

Consulting Proposal

Sean Ringrose

Prepared for SRAS Studios

May 5, 2026

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

Proposal for Website Migration and Redesign

To: SRAS Studios

From: Sean Ringrose

Date: October 26, 2023

Location: Houston, TX

1. EXECUTIVE SUMMARY

Sean Ringrose is pleased to submit this proposal to SRAS Studios for a comprehensive website migration and redesign. With over 15 years of experience in Marketing & Digital Strategy, Sean Ringrose will deliver a modernized, high-performing digital presence that includes a secure e-commerce storefront integrated with PayPal. This engagement ensures a seamless transition of existing assets while optimizing the user experience to drive conversions.

2. SCOPE OF WORK

The scope of this project encompasses the end-to-end migration and redesign of the SRAS Studios website. Key activities include:

- Platform Migration: Safely transferring all existing site content, data, and assets to the new hosting environment or CMS.
- Website Redesign: Developing a modern, responsive visual identity that aligns with the SRAS Studios brand and improves user navigation.
- E-commerce Development: Building a streamlined online shop for a select product inventory.
- Payment Integration: Configuring and testing a secure checkout process via PayPal to facilitate direct customer transactions.
- Technical Optimization: Ensuring mobile responsiveness, fast load times, and the preservation of existing SEO equity during the migration.

3. DELIVERABLES

- Fully migrated and functional website on the chosen platform.
- Customized UI/UX design (Home, About, Gallery/Services, and Shop pages).
- Integrated e-commerce module with product listings.
- Functional PayPal payment gateway.
- Mobile-optimized version of the site.
- Post-launch technical hand-off documentation.

4. TIMELINE & MILESTONES

The total project duration is 6 weeks, broken down into the following phases:

- Phase 1: Discovery & Migration (Weeks 1-2): Audit of current assets, environment setup, and initial data migration.
- Phase 2: Design & E-commerce Build (Weeks 3-4): Visual redesign of the site and configuration of the e-commerce storefront.
- Phase 3: Integration & Testing (Week 5): PayPal API hookup, end-to-end transaction testing, and mobile responsiveness QA.
- Phase 4: Launch & Optimization (Week 6): Final site deployment, SEO verification, and project sign-off.

5. PRICING

The project is estimated to require 20 hours of professional services.

Item	Description	Rate	Hours	Total
Professional Services	Website Migration, Redesign, & E-commerce Setup	\$125/hr	20	\$2,500
Expenses	Administrative & Out-of-Pocket Expenses	\$0	N/A	\$0
TOTAL PROJECT COST				\$2,500

6. TERMS & CONDITIONS

- Payment Schedule: A 50% deposit (\$1,250) is due upon signing to commence work. The remaining 50% (\$1,250) is due upon project completion and site launch.
- Intellectual Property: Upon receipt of final payment, Sean Ringrose assigns all rights, titles, and interests in the final website design and custom code to SRAS Studios.
- Confidentiality: Sean Ringrose agrees to keep all proprietary business information and data provided by SRAS Studios strictly confidential.
- Termination: Either party may terminate this agreement with 7 days' written notice. In the event of termination, SRAS Studios will be invoiced for all hours worked up to the date of termination at the rate of \$125/hr.
- Independent Contractor: Sean Ringrose operates as an independent consultant and is responsible for all self-employment taxes and insurance.

