



Website Platform Redesign

Website design & development

QUO-00900184



Quote to: Lake Umuzi Waterfront

Alma Swart
alma@lakeumuzi.co.za
+27 (83) 657 5411

Cost estimate #: 00900184

Date: 01 / 06 / 2026

Description

Strategy Session & User Journey

The project will commence with a dedicated discovery session, either in person or online, to discuss Lake Umuzi Waterfront's operational requirements, content structure, visitor journey and long-term objectives. This session allows us to gain a clear understanding of the various offerings within the precinct, including accommodation, dining, events and attractions, while identifying the management tools, integrations and workflows required to ensure the platform remains efficient and easy to maintain.

Once the initial direction has been established, a private staging website will be created and presented to the client, showcasing the proposed design direction, user experience, visual identity and overall platform structure. An integrated feedback system will be implemented to streamline communication and revision management, allowing all comments, changes and approvals to be tracked in a centralised environment throughout the development process.

O!M SmartSite: Website Design & UI/UX

We will design and develop a brand-new website for Lake Umuzi Waterfront, built from the ground up to showcase the unique accommodation and service offerings. The website will be visually engaging, aligned with your brand identity, and structured to highlight the niche services. 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.
- **Calendar & events management integrations** allowing users to submit new events that must be approved by admins.

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

+ \$9.00/month

A dedicated Brevo account (starter plan) will be set up for the client, allowing for the following;

- Automated transactional emails
- Customisable email templates
- Email automation, triggers and funnels
- 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

Brevo account will be set-up on the clients card to ensure transparency and full control on the clients behalf.

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 68,470.00

Discount: - R 8,470.00

Arm Druk deur Johan: - R 0.01

Subtotal: R 59,999.99

VAT: + 15%

Total (Once-off): R 59,999.99

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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



Thank you!

