



From

**Ludbrook Agency**

Level 2, 85 William St  
Darlinghurst NSW 2010  
ABN 33 162 855 727  
Ludbrook & Ludbrook Pty Ltd

Estimate ID

**170470**

Estimate For

**Metro Steel**

Issue Date

04/06/2025

Subject

Metro Steel - new website 2025

Item Type	Description	Quantity	Unit Price	Amount
Service	<b>LOGO REFRESH</b>  Includes:  1. Logo briefing meeting (0.5hr) to understand the context / background / objectives 2. Presentation of 2pp benchmarking where we align on the style / creative direction 3. Presentation of logo with 2 variations 4. Up to 2 x minor iterations 5. Final logo presented (inc stacked and horizontal logo if required) 6. One minor iteration to final logo 7. Creating and supply of digital logo package, in all formats for print and digital	1.00	\$1,800.00	<b>\$1,800.00</b>
Service	<b>1. WEBSITE CREATIVE DIRECTION (CD)</b>  Benchmarking visual directions for layout, typography and colour to achieve creative alignment with client. Wireframes + sitemap. - Client Feedback / Approval to proceed before moving to next phase DD1  <b>2. WEBSITE DESIGN DEVELOPMENT 1/2 (DD1)</b>  We design key pages (scope below), presented as pdf for desktop and mobile Includes up to 2 sets x Client iterations Revised design supplied as pdf. - Client Feedback / Approval to proceed before moving to next phase DD2  <b>3. WEBSITE DESIGN DEVELOPMENT 2/2 (DD2)</b>  We design remaining pages, presented as pdf. Includes up to 2 sets x Client iterations Revised design supplied as pdf. Client Feedback / Approval to proceed before moving to next phase, website build.  <b>4. WORDPRESS SITE BUILD &amp; DEVELOPMENT</b>  Create hosting with temporary URL for site development Install site software, plugins and fonts Build, populate content as per scope below. Site optimisation, Google analytics, Install Yoast SEO plugin Publish site to final URL	1.00	\$15,000.00	<b>\$15,000.00</b>

Service	<p><b>WORDPRESS WEBSITE SCOPE</b></p> <p>HOME</p> <ul style="list-style-type: none"> <li>- Long scrolling page with content and links to each main pages (recommended to maximise engagement)</li> <li>- Dynamic image / video header - content supplied by client</li> <li>- Search bar - in the Footer or the Header</li> <li>- EDM sign up (usually in the Footer)</li> </ul> <p>PROFILE SYSTEMS</p> <ul style="list-style-type: none"> <li>- M40 (text, images, technical data)</li> <li>- Secco (text, images, technical data)</li> </ul> <p>PROJECTS</p> <p>16 projects (as per current site) - navigation via a portfolio grid</p> <ul style="list-style-type: none"> <li>- individual layout (decided during the 3 design rounds) - favouring scrolling for both desktop and mobile viewing.</li> </ul> <p>NEWS</p> <p>4 news articles to match existing - navigation grid - each article in scrolling format (need to match EDM design?)</p> <p>CONTACT PAGE</p> <p><b>FOOTER</b></p> <p>SUBSCRIBE TO NEWSLETTER LINK</p> <p>TERMS AND CONDITIONS</p> <p>PRIVACY POLICY</p> <p>SOCIAL MEDIA ICONS</p> <p>SEARCH BAR (can be in Header)</p> <p><b>SEO</b></p> <ul style="list-style-type: none"> <li>- All images named for image search (naming convention to be decided during the design process)</li> <li>- Keyphrase and Meta Description added to each page, portfolio item and news article - assume these will be provided by Communications Collective?</li> </ul> <p><b>GOOGLE ANALYTICS</b></p> <p>Analytics and performance can be viewed via a plugin in the website or via the Google Analytics page which you will be added to.</p> <p>The development site will reside on a temporary password protected URL for client feedback and input. This quote includes 3 rounds of changes at the development stage for each page and post design.</p>	1.00	\$0.00	<b>\$0.00</b>
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Service	<p><b>CONTENT</b></p> <p>All content supplied by client unless otherwise stated. inc Photography, Copywriting and Brand Assets. We have extensive experience optimising image assets for use on a website and we use next generation formats to optimise for site speed (WebP and WebM).</p> <p><b>PROJECT TIMELINE AND SPAN</b></p> <p>Site design and build begins once 50% deposit paid and all assets and copy have been received by Ludbrook Agency. Estimated development time after all assets supplied and design phase and logo approved is 4 weeks.</p> <p><b>SUNSET CLAUSE</b></p> <p>Once the design phase is finalised and the development site build is initiated the project will run for a maximum of 3 calendar months. Any changes after this date will be charged as extra development hours at \$120/hour + GST.</p> <p><b>TRAINING VIDEOS</b></p> <p>We will supply training videos for each type of edit. The Wordpress page builder we use is easy and intuitive to use.</p> <p><b>12 MONTHS OF SUPPORT INCLUDED</b></p> <p>Once the site is complete this quote includes 12 months of unlimited phone and email support from that date.</p> <p><b>OPTIONAL FUTURE UPDATES, SITE MAINTENANCE AND HOSTING</b></p> <p>Your future website will become a part of our online portfolio so we offer a very modestly priced annual retainer to do all website updates, add new projects, news posts etc as well as manage site speed and SEO. This ensures that your site maintains it's original design integrity, performance and SEO.</p> <p>Annual retainer prices start at \$600 + GST and include high speed hosting on Australian servers with a Melbourne company called DDNS. Approximately 80% of our clients pay us a retainer to manage their sites.</p>	1.00	\$0.00	\$0.00
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Subtotal **\$16,800.00**  
Tax (10%) **\$1,680.00**

**Estimate Total \$18,480.00**

#### Notes

##### DEPOSITS

50% deposit payable prior to commencement of job.

##### BALANCE PAYMENTS

25% on approval of creative.  
25% payable on final delivery.

##### ADDITIONAL EXPENSES

Additional Design hours over 3x revisions will be charged at \$180/hr.  
Additional Build hours over 3x revisions will be charged at \$120/hr.

Please pay:

Ludbrook & Ludbrook Pty Ltd  
Account no: 448966 | BSB: 032054