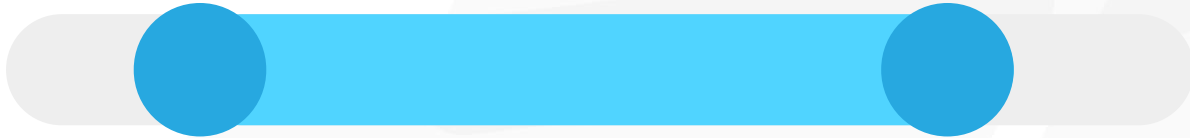


BrightBlack Energy

PROPOSAL

COST RANGE

ZAR 56,184 - ZAR 76,441 * excl VAT
Estimated hours: 94



Cost breakdown

Task Description	Estimated Hours	Estimated Cost
Project management		
Client meetings, project scope and day-to-day management	4	3380
Stand-ups	6	4580
Design		
XD file to visually represent what your website will look like using an Elementor theme including 1 revert	12	7690
Logo revision	14	9180
Colour Palette for branding	3	2190

Continued...

Cost breakdown

Task Description	Estimated Hours	Estimated Cost
Development		
Install basic site framework, required plugins and Elementor theme	2	1690
Pages: Home page, About us, Services, Recent projects, Contact us	28	17490
Website best practice: - On-site SEO - Website security - Page speed - POPIA compliance - Google / CloudFlare Analytics	6	5940
Deploy to production	4	3670

Continued...

Cost breakdown

Task Description	Estimated Hours	Estimated Cost
Content & Image sourcing		
Proofread and upload content	9	7060
Image sourcing	6	3600
Contingency (15% of total)		
		9970.5
Total excluding VAT	94	76440.5

Continued...

Optional Extras

Task Description	Estimated Hours	Estimated Cost
Optional extras		
Create a 4-page brochure	15	9880
Align LinkedIn page with overall look and feel of website (includes new cover and copy edit)	3	2190
Functionality to easily update installation stats and add new projects to the website	9	8620
Total	27	20690

Project deliverables

BrightBlack Energy is a leading provider of renewable energy solutions for commercial and industrial clients. Their current website has outdated information and does not communicate the company's values and strong credibility in the field.

We propose building a modern, responsive new website on WordPress, using the trusted Elementor framework. Elementor is packed with a wide range of layout and design features, is easy to use for developers and non-developers, and adheres to website best practices around SEO and site performance.

Project deliverables

While Elementor makes it easy to update content, we can provide functionality to streamline the creation of content. By filling in a form, BrightBlack team members will be able to dynamically update installation figures, and add a new project to the Recent projects page. If it would be helpful, we can add a step to the process for Matogen Digital to source images and proofread content.

We discussed the possibility of revising the logo for a more modern look and have added that as well as a refresh of the colour palette to our deliverables.

Project deliverables

On all of our projects, we do the following to improve site performance:

- SEO. We use the Yoast SEO plugin to improve on-site SEO
- Page speed. We set up CloudFlare, which provides a first line of defense against malicious traffic and attacks and improves load times through its content delivery network.
- POPIA compliance. We install a cookie compliance plugin to inform website visitors about how and why their data may be used.
- Analytics. We install Google or CloudFlare analytics so that we can monitor website performance.
- We install the WordFence plugin, which is a WordPress-based web application firewall with additional security features such as two-factor authentication.

Project deliverables

At a later stage, BrightBlack will also look to build additional functionality into the website, and integrate with various third-party tools, such as a CRM or project management tool. We might also build tools to generate cost estimates and energy savings calculations. Potential customers will enter some details about their project, and based on preset values, the tool will give them some guidance on appropriate solutions and estimated costs.

If required, we can also assist with producing a PDF brochure to be shared with potential clients via email.

Project notes

- Content is essential for the project to be delivered on time.
- Ideally, all content should be provided at the start of the project.

Timelines

- We estimate about 3- 4 weeks from commencement.
- We'd be able to start scoping work from June 2024
- Detailed timelines will be provided once the project commences