

Digi-TAC Solution Package Schedule for Approved Vendor

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Solution Package Name & Version Number [1]	Creative Digital Marketing Package – SEO 12 months
Brief Description of Solution Package (100 words maximum)	<p>Creative Digital Marketing Package includes 12 months SEO with needs analysis, on page and off page optimisation. These powerful tools will enable websites to be better optimised and ranked according to the keywords.</p> <p>With internet being the main source of research, it is important that the information can be seen at where users are searching and leading them to the right source.</p> <p>Creative Digital Marketing package can help organisation to achieve this efficiently and organisations will be exposed to more online awareness via Google organic listing. Users can reach out to these organisations & associations easily and accurately.</p>
Eligibility Period	17 February 2023 to 16 February 2024
Renewal of Eligibility Period [2]	17 February 2024 to 16 February 2025

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

Item Description	Unit Cost (S\$)	Unit	Quantity	Subtotal Price (S\$)
1. Software NA	NA	NA	NA	NA
2. Hardware NA	NA	NA	NA	NA
3. Professional Services Digital Marketing Needs Analysis	NA	NA	12 months	\$12,800

<p>Keyword research, volume analysis, PPC, price range & competitiveness. Competitor ranking analysis.</p> <p>Perform in depth website health check analysis: For broken links, presence of H1, H2, H3 tag, robots.txt update, title, meta tag, website content, URL directing, website mobile responsive.</p> <p>Understanding client's business model, guidelines, target audience & budget.</p> <p>Identifying potential existing landing pages.</p> <p>Analyse social media presence (FB & IG) & objectives.</p> <p>Digital Marketing Strategy Development Digital marketing objectives, target audience & persona and proposed keywords.</p> <p>Strategy & recommendation with achievable milestones.</p> <p>Digital Marketing Campaigns Search Engine Optimization - up to 15 keywords (12 months campaign)</p> <ul style="list-style-type: none"> • On Page optimisation such as Meta Title, meta description updates. H1, H2, H3 Tags. Sitemap creation, robots.txt updates, image alt text, anchor text optimisation. • Off page optimisation of building quality backlinks. • Includes Google Search Console & Analytic monitoring. • Includes monthly ranking report via email and quarterly analysis to ensure achieving the KPI and objective. 				
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<p>Up to 6 pieces of content: 1,000-word article OR infographic with 6 sections (every 2 months). Choice of content and infographics.</p> <p>To release 1 piece of content every 2 months.</p> <p>Inclusive of up to free 4 stock images for each articles.</p> <p>Inclusive of 1 time campaign setup</p> <p>Review and recommendation:</p> <p>Monthly Ranking Report summary Final Project Report with Analytic and Recommendations</p> <p>KPI: SEO: Guarantee 60% keywords after 6 months to be in top 20 ranking. Estimated at least 10 to 30% increase in traffic and/or enquiries.</p>				
<p>4. Training Handover checklist and Reviews final report - up to 1 hour</p>	Inclusive	Inclusive	Inclusive	Inclusive
<p>5. Others NA</p>	NA	NA	NA	NA
			Total (S\$) :	\$12,800

[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.