



Website Redesign

Navigational wireframe, website redesign & immersive digital experience

QUO-0090076



Quote to: Russell Stone Group

Lundi Coetzee
lundi@russellstone.co.za

Cost estimate #: 0090076

Date: 08 / 05 / 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.

O!M SmartSite: Website Design & UI/UX

We will design and develop a fully bespoke digital platform for Russell Stone Group, crafted to reflect the sophistication, scale and future vision of the group. Built from the ground up, the website will serve as a central digital ecosystem that showcases the broader company structure, individual business pillars, and associated sub-companies through a clean, modern, and immersive online experience.

The platform will combine refined visual design, intuitive user journeys, and high-performance development to create a seamless experience across all devices. Through thoughtful content architecture, interactive elements, motion design, and scalable functionality, the website will not only strengthen the group's digital presence, but also provide a flexible foundation for future growth, communication, and brand expansion.

- **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 contact forms** to capture leads directly from the website.
- **Built-in SEO foundations** to help potential clients find you on Google.
- **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.
- **Bespoke motion graphics and immersive digital interactions** developed exclusively to elevate the Russell Stone Group online experience and strengthen brand storytelling across the platform.

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.

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

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.

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Emails & Marketing Channels

A new Brevo account will be set up on behalf of the client allowing for the following;

- * Customizable Email Templates & Newsletters
- * Email Automation / Triggers / Custom Funnels
- * SMS Campaigns
- * Automated Whatsapp Messages
- * Connection to Facebook Messages, Email Inboxes, Website Chatbot & Instagram Messages
- * Newsletter Campaigns
- * Pipeline Management

Test Website / Demo Platform

Fully functional version of the website created for testing. UI/UX development will be refined on this demo platform, along with all relevant (existing and additional) functionality or integrations.

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 30 days.

Cost Estimate: R 138,640.00

Discount: -R 13,000.00

Subtotal: R 125,640.00

VAT: + 15%

Total (Once-off): R 144,486.00

This cost estimate provided may change depending on custom development and additional functionality requested during the completion of this project.

The client will be informed by the OPTOG! Media account manager before any additional charges will occur.

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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
Charles Kuhlmann | Account Manager

Client



Thank you!

