

KUMU AGENCY

BC Mining Website Benchmark

Competitive Audit of 63 BC-Listed Mining & Gold Companies

PREPARED FOR

Customers Who Want to Upgrade Their Digital Game

BENCHMARK SITE

deepenergy.ca — 9.2 / 10 — A+ Industry-Leading

May 2026

01 — EXECUTIVE SUMMARY

The State of BC Mining Websites

We evaluated 63 BC-listed mining and gold companies — from majors like Teck and Pan American Silver down to micro-cap explorers — against the standard set by deepenergy.ca, the new Majestic Gold investor site.

Two scores are reported for each company. The 8-dimension workbook score captures presence and IR completeness. The 7-dimension hand score reflects deep manual evaluation of narrative voice, design quality, technical stack and AI-search readiness.

METRIC	VALUE	CONTEXT
Sites evaluated	63	Plus 2 benchmark Majestic sites
Benchmark hand score	9.2 / 10	deepenergy.ca — A+ Industry-Leading
Average competitor hand score	5.2 / 10	Across 50 hand-evaluated sites
Sites below the benchmark	50 of 50	100% of the field
Average workbook score	7.6 / 10	Presence-weighted — flatters legacy IR sites
Legacy Majestic site	4.0 / 10	Illustrates the 5.2-point uplift achieved

Headline findings

- deepenergy.ca outscores every other BC mining site on hand evaluation, ranking in the top 3–5% of the sector.
- The field is bimodal: a cluster of polished enterprise IR sites at 7.0–8.3, and a long tail of dated Adnet / ASP.NET templates at 4–6.
- Even majors like Centerra Gold and Eldorado rely on dated stacks (ASP.NET WebForms, ~2018 Drupal) that drag hand scores well below their workbook scores.
- Narrative voice is the universal gap. No competitor matches the investor-intent storytelling, brand voice, or AI-search readiness of deepenergy.ca.

02 — BENCHMARK COMPARISON

Old Site vs New Site

The simplest demonstration of what is achievable: the same company, two websites. The legacy Adnet template that majesticgold.com still serves, against the new deepenergy.ca investor experience.

DIMENSION	DEEPENERGY.CA	MAJESTICGOLD.COM	GAP
Content Depth	9.5	4.5	5.0
IR Quality	9.8	5.5	4.3
Project Content	9.3	4.0	5.3
ESG / Sustainability	8.5	3.0	5.5
Newsroom	9.7	5.0	4.7
SEO Basics	9.4	4.2	5.2
AI Search Ready	9.6	3.5	6.1
Visual / Media	10.0	4.0	6.0

Overall hand score: 9.2 vs 4.0 — a 5.2-point uplift

All eight dimensions move materially. The largest gaps are in ESG/Sustainability (+5.5), Visual & Media (+6.0) and AI Search Readiness (+6.1) — the three areas where modern web fundamentals most clearly diverge from a 2015-era IR template.

03 — TOP PERFORMERS

The Top 10 BC Mining Websites

Ranked by hand score. These are the sites that set the realistic ceiling for the sector — and the ones Majestic Gold now sits at the top of.

RANK	COMPANY	CATEGORY	HAND /10	TIER
★	deepenergy.ca (Majestic Gold)	Benchmark · Gold Producer	9.2	A+
1	Teck Resources Ltd.	Major Producer	8.3	A
4	Wheaton Precious Metals Corp.	Royalty/Streaming	7.7	A
5	Franco-Nevada Corp.	Royalty/Streaming	7.7	A
17	Silvercorp Metals Inc.	Major Producer	7.3	A
6	Eldorado Gold Corp.	Major Producer	7.1	A
23	Skeena Gold & Silver Ltd.	Developer	7.1	A
2	First Majestic Silver Corp.	Major Producer	6.9	A
24	Vizsla Silver Corp.	Silver Developer	6.9	A
3	Pan American Silver Corp.	Major Producer	6.7	A
15	Sandstorm Gold Ltd.	Royalty/Streaming	6.7	A

04 — WEAKEST SITES

Where the Sector Falls Down

The lowest hand scores in the field. These are the sites the benchmark most obviously outclasses — typically dated Adnet IR templates, micro-cap explorers without dedicated content, or technical stacks that pre-date the modern web.

RANK	COMPANY	CATEGORY	HAND /10	TIER
43	Teuton Resources Corp.	Explorer	3.0	C
53	Quartz Mountain Resources Ltd.	Explorer	3.0	C
56	PJX Resources Inc.	Explorer	3.0	C
47	Aeonian Resources Corp.	Explorer	3.7	C
50	GSP Resource Corp.	Explorer	3.7	C
52	Goldstorm Metals Corp.	Explorer	3.7	C
57	Star Copper Corp.	Explorer	3.7	C
58	EraNova Metals Corp.	Explorer	3.7	C
32	Aurcana Silver Corp.	Silver Explorer/Developer	3.9	B+
42	Juggernaut Exploration Ltd.	Explorer	3.9	C

05 — DISTRIBUTION

Tier Distribution Across 65 Sites

Every site in the field, including both Majestic benchmarks, mapped onto a single tier framework. Roughly half of all evaluated sites fall into the bottom two tiers, underlining how thin the top of the market really is.

TIER	SITES	SHARE
C / Needs Improvement	26	40%
A / Market-leading	24	37%
B+ / Strong	11	17%
A+ / Industry-Leading	1	2%

Companies by Category

CATEGORY	COMPANIES	SHARE OF FIELD
Explorer	26	41%
Major Producer	13	21%
Developer	8	13%
Royalty/Streaming	4	6%
Royalty	3	5%
Silver Producer	3	5%
Silver Developer	1	2%
Developer/Producer	1	2%
Silver Explorer/Developer	1	2%

06 — FULL RANKING

All 63 Competitors

The full benchmark, in workbook rank order. Hand scores are shown where the site received a deep manual evaluation; the remainder were scored on the 8-dimension workbook only.

#	COMPANY	CATEGORY	WORKBOOK	HAND	TIER
1	Teck Resources Ltd.	Major Producer	9.7	8.3	A
2	First Majestic Silver Corp.	Major Producer	9.6	6.9	A
3	Pan American Silver Corp.	Major Producer	9.6	6.7	A
4	Wheaton Precious Metals Corp.	Royalty/Streaming	9.6	7.7	A
5	Franco-Nevada Corp.	Royalty/Streaming	9.6	7.7	A
6	Eldorado Gold Corp.	Major Producer	9.5	7.1	A
7	Centerra Gold Inc.	Major Producer	9.3	5.3	A
8	New Gold Inc.	Major Producer	9.3	—	A
9	Coeur Mining Inc.	Major Producer	9.3	—	A
10	Taseko Mines Ltd.	Major Producer	9.3	5.7	A
11	Osisko Gold Royalties Ltd.	Royalty/Streaming	9.3	—	A
12	Gold Royalty Corp.	Royalty	9.3	6.4	A
13	Metalla Royalty & Streaming Ltd.	Royalty	9.3	5.7	A
14	Lundin Mining Corp.	Major Producer	9.2	—	A
15	Sandstorm Gold Ltd.	Royalty/Streaming	9.2	6.7	A
16	China Gold International Resources	Major Producer	9.1	5.4	A
17	Silvercorp Metals Inc.	Major Producer	9.1	7.3	A
18	K92 Mining Inc.	Major Producer	9.1	6.7	A
19	Avino Silver & Gold Mines Ltd.	Silver Producer	9.1	5.7	A
20	MAG Silver Corp.	Silver Producer	9.1	6.7	A
21	Ero Copper Corp.	Major Producer	9.0	6.7	A
22	Seabridge Gold Inc.	Developer	9.0	6.6	A
23	Skeena Gold & Silver Ltd.	Developer	8.9	7.1	A

#	COMPANY	CATEGORY	WORKBOOK	HAND	TIER
24	Vizsla Silver Corp.	Silver Developer	8.8	6.9	A
25	GoldMining Inc.	Explorer	8.4	6.0	B+
26	Atico Mining Corp.	Developer	8.0	—	B+
27	Santacruz Silver Mining Ltd.	Silver Producer	8.0	5.7	B+
28	Maverix Metals (now Triple Flag)	Royalty	8.0	—	B+
29	Pretium / Brucejack (Newmont)	Developer	7.9	—	B+
30	Artemis Gold Inc.	Developer/Producer	7.8	4.7	B+
31	Ascot Resources Ltd.	Developer	7.8	5.7	B+
32	Aurcana Silver Corp.	Silver Explorer/Developer	7.8	3.9	B+
33	Galore Creek Mining (JV Newmont/Teck)	Developer	7.7	—	B+
34	Meridian Mining SE	Developer	7.5	—	B+
35	Skeena Resources Ltd. (duplicate)	Developer	7.5	—	B+
37	Amarc Resources Ltd.	Explorer	5.8	4.9	C
38	Scottie Resources Corp.	Explorer	5.8	4.9	C
39	Goliath Resources Ltd.	Explorer	5.8	4.7	C
40	Canagold Resources Ltd.	Explorer	5.8	4.0	C
41	Eskay Mining Corp.	Explorer	5.8	4.9	C
42	Juggernaut Exploration Ltd.	Explorer	5.8	3.9	C
43	Teuton Resources Corp.	Explorer	5.8	3.0	C
44	Golden Cariboo Resources Ltd.	Explorer	5.8	3.9	C
45	Independence Gold Corp.	Explorer	5.8	3.9	C
46	Kingfisher Metals Corp.	Explorer	5.8	3.9	C
47	Aeonian Resources Corp.	Explorer	5.8	3.7	C
48	NorthIsle Copper and Gold Inc.	Explorer	5.8	3.9	C
49	Torr Metals Inc.	Explorer	5.8	3.9	C
50	GSP Resource Corp.	Explorer	5.8	3.7	C
51	Cambria Gold Mines Inc.	Explorer	5.8	3.9	C
52	Goldstorm Metals Corp.	Explorer	5.8	3.7	C
53	Quartz Mountain Resources Ltd.	Explorer	5.8	3.0	C
54	ArcWest Exploration Inc.	Explorer	5.8	3.9	C

#	COMPANY	CATEGORY	WORKBOOK	HAND	TIER
55	Vanguard Mining Corp.	Explorer	5.8	4.4	C
56	PJX Resources Inc.	Explorer	5.8	3.0	C
57	Star Copper Corp.	Explorer	5.8	3.7	C
58	EraNova Metals Corp.	Explorer	5.8	3.7	C
59	Maxus Mining Corp.	Explorer	5.8	3.9	C
60	TDG Gold Corp.	Explorer	5.8	4.7	C
61	FPX Nickel Corp.	Explorer	5.8	5.9	C

07 — WHAT THIS MEANS

Implications for Majestic Gold

deepenergy.ca already sits at the top of a thin field. The strategic task now is to defend and extend that lead — not to catch up.

Where the moat is widest

- Narrative voice — no other BC mining site reads like a piece of original investor storytelling. This is the single hardest dimension for competitors to copy.
- Modern technical stack — Cloudflare CDN, live tickers, dark mode, structured data. The sector average is still a 2015-era IR template.
- AI search readiness — clean semantics, comprehensive on-page content, original copy. Most competitor sites are effectively invisible to modern answer engines.

Where to keep investing

- Operational transparency on Songjiagou — quarterly production cadence, mine-life updates, the long arc of the Muping/Mujin development story.
- Visual / media — drone footage, site photography, executive video. Visual quality is one of the easiest places for a competitor to close a perceived gap.
- ESG disclosure — the one dimension where the new site (8.5) trails the field of majors. A dedicated ESG hub would close this and put deepenergy.ca uniformly ahead on every measured dimension.