

## Digi-TAC Solution Package Schedule for Approved Vendor

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<b>Solution Package Name &amp; Version Number [1]</b>	Package B – 12 months Search Engine Optimisation for greater visibility
<b>Brief Description of Solution Package (100 words maximum)</b>	This package consists of SEO service for 10 keywords over a period of 12 months. Includes 6 pieces of content, either a 1,000 words article or infographics, from ideation to execution. Website will be connected to Google Analytics and Google Search Console to track organic traffic data.
<b>Eligibility Period</b>	11 November 2022 to 10 November 2023
<b>Renewal of Eligibility Period [2]</b>	11 November 2023 to 10 November 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 12 months of Search Engine Optimisation (SEO) for 10 keywords <ul style="list-style-type: none"> <li>a. Alignment on TAC current state and profile of customers <ul style="list-style-type: none"> <li>i. Understanding Client's Business Model, Brand Guidelines, Target Audience &amp; Budget</li> <li>ii. Analysing Client's Current Social Media Presence (Facebook</li> </ul> </li> </ul>	NA	NA	12 months	\$15,000

<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>&amp; Instagram)</li> <li>Presence</li> <li>iii. Gathering Client's Social Media Marketing (Facebook &amp; Instagram) Objectives</li> <li>iv. Competitor Analysis</li> </ul> </li> <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> </li> <li>- 6 pieces of content: 1,000-word article OR infographic with 6 sections (every 2 months) <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</li> </ul> </li> </ul>				
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of 6 sections on top of the title and footer sections. c. TAC can choose a mix of content and infographics, with general recommendation being to release 1 piece of content every 2 months				
4. Training Up to 2 hours training at client's or OOm office, or via google meet video conference	Inclusive	Inclusive	Inclusive	Inclusive
5. Others	NA	NA	NA	NA
			<b>Total (S\$) :</b>	\$15,000

[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.