

Digi-TAC Solution Package Schedule for Approved Vendor

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Solution Package Name & Version Number [1]	Package B: Search Engine Optimization with Blog Article / Infographics Creation (12 months)
Brief Description of Solution Package (100 words maximum)	Our 12-month package combines Search Engine Optimization (SEO) with high-quality content creation to deliver powerful results. With SEO, we'll help you rank higher on search engines and attract your target audience. And with our expertly crafted blog articles and infographics, we'll help you engage and educate your audience, generating more leads and driving traffic. This package has the potential to increase your organic and referral traffic and making it a smart investment for any TAC.
Eligibility Period	20 October 2022 to 19 October 2023
Renewal of Eligibility Period [2]	20 October 2023 to 19 October 2024

Standard Solution Package (i.e. minimum items to be purchased)

Item Description	Unit Cost (\$)	Unit	Quantity	Subtotal Price (\$)
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
3. Professional Services <u>Digital Marketing Needs Analysis</u>		Per Report	1	

<p>SEARCH ENGINE OPTIMIZATION</p> <ul style="list-style-type: none"> • Understand the TAC’s business objectives, industry, brand guidelines, target audience and budget • Gather TAC data such as branding guidelines and content objectives • Analyse TAC’s current content strategy • Analyse Social Media presence & content (FB/IG) • Analyse current keywords ranking • Analyse current website optimization • Research top 2 competitors rankings for gaps & improvements discovery <p><u>Digital Marketing Strategy Development</u></p> <p>SEARCH ENGINE OPTIMIZATION</p> <ul style="list-style-type: none"> • SEO & Content Objectives • Proposed keywords ranking strategy • Target Audience • Creative Mood board for infographic inspiration • Proposed keywords for content optimization • Tone of voice determination • Content plan for website blog • Process plan detailing timelines & milestones <p><u>Digital Marketing Campaigns</u></p> <p>SEARCH ENGINE OPTIMIZATION 12 months SEO campaign for 10 focus keywords (Google Singapore) with unlimited long-tail keywords ranking potential monthly scope:</p> <ul style="list-style-type: none"> • On-Page SEO Structural Report (Inclusive of implementation) • Google Analytics setup and installation • Google Search Console setup and installation • Google My Business setup • Robots.txt and XML Sitemap optimisation • HTTPS Correction (TAC to purchase SSL cert if not available) • HTTP Status optimisation (ensure no indexed URL is going to a 301,302 or 404) • WWW Resolve optimisation 		Per Report	1	
		Per Month	12	

<ul style="list-style-type: none"> • On-Page SEO Content Report (Inclusive of implementation of up to 4 pages a month) <ul style="list-style-type: none"> • Title optimisation • Meta description & keywords optimisation • Headings optimization (H1 & H2 tags) • Page content edits to include keywords • URL optimisation • Text/HTML Ratio optimisation • Image alt tag optimization • Broken link check and fixing • Off-Page SEO Report <ul style="list-style-type: none"> • Existing backlinks check & optimisation • Quality backlink generation <p>KPI/ROAS</p> <ul style="list-style-type: none"> • SEO: 10% - 100% increase in organic and referral traffic to the website (Estimated organic traffic improvement calculation to be provided upon Project onboarding) <p><u>Digital Assets Creation</u></p> <p>SEARCH ENGINE OPTIMIZATION</p> <ul style="list-style-type: none"> • Maximum of 6 pieces of content (1 every 2 months) • Recommended to alternate between blog article and infographic • 3 x SEO-friendly blog article generation (Months 2, 6 & 10) <ul style="list-style-type: none"> • Max of 1,000 words per article • Articles include industry-specific keywords, content and title ideation based on target audience • Each article includes up to 2 stock images • 3 x infographic generation (Months 4, 8 & 12) <ul style="list-style-type: none"> • Max of 6 sections • 1 Section: Header & Footer of infographic • 5 Sections: Based on content from existing blog articles or TAC-provided whitepapers or briefs <p><u>Review & Recommendations</u></p>		<p>Per Digital Asset</p> <p>Per Report</p>	<p>6</p> <p>12</p>	
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<p>SEARCH ENGINE OPTIMIZATION MONTHLY REPORT</p> <ul style="list-style-type: none"> • Keyword rankings growth for 10 keywords • Keyword rankings for long-tail keywords • Website traffic growth report • Recommendations <p>QUARTERLY REVIEW</p> <ul style="list-style-type: none"> • Results and progress update • Improvements and recommendations • Plan for the next quarter <p>FINAL PROJECT REPORT</p>		Per Report	4	
4. Training		Per Report	1	
5. Others	NA	NA	NA	NA
			Total (\$\$) :	\$18,900

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.999

[2] SGTech may exercise the option to extend the Eligibility Period for an additional one-year ("Renewal Eligibility Period")

All prices excluding GST.