



# Consulting Proposal

## Sean Ringrose with SRAS Studios

Prepared for Steven Walko for Texas Rattlin' Rigs  
June 20, 2026

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

## EXECUTIVE SUMMARY

This proposal outlines a comprehensive digital transformation for Texas Rattlin' Rigs, focusing on a high-performance website migration and the implementation of a streamlined e-commerce solution. With over 15 years of experience in Marketing & Digital Strategy, Sean Ringrose with SRAS Studios will ensure a seamless transition that optimizes customer ordering, payment processing, and backend efficiency. The objective is to provide a modern, scalable platform that enhances the brand's digital presence while simplifying the purchasing journey for Texas Rattlin' Rigs customers.

## SCOPE OF WORK

The project encompasses the full redesign and technical migration of the existing Texas Rattlin' Rigs digital presence. Key activities include:

- **Website Migration & Redesign:** Transferring all existing content to a modern hosting environment and redesigning the user interface to improve mobile responsiveness and brand alignment.
- **E-commerce Implementation:** Developing a secure online shop to manage product listings, inventory, and customer orders.
- **Payment Integration:** Configuring a secure checkout process that directs all transactions to the designated business PayPal account.
- **Logistics & Tracking:** Integrating automated shipping tracking to provide customers with real-time updates on their orders.
- **Performance Optimization:** Ensuring fast load times and SEO best practices are maintained during the migration process.

## DELIVERABLES

- Fully migrated and redesigned website with a mobile-optimized interface.
- Functional e-commerce storefront with categorized product listings.
- Integrated PayPal payment gateway for secure transaction processing.
- Automated shipping and tracking notification system.

- Final technical handover including administrative access and basic site management documentation.

## TIMELINE & MILESTONES

The total project duration is estimated at 6 weeks.

- Phase 1: Discovery & Design (Weeks 1-2): Site architecture planning, design mockups, and content audit.
- Phase 2: Development & Migration (Weeks 3-4): Platform setup, data migration, and e-commerce configuration.
- Phase 3: Integration & Testing (Week 5): PayPal API integration, shipping tracker configuration, and end-to-end transaction testing.
- Phase 4: Deployment & Handover (Week 6): Final site launch, DNS propagation, and project sign-off.

## PRICING

The total cost for this engagement is based on a fixed estimate of hours required to complete the scope of work.

- Marketing & Digital Strategy Consulting: 20 hours @ \$125/hr = \$2,500
- Project Expenses: \$0
- TOTAL PROJECT COST: \$2,500

## TERMS & CONDITIONS

### Payment Schedule

A deposit of 50% (\$1,250) is due upon execution of this agreement to secure the project start date. The remaining 50% (\$1,250) is due upon project completion and delivery of final assets.

### Intellectual Property

Upon receipt of final payment, all rights, titles, and interests in the final deliverables will be transferred to Steven Walko for Texas Rattlin' Rigs. Sean Ringrose with SRAS Studios retains the right to display the work in professional portfolios.

### Confidentiality

Both parties agree to treat all business information, customer data, and proprietary technical details as strictly confidential and will not disclose such information to third parties.

### Termination

Either party may terminate this agreement with 14 days' written notice. In the event of termination, Texas Rattlin' Rigs agrees to pay Sean Ringrose with SRAS Studios for all hours worked up to the date of termination.