

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

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<b>Solution Package Name &amp; Version Number [1]</b>	Corsiva Lab – 15 Keywords Search Engine Optimization Package (12 Months) Package B
<b>Brief Description of Solution Package (100 words maximum)</b>	Corsiva Lab helps businesses drive awareness, traffic & higher sales on their website with our Digital Marketing Packages. This package offers a 12 months campaign period for Search Engine Optimisation.
<b>Eligibility Period</b>	17 October 2022 to 16 October 2023
<b>Renewal of Eligibility Period [2]</b>	17 October 2023 to 16 October 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. Professional Services <b>Digital Marketing Needs Analysis</b> - Current Keywords Ranking Analysis - Current Website Optimisation Analysis - Competitor Ranking Analysis  <b>Digital Marketing Strategy Development</b> - Digital Marketing Objectives - Target Audience & Persona - Proposed Keywords Ranking Strategy - Work Process Plan (Engagement Plan)	\$900	Per Month	12	\$10,800

<p><b>Digital Marketing Campaigns</b>  12 Months SEO Campaign for 15 Keywords (Google Singapore):</p> <ul style="list-style-type: none"> <li>- On Page SEO Structural Report (Inclusive of implementation) <ul style="list-style-type: none"> <li>- Google Analytics Installation</li> <li>- Google Search Console Installation</li> <li>- Robots.txt and XML Sitemap Optimisation</li> <li>- HTTPS Correction</li> <li>- HTTP Status Optimisation (301,302,404)</li> <li>- WWW Resolve Optimisation</li> </ul> </li> <li>- On Page SEO Content Report (Inclusive of implementation) <ul style="list-style-type: none"> <li>- Meta Title Optimisation</li> <li>- Meta Description Optimisation</li> <li>- Meta Keywords Optimisation</li> <li>- Headings Optimisation</li> <li>- Copyediting of Existing Website Content to Include Keywords</li> <li>- URL Optimisation</li> <li>- Text/HTML Ratio Optimisation</li> <li>- Image Alt Optimisation</li> <li>- Onsite Linking Optimisation</li> </ul> </li> <li>- Off Page SEO Optimization</li> </ul> <p>*Campaign start date will commence 3 weeks from Project Onboarding</p> <p><b>Digital Assets Creation</b></p> <ul style="list-style-type: none"> <li>- Creation of Search Engine Friendly Blog Articles or Infographics (6x)</li> <li>- Up to 1000 Words / Blog Article</li> <li>- Up to 6 sections / Infographic</li> </ul> <p><b>Reviews &amp; Recommendations</b></p> <ul style="list-style-type: none"> <li>- SEO Monthly Growth Report for 15 Keywords</li> <li>- Website Data Analytics Report</li> <li>- Recommendations Report</li> <li>- Final Project Report</li> </ul>				
<p>4. Training</p> <ul style="list-style-type: none"> <li>- Handover Checklist Upon Project Completion</li> </ul>	<p>Inclusive</p>	<p>Per Training Session</p>	<p>1</p>	<p>Inclusive</p>

5. Others	NA	NA	NA	NA
			<b>Total (S\$):</b>	\$10,800

[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.