

BRAND & SIGNAL TRANSFORMATION · 2026

Majestic Gold Corp.

From last in the benchmark to first.



The same company. Two very different digital signals.

Majestic Gold's legacy investor website ranked fifth among five mining companies on both Brand Integrity and Signal Architecture. Using the same company, the same underlying disclosures and the same scoring standard, the rebuilt experience at deepenergy.ca ranked first — outperforming three substantially larger mining companies.

- Legacy site: 3.86 Brand Integrity · 4.00 Signal Architecture · 5th of 5.
- Rebuilt site: 9.21 Brand Integrity · 8.88 Signal Architecture · 1st of 5.
- Improvement of +5.35 on Brand and +4.88 on Signal.
- The company did not need a new asset, listing or production result to become more findable. It needed a better digital system.

Rule: findability is a system, not a redesign.

SECTION 01

The challenge.

What the legacy investor site was doing to a credible mining story.



The investment story existed. The website was not telling it.

Majestic Gold's legacy website contained the expected investor disclosures, but the surrounding experience looked and behaved like a generic investor-relations template. Important facts were present without being shaped into a distinctive, accessible or machine-readable investment story.

- The company lacked a clear digital investment thesis.
- Important operating results were not prominent in the homepage narrative.
- Page metadata and social-sharing signals were incomplete.
- The dated experience made the company harder to understand, trust and cite.

Investor findability is not determined by company size.

Kumu's mining-sector research showed that senior producers generally have stronger digital systems — but scale is not destiny.

SCALE IS NOT DESTINY

A focused, well-built investor experience can compete with and even outperform sites supported by much larger organizations.

Source: Kumu mining-sector benchmark, 2026

SIGNAL BEATS MARKET CAP

A smaller public company can create a stronger digital signal than a billion-dollar peer when its investment story, content and infrastructure work together.

Source: Kumu Brand & Signal Benchmark

FINDABILITY IS DUE DILIGENCE

If search and AI systems cannot parse projects, disclosures, contacts and proof points, the story loses visibility before an investor evaluates it.

Source: Direct site fetch, sitemap and robots checks

Rule: in a digitally similar sector, small signal improvements create a visible advantage.

SECTION 02

The Kumu Method.

Two scoring models, one standard — what investors experience,
and what machines retrieve.



We measured what investors experience — and what machines can retrieve.

7 DIMENSIONS · BRAND INTEGRITY REVIEW

A great brand is differentiated and visible.

How clearly, credibly and distinctively the company communicates its investment story to people.

- Investment positioning
- Page identity
- Investor language
- Visual credibility
- Content usefulness
- Brand voice
- Content vitality

8 DIMENSIONS · SIGNAL ARCHITECTURE REVIEW

A great signal makes your brand trusted and findable.

How reliably the company can be found, understood, verified and acted upon by search engines, AI systems and investors.

- Search and AI accessibility
- Engineering strength
- Information architecture
- Machine-readable context
- Channel reach
- Third-party evidence
- Investor pathways
- Response infrastructure

SECTION 03

Results.

Before and after, measured on the same standard, dimension by dimension.



The same company. A completely different digital signal.

	MAJESTICGOLD.COM — LEGACY	DEEPENERGY.CA — REBUILD
Brand Integrity	3.86 / 10	9.21 / 10
Signal Architecture	4.00 / 10	8.88 / 10
Competitive position	5th of 5	1st of 5
Brand Integrity tier	D — Below standard	A+ — Industry-leading
Character of the experience	A functional but generic investor-relations template with limited brand differentiation, minimal page identity and weak machine-readable context.	A differentiated investor experience with a clear investment narrative, modern infrastructure and stronger signals for search engines, AI systems and investors.

THE OUTCOME

A proven transformation — not a projected improvement.

+5.35

BRAND INTEGRITY IMPROVEMENT

+4.88

SIGNAL ARCHITECTURE IMPROVEMENT

1st of 5

REBUILT-SITE POSITION

A+

BRAND INTEGRITY TIER

The rebuilt experience demonstrates that Majestic Gold's original digital gap was fully addressable. The rebuild is the proof, not the projection.

Why the rebuilt experience scored differently.

01 A distinct investment narrative

The rebuilt site moves beyond generic investor-relations boilerplate and presents a specific point of view around patience, precision and long-term value.

03 Modern page identity

Clear titles, descriptions and shareable page identities help investors, social platforms and search systems understand the purpose of each page.

05 A more useful investor experience

Dedicated investor information, live market data and clearer pathways help users move from discovery to deeper evaluation.

02 Operating evidence brought forward

Production, revenue, cash position and other important public disclosures become part of a coherent investor story rather than isolated filings.

04 Stronger machine context

Modern metadata, structured content and a clearer information hierarchy make the company easier for search engines and AI systems to retrieve and interpret.

The rebuild did not merely improve. It led the field.

RANK	SITE	RESULT
1	deepenergy.ca — Majestic Gold rebuild	9.21 Brand · 8.88 Signal
2	Teck Resources	Scored, not published
3	Wheaton Precious Metals	Scored, not published
4	Pan American Silver	Scored, not published
5	majesticgold.com — legacy site	3.86 Brand · 4.00 Signal

The benchmark uses the same standard across every site. Company reputation and market capitalisation are never inputs. Brand and Signal scores are published only for the two Majestic Gold experiences.

Named standard, direct observation.

Every score traces to something checkable on the live site.

BRAND VOICE

The legacy site relied on generic corporate language. The rebuild introduced a distinct and specific investment thesis.

PAGE IDENTITY

The legacy site lacked a complete social-sharing and metadata system. The rebuild gives important pages clearer digital identities.

ENGINEERING STRENGTH

The rebuilt experience uses modern delivery infrastructure and a more resilient technical foundation.

A strong rebuild creates the foundation. Consolidation protects its value.

The next phase is not another redesign. It is a controlled process for establishing the authoritative digital home and protecting what the rebuild earned.

- Confirm the authoritative domain strategy
- Protect important legacy search equity
- Consolidate duplicated content and signals
- Verify search and AI accessibility
- Establish ongoing measurement
- Prioritise future content and technical improvements



A smaller public company can create a stronger digital signal than a billion-dollar peer when its investment story, content and infrastructure work together.

Kumu Agency · Majestic Gold Brand & Signal Benchmark, 2026

READY FOR THE FULL BENCHMARK?

Your investment story may already be strong. Is your website making it visible?

Kumu benchmarks how clearly your organisation communicates, how reliably it can be retrieved, and what to change first.

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About this analysis

This analysis is based on publicly accessible digital properties and publicly disclosed company information. Company names and marks belong to their respective owners. Scores are produced under the Kumu Brand & Signal Benchmark: the Brand Integrity Review (7 human-scored dimensions) and the Signal Architecture Review (8 structural dimensions), each governed by the Evidence Standard — every score traces to a named, checkable observation. Reputation, brand prominence and unaudited claims are never inputs.