



From

**Ludbrook Agency**

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

Estimate ID

**170473**

Estimate For

**Improvision**

Issue Date

23/06/2025

Attn: Trevor Pugh  
Marketing Manager  
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18 Bradwardine Rd,  
Robin Hill NSW 2795

Subject

Improvision Re-Brand &amp; New Website 2025

Item Type	Description	Quantity	Unit Price	Amount
Service	<p><b>VISUAL IDENTITY CONSOLIDATION / MINI RE-BRAND</b> <i>Including:</i> Logo development to deliver dynamic variations suitable for each platform. Colour palette, typographic treatment, graphic elements &amp; devices.</p> <p><b>Deliverables:</b> 1. Visual Identity (logotype/brandmark, colour palette, typography) 2. Digital Brand Assets Package 3. Business cards 4. Email signatures design (coding to be outsourced) 5. EDM template design</p> <p><i>NB. Expenses such as font licensing are charged directly to client.</i></p>	1.00	\$5,000.00	<b>\$5,000.00</b>
Service	<p><b>1. WEBSITE CREATIVE DIRECTION (CD)</b>  Benchmarking visual directions for layout, typography and colour to achieve creative alignment with client. Wireframes + sitemap. <i>Client Feedback / Approval required before moving to next phase DD1.</i></p> <p><b>2. WEBSITE DESIGN DEVELOPMENT 1/2 (DD1)</b>  We design and present key pages (scope below) in 1hr Zoom meeting. <i>Includes up to 2 sets x Client iterations</i> <i>Client Feedback / Approval to proceed before moving to next phase DD1.</i></p> <p><b>3. WEBSITE DESIGN DEVELOPMENT 2/2 (DD2)</b>  We design and present remaining pages. (scope below), in 1hr Zoom meeting. <i>Includes up to 2 sets x Client iterations</i> <i>Client Feedback / Approval to proceed before moving to next phase, website build.</i></p> <p><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.</p>	1.00	\$17,500.00	<b>\$17,500.00</b>

Service	<p><b>SCOPE</b></p> <p><b>HOME / LANDING PAGE</b> Long scrolling page with content and links to each main page. Editorial content re all services and featuring notable projects, clients and testimonials</p> <p><b>PROJECTS PORTFOLIO</b> (64 on current site) All projects tagged to enable category sorting: Hotels // Eat and drink // Office // Health // Education // Residential <i>Note this scope includes a maximum of 70 projects. Additional at extra cost.</i></p> <p><b>SERVICES PAGE</b> Page includes the following sections: Profile-Cut Foam (video hosted on new website not YouTube) // Banquette seating &amp; Booth seating // Leather/fabric/vinyl finishes // Foam and padding materials // Upholstered wall panels // Ottomans // Decorative cushions</p> <p><b>OUR STORY</b> Page includes the following sections: Australian Made // Quality &amp; Comfort // Handmade &amp; Craftsmanship // Design &amp; Ergonomics // Sustainable // Warranty // Local Economy // About the Founders // Awards?</p> <p><b>SEAMSTITCH</b> How to specify (<i>pdf hosted in Hubspot and/or online form</i>) Fire compliance</p> <p><b>VISIONSTITCH</b> How to specify (<i>pdf hosted in Hubspot and/or online form</i>) Acoustic rating Fire compliance</p> <p><b>SUSTAINABILITY</b></p> <p><b>CONTACT / CONSULTATIONS</b> 6 custom enquiry forms included in this scope</p> <p><b>NEWS?</b> A selection of 12 blog articles from existing content or new content provided by Improvise</p> <p><b>FOOTER</b></p> <p><b>SUBSCRIBE TO NEWSLETTER LINK</b> Includes form submission to 'thank you' page for google tracking</p> <p><b>TERMS AND CONDITIONS</b> <b>GUARANTEE</b> <b>CARE</b> <b>PRIVACY POLICY</b> <b>WARRANTY</b> <b>FAQ's</b></p>	1.00	\$0.00	<b>\$0.00</b>
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Service	<p><b>KEYPHRASE RESEARCH</b></p> <p>Analysis of most common search terms for upholstery in the commercial furniture industry in Australia.</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.</li> <li>- Structuring content using proper HTML hierarchy (H1s, H2s, etc.)</li> <li>- Meta titles and descriptions for each page</li> <li>- All images correctly named to optimise image search on the web (both Google and AI)</li> <li>- URL slugs that are clean and keyword-conscious</li> <li>- Sitemap generation and submission</li> <li>- Mobile responsiveness and fast page load speeds</li> <li>- Integration with Google Search Console</li> </ul> <p><b>GOOGLE ANALYTICS AND SEARCH CONSOLE</b></p> <ul style="list-style-type: none"> <li>- Analytics and performance can be viewed via a plugin in the website or via the Google Analytics page.</li> </ul> <p><b>SECURITY</b></p> <p>Google reCAPTCHA added to site once published to final URL.</p>	1.00	\$0.00	<b>\$0.00</b>
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.</p> <p>It would be very valuable if Improvision are able to get testimonials from key clients such as Stuart Krelle.</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 is 3 months.</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 6 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>If required we will supply training videos for each type of edit and functionality. See below for option to have us manage the site for you.</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>	1.00	\$0.00	<b>\$0.00</b>
Costs & Expenses	<p><b>HIGH SPEED HOSTING</b></p> <p>We do our hosting with a Melbourne company who use Australian infrastructure to host websites. High speed site hosting and maintenance \$250/annum</p>	1.00	\$250.00	<b>\$250.00</b>

Service	<b>OPTIONAL FUTURE UPDATES, SITE MAINTENANCE AND HOSTING</b>  <i>Over the past 14 years of building websites we have noticed that the task of maintaining and updating a website (when done in house) is usually delegated to someone junior with the inevitable result that the site slowly drifts away from it's design and structure. Just one incorrectly sized image can completely destroy your google page speed (and ranking).</i>  <i>We take great pride in all the work we do and we have a vested interest in your future website, as this 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.</i>  <i>Annual retainer prices start at just \$600/annum + GST and include high speed hosting on Australian servers (as above). Approximately 80% of our clients pay us a retainer to manage their sites. Retainer prices vary depending on frequency of updates, new posts, new products etc.</i>	1.00	\$0.00	<b>\$0.00</b>
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Subtotal **\$22,750.00**

Tax (10%) **\$2,275.00**

**Estimate Total \$25,025.00**

#### Notes

##### DEPOSITS

50% deposit payable prior to commencement of job.

##### BALANCE PAYMENTS

35% on approval of creative.

15% 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