

# Consulting Proposal

**Sean Ringrose**

Prepared for Steve Walko - Texas Rattlin' Rig

May 1, 2026

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

To: Steve Walko – Texas Rattlin' Rig

From: Sean Ringrose

Date: May 15, 2026

Subject: Proposal for Website Redesign and E-commerce Integration

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## 1. EXECUTIVE SUMMARY

Sean Ringrose will provide comprehensive marketing and digital strategy services to modernize the Texas Rattlin' Rig online presence. This engagement focuses on delivering a professional website redesign and a functional e-commerce storefront, ensuring a seamless migration of data and payment processing to a PayPal-backed platform. The goal is to optimize the customer journey and streamline order fulfillment for the Texas Rattlin' Rig brand.

## 2. SCOPE OF WORK

The project encompasses the end-to-end transition of the Texas Rattlin' Rig digital storefront. Key activities include:

- **Website Redesign:** Developing a modern, responsive user interface that aligns with the brand identity and improves mobile accessibility.
- **E-commerce Implementation:** Setting up a small-scale digital shop optimized for product display and conversion.
- **Data Migration:** Transferring existing product information, customer data, and legacy content to the new platform.
- **Payment Integration:** Configuring and testing PayPal as the underlying payment vendor to ensure secure, reliable transactions.
- **Platform Configuration:** Selecting and setting up the hosting environment and CMS to support long-term growth and ease of use.

## 3. DELIVERABLES

- A fully functional, mobile-responsive redesigned website.

- An integrated e-commerce storefront with complete product catalogs.
- Migration report confirming the successful transfer of all legacy data.
- Fully tested PayPal payment gateway integration.
- A "Handover Document" detailing basic site management and order processing instructions.

## 4. TIMELINE & MILESTONES

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

- Phase 1: Discovery & Design (Weeks 1-2): Site architecture, visual design wireframes, and platform selection.
- Phase 2: Development & Migration (Weeks 3-4): Building the storefront and migrating product/customer data.
- Phase 3: Integration & Testing (Week 5): PayPal configuration and end-to-end checkout testing.
- Phase 4: Launch & Handover (Week 6): Final site deployment and delivery of documentation.

## 5. PRICING

The total cost for this project is based on a fixed hourly rate for professional services.

Item	Rate	Hours	Total
Professional Services (Sean Ringrose)	\$125/hr	20	\$2,500.00
Estimated Expenses	\$0.00	—	\$0.00
<b>TOTAL PROJECT COST</b>			<b>\$2,500.00</b>

## 6. TERMS & CONDITIONS

- Payment Schedule: A 50% deposit (\$1,250) is due upon signing this proposal. The remaining 50% (\$1,250) is due within 7 days of the project launch.
- IP Ownership: Upon final payment, all intellectual property, design assets, and website code created by Sean Ringrose for this project will be owned exclusively by Texas Rattlin' Rig.
- Confidentiality: Sean Ringrose agrees to keep all proprietary business information, customer data, and trade secrets of 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 invoiced for all hours worked up to the date of termination.