

Consulting Proposal

Sean Ringrose

Prepared for Steve Walko (Texas Rattlin' Rig)

May 1, 2026

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

To: Steve Walko, Texas Rattlin' Rig

From: Sean Ringrose

Date: May 15, 2026

Subject: Proposal for Website Redesign and E-commerce Optimization

1. EXECUTIVE SUMMARY

Sean Ringrose is pleased to submit this proposal to Texas Rattlin' Rig to execute a comprehensive website redesign and e-commerce migration. This engagement will transition the current digital storefront to a streamlined, high-performance platform equipped with robust SEO architecture to increase organic visibility and drive sales growth.

2. SCOPE OF WORK

The project focuses on modernizing the Texas Rattlin' Rig digital presence through the following activities:

- **Platform Migration:** Migrating existing product data, customer information, and content from the current small-shop setup to a more scalable e-commerce platform.
- **UI/UX Redesign:** Developing a responsive, mobile-first design that aligns with the brand identity and simplifies the customer journey from discovery to checkout.
- **SEO Strategy & Implementation:** Conducting keyword research specific to the fishing and rigging industry, optimizing on-page metadata, and establishing a technical SEO foundation to improve search engine rankings.
- **E-commerce Optimization:** Streamlining the checkout process, integrating necessary payment gateways, and ensuring inventory management is intuitive.

3. DELIVERABLES

- A fully functional, mobile-responsive e-commerce website.
- Successful migration of all existing product SKUs and historical data.
- On-page SEO configuration for all primary pages and product categories.
- Integrated analytics dashboard for tracking sales and traffic performance.
- A 60-minute technical hand-off session for site management.

4. TIMELINE & MILESTONES

The project is scheduled for a duration of 6 weeks, beginning June 1st, 2026, and concluding July 13th, 2026.

- Phase 1: Discovery & Design (Weeks 1-2): Site mapping, design wireframes, and platform selection.
- Phase 2: Migration & Development (Weeks 3-4): Data migration, backend configuration, and frontend styling.
- Phase 3: SEO & Quality Assurance (Week 5): Metadata implementation, link testing, and mobile responsiveness audits.
- Phase 4: Launch & Handover (Week 6): Final deployment, domain redirection, and client training.

5. PRICING

The total cost for this project is based on an estimated 20 hours of professional services.

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

6. TERMS & CONDITIONS

- Payment Schedule: A deposit of 50% (\$1,250) is due upon signing to secure the start date. The remaining 50% (\$1,250) is due upon project completion and site launch.
- IP Ownership: Upon final payment, Sean Ringrose transfers all rights, titles, and interests in the final deliverables to Steve Walko (Texas Rattlin' Rig).
- Confidentiality: Sean Ringrose agrees to keep all proprietary business information, customer data, and trade secrets shared during this engagement 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 all hours completed up to the date of termination.
- Expenses: Any third-party costs (e.g., domain registration, hosting fees, premium plugin licenses) are the responsibility of the client and are not included in the labor total.