

Consulting Proposal

Sean Ringrose

Prepared for Texas Rattlin' Rig
April 30, 2026

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

To: Texas Rattlin' Rig
From: Sean Ringrose
Date: May 15, 2026
Subject: Proposal for Website Re-design and Digital Strategy

1. EXECUTIVE SUMMARY

Sean Ringrose will provide a comprehensive digital overhaul for Texas Rattlin' Rig, transforming the existing outdated web presence into a modern, high-performing platform. This engagement focuses on enhancing user experience, optimizing the e-commerce workflow, and ensuring the brand is professionally represented to drive sales and customer engagement.

2. SCOPE OF WORK

The project involves a complete re-design of the Texas Rattlin' Rig website to replace the current legacy system. Key areas of focus include:

- **UI/UX Modernization:** Designing a clean, professional aesthetic that aligns with the brand's identity and improves site navigation.
- **E-commerce Optimization:** Streamlining the current PayPal integration to ensure a seamless checkout process for existing inventory items.
- **Mobile Responsiveness:** Ensuring the site functions perfectly across all devices (desktop, tablet, and mobile).
- **Inventory Management:** Implementing a simplified back-end system to manage product counts and updates more efficiently.
- **Content Migration:** Transferring and formatting existing product images, descriptions, and company information into the new architecture.

3. DELIVERABLES

- A fully responsive, modern website hosted on a stable platform.
- Integrated PayPal e-commerce functionality for all current SKUs.

- Simplified inventory management dashboard.
- Basic Search Engine Optimization (SEO) for core product pages.
- A 30-minute hand-off training session on site maintenance and order fulfillment.

4. TIMELINE & MILESTONES

The project will span 6 weeks, beginning June 1, 2026, and concluding July 13, 2026.

- Phase 1: Discovery & Design (Weeks 1-2): Site architecture planning, design mockups, and visual asset collection.
- Phase 2: Development & Integration (Weeks 3-4): Build-out of the site structure, content migration, and PayPal API/button integration.
- Phase 3: Testing & Launch (Weeks 5-6): Quality assurance testing, mobile optimization, inventory sync, and final deployment.

5. PRICING

The total cost for this project is based on a flat hourly rate for a defined scope of 20 hours.

| Item | Rate | Hours | Total |
|------------------------------------|----------|-------|----------------|
| Marketing & Digital Strategy Labor | \$125/hr | 20 | \$2,500 |
| Project Expenses | \$0.00 | 0 | \$0.00 |
| TOTAL PROJECT COST | | | \$2,500 |

6. TERMS & CONDITIONS

- Payment Schedule: A 50% deposit (\$1,250) is due upon signing to secure the project start date. The remaining 50% (\$1,250) is due upon project completion and site launch.
- IP Ownership: Upon final payment, all intellectual property rights for the website design and custom code will be transferred from Sean Ringrose to Texas Rattlin' Rig.
- Confidentiality: Sean Ringrose agrees to keep all proprietary business data, customer lists, and financial information provided by Texas Rattlin' Rig strictly confidential.
- Termination: Either party may terminate this agreement with 7 days' written notice. In the event of termination, Texas Rattlin' Rig will be billed for all hours worked up to the date of termination at the rate of \$125/hr.