



Website Edits - Final



Website Review and Client Feedback - [PMIdentify.com](https://pmidentify.com/)

Mar 26, 2026

<https://pmidentify.com/>

Process

- ☐ The client will provide a single round of feedback.
- ☐ Kove will make changes.

Content To Revise	 Screenshot	Updates needed	 Status	Other Notes
FAQ page		Check content and update missing words.	Not started ▾	
	Who needs this service?	Check custom font's '?' question mark character. It does not seem to be the same.	Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

HOW IT WORKS

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

SERVICES

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

ABOUT US

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

FAQs

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

CASE STUDIES

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

CONTACT

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

HEADER/MENU/FOOTER/OTHER

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	



Website Review - March 12



Website Review and Client Feedback - PMIdentify.com

Mar 12, 2026

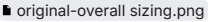
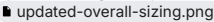
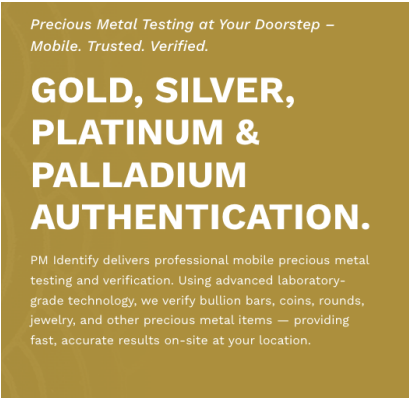
PM Identify Staging Website Link
[Review Here](#)

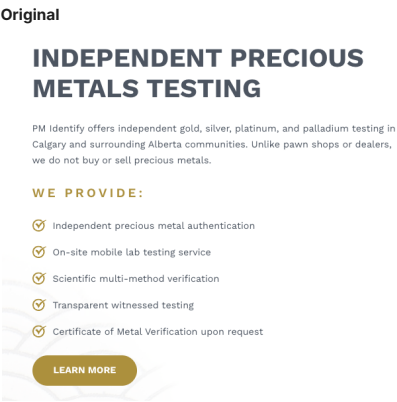
Process

- ☐ The client will provide a single round of feedback.
- ☐ Kove will make changes.
- ☐ The website will then be deployed on the clients hosting server and set live.

Provide all feedback in the Figma file:
[View Here](#)

OVERALL UPDATES - From Karen

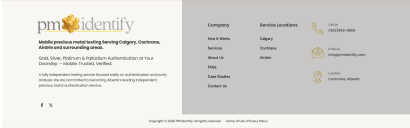
Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
Decrease overall visual size of the design/website	Original Size:  Updated Sizing Example: 	- When viewing on desktop, the website looks very large. - Reduce overall size of all elements. - “Zoom Out”	Not started ▾	
Fonts to be updated		- Headings to use: Quincy (custom font) - H1, H2, H3 - Body content to use: <i>Poppins</i> - in place of brand font Visby CF	Not started ▾	
Update font sizes and styles across site		Headings: “Gold, Silver, Platinum...” Updates to apply H1 • Font family: Quincy • -font-size: 50px; • -font-weight: 600 • -line-height: 55px; H2 • Font family: Quincy • -font-size: 35px; • -font-weight: 700 • -line-height: 40px; Title Headings: ‘Precious Metal Testing at Your Doorstep – Mobile. Trusted. Verified.’ Updates to apply • Font family: Poppins • -font-size: 22px; • -font-weight: 400	Not started ▾	

OVERALL UPDATES - From Karen				
Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
		-line-height: 26px; Paragraph: Updates to apply - Font family: Poppins -font-size: 20px; -font-weight: 400 -line-height: 25px;		
	Original  Updated Example	Title example: 'WE PROVIDE' Updates to apply <pre>.elementor-heading-title { font-family: "Work Sans", Sans-serif; font-size: 24px; font-weight: 600; text-transform: uppercase; line-height: 34px; letter-spacing: 0; }</pre>	Not started -	

OVERALL UPDATES - From Karen

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
	INDEPENDENT PRECIOUS METALS TESTING PM Identify offers independent gold, silver, platinum, and palladium testing in Calgary and surrounding Alberta communities. Unlike pawn shops or dealers, we do not buy or sell precious metals. WE PROVIDE: ✔ Independent precious metal authentication ✔ On-site mobile lab testing service ✔ Scientific multi-method verification ✔ Transparent witnessed testing ✔ Certificate of Metal Verification upon request LEARN MORE			
Button Styling - across entire site	Original BOOK APPOINTMENT To be Updated BOOK APPOINTMENT	Corner rounding decrease to 3pts border-radius: 3px;	Not started ▾	
Update Harsh Gradients across site	Original	Gradients in sections should be subtle and not harsh. Example	Not started ▾	

OVERALL UPDATES - From Karen

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
	 ABOUT PM IDENTIFY— CALGARY'S INDEPENDENT PRECIOUS METAL TESTING SERVICE PM Identify is a mobile precious metal testing company serving Calgary, Cochrane, Airdrie, and surrounding Alberta communities. We specialize in independent gold, silver, platinum, and palladium authentication using professional analytical testing equipment. With over 20 years of experience in metallurgy and non-destructive testing, we provide accurate, transparent, and documented verification. Our primary focus is analysis and authentication of precious metals, not buying or selling. MORE ABOUT US	<pre>background-image: linear-gradient(90deg, var(--e-global-color-primary) 35%, #8a7328 100%);</pre>		
	To be Updated 			
Footer Design Update			Not started 	

HOMEPAGE

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

HOW IT WORKS

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

SERVICES

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

ABOUT US

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

FAQs

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

CASE STUDIES

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

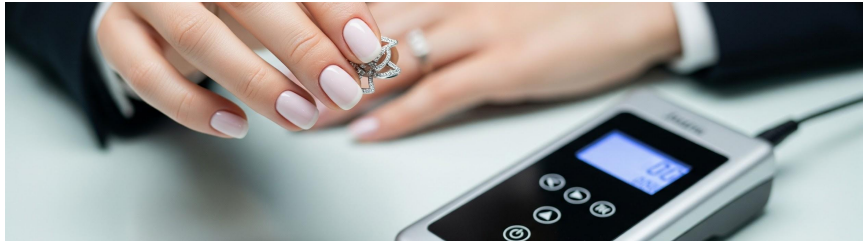
CONTACT

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

HEADER/MENU/FOOTER/OTHER

Content To Revise	 Screenshot	Changes Needed	 Status	Other Notes
			Not started ▾	
			Not started ▾	
			Not started ▾	
			Not started ▾	

Website Content



Website Content Guide - PMIdentify.com

General Content Guidelines

Please use this document to provide all necessary written content for the new website. The structure below follows the sitemap we discussed.

- **Tone:** Professional, trustworthy, and client-focused.
- **Voice:** Clear, direct, and emphasizes convenience and accuracy.
- **Target Audience:** Individuals, estate executors, jewelers, and pawn shops needing fast, reliable, mobile precious metal testing.

Target Audience: Client Provided	• People that have acquired precious metals and want to validate their purchase. • People that have inherited precious metals want to understand the value to potentially sell it. • People looking for independent, third party, assessment of value of any form of suspected precious metals in their possession. • Jewelers that want quick, reasonably priced verification of metals and its alloys. • Pawnshops that want quick, reasonably priced verification of metals and its alloys. • Coin shops & dealers • Mobile service to precious metals/bullion dealers to validate a potential purchase from a private party, instead of having to rely on shipping companies with high insurance costs, shipping time, and other insecurities inherent to shipping. This gives confidence for both the seller and the buyer with independent mediary. • Brokering for high-networth individuals
----------------------------------	---

Homepage

This is the main entry point to the site, focusing on the core value proposition and service convenience.

Section	Status	Content Needed	Content Provided
Hero Section	Approved -	Clear, simple value proposition. Short explainer: What is your service? Why does it matter?	Tagline: Gold, Silver, Platinum & Palladium Authentication at Your Doorstep – Mobile. Trusted. Verified. Immediate on-site testing with results in minutes. Whether you need to verify coins, bullion, jewelry, scrap metal, or estate collections, PM Identify ensures complete transparency and documented results. Our process is structured, scientific, fully transparent and you can witness every step. Book your laboratory-grade precious metal test today and gain confidence in your assets. • Mobile service at a location of your choosing • Clear pricing discussed in advance • Flexible scheduling • Certificate of Authentication can be issued at request. [Request Your Appointment Now]
About the Company	Approved -	Brief overview of your company and/or owner (2-3 sentences max).	[HEADLINE] Have confidence in your results with witnessed testing of your precious metals and jewelry. PM Identify is Calgary's professional mobile precious metal testing service, providing fast, accurate, and independent authentication for gold, silver, platinum, and palladium. We bring advanced laboratory-grade testing technology directly to your home or a location of your choosing. We provide trusted, professional, independent authentication for: • Gold coins and bullion • Silver bars and rounds • Platinum and palladium products • Fine jewelry and estate collections • Scrap precious metals Rely on us for convenient, private, and dependable verification. Our witnessed testing and examinations enhance transparency and provide confidence in your results. Mobile. Trusted. Verified.

Section	Status	Content Needed	Content Provided
			[CTA] Learn More About Us
Our Services	Approved -		[IMAGE] image Needed [HEADLINE] Professional mobile metallurgical laboratory. Your results are explained clearly and delivered immediately using multiple non-destructive analytical methods to confirm authenticity and purity. Providing you with accurate, science-based verification of your gold, silver and jewelry you can trust. Our Metal Testing Services include delivering private, convenient, and unbiased authentication for: • Gold coins and bullion • Silver bars and rounds • Platinum and palladium products • Fine jewelry and estate collections • Scrap precious metals Testing Methods We never rely on a single test. Verification is always based on a combination of scientific methods. Providing you with confidence in the results. • Detailed Visual & Hallmark Inspection • PMI XRF Analysis (X-Ray Fluorescence) • Conductivity testing (Eddy Current) • Ultrasonic Testing (UT) • Magnetic Testing • Density Testing (Specific gravity & water displacement) • Acid testing Certificate of Authentication Ideal for resale, insurance, recordkeeping, or investor confidence, upon request, we issue a Certificate of Authentication (COA) documenting: • Metal type and composition • Purity percentages • Testing methods used

Section	Status	Content Needed	Content Provided
			• Date of verification [CTA] Learn More
How It Works	Approved -		[HEADLINE] Our process protects you by providing immediate on-site testing with results in minutes. PM Identify brings laboratory-grade precious metal authentication directly to your home, office, or business in Calgary, Cochrane, and Airdrie. Structured, scientific, and fully transparent. Pricing is agreed upon before testing begins and you can witness every step. Step 1: Request Your Appointment Step 2: On-Site Arrival & Initial Review Step 3: Assessment & Advanced Instrument Testing Step 4: Combined Verification & Clear Results Step 5: Payment & Completion [CTA] Learn More About Our Process
Who We Serve	Review -		[HEADLINE] Trust our convenient testing when you need Gold, Silver or Jewelry authenticated in the Calgary area Whether you are buying, selling, inheriting, storing, or insuring precious metals, independent verification protects your value. Our mobile precious metal testing services are ideal for: • Individuals validating a recent purchase • Estate executors verifying inherited assets • Investors confirming bullion authenticity • Jewelers needing third-party alloy confirmation • Pawn shops seeking independent verification • Coin dealers and collectors • Bullion dealers validating private transactions • High-net-worth individuals requiring discretion Serving Calgary, Cochrane & Airdrie We are committed to becoming Alberta's leading independent precious metal authentication service through continuous technology upgrades and professional standards.

Section	Status	Content Needed	Content Provided
			PM Identify proudly provides mobile precious metal testing across: • Calgary • Cochrane • Airdrie • Surrounding Alberta communities
Advantages/Benefits	Review	A list of key benefits (e.g., fast, accurate, mobile, trusted).	Why Choose Us The Advantage of Mobile Laboratory-Grade Independent Precious Metal Authentication We operate as a professional mobile metallurgical laboratory, using multiple non-destructive analytical methods to confirm authenticity and purity. We are a fully independent testing service focused solely on authentication and purity analysis. That means: • Unbiased and objective results • No pressure to sell • Transparent testing process • No shipping or insurance costs • Clear explanation of findings • Certificate of Authentication When accuracy and trust matter, our multi-method testing approach makes the difference. Traditional testing often requires: • Shipping high-value items • Paying insurance fees • Waiting days for results • Accepting limited transparency PM Identify eliminates those risks. We come to you and provide in-person testing. • No shipping • No insurance complications • No waiting weeks • No loss of custody • Immediate on-site results Your metals remain in your possession at all times.
Review/Testimonial Highlights	Review	Short client testimonials or reviews (2-3 of the best ones).	cjsnoey@gmail.com Do you think you would have one or two reviews available before launching the website? Yes

Section	Status	Content Needed	Content Provided
FAQ	Review	Examples of FAQs	- How accurate is your gold testing in Calgary? - Do you offer mobile precious metal testing near me? - Can you test bullion bars at my home?
CTA Sections	Review	Text for the "Get a Quote" and "Book Now" calls-to-action buttons.	Ready to Verify Your Gold, Silver or Jewelry? Whether you're preparing to sell, store, insure, or invest, confirmation protects your value. Schedule your mobile precious metal testing appointment today. [Request an Appointment] REQUEST APPOINTMENT FORM Name: Email: Phone: Location: [dropdown] - Calgary - Cochrane - Airdrie - Bearspaw - Other (Option to type) Questions/Comments: [SUBMIT] (form to go to info@pmidentify.com)
Footer	Review	Contact information (address:  Place , phone:  Person , email:  Person @example.com) and quick links.	[LOGO] Mobile precious metal testing Serving Calgary, Cochrane, Airdrie and surrounding areas. <i>Gold, Silver, Platinum & Palladium Authentication at Your Doorstep – Mobile. Trusted. Verified.</i> A fully independent testing service focused solely on authentication and purity analysis. We are committed to becoming Alberta's leading independent precious metal authentication service. Contact Us info@pmidentify.com 403-969-0809 Quick Links [Menu] Social Accounts

Section	Status	Content Needed	Content Provided
Instagram/Facebook/GBP/LinkedIn			

How It Works Page

[VIEW CONTENT](#)

Services Page

[VIEW CONTENT](#)

About Us Page

[VIEW CONTENT](#)

FAQ Page

[VIEW CONTENT](#)

Case Studies/Testimonial Page

[VIEW CONTENT](#)

Request Appointment Page

[VIEW CONTENT](#)

Contact Us Page

[VIEW CONTENT](#)

Supplementary Pages

- [404 Page](#)
- [Terms of Use Page](#)
- [Privacy Policy Page](#)

OTHER CONTENT TO USE		
B2C Unique Selling Point (USP) What makes your business unique to consumers? Business Elevator Pitch		Laboratory quality services, reasonably priced (or just 'affordable'), at customer location of choosing. All testing and examinations are witnessed, increasing the level of transparency and confidence. Certificate of Analysis or Certificate of Authentication can be issued at request.
Customer Expectations	What customers can expect upon your arrival, during testing, and regarding reporting and payment.	The technician will arrive at the agreed time and location, with all required testing equipment. All testing will be explained and can be directly observed. Testing is based on established scientific principles. The results will be clearly presented, both qualitative and quantitative. Depending on the extent of testing and reporting, pricing will be determined and agreed ahead of testing. Results will be shared right away, but formal reporting will be issued within 24 hrs. Payment will be required on completion of testing. Both cash or card are acceptable methods of payment.
Sample Report	Description or text to accompany the sample report 📎 File customers receive after testing.	Need logo and color pallet finished before reporting or certificates can be designed.
Mobile Testing Emphasis	Text emphasizing the convenience of mobile testing (no travel needed).	No shipping or insurance costs. Immediate on-site testing with results in minutes
OTHER CONTENT		"Laboratory-based authentication of precious metals"

"Professional analytical metallurgical testing for gold, silver, and platinum validation"
"Scientific verification of precious metal purity and authenticity"
"Multi-method approach to assure validation results."

Trust our convenient testing when you need Gold, Silver or Jewelry authenticated in the Calgary area

Whether you are buying, selling, inheriting, storing, or insuring precious metals, independent verification protects your value.
Our mobile precious metal testing services are ideal for:

- Individuals validating a recent purchase
- Estate executors verifying inherited assets
- Investors confirming bullion authenticity
- Jewelers needing third-party alloy confirmation
- Pawn shops seeking independent verification
- Coin dealers and collectors
- Bullion dealers validating private transactions
- High-net-worth individuals requiring discretion

Our Testing

We are committed to becoming Alberta's leading independent on-site precious metal authentication service providing trusted, professional, independent authentication for:

- Gold coins and bullion
- Silver bars and rounds
- Platinum and palladium products
- Fine jewelry and estate collections
- Scrap precious metals

We combine multiple professional testing methods such as XRF analysis, ultrasonic testing, and other methods to deliver comprehensive verification. Upon request, we also provide clients with a Certificate of Authentication, documenting the test results for added assurance.

[CTA]

Learn More About Our Testing

How It Works

How It Works Page

This page explains the **process** from the client's perspective, emphasizing the ease and convenience of mobile service.

Section	Status	Content Provided
Our Process	Review	[IMAGE] image Needed [HEADLINE] How Our Process Works Our on-site testing process is structured and fully transparent. You're able to witness every step. All testing will be explained, and can be directly observed. Testing is based on established scientific principles and techniques. Precious metal verification requires a multi-method analytical approach. Each testing method complements the others to provide cross-validation and achieve a high level of confidence in the final assessment. Results can be shared right away, but formal reporting will be issued within 24 hrs. The results will be clearly presented, both qualitative and quantitative. Depending on the extent of testing and reporting, pricing will be determined and agreed ahead of testing. Payment will be required on completion of testing. Both cash or card are acceptable methods of payment. Step 1: Request Your Appointment An appointment can be made through the contact form below or by calling the number located at (location xyz). A certified technician will contact you to collect more details and agree on the preferred location for your appointment. Based on the information gathered during this initial discussion a preliminary assessment for the extent of testing can be established. [CTA] [Request an Appointment] Step 2: On-Site Arrival & Initial Review Our certified technician will arrive fully equipped with professional analytical instruments and all necessary equipment. Following a formal

Section	Status	Content Provided
		introduction, the items requiring evaluation will be reviewed to determine the appropriate testing scope and methods, aligned with the client's objectives and requested level of analysis. Final pricing is determined based on the agreed testing scope and reporting requirements and will be confirmed prior to commencing any testing. All testing procedures are clearly explained in advance and may be directly observed by the client. Step 3: Inspection & Advanced Instrument Testing The process starts with a detailed visual inspection, looking for: • Hallmarks, mint marks, or engravings • Signs of plating or forgery • General physical characteristics of the piece Followed by: Basic Physical Tests • Magnetic Screening: A preliminary magnetic test is performed to quickly identify ferromagnetic materials and assist in ruling out common base metals. This screening can also indicate diamagnetic behavior typical of gold and silver, or paramagnetic characteristics associated with metals such as palladium and platinum. (Note: copper is also diamagnetic and therefore magnetic response alone is not conclusive.) • Density verification may be performed. For geometrically uniform items, dimensions can be measured and compared against weight to confirm expected material density. For irregularly shaped items, density could be determined using a controlled water displacement method. Advanced Instrument Testing • PMI XRF Analysis; provides non-destructive elemental analysis of the metal surface to determine chemical composition and identify the metal and/or alloy content. Results are delivered in real time and are used as a primary compositional verification tool. • Ultrasonic testing; measures ultrasonic wave velocity and material response through the body of the item. This allows verification beyond surface analysis by confirming internal consistency, thickness uniformity, and material characteristics throughout the piece. • Conductivity testing (Eddy Current method); uses controlled eddy current measurement to evaluate the electrical conductivity of the metal. Because precious metals have highly specific conductivity signatures, this method provides strong confirmation of silver, gold, platinum, and palladium content. It is particularly effective in identifying plated or layered items and verifying bulk material consistency. Step 4: Results & Certification Due to the multi-method analysis approach, testing results will be conclusive and can be shared immediately with you on-site. On request, a formal Certificate of Material Verification can be issued within 24 hours and sent by email.

Section	Status	Content Provided
		Step 5: Payment & Completion Payment is required upon completion of testing and can be paid by cash, Interac e-Transfer or credit card. [CTA SECTION] Ready to Verify Your Gold, Silver or Jewelry? Whether you're preparing to sell, store, insure, or invest, confirmation protects your value. Schedule your mobile precious metal testing appointment today. [Request an Appointment]

Our Services

Services Page

Section	Status	Content Provided
Services Overview	Review ▾	[IMAGE] Image Needed [HEADLINE] Our mobile metallurgical laboratory services are professional, technical and documented Whether you are buying, selling, inheriting, storing, or insuring precious metals, independent verification protects your value. Your results are explained clearly and delivered immediately using multiple non-destructive analytical methods to confirm authenticity and purity. Providing you with accurate, science-based verification of your gold, silver and jewelry you can trust. Our on-site precious metal testing services are ideal for: • Individuals validating a recent purchase • Estate executors verifying inherited assets • Investors confirming bullion authenticity • Jewelers needing third-party alloy confirmation • Pawn shops seeking independent verification • Coin dealers and collectors • Bullion dealers validating private transactions • High-net-worth individuals requiring discretion [CTA SECTION] [HEADLINE] Professional On-Site Precious Metals and Jewelry Testing – Request Your Private Appointment Today! Ultimate convenience, transparency, privacy, and security with on-site testing and results in minutes. [CTA] Request Your Appointment
		Our Comprehensive Metal Testing Services At the core of our services is the delivery of private, convenient, and unbiased metal authentication. We provide meticulous and trustworthy testing for a diverse range of precious metal assets, ensuring you receive definitive proof of purity and precious metals content. Our testing expertise extends to a wide array of products, including, but not limited to:

Section	Status	Content Provided
		● Gold Coins, Rounds or Bars: Authentic verification of all popular denominations and weights of gold coins, bars, and rounds from recognized mints and refineries worldwide. We provide assurance on the fineness and weight of your investment-grade bullion. ● Silver Coins, Round or Bars: Precise analysis for various sizes of silver bars, coins or rounds, and other investment vehicles. We help confirm the stated purity of your silver holdings, protecting your investment. ● Platinum and Palladium Products: Specialized testing for the less common but equally significant metals like platinum and palladium, used to create typical precious metals products, catalytic components, or other specialized industrial items. ● Fine Jewelry and Estate Collections: Discreet and non-destructive testing for rings, necklaces, bracelets, and other high-value pieces. We authenticate the metal content of entire estate collections, providing an unbiased assessment for valuation or sale purposes. ● Scrap Precious Metals Recycling: Reliable analysis of unrefined, broken, or unusable items containing gold, silver, platinum, or palladium. Our service is essential for ensuring fair market value when selling scrap materials to refiners or buyers. We are committed to providing you with the peace of mind that comes from knowing the true composition and value of your precious metals.
Our Testing Methods	Review ▾	[IMAGE] Image Needed ACCORDION SECTION Our Testing Methods A multi-method approach is at the basis of our service. We never rely on a single test. Verification is always based on a combination of scientific methods. Providing you with confidence and conclusive results. 1. Detailed Visual & Hallmark Inspection 2. Density Testing (Dimensional or by water displacement) 3. PMI XRF Analysis (X-Ray Fluorescence) 4. Conductivity testing (Eddy Current) 5. Ultrasonic Testing Start of Accordion Sections Content
Detailed Visual & Hallmark Inspection	Review ▾	Detailed Visual & Hallmark Inspection of precious metals Initial visual assessment and documentation consists of the following: ● Note brand/mint (if applicable) ● Record and photograph the item

Section	Status	Content Provided
		• Weigh the item (gross weight) Hallmark & Stamp Inspection: • Purity stamps (e.g., 999, 925, 750, 14K, 18K) • Mint logos • Assay marks • Serial numbers (bullion bars) • Country of origin marks Surface condition, craftsmanship, fit and finish • Color tone consistency • Surface texture (cast vs. struck vs. forged) • Edge quality (especially coins and rounds) • Seam lines or solder joints • Plating wear at high-contact area Dimensional & Edge Inspection (bullion specific i.e. bars, coins and rounds): • Measure thickness, diameter, and length • Check edge milling (coins and rounds) • Inspect for tampering, drilled holes, filled cavities
PMI XRF Analysis (X-Ray Fluorescence) Original supplied content	Review	1. Initial Visual Assessment We conduct a thorough visual inspection of the item to be analyzed. This step is crucial for identifying any visible surface irregularities, contaminants, or potential structural issues that could impact the XRF analysis or require pre-treatment. 2. Equipment Configuration and Safety Briefing ○ After carefully setting up the XRF analyzer, a brief explanation of the mandatory safety requirements and necessary precautions for operating the XRF analyzer may be provided. This typically covers radiation safety procedures and requirements for personal protective equipment (PPE). 3. Explanation of Technological Principles ○ We provide a concise and understandable overview of how X-ray Fluorescence (XRF) technology works. This includes explaining how primary X-rays interact with the atoms within the material, causing the emission of characteristic secondary (fluorescent) X-rays. These signals are measured by the detector to determine the elemental composition of the metal ○ Our goal is to ensure you understand the scientific basis of the analysis and how results are obtained. 4. Equipment Calibration ○ Calibration: We perform a comprehensive equipment calibration appropriate for the expected elemental composition. This step is mandatory to ensure the accuracy, precision, and reliability of the analytical results. 5. Surface Preparation Assessment and Execution ○ Assessment: We then evaluate the item's surface again for any conditions that might interfere with accurate XRF measurement, such as heavy tarnish, corrosion, dirt, or residues.

Section	Status	Content Provided
		◦ Preparation: If surface preparation (e.g., cleaning or light polishing) is deemed necessary to remove contaminants and expose the base material for accurate measurement, it will be executed with extreme care. ◦ Conservation Principle: Any cleaning or polishing will be performed without metal loss by abrasion, <i>unless</i> such a requirement is explicitly identified and explicit approval is obtained from the client prior to proceeding. The preservation of the item is paramount. 6. Execution and Reporting ◦ The XRF analysis is performed following the pre-established parameters and analytical method. This involves placing the prepared item securely on the XRF analyzer and initiating the X-ray exposure sequence to collect the necessary data spectrum. Multiple readings may be taken on different areas to ensure a representative result. 7. Data Interpretation and Reporting ◦ The XRF analyzer instantly provides the data which can be captured and presented on a comprehensive report detailing the analysis process, including the equipment used, calibration standard information, any surface preparation performed, and the safety procedures observed. ◦ The initial findings, including the quantitative and qualitative results of the XRF analysis, will be provided. This comprehensive report will detail the determined elemental composition and their respective concentrations. We will present these results to the client in a clear, easily understandable format, along with any essential interpretation or limitations of the analysis.
Density Testing: (Specific Gravity)	Review -	Density Testing We utilize a method known as density testing to determine the true density and specific gravity of a metal sample. Depending on the item's geometry, this can be performed either by calculating density from measured dimensions and weight, or by using a controlled water displacement procedure to determine volume. Density verification serves as an important cross-validation step, supporting compositional findings and working in conjunction with other testing technologies, e.g. XRF analysis, to strengthen overall confidence in the results. The Science Behind It (Archimedes' Principle): With regard to 'controlled water displacement', when a metal sample is submerged, it displaces a volume of water equal to its own volume. By measuring the sample's weight in air and its apparent weight in water, we can precisely determine its density and specific gravity using established physical principles. These results are compared against known density standards for the declared metal or alloy as part of our multi-method verification protocol. Specific Gravity (SG) Formula:

Section	Status	Content Provided
		$SG = \frac{\text{Item Weight}}{\text{Displacement Weight}}$ How We Perform the Test: 1. Weight in Air: We weigh the dry metal sample and record the measurement. 2. Weight in Water: We carefully submerge the sample in distilled water and record its submerged weight. 3. Calculation: We use these two measurements to calculate the Specific Gravity and then determine the final, absolute density of the sample. A powerful example of multi-method approach testing is demonstrated by combining XRF Results & Density Testing. • XRF Tells Us: The surface elemental composition (e.g., 75% Gold / 18K). • Density Tells Us: The physical density of the entire bulk material. By comparing the measured density to the expected density of the alloy identified by XRF (for example, the known density of 18K gold), we can check for authenticity. • What a Discrepancy Means: If the calculated density is significantly off, it indicates that the core of the item is made of a different metal or alloy (e.g. Cu, Ni or Ag) that was hidden beneath a precious metal plating. It can also point to internal flaws or cavities. This combination of tests gives you the highest degree of certainty about your item's internal and external composition.
Conductivity testing Original supplied content	Review	Precious Metal Conductivity Testing 1. Explanation of Conductivity Testing We measure the electrical conductivity of your metal using advanced eddy current technology with a Fischer SIGMASCOPE® Gold C . A probe generates a small electromagnetic field that interacts with the metal and measures how easily electrical currents flow through it. Because every metal has a unique conductivity signature, this test helps confirm the material type, verify purity, and detect plating or counterfeit cores. The process is fast, highly accurate, and completely non-destructive, meaning your bullion, coins, or jewelry remain untouched. 2. Equipment Calibration To be determined if applicable. 3. Surface Condition & Execution The conductivity testing performed with the Fischer SIGMASCOPE® Gold C requires little to no surface preparation. Because the probe measures the metal's electrical response using an electromagnetic field, it does not require direct probe-to-metal contact and can often

Section	Status	Content Provided
		take reliable measurements even when the item is separated by a thin non-conductive layer, such as the plastic capsules or protective packaging commonly used for bullion coins and bars. This allows testing to be performed without removing the item from its casing and preserving its condition. 4. Explaining Your Results and Reporting The results obtained from the SIGMASCOPE® Gold C are presented as a measured electrical conductivity value, typically reported in MS/m (mega-Siemens per meter) or %IACS, depending on the reference standard used. This value is compared to the expected conductivity range for the declared precious metal and purity. The measured result and its interpretation are reviewed with you on-site, explaining how the conductivity aligns with the expected properties of the tested item.
Ultrasonic testing	Review	Ultrasonic Testing (UT) for Precious Metals 1. Explanation of UT principle Ultrasonic Testing uses high-frequency sound waves to evaluate the internal structure of a metal item without causing any damage. During testing, a small probe sends ultrasonic pulses into the metal using a coupling medium to allow the sound waves to enter the material. These waves travel through the metal and reflect back when they reach boundaries such as the back wall of the item or any internal irregularities. One important property measured during this process is the velocity of sound through the metal. Every metal and alloy has a characteristic acoustic velocity—meaning sound travels through gold, silver, platinum, and other metals at specific, known speeds. By measuring the time it takes for the ultrasonic pulse to travel through the material and return, the instrument can determine whether the measured sound velocity aligns with the expected value for that particular metal. This makes ultrasonic testing a powerful verification tool for precious metals. In addition to confirming the consistency of thickness within bars or larger bullion items, the technique can reveal internal anomalies or materials with different acoustic properties. If a different metal were present inside the item, the change in sound velocity and signal response would indicate that the internal structure does not match the expected composition. As a result, ultrasonic testing provides an additional layer of internal verification beyond surface analysis methods. 2. Surface Condition Requirement Ultrasonic testing requires direct contact between the probe and the metal surface so that sound waves can properly enter the material. The surface should be relatively smooth, clean, and free of debris such as dirt, oil, loose scale, or heavy oxidation that could interfere with sound transmission. A coupling medium (couplant)—typically a small amount of gel or liquid—is applied between the probe and the surface to eliminate air gaps and allow the ultrasonic signal to pass efficiently into the metal. Minor surface texture or light scratches generally do not affect the measurement, but very rough surfaces, coatings, or heavy contamination may reduce signal quality and require light cleaning before testing. No material removal or destructive preparation is required, making ultrasonic testing a completely non-destructive method for examining

Original content
provided

Section	Status	Content Provided
Acid testing Original content provided	Review ▾	the internal structure of precious metal items.
		3. Equipment & Calibration Before testing, the ultrasonic gauge is calibrated to ensure accurate readings. Calibration is performed using reference standards or materials with a known thickness and known sound velocity.
		Once calibrated, the instrument is ready to measure the thickness, sound velocity, and internal integrity of the test item, helping verify that the material behaves consistently with the expected properties of the metal being examined.
		4. Reporting Following testing, the measured ultrasonic thickness, sound velocity, and signal response are reviewed and compared with the expected values for the metal being examined. The results are then clearly explained to the client, outlining whether the measurements are consistent with the expected properties of the item.
		[End of Accordion Sections Content]
Certificate of Authentication	Review ▾	[SECTION] [IMAGE] Certificate of Metal Verification A Certificate of Metal Verification provides a clear and comprehensive record of the testing performed on a precious metal item. The certificate documents the analytical methods used during the examination and summarizes the results obtained from each test. The certificate will specify all testing methods performed and the corresponding results, which may include measurements such as elemental composition, electrical conductivity, density or specific gravity, ultrasonic response, and other relevant observations. This documentation provides a transparent record of the verification process, outlining the methods used and the measured values obtained during testing at the time of examination.
Request Your Appointment	Review ▾	[CTA SECTION] [HEADLINE] Professional On-Site Precious Metals and Jewelry Testing – Request Your Private Appointment Today!

Section	Status	Content Provided
		Experience the ultimate in convenience, privacy, and security with our mobile precious metals and jewelry testing service. We eliminate the need for you to travel with your valuable items by bringing our professional, state-of-the-art testing equipment directly to your home or preferred location. Why Choose Our At-Home Testing Service? • Convenience: We work around your schedule and come to you, saving you time and hassle. • Privacy & Security: All testing is conducted in your own home or chosen location. Your privacy and the security of your valuables are our top priority. • Expert Analysis: Rely on our professional expertise for precise identification and evaluation of your precious items. [CTA] Request Your Appointment

About Us

About Us Page

Category	Status	Content Provided
General Business Information	Review -	[IMAGE] Image Needed
		[HEADER] Have confidence in your results with witnessed testing of your precious metals and jewelry.
		[INTRO] PM Identify was established in 2025 with the vision of delivering convenient, private, and highly accurate on-site precious metal and jewelry authentication services. The company's foundation is rooted in our founder's passion for precious metals and unwavering respect for their inherent value. This dedication is supported by over two decades of professional experience, including meticulous handling of various metals, a strong understanding of metallurgical science, and specialized expertise in non-destructive testing methodologies. This extensive background ensures that every authentication is conducted with the highest level of precision, integrity, and client confidentiality.
		Our mission is to deliver fast, accurate, and reliable metal validation while ensuring complete transparency and customer confidence. As an independent testing service, PM Identify provides unbiased results our clients can fully trust, setting us apart from traditional dealers and pawn shops. We are committed to becoming the leading name in independent precious metal authentication across Alberta.
		Why Choose Us <i>Providing value by confirming value is our promise to you.</i> We are a fully independent testing service focused solely on authentication and purity analysis. We bring advanced testing technology directly to our clients' homes, businesses, or a location of their choice, offering a convenient, private, and trustworthy way to confirm the authenticity and purity of bullion and jewelry. We operate as a professional mobile metallurgical laboratory, using multiple non-destructive analytical methods to confirm authenticity and purity. That means: • Independent and objective results • No pressure to sell • Transparent testing process • No shipping or insurance costs • Clear explanation of findings • Certificate of Material Verification

Category	Status	Content Provided
		When accuracy and trust matter, our multi-method testing approach makes the difference. Traditional testing often requires: • Shipping high-value items • Paying insurance fees • Waiting days for results • Accepting limited transparency PM Identify eliminates those risks. We come to you and provide in-person testing. • No shipping • No insurance complications • No waiting weeks • No loss of custody • Full Transparency • Immediate on-site results Your metals remain in your possession at all times. Locations We Serve Operating across Calgary, Cochrane, Airdrie and surrounding areas, PM Identify caters to individuals seeking certainty about the value and authenticity of their precious metals, but also collectors, investors, and jewelers. Our mobile service model ensures convenience, discretion, and professionalism, setting us apart as a trusted partner in metal verification. [CTA] Contact Us Today
Credentials/Certifications	List any relevant credentials, certifications, or professional affiliations.	NRCan XRF PMI Operator Level 1 & 2

FAQs

FAQ Page

Please provide the full question and detailed answer for each item below, and any other common questions you receive.

Question	Answer
What is this service?	PM Identify provides independent mobile precious metal testing in Calgary, Cochrane and surrounding areas. We verify the authenticity and purity of gold, silver, platinum, and palladium using professional analytical testing equipment. We do not buy or sell precious metals. Our service is strictly focused on authentication and verification. This ensures unbiased, third-party results you can trust. We test jewelry, coins, bullion bars, scrap metal, estate collections, and investment metals directly at your location.
Is the testing safe for my items?	Yes. Our testing methods are classified as non-destructive, which means it does not affect your valuables,. Techniques such as XRF analysis, ultrasonic testing, conductivity testing, and density testing do not physically affect or damage your items. These methods are widely used in professional material analysis and bullion authentication. Your metals remain in your possession at all times.
How accurate is your precious metal and jewelry testing?	Our precious metal and jewelry testing uses a comprehensive multi-method verification process to ensure the highest level of accuracy. Rather than relying on a single test, results are cross-verified using multiple independent analytical techniques and professional laboratory-grade instruments. Each method measures a different physical property of the metal—such as elemental composition, electrical conductivity, density, or acoustic response. By comparing these independent measurements to known scientific values for precious metals, we can confidently identify the metal type and verify its purity. All testing methods used are quantitative, meaning they produce precise numerical results rather than subjective interpretations. This scientific approach provides clear, objective data that supports accurate buying, selling, insurance documentation, and valuation of precious metal assets.
How do I need to prepare for the precious metal and jewelry testing appointment?	Preparing for Your Precious Metal & Jewelry Testing Appointment To ensure a smooth, efficient, and accurate testing process during your on-site appointment, please review the following simple preparation guidelines:

Question	Answer
	• Clean and Accessible Items Please have the jewelry, bullion, or precious metal items you would like tested readily accessible. While extensive cleaning is not required, removing excessive dirt, oils, or residue can help ensure optimal contact for certain testing methods. • A Stable Workspace A flat, stable table or countertop is required for conducting the testing procedures. This allows instruments to be positioned securely and ensures accurate measurements. • Good Visibility Adequate lighting is recommended so items can be properly inspected and documented during the visual assessment portion of the evaluation. • Documentation (If Available) If you have any relevant documentation—such as purchase receipts, mint certificates, assay cards, or previous verification reports—please have these available for reference. While not required, they can help provide additional context for the evaluation. • Professional, Non-Destructive Testing All testing procedures are performed using advanced, non-destructive analytical equipment. Your items remain intact and undamaged throughout the process. Testing is conducted carefully and professionally at your location, with results explained clearly so you understand the findings and the scientific methods used to verify your precious metals.
Can you come to my home or office?	Yes. We provide fully mobile precious metal testing throughout Calgary, Cochrane, Airdrie, and surrounding Alberta communities. Appointments can be scheduled at: • Private residences • Offices • Jewelry stores • Pawn shops • Bullion dealers • Secure business locations Your safety and comfort are important. You are welcome to have a family member or colleague present during the appointment.
How do I pay?	Payment is required upon completion of testing. We accept: • Cash • Debit • Major credit cards

Question	Answer
	Mobile card processing is available on-site for convenience.
Who needs this service?	This service is ideal for anyone who needs independent verification of precious metals. That includes: • Individuals validating a recent gold or silver purchase • Families or estate executors assessing inherited jewelry or bullion • Investors confirming the authenticity of coins or bars • Jewelers and pawn shops requiring third-party alloy verification • Coin and bullion dealers validating private transactions • High-net-worth individuals seeking private, discreet testing If you are buying, selling, inheriting, insuring, or storing precious metals, independent testing protects your value.
What areas do you serve?	We provide mobile precious metal testing in: • Calgary • Cochrane • Okotoks • Airdrie • Strathmore • Other surrounding Alberta communities If you are outside these areas, please contact us to discuss feasibility and availability.

Case Studies

Case Studies/Testimonial Page

This section will feature social proof and detailed success stories.

Section	Content Needed	Content Provided
Page Overview		See how our on-site precious metal testing services deliver accuracy, peace of mind, and financial protection. From verifying inherited estate jewelry to authenticating large bullion purchases and rare coin collections, our non-destructive testing methods ensure you know the true composition and value of your assets before you buy, sell, or store them.
Case Studies/Scenarios	Descriptions of example scenarios or case studies showcasing the value of your services.	Hypothetical scenario 1: Estate jewelry verification A client inherited several gold rings and chains believed to be 18K and 22K gold. Before selling to a local buyer, they wanted independent verification. Testing performed: Visual inspection, PMI XRF analysis, density testing. Result: Two pieces were solid 18kt as marked. One chain was gold plated over brass, one ring was 14kt, not 18 kt. Value delivered: value of jewelry was able to be assessed based on actual chemical composition. Hypothetical scenario 2: Bullion purchase authentication - Detecting potential counterfeit A private investor purchased several 1 kg bars through a secondary market transaction and wanted verification before storing them long-term. Testing performed: Visual inspection, PMI XRF analysis, ultrasonic testing, density testing. Result: All bars confirmed to meet expected purity and internal integrity. Results formally reported and certified for future reference or sale. Value delivered: Peace of mind before placing high-value assets into storage, and acquired formal reporting on authentication of products. Hypothetical scenario 3: Coin collection authentication A collector purchasing rare coins requested non-destructive testing to ensure authenticity without damaging collectible value. Testing performed: Visual inspection, PMI XRF analysis, conductivity testing, density testing. Result: One coin displayed composition inconsistent with mint specifications. Value delivered: Protected the buyer from a potentially significant counterfeit loss while preserving coin condition.
Early Client Feedback	Text content for early client feedback (to be collected).	
Google Reviews Plan	A plan for how Google reviews will be collected and displayed once available.	Google Business Profile:

Contact-Request Appointment

Contact Page

Whether you need to verify coins, bullion, jewelry, scrap metal, or estate collections, PM Identify ensures complete transparency and documented results. Our process is structured, scientific, fully transparent and you can witness every step.

Contact us with any questions and book your laboratory-grade precious metal test today and gain confidence in your assets.

Section	Content Needed	Content Provided
Booking Form Details	List of fields needed for a booking form, and any required scheduling details (e.g., calendar integration, dropdown availability for the event Calendar event).	REQUEST APPOINTMENT FORM Name: Email: Phone: Location: [dropdown] - Calgary - Cochrane - Airdrie - Strathmore - Okotoks - Other (Option to type) Questions/Comments: [SUBMIT] (form to go to info@pmidentify.com)

Thank You Page (for tracking)



Homepage Design Review



Homepage Design Review - PMIdentify.com

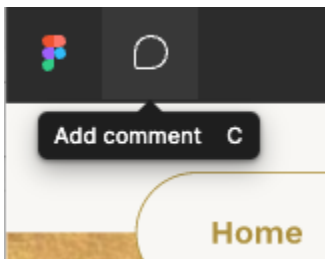
Design Concept 1 - Feb 20, 2026

Review concept design through the 'Figma' file.

[View Concept Design File Here](#)

Please Note: *The logo being used in the design is a placeholder and not a finalized version.*

To leave Feedback: Click on the comment balloon in the top left corner and click on the section where you want to leave comments.



Client Feedback