



From

Ludbrook Agency

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

Estimate ID

170479

Issue Date

08/10/2025

Subject

New Website for the Corrimal Hotel

Estimate For

Lesday

Kent Walker
1st Floor, 12 Railway Ave
Wahroonga NSW 2076

+61 418 477 014

Item Type	Description	Quantity	Unit Price	Amount
Service	<p>1. WEBSITE CREATIVE DIRECTION (CD)</p> <p>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.</p> <p>2. WEBSITE DESIGN DEVELOPMENT 1/2 (DD1)</p> <p>We design key pages (scope below), 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 DD1.</p> <p>3. WEBSITE DESIGN DEVELOPMENT 2/2 (DD2)</p> <p>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.</p> <p>4. WORDPRESS SITE BUILD & DEVELOPMENT</p> <p>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> <p>5. ART DIRECTION FOR PHOTOGRAPHY AND VIDEO SHOOTS</p> <p>Image mood boards and references Shot lists for each section of the website References and dress suggestions for talent</p>	1.00	\$9,750.00	\$9,750.00

Service	<p>SCOPE</p> <p>Homepage</p> <p>Long scrolling page with content and links to each main page/section.</p> <p>What's On Showcase the weekly bistro specials, weekly promos & events, live music & entertainment and special events.</p> <p>Bistro Main Bar Rooftop cocktail bar "Connies" Functions Sports Bar / TAB Sports Bar Terrace Outdoor Terrace Playground</p> <p>Menus</p> <p>Bistro, Wine & Cocktail Menu (The main bistro menu will service the main hotel area with a focus on being family friendly and classic pub vibes) Connies Rooftop Eats Menu Connie's Rooftop Cocktail Menu - this will be exclusive to the rooftop bar only. Connie's Rooftop Wine Menu - this will be exclusive to the rooftop bar only. Function & Events Menu</p> <p>Members Our Details</p> <p>Bookings Events (form)</p> <p>Resources / hygiene pages Privacy Statement, T&C's, FAQ's, Careers</p> <p>Footer Contact Details, Site map, Acknowledgement of Country, Social icons.</p>	1.00	\$0.00	\$0.00
Service	<p>KEYPHRASE RESEARCH</p> <p>- Analysis of most common search terms in this area related to a hotel</p> <p>SEO</p> <p>- All images named for image search (naming convention to be decided during the design process) - Keyphrase and Meta Description added to each page, portfolio item and news article. - Structuring content using proper HTML hierarchy (H1s, H2s, etc.) - Meta titles and descriptions for each page - All images correctly named to optimise image search on the web (both Google and AI) - URL slugs that are clean and keyword-conscious - Sitemap generation and submission - Mobile responsiveness and fast page load speeds - Integration Google Search Console</p> <p>GOOGLE ANALYTICS AND SEARCH CONSOLE</p> <p>- Analytics and performance can be viewed via a plugin in the website or via the Google Analytics page.</p>	1.00	\$0.00	\$0.00

Service	<p>CONTENT</p> <p>All content supplied by client unless otherwise stated. inc Photography, Copywriting and Brand Assets.</p> <p>PROJECT TIMELINE AND SPAN</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 4 weeks.</p> <p>TRAINING VIDEOS</p> <p>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>12 MONTHS OF SUPPORT INCLUDED</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	\$0.00
Costs & Expenses	<p>HOSTING \$250/ANNUM</p> <p>High speed hosting on Australian infrastructure managed by the Ludbrook Agency. Includes all software updates, security, site speed and email and phone support.</p>	1.00	\$250.00	\$250.00

Subtotal **\$10,000.00**

Tax (10%) **\$1,000.00**

Estimate Total \$11,000.00

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