in August alone, and a visitor cannot tell.

### ✓ One name for the section

Today it is Blog in the URL, News in the heading, News in the navigation, Blog in the footer and "Blogs, News, & Industry Updates" in the page title. One name, everywhere.

[HOME](#) / [KNOWLEDGE](#)

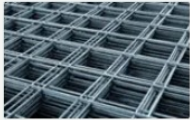
# Knowledge

Technical explainers on reinforcement, standards and compliance, written by the people who make the steel. Every article carries its publication date and the date it was last reviewed.

[SLABS AND FOUNDATIONS](#)
[MESH AND BAR](#)
[STANDARDS AND COMPLIANCE](#)
[DELIVERY AND SITE PRACTICE](#)

PUBLISHED

## Articles


27 NOVEMBER 2024 · [MESH AND BAR](#)

### What is reinforcing mesh lapping?

Learn about reinforcing mesh lapping, key requirements, and how to use it in our handy guide. Have questions? Our team is here to help.

LAST REVIEWED 23 AUGUST 2026



IMAGE TO COME

17 SEPTEMBER 2024 · [SLABS AND FOUNDATIONS](#)

### Raft Slab vs Waffle Slab: What's the Difference?

Read our guide to learn if a raft or waffle slab will suit your construction project best. We supply raft & waffle pod slab reinforcement.

LAST REVIEWED 23 AUGUST 2026

CONCEPT RENDER · KNOWLEDGE INDEX · DATES AND CATEGORIES ON EVERY ARTICLE, AND MIGRATION SHOWN HONESTLY

FOUND BY SEARCH, AND BY AI

#### ✓ Structured data that describes a five branch manufacturer

Local business data per branch, each with its own address, hours and link to its own Google listing. Product data carrying the specifications. Question markup on the FAQ answers you have already written.

#### ✓ Written for AI assistants, and checked

An llms.txt file, which none of your four competitors has, and every page structured in clean quotable sections. Ten buyer questions put to the major assistants every quarter, answers recorded, content shaped until Neumann Steel is the name in them.

✓ **Titles, descriptions, image text and share cards**

Including the missing homepage share image, and meta descriptions on the five branch pages, which have none.

✓ **Analytics and enquiry tracking**

Search Console, Bing, phone taps and form submissions counted as enquiries, with a baseline recorded the week you launch. Everything afterwards is measured against it.

**SECURITY AND HOSTING**

✓ **Static, with no admin panel to break into**

No WordPress, no PHP, no database, no plugins, no login page. The entire category of risk that Gravity Forms and the bespoke unmaintained plugins currently represent stops existing.

✓ **All six security headers, a firewall and bot rules that can tell a crawler from an attacker**

Served from a content network, so the origin load problem and the bot discrimination problem are solved by the same move.

✓ **Self hosted, licensed typefaces**

Barlow Condensed and Barlow, licensed for web use, served from your own domain. No trial builds and no other company's corporate face in your stylesheet. Nothing on the site loads a font, a script or an image from a third party host.

✓ **A written security summary at launch**

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

✓ **Hosting for the first year**

Included. The site runs in a dedicated Neumann group account, set up and managed by With Voss and built to carry every group website over time, with hosting on-charged as one line on the quarterly invoice. Certificate, uptime and DNS included. Third party platform fees for the account (Cloudflare services and email delivery) run at roughly US\$5 to US\$45 per month depending on the options chosen, are billed in US dollars, and are on-charged at cost on the same quarterly invoice, never marked up.

✓ **Documented, portable, no lock in**

Every account and setting documented, you own the work in full on final payment, and the account hands over intact whenever the group asks.

## No ranking loss

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This is the objection a board should raise on a website that already ranks, so we are answering it before you ask. A rebuild is where rankings get lost, and it is lost through carelessness rather than bad luck.

### WHAT WE COMMIT TO, IN WRITING

✓ **A redirect map covering all 159 indexed URLs, built before launch and tested before launch**

Every page, post, branch page, job ad and location URL. Where pages merge, the old URL points at the section that replaced it, not at the homepage. The duplicate locations URL and the four resources URLs are resolved deliberately rather than dropped.

✓ **A parity check on the day, before the switch**

Every old URL crawled, every new URL crawled, titles, descriptions, headings and internal links compared side by side, and nothing goes live with a gap. Content is preserved, including the accessory pages that become sections of stronger parent pages. Merging is not deletion.

✓ **Ninety days of Search Console monitoring after launch, reported to you**

Impressions, clicks, average position and coverage errors watched weekly against the pre-launch baseline. If a page loses ground you hear it from us first, with what we are doing about it.

✓ **The old site stays available until the new one has settled**

Nothing is deleted on launch day.

**The honest version:** the pages that gain most are the ones that are invisible today, which is the eight project case studies, the branch pages and the technical documents. The pages that rank now rank on content that is coming across intact, on a faster site with better structure.

### INVESTMENT

## What it costs

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Phased, so the board approves a number it can picture. Phase 1 is the whole visible site and every commercial page, live and earning, before anyone signs off on migrating the article library.

| PHASE 1 • THE CORE SITE                                                                                                                                                                                                                                                                                                                   | AMOUNT          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Design and build</b><br>The design system, the page templates, the specification table and certification components, the home, product, project, service, branch, contact and library pages, the quote with drawings flow and the four calculators. Built static, with no admin panel.                                                 | <b>\$11,000</b> |
| <b>Search, AI and Google setup</b><br>On page search work, per branch local structured data, product and question markup, llms.txt and AI readability, Google Business Profile work across the five branches, analytics and the launch baseline. Includes the 159 URL redirect map, the parity check and the 90 day Search Console watch. | <b>\$4,500</b>  |
| <b>Security, domain and launch</b><br>Security headers, firewall and bot rules, hardened upload and form handling, licensed self hosted typefaces, DNS moved, launch into the dedicated Neumann group account, written security summary. First year of hosting included.                                                                  | <b>\$3,000</b>  |
| <b>Phase 1</b>                                                                                                                                                                                                                                                                                                                            | <b>\$18,500</b> |

| PHASE 2, THE YEAR, AND THE EXTRAS                                                                                                                                                                                                                                                                                                 | AMOUNT                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| <b>Phase 2 · content migration</b><br>The remaining pages and the full article library moved across on the templates, with original publication dates preserved, categories applied, structured data added, each article cross linked to the product page it discusses, and the redirect map extended to cover every one of them. | <b>\$9,500</b>        |
| <b>Growth program, four quarters</b><br>\$2,250 per quarter for twelve months from launch, each quarter invoiced and paid before it begins. Deliverables listed over the page.                                                                                                                                                    | <b>\$9,000</b>        |
| <b>Three technical articles at launch</b><br>Written from your own operation and published on day one, so the new library opens with fresh work rather than only migrated work. <b>Included at no charge.</b>                                                                                                                     | <b>\$1,350 waived</b> |
| <b>The calculator pack</b><br>Mesh coverage, bar weight, bar chairs for a waffle pod slab and indicative lap length, each with its workings shown and a quote handoff. <b>Included at no charge</b> in Phase 1. Coefficient sign off by Neumann Steel is required before any of them ship.                                        | <b>\$2,400 waived</b> |
| <b>Total, first twelve months</b>                                                                                                                                                                                                                                                                                                 | <b>\$37,000</b>       |

That is \$18,500 for the core site, \$9,500 for the content migration and \$9,000 for the year of growth, with \$3,750 of extras included at no charge.

All amounts include GST. Payment on each build phase is 50 per cent to begin and 50 per cent at launch. Each growth quarter is invoiced before the quarter starts and paid up front, and the quarter's work begins on payment. After the first twelve months you may continue the growth program at \$2,250 per quarter, step down to a maintenance plan, or hold hosting only. There is no lock in and no contract beyond the twelve months.

**Rate card consistency.** The growth program is charged at \$2,250 per quarter, which is the identical quarterly rate on the group's existing reference engagement with With Voss. The build figures reflect the scope in front of you, which is a 159 URL technical site with a design system, a specification data layer, an upload flow and four calculators. They are not a discount and they are not a premium.

Photography is not included and is not marked up. If you want plant, yard and project photography beyond what you already hold, we will arrange it and pass the photographer's quote through at cost.

Add ons, if and when you want them

| ITEM                                                                                                                                                                                                                                                                                           | AMOUNT              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| <b>Payload publishing backend</b><br>A proper editing interface over the static site, so your team can publish articles, add projects, update branch details and swap documents without a developer.<br>Recommended once the article library is migrated and someone internal owns publishing. | <b>from \$2,900</b> |
| <b>Instagram set up</b><br>The existing account tidied and branded properly, with a first grid loaded and tagged. You post from there, or we quote ongoing.                                                                                                                                    | <b>from \$600</b>   |
| <b>Business email</b><br>Addresses on the neumannsteel.com.au domain, set up and delivering to the mailboxes you choose. Worth raising because the site's own footer currently publishes a parent group address rather than a Steel one.                                                       | <b>from \$400</b>   |
| <b>Extra technical articles</b><br>Beyond the three at launch and the quarterly one. Written, illustrated and built, cross linked to the relevant products.                                                                                                                                    | <b>\$450 each</b>   |
| <b>Anything else</b><br>Quoted first, always. Ad hoc work is \$180 an hour, urgent or after hours \$270.                                                                                                                                                                                       | <b>\$180/hr</b>     |

THE TWELVE MONTHS

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 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 technical article or page, written and built

One each quarter, targeting a search we can see real buyers making, and cross linked to the product it supports. With the three at launch, that is seven new pieces in year one on top of the migrated library.

✓ **Two Google Business Profile posts every month, across the branch listings**

Twenty four posts a year, plus new photographs each quarter and common buyer questions seeded and answered on the listings.

✓ **Every review answered within three business days**

This is the specific gap. There are eight reviews across the entire five branch national network and the Currumbin flagship has none, while a single shopfront competitor in Hervey Bay holds thirty six. That is a review generation problem, not a listings problem, and it is a process we build and run: a request at the point of delivery, and a written response to every review that arrives.

✓ **Ten AI assistant questions tracked every quarter**

The ten questions your buyers actually ask, put to ChatGPT, Gemini, Copilot and Perplexity each quarter. Answers recorded verbatim, and the content shaped until Neumann Steel is the name in them.

✓ **Keyword positions checked monthly**

Against an agreed list, with page speed kept in the green and Search Console mined for the next search worth targeting.

✓ **Site updates actioned within five business days**

Prices, photos, people, products, certificates, whatever has changed in the business. Up to three hours each quarter.

✓ **A security and dependency check every quarter, signed off in writing**

Certificates, firewall rules, headers, form protection and dependencies reviewed and signed off. This is the item the current site cannot offer at all.

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

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

## One link, filled in once, plus one workshop

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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 and any plant or drone footage, your logo files in vector, the exact business details for each of the five branches, and access to the 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.

**Two things need a person rather than a form.** First, a short workshop with the branch managers to capture the operational facts the website should be answering: trading hours, pickup, delivery radius and cutoffs per branch, and which branches cut and bend, manufacture mesh and prefabricate. That is the highest volume, lowest value phone traffic in the business and it can be published once. Second, the NuNet login address, which is not published anywhere on your current site, so we have to ask for it.

### SIGN OFF WE WILL ASK FOR BEFORE ANYTHING SHIPS

✓ **Every specification figure, against your issued documents**

Nothing goes live from our reading of a brochure. Anything not confirmed is published as to be confirmed rather than guessed.

✓ **Every project tonnage**

These are your strongest numbers and they will be quoted back at you.

✓ **The calculator constants, from someone technical**

In writing. If nobody will own the lap length numbers we ship the other three tools and say so on the page.

✓ **The five day estimating turnaround**

The site already publishes it. Confirm you are comfortable stating it with a reference number and an acknowledgement email attached to it, because that makes it measurable.

## How it runs

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1

**You approve Phase 1**

Deposit invoice issued, intake form sent the same day, branch workshop booked.

2

**You complete the intake and the workshop**

Photos, wording, branch facts, access. This is the step that sets the pace.

3

**We finalise Phase 1 and prepare for launch**

Your content in place, specifications confirmed, redirect map built and tested, security and analytics set up, Google profiles worked. Around three to four weeks.

4

**Launch**

Site live, all 159 URLs redirected, parity check signed off, baseline recorded, security summary and handover documents provided. The old site stays available.

5

**Ninety day watch, and the growth program begins**

Search Console monitored weekly against baseline. First quarter's content, profile work and monitoring. First written report at the end of quarter one.

6

**Phase 2, when you are ready**

The article library migrated onto the live templates. It is a separate decision and a separate invoice, and the site earns without it.

## See the concept first

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Before you commit to anything, we will walk the board through the full design concept page by page, show you exactly what we measured on the current site, and show you what the tools look like working.

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

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**With Voss.** · ABN 93 166 779 200 · [withvoss.com](https://withvoss.com)

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All findings in this document were observed passively on 23 August 2026 from public DNS, public certificates, published page source and public sitemaps. No scanning, no probing and no authentication attempts were made. This proposal is valid for 30 days from the date shown. All amounts include GST.