

# Consulting Proposal

**Sean Ringrose**

Prepared for Texas Rattlin' Rigs

June 7, 2026

SERVICE	LOCATION	RATE
<b>Marketing &amp; Digital Strategy</b>	<b>Houston, TX</b>	<b>\$125/hr</b>

To: Texas Rattlin' Rigs

From: Sean Ringrose

Date: October 26, 2023

Subject: Proposal for Website Redesign and E-commerce Migration

## 1. EXECUTIVE SUMMARY

Sean Ringrose is pleased to submit this proposal to Texas Rattlin' Rigs for a comprehensive website redesign and e-commerce migration. With over 15 years of experience in Marketing & Digital Strategy, I will provide a streamlined digital presence that enhances brand professionalism and simplifies the customer purchasing journey. This engagement will transform your current site into a high-performing, mobile-responsive platform featuring a secure, PayPal-compatible e-commerce solution for efficient order processing.

## 2. SCOPE OF WORK

The project involves the complete overhaul of the existing Texas Rattlin' Rigs web presence. The scope includes:

- **Website Redesign:** Developing a modern visual identity that aligns with the brand's positioning, focusing on user experience (UX) and mobile responsiveness.
- **Platform Migration:** Migrating existing content and assets to a more robust, scalable hosting environment.
- **E-commerce Integration:** Implementing a lightweight, user-friendly e-commerce shop capable of managing product listings and inventory.
- **Payment & Order Processing:** Integrating a PayPal-compatible gateway to ensure secure transactions and simplified backend order management.
- **Basic SEO & Analytics:** Ensuring all pages are optimized for search engines and integrated with basic tracking to monitor site performance.

## 3. DELIVERABLES

- A fully functional, redesigned website optimized for desktop and mobile devices.
- An integrated e-commerce storefront with up to 10 initial product listings.
- A configured PayPal payment gateway for secure transaction processing.

- An administrative dashboard for order management and inventory tracking.
- A 30-minute training session (via video call) on how to manage orders and update site content.

## 4. TIMELINE & MILESTONES

The project is estimated to be completed over a 6-week duration:

- Phase 1: Discovery & Design (Weeks 1-2): Site architecture planning, visual design mockups, and client approval.
- Phase 2: Development & Migration (Weeks 3-4): Technical build-out, content migration, and e-commerce shop configuration.
- Phase 3: Integration & Testing (Week 5): PayPal gateway integration, mobile responsiveness testing, and QA.
- Phase 4: Launch & Handover (Week 6): Final site deployment, SEO indexing, and delivery of administrative training.

## 5. PRICING

The project is billed on an hourly basis for the estimated effort required for a high-quality delivery.

Item	Rate	Hours	Total
Marketing & Digital Strategy Labor	\$125/hr	20	\$2,500
Additional Project Expenses	\$0.00	—	\$0.00
<b>TOTAL PROJECT COST</b>			<b>\$2,500</b>

## 6. TERMS & CONDITIONS

- Payment Schedule: A 50% deposit (\$1,250) is due upon signing to initiate the project. The remaining 50% (\$1,250) is due upon the final launch of the website.
- Intellectual Property: Upon receipt of final payment, Sean Ringrose transfers all rights, title, and interest in the final website design and custom code to Texas Rattlin' Rigs.
- Confidentiality: Both parties agree to keep all proprietary business information, trade secrets, and customer data confidential throughout and after the engagement.
- Termination: Either party may terminate this agreement with 7 days' written notice. In the event of termination, Texas Rattlin' Rigs will be responsible for payment for all hours worked up to the date of termination.
- Governing Law: This agreement shall be governed by the laws of the State of Texas.