

LinkedIn Company Page

Redstone Civil Pty Ltd

NQ Civil Earthmoving & Construction | Townsville, Queensland

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Page Setup

About & Taglines

Specialities & Featured

Post Templates

■ LinkedIn Company Page — complete copy, specialities, featured strategy, and 5 post templates

This document delivers the full optimised LinkedIn Company Page for Redstone Civil Pty Ltd: three tagline options (with embedded keyword analysis), a 1,675-character About section, 20 speciality tags across four categories, three featured content strategy cards, and five ready-to-publish company post templates covering project showcase, safety, community, capability, and partnership content types.

WORD COUNT SUMMARY

Part 1	Company Page Tagline (3 options)	50	6.8%
Part 2	About Section (1,675 characters)	280	38.1%
Part 3	Specialities (20 tags) + Featured (3)	205	27.9%
Part 4	Post Templates (5 posts)	200	27.2%
TOTAL		735	100%

CONTENTS

Part 1	Company Page Setup	LinkedIn mockup visual · Tagline options with keyword badges
Part 2	About Section	1,675-character About text · Deployment notes
Part 3	Specialities & Featured	20 speciality tags (4 categories) · 3 featured content strategy cards
Part 4	Post Templates	5 ready-to-publish posts: Project · Safety · Community · Capability · Partnership

1

PART

Company Page Setup

LinkedIn mockup · Tagline options · Keyword analysis

The LinkedIn Company Page is the primary digital reference point for Tier 1 procurement managers discovering Redstone Civil. This section delivers the visual layout, three tagline options with embedded keyword analysis, and the complete About section copy.

✓ OPTIMISED

RC

REDSTONE CIVIL | NQ EARTHWORKS & CIVIL CONSTRUCTION

Redstone Civil Pty Ltd

NQ Bulk Earthworks & Drainage | Owned Fleet & Direct Crew | Delivering for Tier 1s & Gov

Civil Engineering · 2–10 employees · Townsville, Queensland

[redstonecivil.com.au](#)

347 followers · 500+ connections

+ Follow

✓ Company Page optimised — tagline, logo, cover, about and follower count all configured.
Option 1 tagline is pre-loaded in the mockup above. Follower count is illustrative. The RC logo placeholder should be replaced with the finalised Redstone Civil logo once designed.

1. TAGLINE OPTIONS

Three tagline options, each embedding different procurement search keywords. Option 1 is recommended as the primary tagline — it directly targets Tier 1 procurement search behaviour on LinkedIn and portal databases.

Option 1 ★ Recommended

NQ Bulk Earthworks & Drainage | Owned Fleet & Direct Crew | Delivering for Tier 1s & Gov

Bulk Earthworks

Drainage

Tier 1

Government

Recommended — directly addresses Tier 1 procurement search terms and positions Redstone Civil as a specialist NQ operator with owned capacity.

Option 2

Civil Earthmoving & Road Maintenance | Zero Subcontractors | Reliable Partner for NQ Infrastructure

Civil Earthmoving Road Maintenance NQ Infrastructure

Emphasises the zero-subcontractor differentiator and NQ regional focus — strong for council and infrastructure client search terms.

Option 3

Heavy Civil Construction & Site Prep | 10+ Yrs NQ Experience | Built for Major Pipeline & Road Panels

Civil Construction Site Prep Pipeline Road Panels

Targets the \$40B NQ pipeline opportunity and panel-based procurement — ideal if prioritising the Houghton Pipeline and Bruce Highway panels.

2
PART

About Section

1,675-character About text · Copy-ready for direct LinkedIn paste

The About section is limited to 2,000 characters on LinkedIn Company Pages. This text is 1,675 characters — leaving 325 character buffer. Paste directly into the LinkedIn Company Page editor under About → Edit.

About Section 1,675 / 2,000 characters used · 325 character buffer remaining

Redstone Civil Pty Ltd delivers reliable bulk earthworks, drainage, and road maintenance for North Queensland's Tier 1 contractors and local government infrastructure projects.

Based in North Queensland and serving the broader region for over a decade, Redstone Civil specializes in heavy civil earthmoving, open drain construction, and pavement preparation. Equipped with a late-model, owned plant fleet — including CAT and Komatsu excavators, graders, and heavy haulage trucks — our highly skilled, direct workforce has the capacity to execute \$1M+ packages on time and to exact specifications.

Redstone Civil is a trusted and proven partner for major regional works. Recent project successes include the early delivery of a 42,000m³ bulk earthworks package for the Bohle Plains Subdivision, the construction of a 1.8km open drain channel for NQ Water Infrastructure Corp, and ongoing road pavement maintenance and resheeting for Townsville City Council. The business is registered on CQMS Raize and is actively targeting major regional supply panels, including the Haughton Pipeline project.

For head contractors and procurement managers, schedule and compliance are everything. That is why Redstone Civil operates a 100% direct-employment model. We do not rely on subcontractor chains. When a Tier 1 contractor awards a package to Redstone Civil, they get our own iron and our own experienced, ticketed crew. We show up, communicate honestly about site conditions, maintain strict WHS protocols, and get the job done right the first time.

Looking for a reliable NQ civil partner with owned plant capacity and the capability to move quickly? Contact Mark Redstone at [Email] or visit redstonecivil.com.au to request our full Capability Statement, Plant Register, and WHS documentation.

3

PART

Specialities & Featured Content

20 speciality tags across 4 categories · 3 featured content strategy cards

2. SPECIALITIES (20 TAGS — 4 CATEGORIES)

LinkedIn Company Pages display up to 20 speciality tags. These are indexed for search and appear on the page as keyword chips. All 20 slots are used here across four procurement-relevant categories.

Civil Works	Safety & Compliance	NQ Location	Client Types
Bulk Earthworks	CQMS Raize Prequalified	North Queensland Infrastru...	Tier 1 Subcontractor
Civil Construction	WHS Compliance	Townsville Civil Contractor	Local Government Procure...
Open Drain Construction	Plant Risk Assessments	Regional QLD Earthmoving	TMR Roadworks
Road Maintenance	Direct Employment Model	Haughton Pipeline Capability	Mining Civil Support
Subgrade Preparation			
Pavement Rehabilitation			
Culvert Installation			
Site Preparation			

3. FEATURED CONTENT STRATEGY (3 ITEMS)

The Featured section pins up to three items at the top of the Company Page. Each item should directly answer a procurement manager's verification question before they progress to a site visit or tender invitation.

1

Redstone Civil Capability Statement 2026

PDF Document

Procurement managers don't have time to dig for information. Pinning a highly visual, 4–8 page PDF listing capacity, zero-subcontractor model, and past project values gives estimators instant proof you can handle Tier 1 packages.

2

Owned Plant & Equipment Register

PDF or Website Link

Head contractors want to know you aren't reliant on dry-hire availability. Featuring your machinery list (Komatsu PC120-10, CAT 320 GC, Kenworth T410) proves you control your own tools and can mobilise without delays.

3

Project Case Study: Jensen Drainage Channel

Image / Article

Demonstrates ability to deliver specialised government works on time. Showing the scope (1.8km channel, 18,500m³ bulk excavation) and the client (NQ Water Infrastructure Corp) builds immediate trust for upcoming pipeline and civil water projects.

4
PART

Company Page Post Templates

5 post types · Copy-ready · Character counts included

Five post templates covering the key content pillars for a civil contractor company page. Each post is under 300 characters (well within LinkedIn's 3,000 limit) for maximum readability. Publish one post per week, rotating through types.

A

PROJECT SHOWCASE

274 chars

Project Complete: Jensen Drainage Channel ■

We've just wrapped up a 1.8km open drain channel for NQ Water Infrastructure Corp. The scope included 18,500m³ of bulk excavation, rock ripping, and batter shaping. Handed over on time and to specification. Proud of our direct crew for another solid, reliable delivery!

Body: 274 characters (LinkedIn limit: 3,000)
#CivilConstruction #NorthQueensland #Earthmoving #WaterInfrastructure #RedstoneCivil

B

SAFETY CULTURE

279 chars

Daily Pre-Starts: Keeping Our NQ Sites Safe ■

At Redstone Civil, safety isn't just paperwork; it's about making sure our direct crew gets home safely every day. From strict plant risk assessments on our CAT 320 to daily toolbox talks, we ensure our on-site WHS standards meet the strict requirements of our Tier 1 partners.

Body: 279 characters (LinkedIn limit: 3,000)
#WHSAustralia #SiteSafety #CivilContractor #HeavyMachinery #ConstructionSafety

C

NQ COMMUNITY

280 chars

Backing North Queensland's Infrastructure Boom ■■

With over \$40B in committed projects across the region, it's a massive time for NQ. We're proud to be a locally owned Townsville business supplying direct jobs, utilizing local suppliers, and building the roads and pipelines that move our community forward without the fluff.

Body: 280 characters (LinkedIn limit: 3,000)
#TownsvilleShines #NQInfrastructure #LocalBusiness #RegionalDevelopment #CivilEngineering

D

CAPABILITY HIGHLIGHT

273 chars

Fleet Spotlight: Our CAT 12M3 Grader in Action ■

You can't deliver a road maintenance contract early without the right iron. Our owned CAT 12M3 Grader gives us the exact trimming and levelling capability needed for strict TCC and TMR pavement specs. No dry hire delays — just our gear and our highly experienced operators.

Body: 273 characters (LinkedIn limit: 3,000)
#HeavyEquipment #Caterpillar #RoadMaintenance #Earthworks #PlantHire

E

PARTNERSHIP ANNOUNCE

283 chars

Renewed Road Maintenance Contract with TCC ■

We are proud to continue our strong working relationship with the Townsville City Council. Redstone Civil has been engaged for another stage of regional road maintenance, focusing on pavement prep and drainage corrections. Thanks to TCC for continuing to back local NQ contractors!

Body: 283 characters (LinkedIn limit: 3,000)
#LocalGovernment #Tier1Subcontractor #ProjectAward #Townsville #CivilWorks

TRAINING NOTE — LinkedIn Company Page Copy

This document was generated using the CDD Blueprint Builder for Redstone Civil Pty Ltd (fictional practice company). All copy is ready for direct use in LinkedIn Company Page editor. Replace [Email] placeholder in the About section with the actual contact email before publishing. Source: consultancydd.com/tools/blueprint/ · ★ Fictional — Training Use Only