

PREPARED FOR NEUMANN STEEL

What is on this website, and why.

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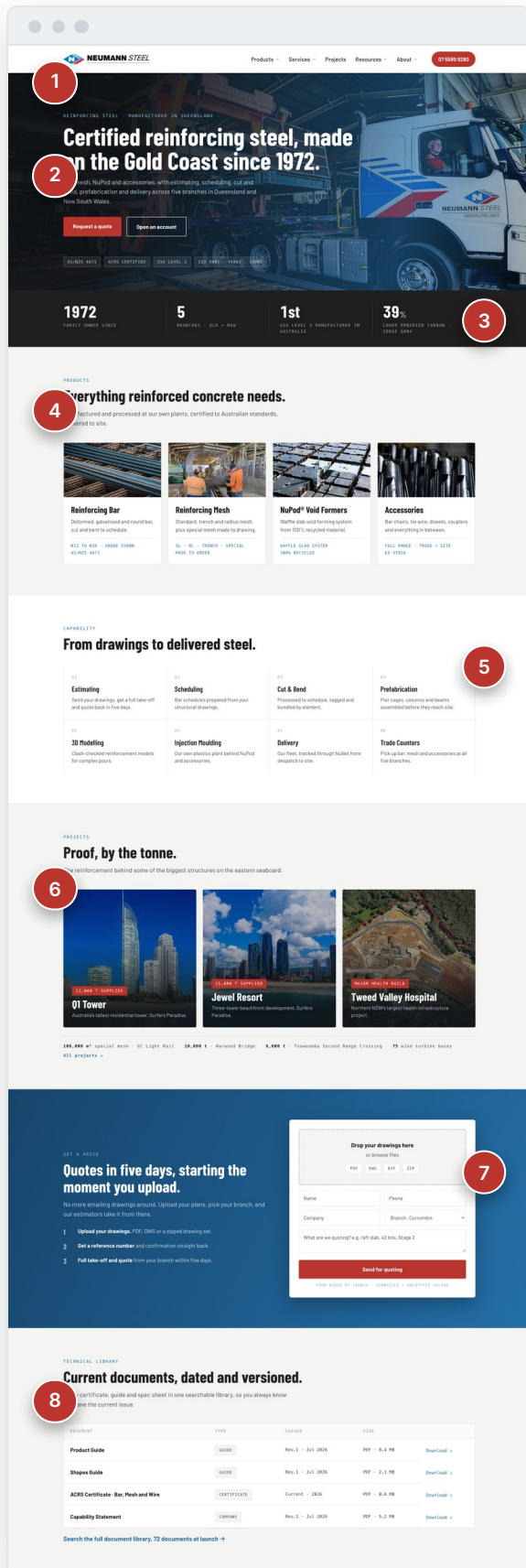
A plain language guide to the parts of the new Neumann Steel website you cannot see: the work that decides whether the site keeps the rankings it already has, whether AI assistants can quote it, whether the specifications can be found at all, and whether anyone can break into it.

Roughly half of what is being paid for does not appear in a screenshot. This document is that half.

DESIGN CONCEPT · NOTHING SHOWN HERE IS LIVE

Every page carries visible work and invisible work

The homepage concept, annotated. Everything numbered here is a deliberate decision, and every one of them is either absent from the current site or actively working against it.



1

One navigation, built from one source

The current site carries 166 menu items in the header markup, the full catalogue repeated three times, and 174 links at the mobile breakpoint. Desktop says Projects, mobile says Sectors, and the mobile drawer opens with Home listed twice. In the concept the header and the footer read the same file, so they cannot drift apart.

2

A heading that names the business, and a phone number that dials

One main heading per page and an ordered hierarchy under it, which is literally how a search engine reads a page. The phone pill dials with one tap and each tap is counted, so the board can see how many calls the site produced.

3

Five checkable figures, not a round claim

Since 1972, five branches and more than around 300 people, Currumbin the first reinforcing manufacturer in Australia certified to SSA Level 3, up to 39 per cent lower embodied carbon. These exact facts also feed the machine readable data described later, so what a person reads and what a machine reads are the same thing.

4

Every product family visible at once

A grid, not a carousel. Each tile carries a one line specification summary rather than a truncated paragraph lifted from the page behind it.

5

Capability written by hand

The current service cards leak their source page headings, so a card opens "Delivery For Your Project Delivery Services at Neumann Steel: At Neumann Steel, we understand that timely...". Every line in the concept is written once, for that card.

6

Tonnage on the face of the proof

Q1 Tower, Jewel Resort, the Tweed Valley Hospital. The strongest sales asset the company owns, currently eight names in a carousel and absent from every sitemap.

7

The quote flow, on the homepage

Drop the drawings, pick the branch, get a reference number and a stated turnaround. Today there is no file upload anywhere across 159 pages, on a site that publishes a five day estimating promise.

8

Documents with dates on them

A technical library where every row carries an issue date, a version and a size, so a specifier can tell at a glance whether the certificate they are about to download is the current one.

Keeping what you already have

1

The 301 redirect map

A written map of all 159 indexed URLs on the current site, each pointing at the page or the section that replaces it. Built before launch, tested before launch, and extended when the article library moves in Phase 2. Where eleven bar chair pages become one deep page, each old URL points at its own section on the new page, never at the homepage.

Why it matters: this is the single thing that decides whether a rebuild keeps its rankings or loses them, and it is lost through carelessness rather than bad luck. Every URL that has ever been linked, bookmarked, printed on a document or indexed keeps working. It is also why we can offer a no ranking loss commitment in writing rather than a reassurance in a meeting.

2

The parity check and the ninety day watch

On launch day, every old URL and every new URL is crawled and compared side by side: titles, descriptions, headings, internal links and content. Nothing goes live with a gap. Afterwards, Search Console is monitored weekly for ninety days against the baseline recorded before the switch, and reported to you.

Why it matters: a redirect map that is never verified is a document, not a safeguard. The check is what turns it into one. And the ninety day watch means that if something does move, you hear it from us with a fix attached, rather than noticing a quiet drop in enquiries a quarter later.

3

Specification data extraction

Your product data currently exists as PDFs: the Shapes Guide, the Product Guide and thirty six brochures. Each figure is read out of those documents, checked against the standard it cites, and published as a real table in the page rather than a download. Anything that is not stated in a current Neumann document is published as to be confirmed, in its own marked panel, with a note on what we would need to confirm it.

Why it matters: this is the largest single piece of hidden work in the project, and it is the reason the site becomes quotable. A flagship product page today delivers 458 words of its own copy and does not contain one bar diameter, one grade or one stock length. Ask an AI assistant what diameters Neumann Steel supplies and there is no answer to retrieve, because the answer was never published. Competitors with a table get cited. Adjectives do not. Nothing is guessed onto a page that engineers read.

Being found, and being quoted

4

Structured data

Machine readable facts embedded in every page. A local business record for each of the five branches, each carrying its own address, hours and a link to its own Google listing, and built to take a sixth when Yarrabilba opens. Product records carrying the specifications from the tables. Question records on the nine answers already written on the FAQ page. Breadcrumbs on every page.

Why it matters: this is the first thing search engines and AI assistants read, and the version of the company they believe. Today the site emits a single generic record with one address, so four of the five branches do not exist in the site's data at all, and nothing connects the website to any of the five Google listings. A direct competitor already does this correctly, per branch. The FAQ page has nine written answers and no question markup at all, which is the cheapest win on the entire site.

5

Calculator verification

Every constant in every calculator is written down on the page it is used on, sourced, and signed off by someone technical at Neumann Steel before the tool ships. Each tool shows its workings, states what it holds fixed, lists what is out of scope, and carries a plain disclaimer that it is for planning and budgeting and is not a substitute for the project engineer. Where a figure comes from your own published article, the page says so and links it.

Why it matters: a calculator is the strongest search asset available in this category, and it is also the fastest way to inherit somebody else's liability. The market leader currently runs three calculators, one of which returned a programming error to the page instead of a result when we drove it with a real value. Publishing a number a builder orders steel against is a serious act. If nobody at Neumann Steel will own the lap length coefficients, that tool does not ship and the page says why.

6

AI answer readiness, checked rather than assumed

A file written specifically for AI assistants, which none of the four Australian competitors audited publishes, and every page structured in clean quotable sections. Then ten real buyer questions put to the major assistants every quarter, with the answers recorded verbatim and the content shaped until Neumann Steel is the name in them.

Why it matters: when an assistant names one supplier in an answer, that supplier gets the call and nobody else knows the question was asked. There is no modern build anywhere in Australian reinforcing steel, so being early is the entire advantage. Measuring it quarterly is what turns it from a claim into a number in a report.

Safety, licensing and the build itself

7

Self hosted, licensed typefaces

Barlow Condensed and Barlow, licensed for web use, converted and served from your own domain, with the two most used weights loaded first. Nothing on the site requests a font, a script or an image from a third party host.

Why it matters: the current stylesheet asks for seven display families and delivers none of them. Six are trial builds of a commercial typeface, with the word Trial in the file name. One is another company's proprietary corporate face and is not licensable by anyone. That is a licensing exposure of the kind a foundry's agent finds with a script, on a company with real turnover. It is also why the site reads as cheap: because none of the display faces load, every headline falls back to the system default. One change removes the legal exposure and fixes the look at the same time.

8

Security headers, and a build with nothing to log into

All six modern security headers, set at the edge: content security policy, strict transport security, clickjacking protection, referrer policy, permissions policy and content type protection. A firewall and bot rules that can tell a legitimate reader from an attacker. Hardened upload handling with file type and size gates, and nothing stored on the site. A written security summary at launch, and a signed off security and dependency check every quarter after it.

Why it matters: the current site has none of those six headers, advertises its software handler and an internal hosting identifier on every response, and runs its enquiry forms on a plugin that is a full major version behind, missing two of the vendor's own security releases. Most business websites are broken into through their own admin panel or an out of date plugin. The rebuilt site has neither, because it is plain pages with no database and no login, so that entire category of risk stops existing rather than being managed.

9

Staging that cannot be indexed

Every concept and preview build ships with indexing blocked in the page itself and blocked again in the site's robots file, and there is no deploy target for the concept until you approve one. The two controls are removed together, deliberately, on launch day, and the launch checklist treats that as a single step.

Why it matters: the classic rebuild failure is a preview site quietly getting indexed and competing with the real one, splitting the rankings you already have between two addresses. The second classic failure is the opposite: launching with the block still on, so the finished site is invisible for weeks and nobody notices. Both are avoidable by treating it as one gate rather than two settings, and both are on the written launch checklist you receive.

The short version for the board: the visible design is about half the job. The rest is the work above, and it is the difference between a website that exists and a website that keeps its rankings, gets quoted by machines, publishes numbers people can order against, and cannot be broken into. None of it is on the current site. All of it is inside the fixed Phase 1 fee, and the security summary and launch checklist are handed over in writing.