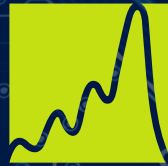


# Synopsys Corporate Blog

*Exhibits (A, B, D)*

**SYNOPSYS®**



The  
**Hoffman**  
Agency

Hermes Creative Awards  
119. Blog Overall

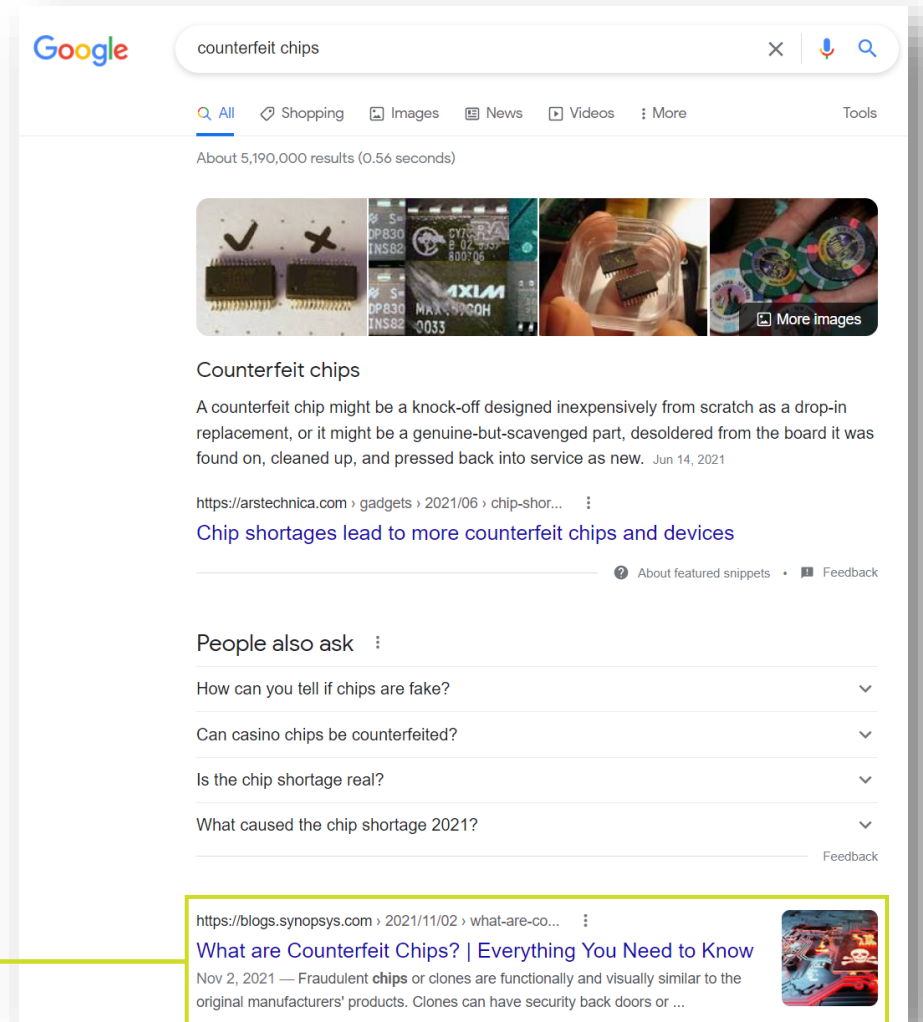
The **story** is always there ▀

# Blog Post & On-Page SEO Elements (Exhibit A)

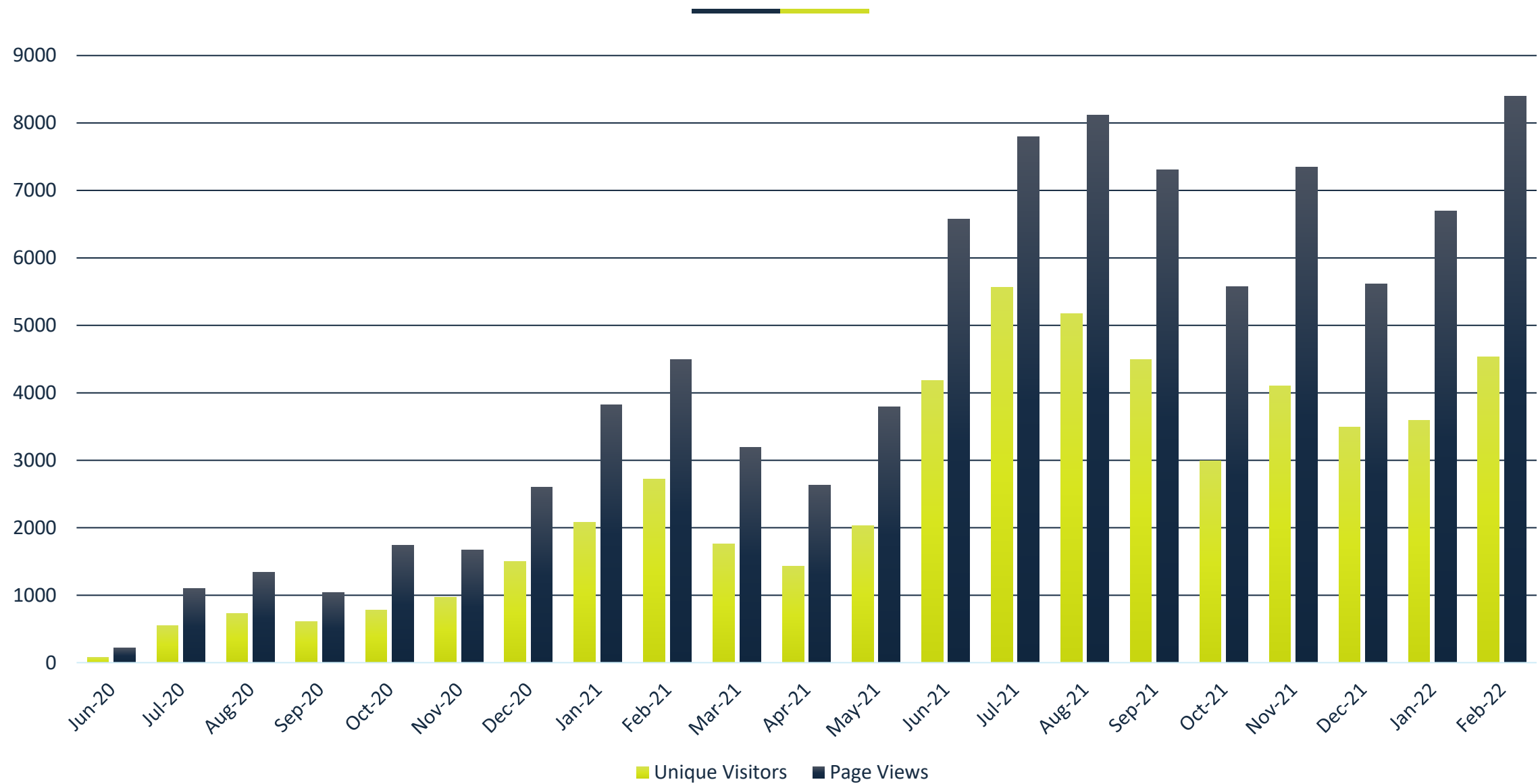


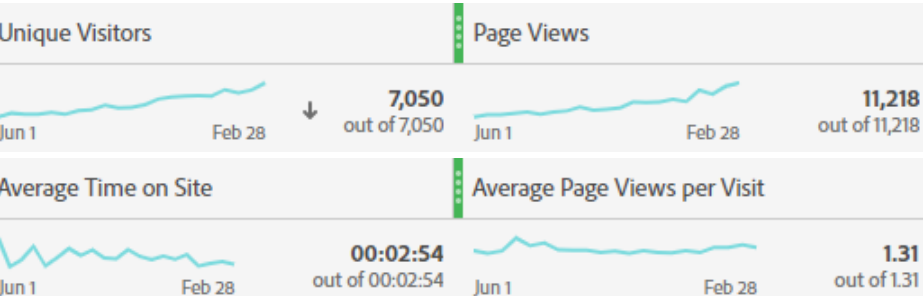
## SEO Elements

- Meta Title
  - ▶ What are Counterfeit Chips? | Everything You Need to Know
- Meta Description
  - ▶ We explain the world of counterfeit chips, including types of fake chips, chip design techniques to prevent counterfeiting, and the global forces at play.
- URL Slug
  - ▶ /what-are-counterfeit-chips/
- Image Attributes
  - ▶ Alt Text: counterfeit chip security
  - ▶ Title: SoC security



# Blog Visitors and Page Views (Exhibit B)





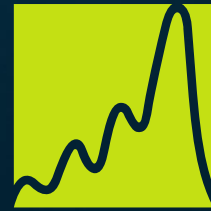
KF Company Name	
Page: 1 / 67 > Rows: 25 1-25 of 1,675	
1. Facebook, Inc	13. Netskope, Inc
2. Intel Corporation	14. Palo Alto Networks, Inc
3. Meta Platforms, Inc	15. MediaTek, Inc
4. Samsung Electronics Company, Ltd	16. Cisco Systems, Inc
5. Bharti Enterprises, Ltd	17. Alibaba Group Holding, Ltd
6. Cadence Design Systems, Inc	18. The Hoffman Agency
7. Siemens, AG	19. Socionext Inc.
8. NVIDIA Corporation	20. Arm, Ltd
9. Advanced Micro Devices, Inc	21. eClerx
10. Mentor Graphics	22. Micron Technology, Inc
11. Xilinx, Inc	23. Texas Instruments, Inc
12. Ministry of Education, Republic of China	24. Reliance Industries, Ltd
	25. Apple, Inc

That's us!

# Blog Visitors (Exhibit D)

- Screenshots taken from Adobe Analytics

**SYNOPSIS<sup>®</sup>**



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**Hoffman**  
Agency