

## **Digi-TAC Solution Package Schedule for Approved Vendor**

<b>Company &amp; UEN</b>	Cleverly SG Pte Ltd UEN 201734623N
<b>Contact Name, Telephone, Email Address &amp; URL</b>	Ernest Goh Tel: 90678935 Email: <a href="mailto:ernest@cleverly.sg">ernest@cleverly.sg</a> URL: <a href="http://www.cleverly.sg">www.cleverly.sg</a>
<b>Solution Package Name &amp; Version Number [1]</b>	Cleverly's SEO Ranking Package
<b>Brief Description of Solution Package (100 words maximum)</b>	Cleverly's Digital Marketing package is created to help businesses create brand awareness and increase your revenue through digital marketing.
<b>Eligibility Period</b>	21 December 2022 to 20 December 2023
<b>Renewal of Eligibility Period [2]</b>	21 December 2023 to 20 December 2024

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

<b>Item Description</b>	<b>Unit Cost (\$)</b>	<b>Unit</b>	<b>Quantity</b>	<b>Subtotal Price (\$)</b>
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
3. A) Professional Services 12 months of Search Engine Optimisation (SEO) for 10 keywords a. Alignment on TAC current state and profile of customers i. Understanding Client's Business Model, Brand Guidelines, Target Audience & Budget ii. Analysing Client's Current Social Media Presence (Facebook & Instagram) Presence iii. Gathering Client's Social Media Marketing (Facebook & Instagram) Objectives	\$1,000	Months	12	\$12,000

<p>iv. Competitor Analysis</p> <ul style="list-style-type: none"> <li>b. Includes on-page optimisation such as title and meta description updates, sitemap creation, robots.txt update, image alt text and anchor text optimisation</li> <li>c. Includes off-page optimisation of building quality backlinks</li> <li>d. Includes technical recommendations for client to implement through their own technical team</li> <li>e. Includes Google Search Console and Google Analytics monitoring</li> <li>f. Includes monthly report via email and quarterly in-depth analysis</li> </ul>				
<p>3. B) Professional Services 6 pieces of content: 1,000-word article OR infographic with 6 sections (every 2 months)</p> <ul style="list-style-type: none"> <li>a. Articles includes research for industry specific keywords, ideation of content topics and set up of content calendar and ensuring written content is SEO-optimised, with up to 2 stock images included in each article</li> <li>b. Infographics includes research for industry topics and ideation based on provided content such as whitepaper or brief, with custom design based on provided branding guidelines and custom copywriting for a maximum of 6 sections on top of the title and footer sections.</li> <li>c. TAC can choose a mix of content and infographics, with general recommendation being to</li> </ul>	\$1,000	Article	6	\$6,000

release 1 piece of content every 2 months				
4. Training Handover Checklist Documentation Up to 4 Hours Review and recommendations	Inclusive	Inclusive	Inclusive	Inclusive
5. Others	NA	NA	NA	NA
			<b>Total (S\$) :</b>	\$18,000

[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.