

PHASE 1 · RAPID BRAND & SIGNAL SNAPSHOT · 2026

50 MINING CO AI FINDABILITY BENCHMARK



How Kumu rebuilt Majestic Gold for investor trust,
search and AI visibility



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What this report shows.

Old vs New Majestic Gold is exactly why the independent benchmark was built: to show what changes when content becomes evidence.

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Old vs New Majestic Gold is exactly why the independent benchmark exists.

Most mining websites are functional. The benchmark shows which ones are actually clear, useful, trusted and retrievable.

- **Old Majestic Gold ranked last: 3.9 Brand / 4.0 Signal. Its content did not clearly explain, structure or verify the investment story.**
- **Kumu rebuilt the site around content as evidence: clearer page identity, sharper investor language, stronger project architecture, proof pathways and machine-readable context.**
- **New Majestic Gold scores 9.1 Brand / 8.9 Signal on the same agnostic benchmark. That before-and-after is exactly why the independent method exists.**
- **The high-scoring peers did well because their content is specific, current, navigable and proof-rich: useful for investors and retrievable by AI systems.**

SECTION 01

INDEPENDENT BY DESIGN. EVIDENCE-LED BY METHOD.

The Kumu Brand & Signal Benchmark is designed to provide an independent, consistent assessment of how effectively a brand can be found, understood, trusted and recommended across search and AI-powered answer engines.

The benchmark is not based on the opinion of a single strategist — or the output of a single AI model. It combines a standardized 15-dimension methodology, recognized industry benchmarks, observable digital evidence and analysis performed through both ChatGPT and Claude.



7 DIMENSIONS — BRAND INTEGRITY REVIEW

**A GREAT BRAND IS
DIFFERENTIATED AND
VISIBLE**

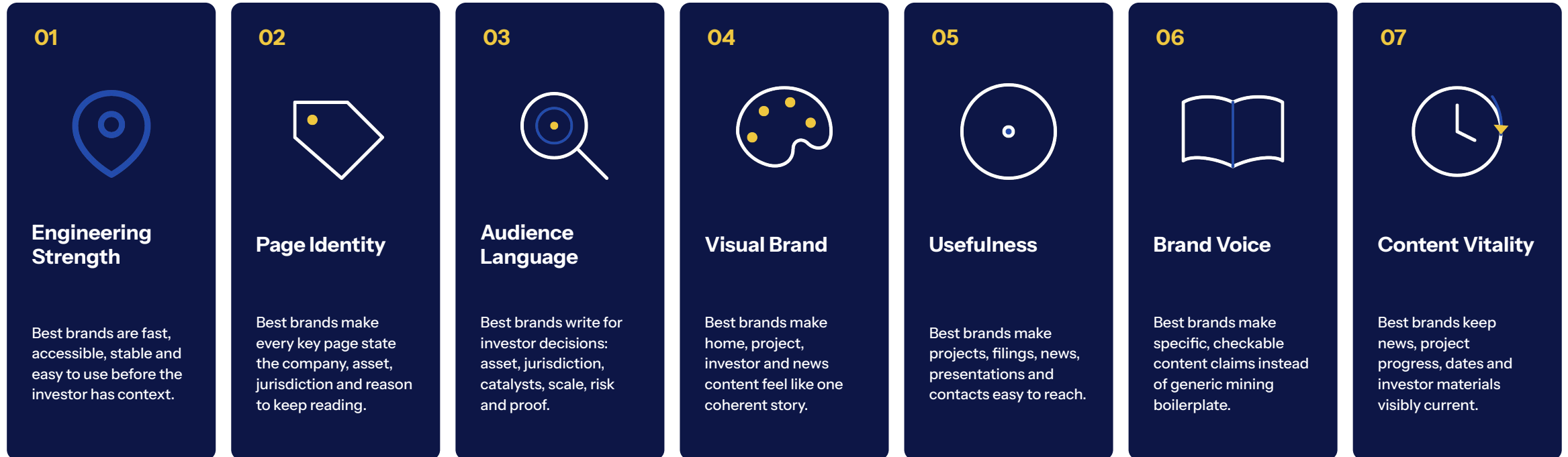


8 DIMENSIONS — SIGNAL ARCHITECTURE REVIEW

**A GREAT SIGNAL MAKES
YOUR BRAND TRUSTED
AND FINDABLE**

Brand Integrity Review.

Seven Brand dimensions ask whether the content makes the company clear, credible, useful and memorable to investors.



Signal Architecture Review.

Eight Signal dimensions ask whether the content is structured so search engines and AI systems can retrieve, interpret and verify it.

01

AI & Search Accessibility



Best brands use clear titles, snippets and page paths that make content retrievable.

02

Brand Entity Presence



Best brands keep entity facts consistent: company, ticker, assets, location and exchange.

03

Offering Architecture



Best brands give each project, report, release and investor action its own clear path.

04

Machine Content & Context



Best brands use headings, metadata, schema and context that AI can retrieve and cite.

05

Channel Reach



Best brands distribute content through IR, news, social and market channels.

06

Third-Party Verification



Best brands reinforce owned content with filings, exchange profiles, databases and media.

07

User Action Pathways



Subscribe, download, contact and verify.

08

Response Infrastructure



Best brands have working forms, contacts, alerts and follow-up infrastructure.

What each score range means for AI findability.

Tiers apply equally to both models. In this 50-company mining snapshot, most visible peer leaders cluster around 7.0-7.4; New Majestic Gold shows what happens when the site is rebuilt around the evidence model.

A+	9.0-10.0	Industry-Leading	New Majestic Gold reaches this tier on Brand and sits just below it on Signal. No mining peer reaches it in this Phase 1 set.
A	7.5-8.9	Market-Leading	The strongest peer sites live here: strong enough to lead the field, but still short of a fully rebuilt AI-findability system.
B	6.0-7.4	Above Average	Most upper-third mining brands sit here: credible, useful and comparable, but often not deeply differentiated.
C	4.0-5.9	Needs Improvement	Old Majestic Gold sits here on both models: functional enough to exist, but not strong enough to separate in investor or AI-mediated research.
D	2.0-3.9	Below Standard	Reserved for sites with broken, blocked, thin or unresolved evidence; several peer rows required conservative treatment because automated fetches were blocked.
F	< 2.0	Critical Gaps	Effectively invisible to search and AI systems.

SECTION 02

Mining Sector Insights.

What the 50-company mining peer set reveals about investor findability, sameness, and the opportunity for clearer digital evidence.

The leaders are good. They are not unreachable.

The high benchmark companies do the content basics well: clear asset pages, current investor materials, stronger proof trails and more navigable IR paths. But the top peer cluster still leaves room for a rebuilt site built around entity clarity and proof.

PAN AMERICAN IS A BENCHMARK

Pan American Silver scores 7.4 Brand and 6.9 Signal because its investor content is broad, current and easy to navigate. It anchors the upper third, but still sits below New Majestic Gold target.

Source: 50 Mining Co AI Findability Benchmark workbook, August 2026

THE REBUILD CREATES SEPARATION

At 9.1 Brand and 8.9 Signal, New Majestic Gold shows what a mining site can become when narrative content, proof content and machine-readable context work together.

Source: 50 Mining Co AI Findability Benchmark workbook, August 2026

LOWER SCORES ARE PART OF THE MARKET

Old Majestic Gold, NovaGold, B2Gold, Endeavour, NexGen, Orla, Wheaton, Ero and Fortuna show the lower-third reality under Phase 1 evidence rules.

Source: Direct site fetch, sitemap/robots checks, and search-result checks

Rule: show the full field, then decide how far above the field the brand needs to move.

New Majestic Gold creates distance, not just improvement.

The transformation is unmistakable because the content changed. Old Majestic Gold sits at the bottom of the field; New Majestic Gold becomes the only site above 8.5 on both models.

OLD MAJESTIC GOLD IS BOTTOM THIRD

Old Majestic Gold scores 3.9 Brand and 4.0 Signal: functional presence, but weak page identity, narrative differentiation and machine-readable context.

Source: 50 Mining Co AI Findability Benchmark workbook, August 2026

NEW MAJESTIC GOLD IS OUTSIDE THE PEER CLUSTER

New Majestic Gold scores 9.1 Brand and 8.9 Signal by making the investment thesis, project story, proof and next actions clearer in the content itself.

Source: majesticgold.com and majesticgold.kumuagency.com direct fetch

THE NEXT WORK IS SIGNAL HARDENING

Launch proof, external entity links, sameAs channels, structured data and third-party validation are the practical ways to defend the new position.

Source: majesticgold.com and majesticgold.kumuagency.com direct fetch

Rule: use the rebuilt site as the target state, then build the signal system that lets search and AI trust it.

AI search rewards structured, specific evidence.

Phase 1 exposed the same pattern across mining sites: the brands that are easiest to summarize also make projects, investor actions, freshness and proof cues easiest to parse.

METADATA STILL SEPARATES

New Majestic Gold scores 9.0 on AI & Search Accessibility versus 4.0 for Old Majestic Gold, driven by clearer page identity, crawlable structure and contextual copy.

Source: Phase 1 scoring and direct site fetches

STRUCTURED DATA IS STILL MISSING

Neither Majestic site exposed JSON-LD in the automated homepage pass. That holds back Machine Content & Context and entity confidence.

Source: Homepage HTML checks for schema and metadata

THIRD-PARTY PROOF MATTERS

Mining investors cross-check filings, market data and news. Stronger third-party verification and sameAs entity links should be treated as core infrastructure.

Source: Phase 1 scoring and search/evidence checks

Rule: write for humans, structure for machines, and prove claims outside the site.

Majestic should not be judged against only the comfortable middle.

The broader comparison shows where everything actually sits: upper-third exemplars, a large middle, and lower-scoring brands that clarify why digital evidence quality now matters.

CURRENT SITE IS LOW, NOT MIDFIELD

Old Majestic Gold ranks 52nd on both Brand and Signal. The finding is clear: the digital experience needs a reset.

Source: 50 Mining Co AI Findability Benchmark workbook, August 2026

PAN AMERICAN SHOWS THE UPPER BAR

Pan American Silver ranks in the upper third because it gives investors more useful content depth: project context, IR materials, news, governance and action paths.

Source: 50 Mining Co AI Findability Benchmark workbook, August 2026

LOWER BRANDS MAKE THE SPREAD REAL

China Gold, Orezone, Mako, Snowline and the blocked-access cohort show the bottom and lower-middle evidence profile.

Source: 50 Mining Co AI Findability Benchmark workbook, August 2026

Rule: benchmark against the real market, then build the digital evidence layer that creates separation.

The field breaks into thirds. That is the useful comparison.

A 33/33/33 view prevents the sector from looking more uniform than it really is. It shows the upper cluster, the crowded middle and the lower evidence tier in one frame.

UPPER THIRD

New Majestic Gold, K92, Pan American, Equinox and First Majestic set the upper range by giving investors clearer content, better proof paths and more usable navigation.

Source: 50 Mining Co AI Findability Benchmark workbook, August 2026

MIDDLE THIRD

Metalla, Skeena, Ivanhoe, Lundin Gold, Teck, Taseko and Seabridge show competent content, but less separation in narrative, entity clarity or machine context.

Source: 50 Mining Co AI Findability Benchmark workbook, August 2026

LOWER THIRD

Old Majestic Gold, China Gold, Orezone, Mako, Snowline and blocked-access peers show how quickly weak or inaccessible content suppresses signal and integrity.

Source: Direct site fetch, sitemap/robots checks, and search-result checks

Rule: understand the full distribution, then design to escape the average.

Lower-scoring brands make the case sharper.

These are not included to criticize individual companies; they show the evidence profile an investor, search engine or AI system encounters when owned digital signals are thin or blocked.

LOW + RESOLVED

China Gold, Orezone, Mako and Snowline sit in the lower third or lower-middle range with enough visible evidence to compare.

Source: 50 Mining Co AI Findability Benchmark workbook, August 2026

LOW + BLOCKED

B2Gold, Endeavour, NexGen, Orla, Wheaton, Ero and Fortuna were scored conservatively where automated Phase 1 access was blocked or unresolved.

Source: majesticgold.com and majesticgold.kumuagency.com direct fetch

LOW + OLD MAJESTIC GOLD

Old Majestic Gold is the cleanest strategic signal: live and functional, but too generic and under-structured for AI-mediated investor discovery.

Source: majesticgold.com and majesticgold.kumuagency.com direct fetch

Rule: low scores are not a verdict on the business. They are a verdict on discoverable digital evidence.

The benchmark stays agnostic. The rebuild shows what changes.

Old and New Majestic Gold were scored side by side against the same 50-company field. The score jump reflects stronger content evidence, not a custom scoring lane.

BRAND INTEGRITY REVIEW

Human quality judgment

Seven dimensions test whether the content makes the investment story clear, differentiated, current and useful enough for investors to act on.

7 DIMENSIONS · MANUAL · QUALITATIVE

SIGNAL ARCHITECTURE REVIEW

Machine-readable evidence

Eight dimensions test whether search engines and AI systems can retrieve the content, connect the entity, understand the offer and verify the proof.

8 DIMENSIONS · AUTOMATED · STRUCTURAL

The best brands win both layers: human clarity plus machine-readable trust.

SECTION 03

Phase 1 Results.

Old Majestic Gold and New Majestic Gold scored against the 50-company peer set — evidenced, dimension by dimension.

50 Mining Co AI Findability Benchmark

- Fifty mining peers, plus a before-and-after rebuild
- This is Phase 1 of The Kumu Method: Brand Integrity Index + Signal Strength Index
- The comparison set includes:
 - ▪ Old Majestic Gold
 - ▪ New Majestic Gold, rebuilt by Kumu Agency
 - ▪ The first 50 companies from the mining peer list
 - ▪ Homepage, navigation, sitemap/robots/schema, search-result and third-party signal checks
- Phase 2 adds full source-by-source evidence validation and a prioritized action plan.

Brand Integrity Review. Seven dimensions, where Kumu rebuilt the story.

Dimension	Old Majestic	New Majestic	K92	Pan Am	Equinox
Engineering Strength	4.0	9.0	8.4	8.4	8.2
Page Identity	3.0	9.2	7.8	7.8	7.8
Audience Language	3.5	9.4	7.6	7.6	7.6
Visual Brand	4.0	9.0	6.6	6.6	6.6
Usefulness	5.0	9.1	7.5	7.5	7.5
Brand Voice	3.0	9.3	6.8	6.8	6.8
Content Vitality	4.5	8.7	7.3	7.3	7.3
Average	3.9	9.1	7.4	7.4	7.4

What changed in Brand Integrity

- Audience Language: 3.5 to 9.4. New Majestic Gold replaces generic IR copy with investor decision language: asset, jurisdiction, catalysts and proof.
- Page Identity: 3.0 to 9.2. The rebuilt site makes each page more explicit about the company, project context and reason to believe.
- Brand Integrity Index: 3.9 to 9.1. The change is a narrative and architecture rebuild, not a surface-level design refresh.

Signal Architecture Review. Eight dimensions, where Kumu made the brand more findable.

Dimension	Old Majestic	New Majestic	K92	Pan Am	Equinox
AI & Search Accessibility	4.0	9.0	7.3	7.3	7.3
Brand Entity Presence	3.5	8.6	7.5	7.3	7.0
Offering Architecture	4.0	9.3	7.4	7.4	7.4
Machine Content & Context	2.5	8.8	6.9	6.9	6.9
Channel Reach	3.5	8.7	7.1	5.8	7.1
Third-Party Verification	5.0	8.8	7.0	6.4	5.9
User Action Pathways	4.5	9.1	6.9	6.9	6.9
Response Infrastructure	5.0	8.9	6.9	6.9	6.9
Average	4.0	8.9	7.1	6.9	6.9

What changed in Signal Strength

Machine Content & Context: 2.5 to 8.8. The rebuilt site gives AI systems clearer headings, metadata cues and retrievable investment context.

Offering Architecture: 4.0 to 9.3. Projects, proof and investor actions become easier to reach, cite and understand.

Signal Strength Index: 4.0 to 8.9. The next work is external hardening: schema, sameAs links, channels and third-party proof.

Named baselines.

Direct proof.

Every Phase 1 score is tied to direct site fetches, search-result checks, sitemap/robots/schema checks, and the generated evidence workbook. Blocked or unresolved peer fetches are marked conservatively.

DIRECT SITE EVIDENCE

What we directly observed

Homepage fetch · navigation scan · metadata/schema ·
sitemap/robots · visible links · search-result domains

MINING/IR BASELINES

Sector-specific context

Investor relations norms · ticker/company clarity · project pages ·
news cadence · third-party financial/source visibility

GENERAL DIGITAL BASELINES

Cross-sector standards

Search accessibility · entity consistency · page identity · crawlability ·
content freshness · action pathways

NEVER USED

Excluded from every score

Reputation · brand prominence · gut feel · unaudited claims ·
unverified assumptions

Phase 1 evidence map. Named standard → direct observation.
Every score traces to something checkable.

Dimension	Phase 1 standard	Majestic evidence
Engineering Strength	Loads reliably, mobile viewport, crawl files	HTTP 200; sitemap verified; no JSON-LD detected; good technical baseline.
Page Identity	Clear title, H1 and page role	Current site title and H1 are clear; concept improves specificity with producer positioning.
Audience Language	Investor questions answered in plain language	Concept lifts score by making the investment story easier to read and summarize.
Visual Brand	Recognizable, coherent visual system	Current site is functional but generic; concept creates a more distinct visual point of view.
Usefulness	Projects, investors, news and contact paths visible	Core paths are present; next lift is a persistent investor action path and richer proof pages.
Brand Voice	Specific, credible point of view	Concept improves voice, but claims need deeper supporting pages and third-party validation.
Content Vitality	Freshness cues and maintained content	2025/2026 freshness cues are visible; Phase 2 should validate across deeper pages.

How does your brand score?



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Brand 6.9 vs. Signal 6.1 — a gap of -0.8.

Old Majestic Gold is weak on both models: 3.9 Brand and 4.0 Signal. New Majestic Gold changes the position materially at 9.1 Brand and 8.9 Signal.

A+	9.0-10.0	Industry-Leading
A	7.5-8.9	Market-Leading
B	6.0-7.4	Above Average
C	4.0-5.9	Needs Improvement
D	2.0-3.9	Below Standard
F	<2.0	Critical Gaps

HIGH SIGNAL · LOW BRAND

Infrastructure present, execution reads like a template.

Diagnosis: Content strategy gap.

BRAND UP · SIGNAL LAGGING

The concept improves the story, structure and usefulness, but the external machine-readable signal layer still trails leading peers.

Diagnosis: Signal hardening.

BOTH HIGH · SMALL GAP

Infrastructure and execution working together — the target state.

Diagnosis: Benchmark leader.

Rule: cite the Brand Integrity Review for headline standing. Show the Signal Architecture Review for the dimension-by-dimension scorecard. Never blend the two into a single composite.

The full scorecard shows the spread.
Not just the top peer cluster.

Group	Brand avg	Signal avg	Role	Read
Upper third	7.4+	6.8+	Benchmark	Strong but not unreachable
Middle third	6.9–7.1	6.5–6.8	Market center	Competent sameness
Lower third	3.9–6.8	4.0–6.4	Risk zone	Thin or blocked evidence
Pan American	7.4	6.9	Upper peer	Useful comparator
Old → New Majestic	3.9 → 9.1	4.0 → 8.9	Transformation	Reset, not polish

The following slides list every peer plus Old Majestic Gold and New Majestic Gold. Brand Integrity and Signal Strength remain separate; no composite score is used.

Full scorecard, rows 1-9.

Brand Integrity and Signal Strength side by side.

Brand rank	Company	Ticker	Brand	Signal	Band
#1	New Majestic Gold	MAJGF	9.1	8.9	U/U
#2	K92 Mining	KNTNF	7.4	7.1	U/U
#2	Equinox Gold	EQX	7.4	6.9	U/U
#2	First Majestic Silver	AG	7.4	6.9	U/U
#2	Pan American Silver	PAAS	7.4	6.9	U/U
#2	Southern Cross Gold	SXGCF	7.4	6.9	U/U
#2	Eldorado Gold	EGO	7.4	6.7	U/M
#8	Capstone Copper	CSCCF	7.3	6.8	U/U
#8	First Quantum	FQVLF	7.3	6.8	U/U

How to read this page

Rank is based on Brand Integrity; Signal rank is visible through the separate Signal score.

Band uses Brand/Signal shorthand: U, M or L. The two indexes should not be blended.

Rows here show how close the peer cluster is before the lower-third drop appears.

Full scorecard, rows 10-18.

Brand Integrity and Signal Strength side by side.

Brand rank	Company	Ticker	Brand	Signal	Band
#8	Amerigo Resources	ARREF	7.3	6.7	U/U
#8	Uranium Energy	UEC	7.3	6.5	U/M
#12	Perpetua Resources	PPTA	7.2	6.9	U/U
#12	Avino Silver & Gold	ASM	7.2	6.8	U/U
#12	Montage Gold	MAUTF	7.2	6.8	U/U
#12	AbraSilver Resource	ABBRF	7.2	6.6	U/M
#12	Silvercorp Metals	SVM	7.2	6.6	U/M
#12	Solaris Resources	SLSR	7.2	6.6	U/M
#12	Uranium Royalty	UROY	7.2	6.5	U/M

How to read this page

Rank is based on Brand Integrity; Signal rank is visible through the separate Signal score.

Band uses Brand/Signal shorthand: U, M or L. The two indexes should not be blended.

Rows here show how close the peer cluster is before the lower-third drop appears.

Full scorecard, rows 19-27.

Brand Integrity and Signal Strength side by side.

Brand rank	Company	Ticker	Brand	Signal	Band
#19	Metalla Royalty	MTA	7.1	6.9	M/U
#19	Skeena Resources	SKE	7.1	6.9	M/U
#19	Ivanhoe Mines	IVPAF	7.1	6.8	M/U
#19	Lundin Gold	LUGDF	7.1	6.8	M/U
#19	Teck Resources	TECK	7.1	6.7	M/M
#19	New Pacific Metals	NEWP	7.1	6.6	M/M
#19	Taseko Mines	TGB	7.1	6.5	M/M
#26	Artemis Gold	ARGTF	7.0	6.6	M/M
#26	NGEx Minerals	NGXXF	7.0	6.6	M/M

How to read this page

Rank is based on Brand Integrity; Signal rank is visible through the separate Signal score.

Band uses Brand/Signal shorthand: U, M or L. The two indexes should not be blended.

Rows here show how close the peer cluster is before the lower-third drop appears.

Full scorecard, rows 28-36.

Brand Integrity and Signal Strength side by side.

Brand rank	Company	Ticker	Brand	Signal	Band
#26	Vizsla Silver	VZLA	7.0	6.5	M/M
#26	Versamet Royalties	VMET	7.0	6.4	M/L
#30	Seabridge Gold	SA	6.9	6.9	M/U
#30	Elemental Royalty	ELE	6.9	6.8	M/U
#30	Aris Mining	ARIS	6.9	6.7	M/M
#30	Lundin Mining	LUNMF	6.9	6.5	M/M
#34	Rio2	RIOFF	6.8	6.5	M/M
#34	LunR Royalties	LNRCF	6.8	6.3	M/L
#34	Santacruz Silver Mining	SCZM	6.8	6.3	L/L

How to read this page

Rank is based on Brand Integrity; Signal rank is visible through the separate Signal score.

Band uses Brand/Signal shorthand: U, M or L. The two indexes should not be blended.

Rows here show how close the peer cluster is before the lower-third drop appears.

Full scorecard, rows 37-45.

Brand Integrity and Signal Strength side by side.

Brand rank	Company	Ticker	Brand	Signal	Band
#37	Fuerte Metals	TALMF	6.7	6.6	L/M
#37	OceanaGold	OGC	6.7	6.4	L/L
#37	Snowline Gold	SNWGF	6.7	6.2	L/L
#37	Mako Mining	MAKO	6.7	6.1	L/L
#41	Orezone Gold	ORZCF	6.6	6.4	L/L
#42	China Gold Intl.	JINFF	6.5	6.0	L/L
#43	The Metals Company	TMC	6.4	6.5	L/M
#44	Ero Copper	ERO	4.3	4.6	L/L
#44	Fortuna Mining	FSM	4.3	4.6	L/L

How to read this page

Rank is based on Brand Integrity; Signal rank is visible through the separate Signal score.

Band uses Brand/Signal shorthand: U, M or L. The two indexes should not be blended.

Rows with blocked or unresolved Phase 1 evidence are intentionally conservative and should be manually validated in Phase 2.

Full scorecard, rows 46-52.

Brand Integrity and Signal Strength side by side.

Brand rank	Company	Ticker	Brand	Signal	Band
#44	B2Gold	BTG	4.3	4.5	L/L
#44	Endeavour Silver	EXK	4.3	4.5	L/L
#44	NexGen Energy	NXE	4.3	4.5	L/L
#44	Orla Mining	ORLA	4.3	4.5	L/L
#44	Wheaton PM	WPM	4.3	4.5	L/L
#44	NovaGold Resources	NG	4.3	4.4	L/L
#52	Old Majestic Gold	MAJGF	3.9	4.0	L/L

How to read this page

Rank is based on Brand Integrity; Signal rank is visible through the separate Signal score.

Band uses Brand/Signal shorthand: U, M or L. The two indexes should not be blended.

Rows with blocked or unresolved Phase 1 evidence are intentionally conservative and should be manually validated in Phase 2.

The rebuild closes the visible gap. The launch system defends it.

WHAT KUMU FIXED

- Human clarity: page identity, audience language, brand voice and usefulness all move from weak content to investor-ready evidence.
- Investor architecture: projects, proof points, filings, news and action paths become easier to navigate, explain and cite.
- AI context: New Majestic Gold gives answer engines more specific content and structure to retrieve, summarize and recommend.

WHAT GOOD BRANDS KEEP BUILDING

Signal hardening after launch

Add schema, sameAs links, cross-channel consistency, proof pages, exchange/profile alignment, market-source validation and content freshness routines.

This benchmark shows the rebuild. Phase 2 turns it into a maintained evidence system.

READY FOR THE FULL BENCHMARK?

Phase 1 shows the spread.

Phase 2 turns the spread into action.

The benchmark makes the market reality visible: Old Majestic Gold shows the risk of thin, generic content; New Majestic Gold shows how much lift is possible when the brand story, proof architecture and AI-readable signal are rebuilt together.

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What Phase 1 proves, and what it does not.

Phase 1 is built to make the content gap visible with named, checkable evidence. It is independent enough to compare every company, and practical enough to show where a rebuild should focus.

WHAT'S INCLUDED

Brand Integrity + Signal Strength for Old Majestic Gold, New Majestic Gold and the 50-company peer field. It includes the score spread, dimension-level patterns and a before/after rebuild case.

WHAT'S NOT INCLUDED

Manual revalidation for every blocked peer. Full page-by-page evidence for all 50 companies. Production roadmap, redirects, analytics and ongoing signal operations.

WHY THAT'S OK

The purpose is diagnosis: confirm where the market sits, what strong content looks like and where a specific company has the highest-leverage fix.

The full AI Findability Benchmark

turns scores into work.

Every recommendation traces back to one of the 15 dimensions, so the action plan is specific: improve the content, proof, entity signal or pathway that is suppressing findability.

FULL BRAND EVIDENCE

Dimension-level evidence across Brand Integrity and Signal Strength, including what strong peer content does well and where the company falls short.

A PRIORITIZED ACTION PLAN

A practical sequence: quick fixes to improve findability, medium moves to strengthen proof, and ongoing habits to keep AI/search signals fresh.

COST & TIMELINE

\$15,000–\$25,000 for a full 5-competitor Phase 2 scope; larger 50-peer validation can be scoped separately. Delivered in staged evidence passes.

CONTACT

LET'S BUILD THE RIGHT FOUNDATION FOR CONTINUOUS IMPROVEMENT

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