



Consulting Proposal

Sean Ringrose with SRAS Studios

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

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

To: Steven Walko, Texas Rattlin' Rigs

From: Sean Ringrose, SRAS Studios

Date: October 26, 2023

Subject: Proposal for Website Migration and E-commerce Redesign

1. EXECUTIVE SUMMARY

This proposal outlines the strategic migration and redesign of the Texas Rattlin' Rigs digital platform to improve site performance and streamline the customer purchasing journey. With over 15 years of experience in Marketing & Digital Strategy, Sean Ringrose with SRAS Studios will deliver a high-performance e-commerce solution that automates order workflows and ensures secure, efficient payment processing. This engagement focuses on transitioning your current assets into a modern, scalable environment designed for long-term growth.

2. SCOPE OF WORK

The project encompasses the complete technical migration and visual overhaul of the Texas Rattlin' Rigs website. Key areas of focus include:

- **Hosting Migration:** Transfer of all site files, databases, and assets from the current host to a new, optimized hosting environment to ensure better speed and uptime.
- **Website Redesign:** A modern UI/UX refresh to align with the Texas Rattlin' Rigs brand, ensuring mobile responsiveness and intuitive navigation.
- **E-commerce Implementation:** Setup of a streamlined product catalog and shopping cart system.
- **Payment Processing:** Integration of a secure checkout system directing all payouts to the designated business PayPal account.
- **Order Management System:** Configuration of an end-to-end tracking workflow including four specific statuses: Order Processing, Shipment Created, Shipment Sent, and Shipment Delivered.

3. DELIVERABLES

- Fully migrated and functional website on a new hosting provider.
- Mobile-optimized e-commerce storefront with integrated product listings.

- Configured PayPal payment gateway for secure transactions.
- Automated customer notification system for order tracking updates.
- Final QA report ensuring all links, forms, and checkout processes are operational.

4. TIMELINE & MILESTONES

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

- Phase 1: Discovery & Migration (Week 1): Backend audit and successful migration of existing assets to the new hosting environment.
- Phase 2: Design & Development (Weeks 2–3): Implementation of the new visual layout and site architecture.
- Phase 3: E-commerce & Logistics (Weeks 4–5): Integration of PayPal and configuration of the 4-step order tracking workflow.
- Phase 4: Testing & Launch (Week 6): User acceptance testing, payment verification, and final site deployment.

5. PRICING

The project is billed on a flat-fee basis derived from the estimated labor hours required for completion.

| Item | Rate | Hours | Total |
|------------------------------------|----------|-------|----------------|
| Marketing & Digital Strategy Labor | \$125/hr | 20 | \$2,500 |
| Project Expenses | \$0 | N/A | \$0 |
| TOTAL PROJECT COST | | | \$2,500 |

6. TERMS & CONDITIONS

- Payment Schedule: A deposit of 50% (\$1,250) is due upon signing to initiate the project. The remaining 50% (\$1,250) is due upon final delivery and site launch.
- Intellectual Property: Upon receipt of final payment, Texas Rattlin' Rigs will own all rights to the website design, code, and content created by SRAS Studios during this engagement.
- Confidentiality: Sean Ringrose with SRAS Studios agrees to keep all business data, customer lists, and proprietary information regarding Texas Rattlin' Rigs 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 hours worked up to the termination date at the rate of \$125/hr.