

# Consulting Proposal

Prepared for Texas Rattlin' Rigs  
April 30, 2026

SERVICE	LOCATION	RATE
Marketing & Digital Strategy	Houston, TX	\$125/hr

## Consulting Proposal: Website Redesign & E-commerce Integration

To: Texas Rattlin' Rigs  
From: [Consultant Name]  
Date: May 15, 2026  
Subject: Digital Strategy & Website Modernization

### 1. EXECUTIVE SUMMARY

This engagement focuses on modernizing Texas Rattlin' Rigs' digital presence through a comprehensive website redesign and the integration of a streamlined e-commerce solution. The objective is to transition from an outdated platform to a high-performing, mobile-responsive site that facilitates direct online sales via PayPal, ensuring the brand remains competitive in the Houston market and beyond.

### 2. SCOPE OF WORK

The scope of this project includes the full visual and functional overhaul of the existing website. Key activities include:

- UI/UX Redesign: Developing a modern, rugged aesthetic that aligns with the Texas Rattlin' Rigs brand while improving user navigation.
- E-commerce Integration: Configuring a lightweight online storefront to manage a small inventory of products.
- Payment Processing: Secure integration of PayPal to facilitate seamless customer transactions.
- Mobile Optimization: Ensuring the site is fully functional and visually appealing across all devices (mobile, tablet, and desktop).
- Content Migration: Transferring and updating existing brand assets, product descriptions, and contact information to the new platform.

### 3. DELIVERABLES

- A fully functional, responsive website hosted on the agreed-upon platform.
- Integrated PayPal payment gateway verified and ready for live transactions.
- Optimized product landing pages for the initial sales component.
- Basic SEO setup (meta descriptions, image alt-text, and site indexing) to improve search visibility.
- Handoff Documentation providing instructions for basic site maintenance and order management.

## 4. TIMELINE & MILESTONES

The project will span 6 weeks, beginning June 1, 2026, and concluding by July 12, 2026.

- Phase 1: Discovery & Design (June 1 – June 14): Finalize site architecture, select color palettes/ typography, and approve wireframes.
- Phase 2: Development & Integration (June 15 – June 28): Build site pages, migrate content, and configure the PayPal e-commerce module.
- Phase 3: Testing & Launch (June 29 – July 12): Conduct user acceptance testing, fix bugs, and deploy the live site.

## 5. PRICING

The project is billed at a flat rate based on the estimated effort required for a professional deployment.

Item	Rate	Quantity	Subtotal
Professional Services (Marketing & Digital Strategy)	\$125/hr	20 Hours	\$2,500.00
Reimbursable Expenses	\$0.00	N/A	\$0.00
<b>TOTAL PROJECT COST</b>			<b>\$2,500.00</b>

## 6. TERMS & CONDITIONS

- Payment Schedule: A 50% deposit (\$1,250) is due upon signing to secure the project start date. The remaining 50% (\$1,250) is due upon project completion and site launch.
- Intellectual Property: Upon receipt of final payment, all rights, titles, and interests in the final website design and content will be transferred to Texas Rattlin' Rigs.
- Confidentiality: Both parties agree to keep all proprietary business information, including sales data and technical specifications, strictly confidential.
- Termination: Either party may terminate this agreement with 7 days' written notice. In the event of termination, the client will be billed for all hours worked up to the termination date at the rate of \$125/hr.