

PROPOSAL

Website Redesign, Development & Digital Marketing Services

Prepared for Bankenveld Golf Estate Property Owners Association

Prepared by Blue Mango Designs

Date: 9 July 2026

A professional, modern and user-focused digital platform designed to reflect the premium lifestyle, secure environment, golfing facilities, wildlife experience and natural surroundings of Bankenveld Golf Estate.

1. Introduction

Thank you for the opportunity to submit this proposal for the redesign, development and ongoing digital support of the Bankenveld Golf Estate website and related digital marketing services.

Blue Mango Designs understands that Bankenveld Golf Estate requires more than simply a website refresh. The new digital platform must present the Estate as a premium golf and wildlife lifestyle estate, while serving the practical needs of current residents, prospective homeowners, visitors, stakeholders and the Estate management team.

Our proposed approach is to create a website that is visually strong, easy to navigate, mobile-first, SEO-ready, GEO-ready, easy to manage internally, and flexible enough to grow with the future communication and marketing requirements of the Estate.

Proposal prepared for	Bankenveld Golf Estate Property Owners Association
Proposal prepared by	Blue Mango Designs
Project focus	Website redesign, development, maintenance, support, digital marketing, photography and video options
Pricing	Pricing shown for each section
Validity	This proposal may be updated or adjusted once the final scope, content requirements and third-party needs are confirmed.

2. Company Profile & Relevant Experience

Blue Mango Designs is a South African creative and digital agency with more than 25 years of experience in website development, branding, design, digital strategy and online marketing. Over the years, we have worked with a wide variety of clients across lifestyle, hospitality, property, business, professional services and corporate sectors.

Our strength lies in combining professional visual design with practical website functionality and ongoing digital support. We do not view a website as a once-off brochure. We see it as the centre point of a brand's digital presence, where design, content, SEO, GEO, photography, video, paid advertising and social media all need to work together.

For Bankenveld Golf Estate, this means developing a website that looks premium, communicates clearly, loads well, works across all devices, supports future marketing activity, and gives the Estate the ability to keep information current and relevant.

Relevant portfolio examples:

- Oakvale Collection: <https://www.oakvalecollection.com>
- Oakvale Select: <https://www.oakvalselect.com>
- Puroform: <https://www.puroform.com>
- Taalfees: <https://www.taalfee.co.za>

- Cest La Vie Boutique Hotel: <https://cestlavieboutique.co.za>
- 4Arrows: <https://4arrows.co.za/>

3. Understanding of the Project Requirements

Based on the quotation request, the Estate requires a service provider who can deliver the full digital scope, from discovery and strategy through to website planning, custom design, development, SEO, analytics, support, optional marketing, optional photography and optional promotional video production.

The website must appeal to both current residents and prospective homeowners. This means it must balance two important roles:

- **A professional public-facing marketing platform** that communicates the lifestyle, golf, wildlife, natural surroundings, security and exclusivity of the Estate.
- **A practical communication platform** that can be updated easily and used to share news, information, articles, events, documents or updates where applicable.

Our recommendation is to build the website around a premium visual experience, clear content architecture, strong photography/video assets, easy navigation and modern search readiness.

4. Proposed Website Structure

The final sitemap will be confirmed after the discovery consultation. As a starting point, the following structure is recommended:

Recommended Section	Purpose
Home	Premium first impression, lifestyle positioning, key call-to-actions and visual introduction to the Estate.
About Bankenveld	Estate overview, vision, community, setting and unique positioning.
Golf	Golf course, facilities, experience, membership/resident relevance and golfing imagery.
Wildlife & Nature	Natural surroundings, wildlife experience, landscapes and conservation/lifestyle appeal.
Lifestyle & Community	Security, family lifestyle, amenities, community living and estate benefits.
Property / Living at Bankenveld	Information for prospective homeowners, lifestyle positioning and property-related enquiries where applicable.
News / Articles	Estate updates, lifestyle content, golf updates, community notices and SEO/GEO content.
Gallery	Professional imagery and video embeds showcasing estate, golf, wildlife and facilities.
Contact	Estate contact information, enquiry forms, map integration and relevant links.
Optional Resident Resources	If required: downloadable documents, resident notices, FAQs or links to existing resident communication systems.

5. Website Design & Development Scope

The following website design and development services are included in the proposed core website project:

Requirement	Blue Mango Designs Response
Discovery consultation and strategy alignment	Initial consultation to understand goals, audience, priorities, content needs, positioning and key project outcomes.
Website planning, structure and sitemap	Development of a clear website structure and navigation flow before design begins.
UX optimisation and mobile-first design	User journeys planned around ease of use, fast access to information and a high-quality experience across all devices.
Responsive website design	Desktop, tablet and mobile design compatibility to ensure the website displays correctly across common screen sizes.
Custom visual design and brand alignment	Professional visual design aligned to the Estate's premium lifestyle, golf, wildlife, security and natural surroundings.
Content layout and imagery integration	Layout and integration of approved text, images, galleries, banners, call-to-actions and supporting content.
CMS/backend functionality with admin access	A content management system allowing authorised users to make website updates and manage selected website content.
Front-end development	Development of the approved design into a functioning website using modern web standards and clean page structure.
Interactive functionality and animations	Subtle, professional animations or interactive elements where they enhance the user experience without slowing the website down.
SEO optimisation and metadata setup	Foundational SEO including page titles, meta descriptions, heading structure, image alt text, URL structure and index-ready configuration.
GEO-ready content structure	Content and page structure prepared to improve clarity for AI search, answer engines and generative discovery platforms.
Social media integration	Integration of relevant social platforms, sharing links and digital touchpoints.
Google Analytics and tracking setup	GA4, Search Console and basic website performance/conversion tracking setup where access is provided.
Testing and quality assurance	Testing of responsive layout, navigation, links, forms, browser compatibility and core functionality.
Hosting migration and go-live support	Assistance with migration, DNS/hosting coordination, launch checks and post-launch support.

Website design and development cost: R 14 500.00

6. SEO & GEO Strategy

Bankenveld Golf Estate should not only look professional online; it should also be discoverable. Our proposed website build includes foundational SEO and GEO readiness so that the site is structured for how people search today and how search is changing through AI-driven discovery.

What is SEO?

SEO, or Search Engine Optimisation, is the process of improving a website so that search engines such as Google can crawl it, understand it, index it and display it to relevant users. For the Estate, SEO would help improve visibility for searches linked to golf estates, secure estate living, wildlife estates, premium residential lifestyle, local property interest and related lifestyle searches.

- Search-friendly page titles and meta descriptions
- Clear heading structure and page hierarchy
- Optimised image naming, alt text and compression
- Mobile performance and page speed considerations
- Internal linking and logical page structure
- XML sitemap and Search Console submission
- Local search signals and content relevance

What is GEO?

GEO, or Generative Engine Optimisation, is the process of structuring website content so that AI-driven search tools and answer engines can better understand, summarise and reference the Estate's information. As more people use platforms such as Google AI features, Gemini, ChatGPT, Perplexity and other AI-powered tools to ask questions, brands need content that is clear, authoritative, well-structured and easy for these systems to interpret.

For Bankenveld Golf Estate, GEO would help position the website content around questions and searches such as premium golf estates, wildlife estate living, secure family lifestyle estates, residential golf communities and lifestyle property in the region.

- Clear informational pages that answer common questions
- FAQ-style sections where relevant
- Structured, easy-to-read content blocks
- Consistent brand, location and service information
- Authoritative lifestyle, estate, golf and wildlife content
- Schema/structured data where applicable
- Content that supports both search engines and AI answer engines

SEO and GEO work best together. SEO helps the website perform in traditional search results, while GEO prepares the content for the growing AI-search environment where users often receive direct answers instead of only a list of links.

7. Optional Monthly Website Maintenance & Support Retainer

A monthly website maintenance retainer is recommended to keep the website updated, secure, accurate and performing well after launch. This may be structured based on the Estate's preferred level of support.

Service Area	Monthly Support Response
Website updates and maintenance	General updates, minor page changes, content updates and layout adjustments as required.
CMS and plugin updates	Routine CMS, theme and plugin updates, subject to compatibility and backup procedures.
SEO optimisation	Ongoing SEO improvements, metadata updates, content refinements and search performance checks.
Content and image updates	Updating images, gallery items, copy, notices, page content and approved assets.
Blog/article uploads	Uploading and formatting approved news, articles or estate updates.
Website performance monitoring	Monitoring speed, uptime indicators, broken links and basic technical performance.
Analytics and reporting	Monthly or periodic reporting on traffic, top pages, user behaviour and enquiry/conversion data.
Social media integration support	Updates to social links, embedded feeds, campaign links and cross-platform integration.
Google Ads support if applicable	Integration and tracking support for paid campaigns if Google Ads is activated as an optional service.

Suggested included support hours per month: 8 hours

Optional monthly website maintenance retainer: R1250.00

8. Optional Digital Marketing & Social Media Management

In addition to the website, Blue Mango Designs can provide optional monthly digital marketing and social media management to help Bankenveld Golf Estate maintain a consistent, premium and professional online presence.

Optional Service	Proposed Deliverables
Digital marketing strategy execution	Monthly planning aligned to estate lifestyle, golf, wildlife, community, property interest and seasonal campaigns.
Social media management	Scheduling, platform management and consistent posting across agreed social media channels.
Monthly content creation	Design, copywriting and content preparation for approved monthly social posts.
Campaign planning and execution	Planning and rollout of special campaigns, lifestyle campaigns, property-related

	campaigns or event promotions.
Paid social media advertising management	Management of approved boosted posts or Meta campaigns, excluding advertising spend.
Community engagement content	Content focused on community lifestyle, estate stories, golf moments, wildlife/nature and resident-facing highlights.
Reporting and analytics	Monthly reporting on performance, reach, engagement, growth and recommendations.

Suggested monthly content package: 12 - 15 posts per month, 4 reels/videos per month, 8 campaign artworks per month

Included management hours per month: 16 hours

Optional monthly digital marketing/social media management retainer: R 2500.00

9. Optional Google Ads / AdWords Management

Google Ads can be added as an optional extra should Bankenveld Golf Estate wish to promote enquiries, lifestyle visibility, property interest, events or specific campaigns through paid search and display advertising.

Google Ads Item	Description
Campaign strategy	Confirm campaign objectives, target audience, locations, keywords and expected conversion actions.
Keyword research	Research relevant search terms linked to golf estates, lifestyle estates, property, secure estate living and related campaigns.
Campaign setup	Set up campaign structure, ad groups, search ads, display/remarketing options where applicable and conversion tracking.
Ad copywriting	Create professional ad copy aligned to the Estate brand and campaign objectives.
Landing page alignment	Ensure ads point to relevant website pages or dedicated campaign sections.
Monthly optimisation	Monitor performance, adjust keywords, refine copy, manage exclusions and improve cost efficiency.
Reporting	Monthly reporting on spend, clicks, enquiries/conversions, top-performing terms and recommendations.

Please note: Google advertising spend is excluded from the management fee and is paid directly to Google or funded separately by the client.

Optional Google Ads setup cost: R4000.00

Optional monthly Google Ads management fee: R 1250.00

Recommended monthly advertising budget: R 1500.00

10. Optional Professional Estate Photography

Professional photography is strongly recommended for this project, as Bankenveld Golf Estate's digital presence will depend heavily on premium, authentic visual assets. The photography should capture the lifestyle, setting, facilities, architecture, golf environment, wildlife and natural surroundings of the Estate.

Photography Area	Proposed Coverage
Estate landscapes and scenery	Wide shots, entrance, roads, water features, natural areas and scenic viewpoints.
Golf course and facilities	Course atmosphere, greens, clubhouse/facilities where applicable, golf lifestyle details and hero imagery.
Wildlife and natural surroundings	Wildlife moments, natural textures, trees, water, landscapes and environmental details.
Lifestyle amenities	Community lifestyle, family-friendly spaces, amenities and resident experience where approved.
Estate architecture	Homes, entrance, security elements, streetscapes and architectural atmosphere where access is approved.
Security and community lifestyle	Professional representation of secure estate living without compromising operational security.

Proposed shoot duration: 3-4 Hours

Drone photography included: Yes - To be confirmed

Estimated number of edited final images: 60

Optional professional estate photography cost: R 1500.00

11. Optional Promotional / Lifestyle Video

A promotional lifestyle video can be produced to showcase the Estate as a premium, secure, lifestyle-driven golf and wildlife estate. This video can be used on the website, social media, presentations and paid advertising campaigns.

Video Focus Area	Proposed Coverage
Estate lifestyle	Capturing the overall feeling of living in the Estate, including lifestyle, community, exclusivity and atmosphere.
Golfing environment	Golf course visuals, scenic course movement, facilities and golfing details.
Wildlife and nature	Natural surroundings, wildlife, landscapes and outdoor elements that make the Estate unique.
Residential living	Exterior property/lifestyle visuals where approved, creating a sense of premium residential life.
Security and exclusivity	Visual storytelling around peace of mind, privacy, safety and controlled access

	without exposing sensitive security details.
Editing and post-production	Professional editing, music, colour grading, titles, optional voice-over and final export formats.
Filming duration	_____
Drone videography included	Yes / No / To be confirmed
Editing and post-production	Included / To be confirmed
Voice-over and audio production	Included / Optional / To be confirmed
Final video format	MP4, website/social media ready
Final resolution	Full HD / 4K / To be confirmed

Optional promotional/lifestyle video cost: R 2500.00

12. Hosting, Migration, Third-Party Costs & Exclusions

The final hosting approach will depend on the Estate's current hosting environment, email setup, DNS access, domain management and preferred long-term support arrangement. Blue Mango Designs can assist with hosting migration and go-live support, provided all necessary access details are supplied.

- Hosting setup or migration assistance can be included once current hosting details are confirmed.
- SSL certificate installation/configuration will be included where supported by the hosting environment.
- Premium plugins, paid integrations, stock imagery, special booking systems, property portals, paid APIs or third-party software licenses are excluded unless specifically quoted.
- Google Ads spend, Meta advertising spend and other media budgets are excluded from management fees.
- Legal copy, privacy policies, POPIA wording and terms and conditions should be supplied or reviewed by the Estate's legal representatives.
- Email hosting migration is excluded unless specifically requested and quoted separately.

13. Proposed Project Process & Timeline

The timeline below is an estimate and can be adjusted once the full scope, content requirements, approval process and optional services are confirmed. A website of this nature would typically require approximately 10 to 12 weeks from project approval, assuming content, access and feedback are supplied timeously.

Phase	Project Stage	Estimated Timing	Deliverable
Phase 1	Discovery & Strategy	Week 1	Project consultation, requirements confirmation, brand direction and content planning.
Phase 2	Sitemap & Website	Week 1-2	Website structure, navigation planning and page list finalisation.

	Planning		
Phase 3	Creative Direction & Design	Week 2-3	Homepage and key page design concepts, visual direction and design approval.
Phase 4	Website Development	Week 4-6	CMS setup, front-end development, responsive layout and functional build.
Phase 5	Content, SEO, GEO & Tracking	Week 6-7	Content integration, metadata, technical setup, analytics and AI/search-ready structuring.
Phase 6	Testing & Review	Week 7-8	Testing, feedback, revisions, browser checks, mobile checks and quality assurance.
Phase 7	Migration & Go-Live	Week 10-12	Hosting/DNS coordination, launch, final checks, handover and post-launch support.

14. Payment Terms

Final payment terms can be confirmed once the approved scope and pricing have been finalised. The following structure is recommended for a project of this size:

- 50% deposit on approval of quotation and before project commencement.
- 40% progress payment on approval of main website design/development stage.
- 10% final payment before website go-live or handover of final files/access.
- Monthly retainers, if approved, will be invoiced monthly in advance.
- Third-party costs, advertising budgets, paid licenses and hosting fees are excluded unless specifically included in writing.

15. Warranty, Support Period & Handover

A post-launch support period is included to ensure that the website operates correctly after go-live and that any launch-related technical issues can be addressed.

- Post-launch technical support period: 30 days from go-live.
- Support covers bug fixes or issues related to the approved website build.
- New features, major design changes, additional pages, additional content writing and ongoing updates fall under the maintenance retainer or are quoted separately.
- Basic CMS handover/training can be provided to authorised Estate representatives.
- Admin access can be supplied after launch, subject to agreed support and security processes.

16. Ownership of Website Files & Intellectual Property

Upon receipt of final payment, Bankenveld Golf Estate Property Owners Association will own the final approved website content, final page layouts, supplied imagery, and project-specific website files created for the completed website.

Blue Mango Designs retains ownership of any pre-existing tools, frameworks, processes, reusable code libraries, development methods and internal working files that are not specifically created exclusively for the client. Third-party plugins, themes, fonts, stock assets, integrations and software licenses remain subject to the relevant third-party license terms.

Where photography or video services are approved, usage rights and ownership/licensing terms for the final edited assets will be confirmed in the final quotation.

17. Project Assumptions & Client Requirements

To deliver the project successfully and within the proposed timeline, the following will be required from the Estate:

- Final approval of project scope and quotation.
- Brand assets, logo files, colour references and any existing brand guidelines.
- Approved website content or access to existing content that may be rewritten or adapted.
- High-quality photography/video assets, or approval of the optional photography/video services.
- Domain, hosting, DNS and website access details where required for migration or go-live.
- Google Analytics, Search Console, Meta Business, Google Ads or social media access where applicable.
- A single project contact or approval team to manage feedback and sign-off.
- Timeous feedback during design, development and pre-launch review stages.

18. Investment Summary

The pricing fields below have been left open for completion once the final project scope and preferred optional services have been confirmed.

Item	Price / Monthly Cost
Website design and development	R 14 500.00
Optional monthly website maintenance retainer	R 1250.00 per month
Optional digital marketing/social media management retainer	R 2500.00 per month
Optional Google Ads setup	R 4000.00
Optional Google Ads monthly management	R 1250.00 per month
Recommended monthly Google Ads budget	R 1500.00
Optional professional estate photography	R 1500.00
Optional promotional/lifestyle video	R 2500.00
Third-party costs / hosting / licenses	R/ To be confirmed

19. Why Blue Mango Designs

Blue Mango Designs is well positioned to assist Bankenveld Golf Estate because we understand that this project is not only about technology. It is about trust, presentation, premium positioning and long-term digital growth.

- More than 25 years of experience in website development and digital design.
- Experience with lifestyle, property, hospitality and premium brand websites.
- Ability to combine website design, development, SEO, GEO, photography, video and digital marketing into one cohesive digital strategy.
- Professional design approach with strong attention to brand positioning, user experience and visual detail.
- Long-term support mindset, ensuring the website can remain updated and useful after launch.
- Understanding of the South African digital market and local business communication environment.

20. Closing Statement

Thank you for considering Blue Mango Designs for this important digital project. Bankenveld Golf Estate has the opportunity to create a strong, premium and highly professional online presence that reflects the value, lifestyle and unique experience of the Estate.

We would welcome the opportunity to partner with the Bankenveld Golf Estate Property Owners Association in developing a website and digital platform that serves residents, attracts interest from prospective homeowners, and presents the Estate with the excellence it deserves.

Prepared by: Blue Mango Designs

Representative: Guy Hodgson

Signature: _____

Date: _____