

SEGURA
EMPORIUM

Website Redesign & Integrations

Wireframe, website redesign, stock management & accounting integration

QUO-0091098



Quote to: Segura Emporium / Viver Fragrância

Marilie van Schalkwyk
info@segura.com.na

Cost estimate #: 0091098

Date: 21 / 10 / 2025

Description

Strategy Session & User Journey

An in-person/online meeting will be set up to discuss all relevant internal processes, briefing on the design direction and also discussion concerning the user/client journey. This is done to ensure clear communication and direction with the project, but also to best understand the needed updates, integrations and systems that may be relevant to increase website usability.

Design Deck & Digital Staging Site

A complete design of the new website, look & feel, colours and fonts will be created and presented in a PDF format and online. This document/link will showcase the design and include all relevant pages/states as they will appear on the new website.

O!M SmartSite: Website Design & UI/UX

We will redesign and develop a brand-new website for Segura Emporium, built from the ground up to showcase the unique products and offerings. The website will be visually engaging, aligned with your brand identity, and structured to highlight all niche products. It will feature clear navigation, responsive layouts, and optimised performance to ensure a seamless user journey and experience across all devices.

- **Fast-loading pages** optimised for performance and search visibility.
- **Easy content management** so your team can update text, images, and events without technical skills.
- **Integrated enquiry & booking forms** to capture leads directly from the website.
- **Built-in SEO foundations** to help potential clients find you on Google.
- **Scalable framework** that can grow with your business (e.g. adding galleries, blogs, or promotions).
- **Automated email triggers** via dedicated Brevo account for confirmations & funnels.
- **Web-push notification functionality** to keep subscribed users up to date with new posts/events/offers.

Mobile Version

The website will be built with a mobile-first design, ensuring it looks and works perfectly across phones, tablets, and desktops. With most visitors browsing on mobile, the site will feature streamlined navigation, scroll-friendly layouts, and responsive elements that adapt seamlessly to any screen size, giving guests an easy and engaging experience.

Feedback & Revisions

To streamline communication during the design and development process, we will use SureFeedback. This tool allows the client to leave precise, visual comments directly on design drafts and live web pages, reducing email back-and-forth and ensuring faster turnaround times. By consolidating feedback in one central place, it improves clarity, speeds up revisions, and keeps the project on track with full transparency.

Google Site Kit & Tag Manager Integrations

Google Analytics will be directly connected to the website ensuring the following features;

- * User and link activity trackers
- * Demographics / location / device / browser tracking

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Website SEO Setup

Entire website content to be written and implemented on all relevant page;

- * Website listing on Google Search Console
- * Sitemap submitted to Google
- * SEO on all pages, along with keywords and tags
- * Feature images created for all links as preview image

Looker Studio Live Report

Website traffic and Google Analytics will be connected to a live report. This will allow user traffic, data analytics, user demographic, key word searches and search terms to be updated and visually presented in real time.

Emails & Marketing Channels

A dedicated Brevo account will be set up for the client, allowing for the following;

- Automated transactional emails
- Customisable automated engagement email templates
- Email automation, triggers and funnels
- Transactional SMS (*SMS notifications may accrue additional costs*)
- Transactional and/or conversational automated Whatsapp messages (*Whatsapp notifications may accrue additional costs*)
- Connection to Facebook & Instagram messages, email inboxes and a website chatbot inbox
- Newsletter and marketing campaigns
- Pipeline / Sale funnel management
- Website sales analytics & tracking

Implementation

Entire platform to be backed up and domain point installed to reroute to the new website/domain. Staging site setup included with auto-update for further development and feature testing.

Weekly automated backups with a log retention of 14 days.

Cost Estimate: R 86,290.00

Discount: -R 13,000.00

Subtotal: R 73,290.00

Total (Once-off): R 73,290.00

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Account Information

Atterbury Trust t/a OPTOG! Media
FNB
Account Number: 63006546254
Branch Number: 252445

Terms and Conditions

Please note that cost estimations may be subject to change due to exchange rate fluctuations.
The quotation is accordingly subject to the ruling exchange rate on the date of the order and the invoice may vary accordingly.

Additional support & standby

Technical and/or additional support provided within operating hours (08:00 - 17:00) = R 950.00/hour

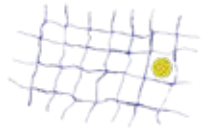
Technical and/or additional support provided outside of operating hours
(00:00 - 08:00 & 17:00 - 00:00) = R 1,400.00/hour

Please note: The above mentioned rates are excluding VAT. Additional charges will be billed along with the relevant monthly invoice.



OPTOG! Media
Charle Kuhlmann | Account Manager

Client



SEGURA

EMPORIUM

Thank you!

