

OFFICIAL EXECUTIVE PROPOSAL

RAZOR CONSULTING

ARCHITECTURE • HIGH-SCALE ENGINEERING • AI REMEDIATION

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

Ref ID: PROPOSAL-IGOR-JAZZ-COWBOY

Date: September 22, 2026

Valid Until: October 22, 2026

CLIENT ORGANIZATION

Igor The Jazz Cowboy
Attn: Igor Glenn

ASSIGNED SOLUTIONS LEAD

Korry Nelson, Principal
Solutions Architect

ESTIMATED DURATION

3–4 Weeks

WordPress Speed Optimization, Local Booking Engine & Media Kit Modernization

This targeted growth and remediation proposal is designed to modernize Igor The Jazz Cowboy's online presence, optimize WordPress performance, and turn festival attendees and corporate event coordinators into high-converting booking inquiries. Operating under low-cost budget protections, our approach eliminates recurring plugin expenses and leverages lightweight, high-speed architecture.

Core Strategic Objectives

- Accelerate page load speeds by replacing heavy bloated plugins with native caching and WebP media optimization.
- Streamline the event booking funnel with an intuitive, mobile-friendly consultation & booking request form.
- Showcase live performance clips and audio samples in a clean, accessible media player without slowing page load times.
- Optimize local Arizona SEO signals to capture high-intent entertainment and cowboy jazz searches.

Pre-Flight Audit Findings & Risk Ledger

P1 — HIGH

Slow Mobile Load Times & Uncompressed Images

High-resolution performance photos load in uncompressed JPEG formats, causing high bounce rates on mobile networks.

P1 — HIGH

Friction in Event Booking Workflow

Prospective event bookers encounter fragmented contact info rather than a structured date/venue booking inquiry form.

P2 — MEDIUM

Legacy Plugin Overhead

Outdated slider and gallery plugins inject unnecessary JavaScript on every page, impacting Core Web Vitals.

Phased Engineering Roadmap

Phase 1: Performance Tuning & Asset Compression

Audit and prune legacy WordPress plugins, configure server-level page caching, and batch-compress all media assets into WebP.

- Deactivate and remove obsolete or redundant WordPress plugins.
- Optimize and convert full photo gallery into modern WebP format.
- Configure browser caching, Gzip/Brotli compression, and CSS minification.
- Ensure mobile responsive layout renders seamlessly across smartphones and tablets.

Week 1 (Days 1–7)

Phase 2: Booking Engine & Media Showcase

Design a clean booking inquiry form and embed a responsive audio/video media player highlighting Igor’s signature jazz cowboy performances.

- Deploy dedicated Event & Festival Booking inquiry form with date picker and venue fields.
- Integrate lightweight HTML5 audio preview player with streaming audio tracks.
- Curate a dedicated Press & Event Organizer downloadable media kit.
- Add customer testimonials and venue review highlights.

Weeks 2–3 (Days 8–21)

Phase 3: Local SEO & Search Visibility

Tune metadata, schema markup, and local directory signals to drive organic bookings across Arizona.

- Implement MusicGroup / PerformingGroup schema.org JSON-LD structured data.
- Optimize title tags, meta descriptions, and Google Business Profile cross-linking.
- Configure automated weekly WordPress backups and core security monitoring.

Week 4 (Days 22–30)

Architecture & Technical Specifications

Component / Layer	Engineering Specification
Platform	WordPress (Speed Optimized)
Image Format	Next-Gen WebP with Lossless Compression
Booking Flow	Mobile-First Structured Event Booking Form
Media Player	Lightweight Native HTML5 Audio/Video Streamer
SEO Markup	MusicGroup & Event JSON-LD Schema

Investment & Pricing Structure

Speed & Security Tune-Up

\$1,800 / One-Time Investment

Essential WordPress performance optimization, WebP image conversion, and backup configuration.

- ✓ Plugin cleanup & speed optimization
- ✓ Full media library WebP conversion
- ✓ Server caching & asset minification
- ✓ Automated offsite backup configuration
- ✓ Mobile responsiveness fixes

RECOMMENDED OPTION

Complete Booking & Growth Package

\$3,400 / One-Time Investment (Milestone: 50% /

50%)

Complete overhaul including speed tuning, structured event booking engine, media showcase, and local SEO schema.

- ✓ Everything in Speed & Security Tune-Up
- ✓ Custom Event & Festival Booking inquiry form
- ✓ Responsive HTML5 audio preview player & video reel
- ✓ Event Organizer & Press downloadable media kit
- ✓ Local Arizona SEO tuning & MusicGroup schema markup
- ✓ 30 days post-launch support & training

Payment & Milestone Terms: 50% upon project kickoff; 50% upon final acceptance and delivery. Invoices delivered through Razor Consulting Perfex CRM.

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: Igor The Jazz Cowboy

Name / Title: _____

Date: _____

Razor Consulting Counter-Signature:

Name: Korry Nelson, Principal Solutions Architect

Date: _____