



# Consulting Proposal

## Sean Ringrose with SRAS Studios

Prepared for Steven Walko for Texas Rattlin' Rigs  
June 19, 2026

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

To: Steven Walko, Texas Rattlin' Rigs

From: Sean Ringrose, SRAS Studios

Date: October 26, 2023

Subject: Proposal for Website Migration, Redesign, and E-commerce Integration

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## 1. EXECUTIVE SUMMARY

Sean Ringrose with SRAS Studios is pleased to submit this proposal to Texas Rattlin' Rigs for a comprehensive website migration and e-commerce redesign. With over 15 years of experience in Marketing & Digital Strategy, I will deliver a high-performing digital storefront that streamlines the customer journey and simplifies back-end order management. This engagement focuses on transitioning your current digital assets to a more robust environment while optimizing for sales and shipment tracking.

## 2. SCOPE OF WORK

The project encompasses the full technical migration and aesthetic overhaul of the Texas Rattlin' Rigs website. The scope includes:

- **Hosting Migration:** Secure transfer of all existing site files, databases, and domain configurations to a new, optimized hosting environment.
- **Website Redesign:** A modern, mobile-responsive visual update to align with the Texas Rattlin' Rigs brand identity and improve user experience.
- **E-commerce Development:** Implementation of a streamlined shop interface featuring clear product categorization and a frictionless checkout process.
- **Payment Integration:** Configuration of a secure payment gateway linked directly to the Texas Rattlin' Rigs business PayPal account for all payouts.
- **Order Management System:** Setup of a customized order tracking workflow with automated status updates for four key stages: Order Processing, Shipment Created, Shipment Sent, and Shipment Delivered.

## 3. DELIVERABLES

- Fully migrated and functional website hosted on a high-performance server.
- Custom-designed e-commerce storefront with optimized product pages.
- Integrated PayPal payment processing system.
- Automated customer notification system for order tracking.
- Simplified administrative dashboard for managing inventory and shipments.

## 4. TIMELINE & MILESTONES

The total duration of this project is estimated at 6 weeks.

- Phase 1: Discovery & Migration (Weeks 1-2): Audit of current assets, environment setup, and successful migration of existing data.
- Phase 2: Redesign & Store Configuration (Weeks 3-4): Visual design implementation, product upload, and PayPal API integration.
- Phase 3: Tracking Workflow & QA (Week 5): Development of the 4-stage tracking system and rigorous cross-device testing.
- Phase 4: Final Approval & Launch (Week 6): Client review, final refinements, and site go-live.

## 5. PRICING

The following is an itemized breakdown of the project costs based on an estimated 20 hours of labor.

Item	Description	Rate	Hours	Total
Professional Labor	Migration, Redesign, E-commerce, & Tracking	\$125/hr	20	\$2,500
Expenses	Third-party software or plugins	\$0.00	N/A	\$0
<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 project completion and delivery of final assets.

Intellectual Property:

Upon receipt of final payment, Texas Rattlin' Rigs will own all rights, title, and interest in the website design, code, and content created by Sean Ringrose with SRAS Studios during this engagement.

Confidentiality:

SRAS Studios agrees to keep all proprietary business information, customer data, and trade secrets provided by Texas Rattlin' Rigs strictly confidential.

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 at the agreed-upon hourly rate.