



Website Design & Build

Navigational wireframe, website design and build

QUO-00901190



Quote to: CN Photography

Carla Nel
info@cnphoto.co.za

Cost estimate #: 00901190

Date: 01 / 06 / 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 CN Photography, built from the ground up to showcase your unique service offerings. The site will be visually engaging, aligned with your brand identity, and structured to highlight key services such as wedding, kinds, and portrait photography. It will feature clear navigation, responsive layouts, and optimised performance to ensure a seamless user 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.

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.

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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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

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

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.

eCommerce Functionality

Design and implementation of a complete eCommerce solution using WooCommerce, tailored to your business needs. This includes product catalogue setup, secure payment gateway integration, shipping configuration, and a streamlined checkout process to provide customers with a seamless online shopping experience.

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 28,480.00

Discount: -R 5,760.00

Subtotal: R 22,720.00

VAT: + 15%

Total (Once-off): R 26,128.00

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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



Thank you!

