

My Web Project Planner

Alchemy Internet created this form to help you to plan and understand your web project from a technical point of view and in order to speed up the developing process as well.

Please fill in the following fields as much you can. This will provide Alchemy Internet with an understanding of your business and of your request of achievement. An Alchemy Internet expert will contact you shortly.

MY PROFILE

Name

E-mail

Telephone

MY COMPANY DETAILS

Name

Address

Website

What does your business do?

Company size

WHAT DO I NEED?

- New website
- Modify existing website
- Support existing website
- E-mail marketing
- Search engine marketing
- Branding / Rebranding
- Other

WHAT DO I WANT TO ACHIEVE?

- Be on internet so customers can find me
- Selling online
- Other

PROJECT

Brief description

TARGET AUDIENCE

Describe your primary user type and/or which you would like to target (e.g. age, gender, location, occupation...)

I would like a FREE website audit. (Installation of Google Analytics on my website)

DESIGN

- I have a strict branding design to follow
- I have a colour scheme

Guidelines for the design

Example of websites you like
(list the web addresses)

BRANDING

Do you have a LOGO? What format?

My logo has to work for

- Screen use (i.e. website, email...)
- Normal printing
- Large size printing (i.e. poster, banner for ads...)

I need

- Letterhead (paper)
- Electronic letterhead (i.e. Word template)
- Business cards
- Other

DESIGN OPTIMISED FOR

- Desktop computers
- Smartphones (i.e. iPhone, Android phone, Blackberry)
- Tablets (i.e. iPad, HTC or Samsung tablet)
- TV
- Printing (personalise/alter when you print a page)
- Special Accessibility / Disability compliance
- Other

CONTENT

Do you need help/ideas to organise your content?

Do you have any content ready?

Do you have any strap-line/slogans to use in the design and/or in banners?

Website structure /
Sitemap idea /
Page list

WEBSITE

Functionalities requested:

- Manage my main content by myself (CMS)
- Contact form
- Other forms
- Interactive map (i.e. Google Maps)
- Home page image slider
- Other page image slider
- Other interaction / animation
- Newsletter email collection
- External RSS to be published (i.e. Latest BBC news on your website)
- Social network integration (i.e. Your latest tweets or facebook posts)
- Automatic sync to social network (i.e. Push website posts to your social network)
- Protected area (hidden area accessible just via login)
- E-commerce *(please fill in section below)*
- Other

Do you already have a domain? (i.e. yourdomain.co.uk)

Domain

Who manages your domain?

Do you already have web hosting?

Web hosting provider

E-COMMERCE *(skip this session if not required)*

Number of products (circa)

Number of product types (circa)

Number of categories (circa)

Functionalities requested:

- Product set in more than one category
- Special price reduction
- Associated products
- Sell product collection (sell a group of product as stand-alone)
- Multi currency
- Voucher discount
- Gift voucher
- Multi payment gateway
- Other

Shipping logic
(How do you charge shipping?
Based on what?)

Voucher discount logic
(How you discount products?)

Product search logic
(How are the products found?)

MARKETING

Are you promoting your website?

If yes how? Or if you would like to promote your website, please tick how:

- Paper flyers
- Ads on external websites (i.e. Double Click, Media Mind)
- Pay per Click campaigns (i.e. Google Adwords, Facebook PPC)
- Search Engine Optimisation (to push up your visibility on Google or other search engines)
- TV or Radio ads
- Other kinds of physical/printing ads (i.e. local or national press)
- Other

SUPPORT

Do you already have some website support?

Do you and your staff require some training?

Please explain

Thank you for your time.

Please send this form to us (webservices@alchemysys.net). Alchemy Internet will come back to you very soon.

For any question please contact us on 01784 223 100 or visit our website <http://www.alchemyinternet.net>.