

Digi-TAC Solution Package Schedule for Approved Vendor

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Solution Package Name & Version Number [1]	Corsiva Lab – 10 Keywords Search Engine Optimization & Search Engine Marketing Package (3 Months) Package A2
Brief Description of Solution Package (100 words maximum)	Corsiva Lab helps businesses drive awareness, traffic & higher sales on their website with our Digital Marketing Packages. This package offers a 3 months campaign period for Search Engine Optimisation & Search Engine Marketing.
Eligibility Period	17 October 2022 to 16 October 2023
Renewal of Eligibility Period [2]	17 October 2023 to 16 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 Digital Marketing Needs Analysis Search Engine Optimization - Current Keywords Ranking Analysis - Current Website Optimisation Analysis - Competitor Ranking Analysis Search Engine Marketing - Understanding Client's Business Model, Target Audience & Budget - Research on Keyword's Price Range, Search Volume & Competitiveness	\$2,600	Per Month	3	\$7,800

- Identifying Potential Existing Landing Pages for SEM Campaign

Digital Marketing Strategy Development

Search Engine Optimization

- Digital Marketing Objectives
- Target Audience & Persona
- Proposed Keywords Ranking Strategy
- Work Process Plan (Engagement Plan)

Search Engine Marketing

- Digital Marketing Objectives
- Target Audience & Persona
- Keywords Bidding Strategy
- Assignment of Recommended Keywords & Budget to Bidding Strategy
- Work Process Plan (Engagement Plan)

Digital Marketing Campaigns

Search Engine Optimization

3 Months SEO Campaign for 10 Keywords (Google Singapore):

- On Page SEO Structural Report (Inclusive of implementation)
 - Google Analytics Installation
 - Google Search Console Installation
 - Robots.txt and XML Sitemap Optimisation
 - HTTPS Correction
 - HTTP Status Optimisation (301,302,404)
 - WWW Resolve Optimisation
- On Page SEO Content Report (Inclusive of implementation)
 - Meta Title Optimisation
 - Meta Description Optimisation
 - Meta Keywords Optimisation
 - Headings Optimisation
 - Copyediting of Existing Website Content to Include Keywords
 - URL Optimisation
 - Text/HTML Ratio Optimisation

<ul style="list-style-type: none"> - Image Alt Optimisation - Onsite Linking Optimisation - Off Page SEO Optimization <p>Search Engine Marketing Accounts Set Up:</p> <ul style="list-style-type: none"> - Google AdWords Account - Google Analytics Account <ul style="list-style-type: none"> - Event Tracking & Goal Creation - Creation & Integration of Google Tag Manager <ul style="list-style-type: none"> - Google Search Console <p>Installation SEM Campaign Set Up for 3 Months Campaign (Search & Display Ads):</p> <ul style="list-style-type: none"> - Creation of Campaign, Ad Group & Ad Copy <p>SEM Campaign Optimization for 3 Months Campaign:</p> <ul style="list-style-type: none"> - Regular Optimization of SEM Campaigns - Keywords Performance Analysis for all Ad Groups - Budget Optimization for all Campaigns - Re-structuring Ad Copies <p>*Campaign start date will commence 3 weeks from Project Onboarding</p> <p>Digital Assets Creation</p> <p>Search Engine Optimization</p> <ul style="list-style-type: none"> - Creation of Search Engine Friendly Blog Articles or Infographics (3x) - Up to 1000 Words / Blog Article - Up to 6 sections / Infographic <p>Search Engine Marketing</p> <ul style="list-style-type: none"> - Creation of 1 Informative Theme Based Landing Page for SEM Campaigns (Inclusive of Copywriting) <p>Reviews & Recommendations</p> <p>Search Engine Optimization</p> <ul style="list-style-type: none"> - SEO Monthly Growth Report for 10 Keywords - Website Data Analytics Report 				
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<ul style="list-style-type: none"> - Recommendations Report - Final Project Report <p>Search Engine Marketing</p> <ul style="list-style-type: none"> - SEM Monthly Paid Campaign Conversion Report - Website Data Analytics Report - Recommendations Report - Final Project Report 				
<p>4. Training</p> <ul style="list-style-type: none"> - Handover Checklist Upon Project Completion 	Inclusive	Per Training Session	1	Inclusive
<p>5. Others</p>	NA	NA	NA	NA
			Total (\$\$) :	\$7,800

[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.