



## Snap Gen Digital

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# TAX INVOICE

# : INV-000002  
Invoice Date : 02 Oct 2025  
Terms : Custom  
Due Date : 10 Oct 2025  
P.O.# : INV-000002

### Bill To

**Ruhan College Pte. Ltd**

Subject :

Payments to be made for work to start

#	Item & Description	Qty	Rate	Amount
1	<b>50% Deposit - Template Website Package</b> <ul style="list-style-type: none"><li>- 28 website pages (Including Home, About Us, Blog, Contact Us)</li><li>- Website built using a premium, professionally designed template</li><li>- Stock images integrated to match branding and design</li><li>- Editable sections: Client can update text and images without coding knowledge</li><li>- Mobile responsive &amp; cross-browser compatible design</li><li>- Fast loading speed optimization (template adjustments, caching, compression)</li></ul> <p>Basic SEO Setup:</p> <ul style="list-style-type: none"><li>- Semantic code structure for crawlability</li><li>- Optimized URL structure- Image alt text &amp; compression</li><li>- Meta titles &amp; descriptions (client to provide, or available via Keyword Research Package)</li><li>- SSL setup (HTTPS ready)</li><li>- XML sitemap &amp; robots.txt setup</li><li>- Analytics &amp; Blog</li><li>- Blog page setup (blank, ready for publishing — articles not included)</li><li>- Google Analytics &amp; Google Search Console integration</li></ul> <p>Exclusions / Client Responsibilities:</p> <ul style="list-style-type: none"><li>- Domain, hosting, server, SSL certificates, and email setup costs</li><li>- Ongoing plugin costs (if template or functionality requires paid plugins)</li><li>- All website content (unless content creation is purchased separately)</li><li>- Provide all key points &amp; messaging for each page</li><li>- Purchase Keyword Research Package if keyword-optimized SEO metadata is required</li></ul>	0.50	4,200.00	2,100.00
2	<b>50% Deposit - Keyword Analysis Package</b> <ul style="list-style-type: none"><li>- 1-hour discovery meeting with client to understand the business and discover keywords customers are likely to use- Keyword research including monthly search volumes and trends</li><li>- On-page SEO guidelines (basic, non-technical) provided for client's web developer</li><li>- 2 keyword-optimised meta title options (under 60 characters)</li><li>- 2 keyword-optimised meta description options (under 160 characters)</li><li>- Guidelines for writing H1 and H2 headings</li><li>- Guidelines for weaving keywords naturally into website content</li><li>- FULL REFUND GUARANTEE IF CLIENT DOESN'T RANK ON THE FIRST PAGE OF GOOGLE WITHIN 3 MONTHS AFTER WEBSITE IS COMPLETE</li></ul> <p>Bonus: 2 advanced SEO tips most marketing "professionals" don't know about</p> <p>Turnaround time: 3 days</p>	0.50	1,600.00	800.00
3	<b>Social Media Setup Package</b> <p>Meta Setup (Facebook + Instagram Linked):</p> <ul style="list-style-type: none"><li>- Creation or optimization of Facebook business page and Instagram account</li><li>- Linking accounts via Meta Business Suite for unified management</li></ul>	1.00	800.00	800.00

#	Item & Description	Qty	Rate	Amount
	<div><div><div>- Profile and cover photo setup</div><div>- Bio, business information, and contact details configured</div><div>- Call-to-action buttons added (e.g., WhatsApp, website, email)</div><div>- Basic account settings configured for visibility, messaging, and discoverability</div></div><div>TikTok Account Setup:<div><div>- Creation of TikTok account (or optimization if account exists)</div><div>- Profile photo and bio setup according to brand guidelines</div><div>- Account linking (if applicable, e.g., website or other social handles)</div><div>- Basic account settings configured for privacy and discoverability</div></div></div><div>YouTube Channel Setup:<div><div>- Creation or optimization of YouTube channel</div><div>- Channel logo and banner design and upload</div><div>- Channel description, business details, and contact information configured</div><div>- Custom links and call-to-actions added to banner (e.g. website, email, socials)</div><div>- Channel settings optimized for visibility, discoverability, and audience engagement</div></div></div><div>Turnaround Time: 2 Days</div></div>			
4	<div><div>Monthly Social Media Support Package</div><div><div>- 2x videos up to 1 minute long</div><div>- 2x 5-page infographics</div><div>- Includes scripting, planning, shooting and editing</div><div>- Shot on professional camera in 4k</div><div>- Subtitles included</div><div>- Simple Graphics</div><div>- Final Video Delivered in 1080p</div><div>- Max 2 revisions</div></div></div>	1.00	1,500.00	1,500.00
<div><div>Total In Words</div><div><b><i>Five Thousand Two Hundred</i></b></div></div>		<div><div>Sub Total</div><div>5,200.00</div><div>Total</div><div>SGD5,200.00</div><div>Balance Due</div><div>SGD5,200.00</div></div>		
<div>Notes</div> <div>Thanks for your business.</div> <div>Terms &amp; Conditions</div> <div>Payment Instructions:</div> <div>PayNow to +65 9423 6920 Or bank transfer to 0122792416</div> <div>Terms &amp; Conditions:</div> <div><div>1. A 50% non-refundable deposit is required upfront before any work commences.</div><div>2. The balance payment is due upon completion and prior to delivery of the final materials.</div><div>3. For support/retainer packages, full payment must be made upfront before any work commences.</div><div>4. If the client cancels the project midway, all deposits and payments made remain non-refundable.</div><div>5. All other terms and conditions apply as stated in our Service Agreement (if applicable) and this Invoice.</div><div>6. Any terms, conditions, or obligations not expressly stated in this Invoice shall not apply.</div></div>				