

Consulting Proposal

Sean Ringrose

Prepared for SRAS Studios

May 4, 2026

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

Consulting Proposal: Website Design & Digital Strategy

TO: SRAS Studios

FROM: Sean Ringrose

DATE: October 26, 2023

LOCATION: Houston, TX

1. EXECUTIVE SUMMARY

Sean Ringrose is pleased to submit this proposal to SRAS Studios for the development of a professional e-commerce website designed to elevate your local brand presence. With over 15 years of experience in Marketing & Digital Strategy, I will deliver a high-performing, user-friendly digital storefront that balances aesthetic appeal with technical efficiency. By leveraging WordPress as the underlying framework, we will ensure a cost-effective solution that provides SRAS Studios with full autonomy over future content management.

2. SCOPE OF WORK

The project encompasses the end-to-end design and launch of a small-scale e-commerce website. The primary focus is to create a seamless shopping experience for local customers while maintaining low overhead costs.

- Platform Setup: Installation and configuration of WordPress, including secure hosting setup and SSL integration.
- Design & Theme Customization: Selection and customization of a responsive, mobile-optimized theme tailored to the SRAS Studios brand identity.
- E-commerce Integration: Configuration of a standard shopping cart and checkout system (WooCommerce), including payment gateway integration (e.g., Stripe or PayPal).
- Product Architecture: Setup of up to 15 initial product listings with optimized descriptions and imagery.
- Core Pages: Creation of essential pages including Home, Shop, About, Contact, and Privacy Policy.
- SEO & Analytics: Implementation of basic on-page SEO best practices and integration of Google Analytics for traffic monitoring.

3. DELIVERABLES

- A fully functional, mobile-responsive WordPress e-commerce website.
- Integrated payment processing system.
- Configured contact forms and automated customer notification emails.
- Basic SEO setup (meta tags, site map, and image alt-text).
- A 60-minute recorded training session on how to manage inventory and process orders.

4. TIMELINE & MILESTONES

The project will be completed over a 6-week duration, organized into the following phases:

- Phase 1: Discovery & Design (Weeks 1-2): Site architecture planning, theme selection, and visual branding approval.
- Phase 2: Development & Integration (Weeks 3-4): WordPress installation, page builds, and e-commerce functionality setup.
- Phase 3: Testing & Review (Week 5): Quality assurance, mobile responsiveness testing, and client feedback cycles.
- Phase 4: Training & Launch (Week 6): Delivery of training session and final site deployment to the live domain.

5. PRICING

The project is billed on an hourly basis for a total estimated effort of 20 hours.

Item	Rate	Hours	Total
Marketing & Digital Strategy / Web Design	\$125/hr	20	\$2,500
Additional Expenses (Hosting, Domain, Plugins)	\$0	N/A	\$0
TOTAL PROJECT COST			\$2,500

Note: Any third-party costs such as hosting fees or premium plugin licenses will be paid directly by SRAS Studios to the vendors and are not included in the labor total.

6. TERMS & CONDITIONS

- Payment Schedule: A 50% deposit (\$1,250) is due upon signing to initiate the project. The remaining 50% (\$1,250) is due upon the successful launch of the website or at the end of the 6-week timeline, whichever occurs first.
- Intellectual Property: Upon receipt of final payment, full ownership and intellectual property rights of the website and its contents will be transferred to SRAS Studios. Sean Ringrose retains the right to display the completed work in a professional portfolio.
- Confidentiality: Both parties agree to keep all proprietary business information, financial 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, SRAS Studios will be billed for all hours worked by Sean Ringrose up to the date of termination.

