



BRIGHT HOUSE  
SOLUTIONS



# WEBSITE **PROPOSAL**

Bright House Solutions is currently celebrating **18 years in business** and has branches in Johannesburg, Pretoria, Cape Town and Durban. A new branch has recently opened in Australia with plans to open a branch in the UK by the end of the year.



[www.originalwebsitedesign.co.za](http://www.originalwebsitedesign.co.za)



Johannesburg, Pretoria, Cape Town  
and Durban



072 185 7703



[sales@originalwebsitedesign.co.za](mailto:sales@originalwebsitedesign.co.za)



## About Bright House Solutions

Bright House Solutions is a professional, energetic website design and development company with multiple branches around South Africa.

Bright House Solutions has a proven track record of delivering high-quality, effective website designs. Our extensive experience allows us to understand the unique challenges and opportunities within various industries, enabling us to create tailored solutions that meet your specific needs.

The company's core activities are aimed at advanced Content Management Systems (CMS), various graphic design services, custom static and dynamic HTML and php websites. Bright House Solutions is always enthusiastic about providing their clients with a tailor made solutions that suits their needs.

More information about us can be found here:

<https://originalwebsitedesign.co.za/about-us/>





## E-Commerce

**Marketing for the Web** - Once a website has been developed, its success is measured by the number of visitors it generates. Bright House Solutions is experienced at creating and maintaining a good position on search engines.

Meta Tags by themselves are no longer as effective as they use to be and have very little effect on where your website comes up in searches done on Google. It can take between 3 to 9 months for a non-paid SEO campaign to start showing results. The trick is to be consistent. You need to add content to your website on a regular basis, and the content you add must have the keywords and descriptions people search for on Google when trying to find your business. You need to create good quality backlinks to your website. Please ask the sales representative for more information on backlinks. And last but not least, it is very important for SEO to have a mobile friendly website. And all of our websites are mobile friendly. Please note that the setup cost of our quotes does not include Bright House Solutions adding content to your website on a regular basis or creating backlinks. And this quote does include basic SEO. Please chat to us about **additional SEO options** to help your site rank on Google.

We also assist many companies in setting up Google adword campaigns and Facebook marketing campaigns as well. Websites **do not automatically generate traffic and leads by themselves** so a Google or Facebook ad campaign is very important. Please speak to our sale rep for more information and costs on the paid SEO option.



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**More than 1800 design options to choose from:**

<https://elements.envato.com/wordpress/template-kits/compatible-with-elementor-pro>

**We customize your chosen design** option according to your requirements. Extra design changes are allowed with this setup price until the client is happy.

**Our portfolio:** <https://www.originalwebsitedesign.co.za/portfolio/>

**Our website design principles:**

<https://originalwebsitedesign.co.za/website-design/>

We purchase 20 images from <https://elements.envato.com/photos> which you are welcome to select. We use these images as part of the design and part of the content.

**Pages:** All information and additional pictures to be supplied by the client.

Your contact details will be displayed at the bottom of every page. Hero sections, engaging header images, interactive galleries, tabbed content, and dynamic content blocks are all included in this quote. These elements can be showcased on select pages or across your entire website. The design and setup cost includes 1 to 5 additional web pages, such as Home, About Us, Services, Contact Us & etc, ensuring a well-structured and visually appealing website.





The admin section of the website will give an administrator the ability to update any part of the website through a user friendly interface.

This quote includes CMS training to show an administrator how to add, edit and delete pages and products on the new website.

**Shopping Cart E-commerce Setup:**

Bright House Solutions will create and setup a shopping cart system using the Woocommerce system (<https://woocommerce.com/features/>). Browsers will add products to a shopping cart as per normal, and click the checkout button once complete. Fill in their details, make payment, and all relative purchase information will be sent to an email of your choosing after the completion of the purchase.

We recommend using to [www.payfast.co.za](http://www.payfast.co.za) as a pay gate. But if you have a preferred pay gate please let us know. And we use a plugin from The Courier Guy that automatically calculates the shipping cost based on the delivery address entered by the customer.

**Monthly hosting includes:** hosting of your website and emails (Unlimited email accounts), unlimited disk space and bandwidth for your website and email accounts. And 1 hours maintenance every month.





## Cost Effective Solution

### Setup Cost : R 13500

- Design and Setup 1 to 5 Page Website Design
- Shopping Cart (5 Products & each product variation counts as 1 product)
- CMS Website Training @ R 0
- co.za or .com domain registration @ R 0
- **Setup Total: R 13500.00** (once off cost)

**Time Frame:** 3 weeks (Approximately)

Monthly Hosting (Optional) **R 230 p/m**

50% deposit required to begin development

By accepting this quote you are **accepting our terms of service**. Please view our terms of service on our website. Here is a link:

<https://www.originalwebsitedesign.co.za/terms-of-service>



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End Of Proposal ———

# THANK YOU

We are always very happy to help. Please let us know if you have any questions.



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