



## Web Folders

Web Design & Development

## QUOTATION

**Att:** Mr. Colin Rodd  
**To:** Colin Rodd Optometrist  
**Address:** Shop 2, 4 Recreation Road  
 Fish Hoek  
 Cape Town  
 7975  
**Tel:** 021 782 6313  
**Email:** colin.rodd@yahoo.com

### Web Folders (Pty) Ltd

1 Seaview Road  
 Fish Hoek  
 South Africa  
 7975

082 769 5215

[reinhardt.zundorf@gmail.com](mailto:reinhardt.zundorf@gmail.com)

#	Description	Total
1	<p><b><u>Website Development</u></b> (Small Business Website)</p> <ul style="list-style-type: none"> <li>• 4-5 page website</li> <li>• Guaranteed to be compliant with all Google- and standard website conventions</li> <li>• Your website will be fast-loading and works on any mobile phone or desktop device.</li> <li>• We write the website content or copy for you – all you need to do is give us 30 minutes of your time and answer a few simple questions.</li> <li>• 2 weeks after going live, you will already see the results in terms of visitor traffic.</li> <li>• We offer 3 months of complimentary website marketing and maintenance during which we will report on website activity and visitor traffic to you via email or in person (at your discretion).</li> <li>• Top listed ranking on search engine results for searches for your business and its service offering</li> </ul>	<i>see below</i>
2	<p><b><u>Design of Website &amp; Graphics</u></b></p> <ul style="list-style-type: none"> <li>• Adapt your logo, branding and font typeface used by your business in other marketing media for use on the website / design a new original logo. We use Adobe Photoshop to do this and the result is a professional and memorable logo for your business (which may be used on all documents, advertisements and signage).</li> <li>• Design of each website page and appropriate theme and stylistic elements to be used. This is collected in a Design Specification document and sent through to you for approval.</li> </ul>	R 950.00

3	<b>Homepage</b> <ul style="list-style-type: none"> <li>Header / navigation bar with links for <i>Home</i>, <i>About</i>, <i>Contact</i> and <i>Book A Test</i></li> <li>Welcome section / message with Book An Eye Test form</li> <li>Banner stating "Find us at our new premises in 8 Recreation Road, Fish Hoek!"</li> <li>Brief introductory passage about the business – it's primary service and motivation</li> <li>Footer section to serve as a symbolic signature of the business and repeat the main website links as per the navigation bar</li> </ul>	R 950.00
4	<b>About Us</b> <ul style="list-style-type: none"> <li>Team / staff section</li> <li>400-500 word section on Colin Rodd / bio <ul style="list-style-type: none"> <li>education</li> <li>experience</li> <li>number of years working as an optometrist</li> <li>friendly-looking portrait photograph alongside text</li> <li>speciality and motivation</li> </ul> </li> <li>List of services offered by the practice</li> </ul>	R 850.00
5	<b>Contact Us</b> <ul style="list-style-type: none"> <li>Contact details including physical address, phone numbers, email address(es), and postal address.</li> <li>Enquiry form with fields for name, surname, contact number, email address and a short message of 1-2 paragraphs.</li> <li>The enquiry form sends through to <a href="mailto:colin.rodd@yahoo.com">colin.rodd@yahoo.com</a> or as designated.</li> </ul>	R 550.00
6	<b>Book A Test</b> <ul style="list-style-type: none"> <li>When this link is clicked, the eye test booking form is displayed.</li> <li>The form takes the following input fields from users</li> <li>When the user submits the form by clicking the button at the bottom, the details are checked automatically by the website and if all fields were completed;</li> <li>Then the data is sent via email to the required email mailbox-- <a href="mailto:colin.rodd@yahoo.com">colin.rodd@yahoo.com</a> – or whichever is preferred.</li> <li><u>Optional</u>: send an automatic SMS or EMAIL to people after they have completed the eye test form to establish "first contact"</li> <li>All submissions are saved to our database so that we can recover any test bookings at any point in time should the email go missing.</li> </ul>	R 550.00
<b>Total</b>		R 3 850.00

## Acceptance of Quotation

I hereby accept this quotation and agree that I am fully liable for the fees and costs associated with the services and task items outlined in the quotation breakdown on the previous pages. I also agree to a deposit payment of 50% of the quotation before any time will be spent on the work by Web Folders.

The due date for delivery is \_\_\_\_\_ (or as agreed in writing via email at the time of binding this quotation / agreement). By placing my signature below (or by sending an email clearly stating the case), I am agreeing to being bound to the legal aspects set out in this document. I also agree that I am fully liable for the total amount estimated for the delivery of the work concerned. .

*Please note that full payment is due on the date of delivery and is subject to completion of all the requirements outlined in the quotation.*

Agreed to on \_\_\_\_\_ by;

---

Reinhardt Zundorf  
**Web Folders (Pty) Ltd**  
Owner

---

Colin Rodd  
**Colin Rodd Optometrist**  
Owner

