

## DESIGN SERVICES ALCHEMY CREATIVE SOLUTIONS LTD



# WEB SERVICES

## AFFORDABLE | STRAIGHTFORWARD | BESPOKE

### Domains

A domain name helps internet users to identify a website. It's the name that people type to find you. We think the best domain names (URLs) are ones that are short, easy to remember, and capture the essence of your business.

Not certain if you're a '.com' or '.org'? Let us help you decide which domain extension is right for your business. And if the domain name you're after is already registered don't panic, we can suggest alternatives.

So whether you'd like us to register a new domain name on your behalf, place one on 'back order', or take over the management of one you already own - get in touch.

**Prices from just £11.99**

### Design

Whether you need a simple on-line presence, or full e-commerce website, we can help. First our designers establish your requirements, and then create a homepage layout for you to agree.

Once you've settled on a homepage, we build sub-pages and populate these with content (including social media) until your website is completed. Let us know the types of website you like and then we can shift the emphasis of our designs accordingly.

And by coding your website with the needs of search engines in mind, we greatly improve the likelihood of visitors.

**Prices from £499.99**

### Copywriting

If you've got a great idea for the 'look and feel' of your product but don't know how to position it in the marketplace then maybe we can help?

Our creative team can make sure that your website is written in such a way that it's easy to understand, and attractive to both potential customers and search engines alike.

We retain the services and expertise of an award-winning freelance copywriter with over 3 decades experience working as a senior writer and creative director at top London and International advertising agencies.

Products, packaging, print or web-based - we do the lot!

### Stand out

Once your website is up and running, we can help you stand out from the crowd with a range of design enhancements, including:

- Animated graphics
- Video and audio
- PDF downloads
- RSS news feeds
- Contact forms
- Blogs
- Twitter feeds & styling
- E-commerce
- Slideshows / galleries
- eBay linkage

# WEB SERVICES

## CONVENIENT | EFFICIENT | COST-EFFECTIVE

### E-mail

Once you have a registered domain name, we can set you up with an email contact address using this domain extension. You'll be provided with an online mailbox, (which can be *POP3* linked to *Microsoft Outlook*) and your own password to access mail.

Your first e-mail address is on us!

Additional e-mail addresses can be added at anytime, and if required we can arrange redirects to other mailboxes of your choice.

*Prices from £4.99*

### Get noticed

With your online presence all sorted, the next challenge is to attract an audience.

Did you know that over 7 million new webpages are created each day! That's a very competitive market place. We can provide a wide range of internet marketing options to ensure you stand out from the crowd:

- Listings with most major search engines
- Quality inward-bound hyperlinks to your website
- Press releases
- Social media presence (Twitter, Facebook, LinkedIn, Tumblr etc.)
- Email newsletters
- Blogs
- 'Pay-Per-Click' advertising
- iPhone/ iPad applications

### Hosting

Web hosting is allocated (server) space where we place your website pages so that they are visible on the Internet.

We offer a full range of web hosting packages to suit all budgets. We only use trusted providers, which ensures that you always get fast, reliable and uninterrupted service. Every effort is made to keep 'down-time' to a minimum, and if you're not online for 90% of the time at the end of each month, we won't charge you at all for that period.

We can offer unlimited bandwidth and unlimited disk space, according to your needs and budget.

*Prices from £7.99 (per month)*

### Statistics

Host your website with us, and we'll let you know how it's performing on a weekly, monthly, or yearly basis. Our web analytics will determine which countries your visitors come from, their duration of stay, and which keywords were used to find your website.

*Prices from £4.99*

### A new look

If you already have a website, but it's a little neglected - we'd love to take it on. Working together, we can help you develop new ideas for an old website and help freshen up its look.

*Prices from £299.99*







# STARTING UP IN BUSINESS

## YOUR PRINT & ONLINE PRESENCE FOR JUST £845\*

### Can we help?

If you've always fancied your own business, but were put off by the high set-up costs for that company logo, your promotional material or first website - then maybe we can help?

For just £845\*, we'll design you a smart new company logo, (with three draft options to choose from) all the promotional material you'd ever need in the first few months of trading.

We'll throw in and a shiny website for good measure, and host this *FREE* for you over the first 12 months!

***This is what you get...***

Brand development:  
Company logo  
Corporate style guide

Corporate stationery:  
letter headed paper (100 units\*)  
compliments slip (100 units\*)  
Business card (200 units\*)

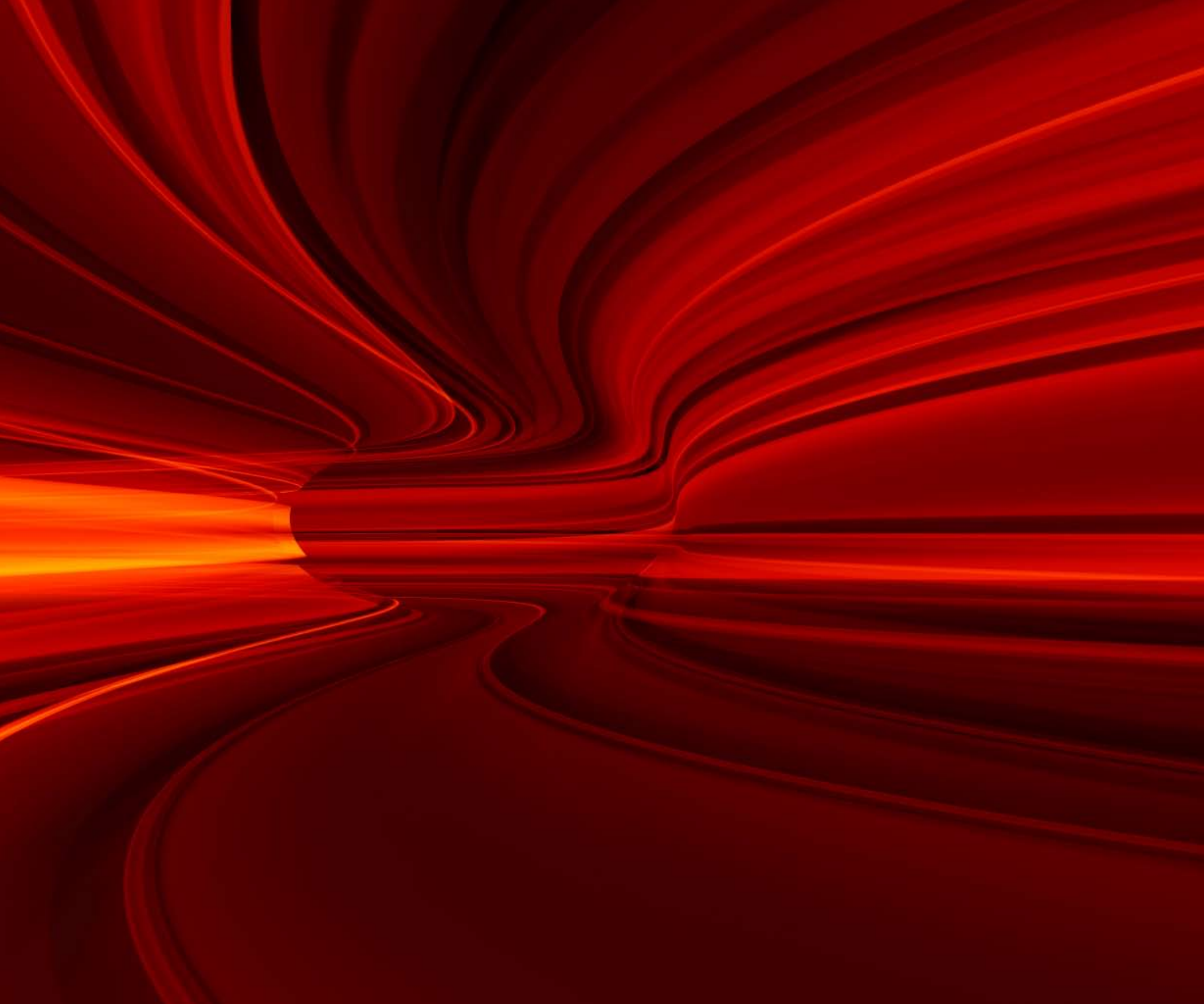
Promo material:  
1 x A5 promotional flyer (1,000 units\*)  
1 x A3 promotional poster (10 units\*)  
1 x pull-up 'roller' banner (1 unit\*)  
1 x QR code (for Smartphones)  
4 x stock photographs

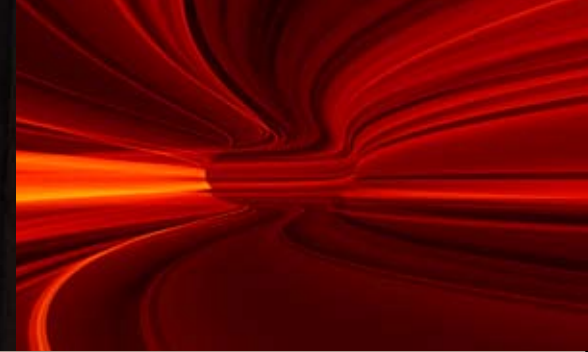
Online presence:  
Domain name registration  
Website (1 page)  
2 x email addresses & custom signatures  
Twitter account (bespoke styling)  
1 year of *FREE* web hosting

*\*NB: Printing costs will be in addition to our £845 design bundle.*

*A complete design and print bundle (full-colour digital print) can be yours for just £1,189.*

*Call us now on +44 (0)1234 772 632 for more information.*





# GRAPHIC DESIGN STAND OUT FROM THE CROWD

## Our approach

We can help you stand out from the crowd, and what's more it will be for all the right reasons.

If all you need is a simple flyer or business card, we can certainly help.

But our designers can give you so much - in fact, we like to think of ourselves as a 'one stop shop' for all your print and wider communication needs.

Working together, we can help you develop ideas for your growing business. And for this you needn't pay Saatchi & Saatchi rates either.

These are just some of our graphic design services.

## Graphic design

When stock is simply not good enough, why not try our bespoke approach to:

- logos
- corporate branding
- flyers, brochures & plans
- press advertisements
- studio photography
- corporate stationery
- pull-up banners
- signage & vinyls
- interpretation panels
- newsletters
- catalogues
- posters
- bespoke maps
- e-flyers
- social networking set-ups
- sales & technical material

*FREE quote with no obligation.*

*Prices from just £80.00*

## Copywriting

We retain the services and expertise of an award-winning freelance copywriter with over three decades experience working as a senior writer and creative director at top London and International advertising agencies.

*Prices from £250*

## Intellectual property

Unlike some other agencies, we're quite willing to hand over all the master artwork, including any associated IP rights, once the job is completed.

*After all, you paid for it!*

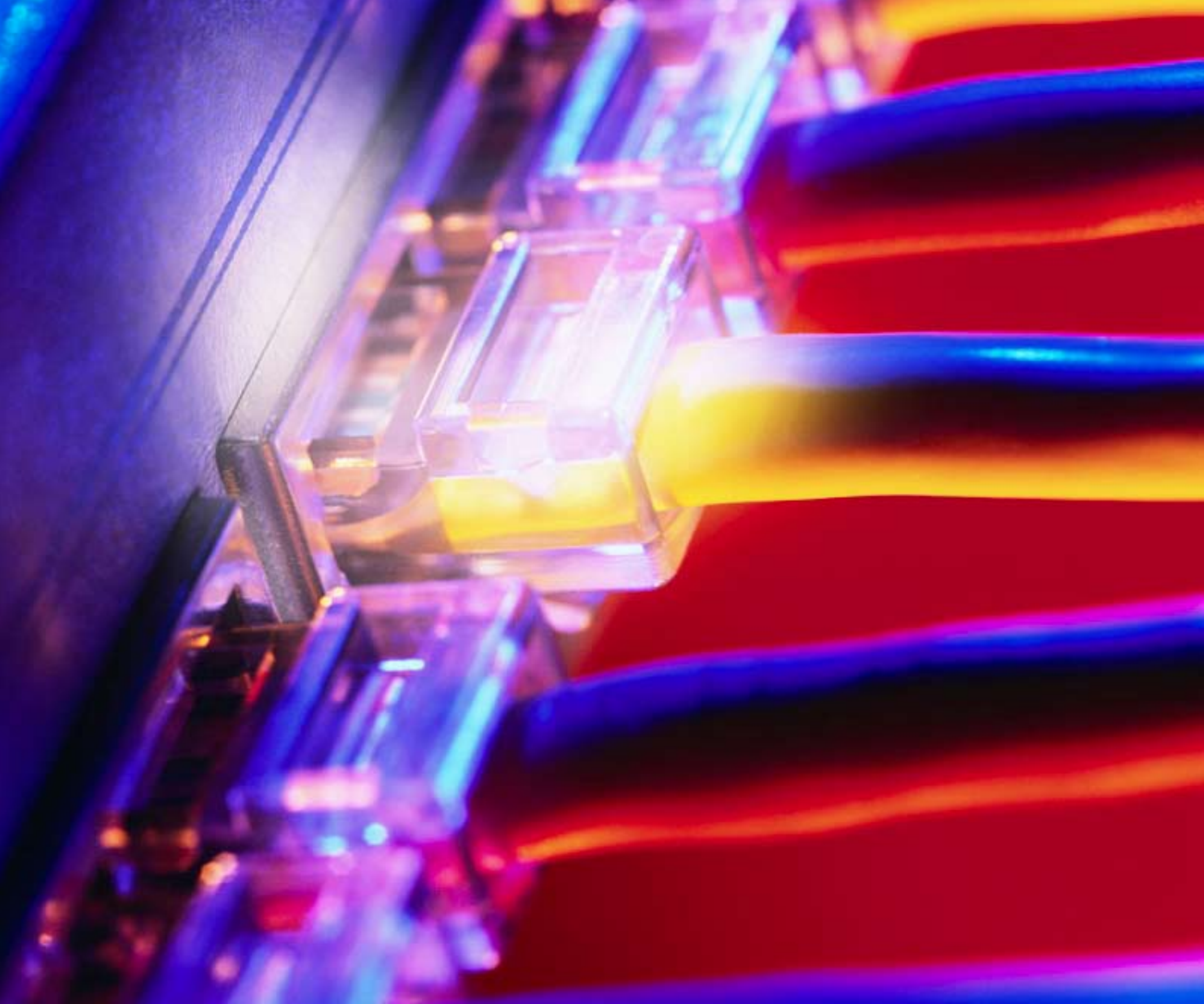
## Industry standards

We use the Adobe Creative Suite platform, which is a design industry-standard.

Operating within a PC environment means that we can accept most Microsoft Office files, for conversion into content that sits well within our design software.

*You'll find no problems with compatibility here.*









# WEB HOSTING

## BASIC | SILVER | GOLD | SUPER ALCHEMY

### Our approach

We like to work closely with our clients to understand and exceed their requirements. We think you'll like our approach, and appreciate the benefits of doing things smarter, quicker, and with optimum quality.

We have automated alerts that tell us if one of our servers has a problem, and we use some of the latest technology available to make sure 'downtime' is kept to a minimum.

And if you're not online for 90% of the time at the end of each month, we won't charge you at all for that period!

### Basic Alchemy

If you're starting in business and just want a 'shop window' on the Internet then this could be the ideal hosting package for you.

Our *Basic Alchemy* plan provides a great platform for anyone that just needs a few

webpages online and a means for people to get in touch.

No fancy extras here, although you can be assured of a great price and enough bandwidth until you make it big!

### Expanding business

Our *Super Alchemy* plan is ideal if you have an e-commerce store and websites that work in conjunction with a database.

This package tends to suit customers that anticipate large volumes of traffic.

With *Super Alchemy* there really is no limit to the number of web-pages or email addresses you need to add - the sky is the limit!

Not you? Maybe try our *Silver* or *Gold Alchemy* plans instead. We've a plan to suit everyone.

#### BASIC ALCHEMY

- single domain
- single email address
- up to 5 webpages
- 75 MB disc space
- 250 MB bandwidth

£7.99  
PER MONTH

#### SILVER ALCHEMY

- single domain
- up to 6 email addresses
- up to 12 webpages
- 150 MB disc space
- 500 MB bandwidth

£9.99  
PER MONTH

#### GOLD ALCHEMY

- up to 6 domains
- up to 30 email addresses
- up to 40 webpages
- 350 MB disc space
- 1024 MB bandwidth

£14.99  
PER MONTH

#### SUPER ALCHEMY

- multiple domains (POA)
- multiple email addresses
- multiple webpages
- SSL security certificated
- MySQL databases
- virtually unlimited disc space
- virtually unlimited bandwidth

£19.99  
PER MONTH





# WEB SITES DESIGN | BUILD | REFRESH | HOST

## Starting out

If all you need is a simple on-line presence, we can help. First our designers establish your requirements, and then create a homepage layout for you to agree. Once you've settled on a homepage, we build up to five sub-pages and populate these with content (including social media) until your website is completed. And if you already have a website, but it's a little neglected - we'd love to take it on. Working together, we can help you develop new ideas for an old website and help freshen up its look.

We recommend our *Basic Alchemy* web hosting package for customers that are starting out.

**Prices from £499.99**  
(or just £299.99 for a refresh)

## Small business

Our creative team will make sure that your website is written in such a way that it is easy to understand, and attractive to both potential customers and search engines alike. We can help you stand out from the crowd with a range of design enhancements, including:

- Animated graphics
- Video and audio
- PDF downloads
- RSS news feeds
- Contact forms
- Blogs
- Twitter feeds & styling
- E-commerce
- Slideshows / galleries

We recommend our *Silver Alchemy* web hosting package for small business customers.

**Prices from £2,000**

## Expanding business

No matter what line of business you're in, ignore the Internet at your peril. The websites we build for expanding businesses are bespoke, and may require us to assemble a small project team, which is reflected in the price for this type of build.

We can offer:

- Listings with most major search engines
- Quality inward-bound hyperlinks to your website
- Press releases
- Social media presence
- Email newsletters | Blogs
- eBay linkage

Our *Gold Alchemy* web hosting package is ideal for expanding businesses

**Prices from £4,000**

## E-commerce

Call us to discuss your e-commerce requirements.

As Walt Disney once famously said, "...if you can dream it, you can do it. Always remember that this whole thing was started with a dream and a mouse."

We recommend our *Super Alchemy* web hosting package for customers require a robust e-commerce facilities.

**Prices from £8,000**









# SEO SEARCH ENGINE OPTIMISATION

## Why bother?

Arguably the most important and often overlooked area of web design, Search Engine Optimisation (SEO) is something you need to get a grip on.

No matter how visually impressive your website, it's worthless if there are no visitors. And if you're in business or online sales, ignore SEO and you may never sell a thing! We can call upon many years experience, to move traffic in the direction of that fabulous new site of yours. Our ethical approach does take time, but it generates quality traffic and a surge in visitors / enquiries. Typically this takes 3-6 months, but some keywords will take considerably longer.

*Prices from £99.99 (per month)*

## Wordpress | blogs

A great way to drive traffic to your main website is by setting up linked blogs.

We can build a simple wordpress website for you, and then use regular targeted news articles to attract people to your services and products.

For just £19.99 each month, we'll research, write and 'post' two sector-specific articles with unique copy (minimum 100 words each). This ensures that your blog presence is fresh, relevant and attractive to both new and existing audiences.

As part of this package, we can also provide statistical analysis, so that you can see how we've made a difference.

*Prices from £19.99 (per month)*

## Online forums

We can act on your behalf, if required, and establish a presence across various sector-specific online fora.

By advertising your website, as part of general discussions we find this to be an excellent way of driving traffic to our websites.

*Prices from £9.99 (4 posts per month)*

## Twitter

Sign up for any one of these SEO packages, and we'll create, style and update a Twitter account for you to incorporate within your main website.

*FREE with our SEO services*

## Press releases | PR

Let us know about the latest news at your business and we can turn this into a press release, that's posted on-line.

We find that this is a cost-effective alternative to advertising, and our contacts in the UK press and broadcast media mean that we're able to plug those really exceptional news items to great effect.

*Prices from £25.99 per press release written and posted online (more if traditional media syndication is required)*





## ‘MORE THAN JUST CREATIVITY IT IS THE BEGINNING OF A PARTNERSHIP’

We'll try our level best to be 'up front' about the charges made for our services. Unlike others in this sector, you'll find there are no hidden costs associated with managing your account. You may find that automated, template-driven, options are cheaper and a better fit with your budget. But as is the case with most things in life, you'll get what you pay for. (With packages such as *MrSite* or *1and1* watch out for hidden costs, or technical limitations.)

We value our relationships and look at every new engagement as the beginning of an exciting new partnership. Work with us, and you'll get a fixed price for the job. And with no nasty surprises!

John Hambley  
Director, Alchemy Creative Solutions Ltd





## Contact details

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