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ARCHITECTURE • HIGH-SCALE ENGINEERING • AI REMEDIATION

Phoenix, Arizona • <https://razoraz.com> • contact@razoraz.com

OFFICIAL EXECUTIVE PROPOSAL

Ref ID: **PROPOSAL-ICI-AZ**
Date: **September 22, 2026**
Valid Until: **October 22, 2026**

CLIENT ORGANIZATION	ASSIGNED SOLUTIONS LEAD	ESTIMATED DURATION
Innovative Communications Inc. (ICI-AZ) Attn: Leadership Team	Korry Nelson, Principal Solutions Architect	6–8 Weeks

Cloudflare Edge Migration, Technical SEO Pre-Rendering & Enterprise Telecom Repositioning

This comprehensive proposal outlines the engineering plan of action to modernize ICI-AZ's web infrastructure, eliminate critical hosting and security risks, and reposition the brand as the premier commercial low-voltage and fiber optic contractor in the Southwest. Following our rigorous read-only technical audit (Mission 03), we identified substantial performance, SEO crawling, and security bottlenecks on the current GoDaddy shared hosting environment that suppress high-value enterprise RFPs.

Core Strategic Objectives

- Migrate origin infrastructure to Cloudflare Pages global edge with zero downtime and 100% TLS/HSTS enforcement.
- Eliminate client-side DOM rendering blanks by pre-rendering all commercial service routes into search-engine-readable static HTML shells.
- Compress and stream 103MB raw video assets via edge CDN, reducing initial page payload by over 90%.
- Deploy server-side honeypots and Cloudflare Turnstile on all commercial RFP forms to prevent spam and quota exhaustion.
- Elevate search engine authority for commercial structured cabling, single/multi-mode fiber splicing, and BICSI-certified installations across Arizona.

Pre-Flight Audit Findings & Risk Ledger

P0 — CRITICAL Plaintext HTTP 200 & Missing HSTS Enforcement Site resolves over unencrypted HTTP with zero automatic redirect to HTTPS, exposing form submissions to network interception and triggering browser security warnings.	P0 — CRITICAL 103MB Uncached Video Asset on Shared Origin Raw MP4 video asset consumes massive bandwidth and stalls page loads on mobile devices and construction jobsite connections.
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P1 — HIGH

Empty Static HTML Shells for Search Crawlers

Core service content is injected purely via client-side DOM scripting. Googlebot and construction RFP scanners index blank pages with missing

tags.

P2 — MEDIUM

Unprotected Contact Forms & Broken Privacy Route

Formspree contact endpoint lacks bot challenges, risking quota exhaustion. The /privacy.html route returns a hard 404 error.

Phased Engineering Roadmap

Phase 1: Foundation, Edge Migration & Security

Weeks 1–2 (Days 1–15)

Establish modern edge hosting, enforce bank-grade transport security, and remediate high-risk assets without changing existing design aesthetics.

- Deploy origin static build to Cloudflare Pages edge (global 330+ city CDN with sub-50ms latency).
- Enforce strict HTTP → HTTPS 301 redirects with HSTS (max-age=31536000; includeSubDomains; preload).
- Compress 103MB hero video into optimized WebM/MP4 streaming formats (< 8MB payload, 92% reduction).
- Deploy Cloudflare Turnstile invisible captcha and hidden CSS honeypots to all contact and quote forms.
- Restore missing /privacy.html and /terms.html compliance pages.

Phase 2: Technical SEO Pre-Rendering & Schema Architecture

Weeks 3–4 (Days 16–30)

Convert client-side DOM templates into static pre-rendered HTML shells to ensure search crawlers index 100% of ICI’s technical capabilities.

- Pre-render structured cabling, fiber splicing, access control, and OSP service routes into semantic HTML.
- Structure

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heading hierarchy focused on high-intent Arizona commercial telecom keywords.

- Implement schema.org JSON-LD microdata: LocalBusiness, ElectricalContractor, CableInstallation, and BICSI compliance.
- Configure XML sitemaps, robots.txt directives, and Google Search Console property verification.
- Integrate privacy-preserving Cloudflare Web Analytics with zero cookie banner baggage.

Phase 3: Interactive RFP Takeoff Engine & Regional Hubs

Weeks 5–8 (Days 31–60)

Streamline the architectural plan takeoff workflow and establish regional visibility across Phoenix, Tucson, Mesa, and Chandler commercial markets.

- Engineer interactive blueprint and RFP document upload portal for general contractors.
- Develop dedicated commercial service area landing pages targeting industrial park and medical campus expansions.
- Build interactive BICSI and TIA/EIA standards certification showcase.
- Final QA audit, performance regression testing, and post-launch verification report.

Architecture & Technical Specifications

Component / Layer	Engineering Specification
Hosting Platform	Cloudflare Pages Edge (Serverless Global CDN)
SSL/TLS Standard	TLS 1.3 + HSTS Preload + Zero Plaintext HTTP
Video Streaming	Adaptive WebM/H.264 Edge Delivery
Spam Prevention	Cloudflare Turnstile + Hidden CSS Honeytrap
Search Architecture	Static HTML Pre-Rendering + JSON-LD Microdata
Telemetry	Privacy-Compliant Cloudflare Web Analytics

Investment & Pricing Structure

Core Edge Migration & Security \$3,500 / One-Time Investment Essential migration to eliminate GoDaddy shared hosting risks, optimize video assets, and enforce strict HTTPS/HSTS security. ✓ Cloudflare Pages edge deployment ✓ HTTP to HTTPS 301 enforcement & HSTS ✓ Hero video compression & edge streaming (92% reduction) ✓ Form honeypot & Cloudflare Turnstile integration ✓ Privacy & Terms route deployment ✓ 14 days post-launch support	RECOMMENDED OPTION Full Technical SEO & Edge Remediation \$6,500 / One-Time Investment (Milestone: 50% / 50%) Comprehensive package including Phase 1 edge security + Phase 2 static pre-rendering, schema markup, and keyword optimization. ✓ Everything in Core Edge Migration ✓ Static HTML pre-rendering for all service routes heading Optimized — hierarchy & metadata ✓ Full schema.org JSON-LD business & service markup ✓ Google Search Console indexing & sitemap optimization ✓ Cloudflare Web Analytics privacy telemetry ✓ 30 days post-launch priority support	Enterprise Commercial RFP Accelerator \$8,900 / One-Time Investment + \$650/mo Retainer Complete digital transformation including Phase 1, 2, and 3: interactive blueprint upload engine and regional Arizona market hubs. ✓ Everything in Full Technical SEO Package ✓ Interactive architectural blueprint & RFP takeoff portal ✓ Phoenix & Tucson regional commercial landing pages ✓ Automated lead notification dispatch into executive inbox ✓ Monthly SRE uptime, security & performance audits ✓ Priority same-day engineering SLA
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Payment & Milestone Terms: 50% upon project kickoff; 50% upon final acceptance and production release gate disposition. Credit card, ACH transfer, or check accepted via Razor Consulting client portal.

Execution Authorization & Acceptance

By signing below or approving digitally via the Razor Consulting Client Portal, the client accepts this proposal, phased deliverables, and associated commercial terms.

Authorized Client Signature: Innovative Communications Inc.
(ICI-AZ)
Name / Title: _____
Date: _____

Razor Consulting Counter-Signature:
Name: Korry Nelson, Principal Solutions Architect
Date: _____