



Website Design & Development

Entire website built according to the KOA brand, colours and font types

QUO-00900148



Quote to: KOA

Tashia Reddy
tashia@myra.co.za
(+27) 81 750 4737

Cost estimate #: 00900148

Date: 28 / 01 / 2026

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

A complete design of the new website, look & feel, colours and fonts will be created and presented in a PDF format. This document 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 design and develop a brand new website for **KOA**, 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 the 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 & Meta Pixel Integrations

Google Analytics and Meta 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 email templates
- Email automation, triggers and funnels
- Transactional SMS
- Transactional and/or conversational automated Whatsapp messages
- Connection to Facebook & Instagram messages, email inboxes and a website chatbot inbox
- Newsletter and marketing campaigns
- Pipeline management
- Website sales analytics & tracking

WooCommerce Voucher Setup & eCommerce Functionality

Configuration of WooCommerce functionality to allow customers to purchase physical products, integrated with courier platforms directly through the online store. This includes setup of product types, customisation of product shop templates, and full integration into the checkout process. General eCommerce functionality will be implemented to ensure a smooth user experience, including product management, secure payments, order tracking and automated invoicing.

Cost Estimate: R 33,410.00

Discount: -R 7,000.00

Subtotal: R 26,410.00

VAT: R 3,961.50

Total (Once-off): R 30,371.50

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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
Jan van Wyk | Account Manager

Client

K O A

Thank you!

