Synopsys Corporate Blog

Exhibits (A, B, D)

SYNOPSYS®

The Hoffman Agency

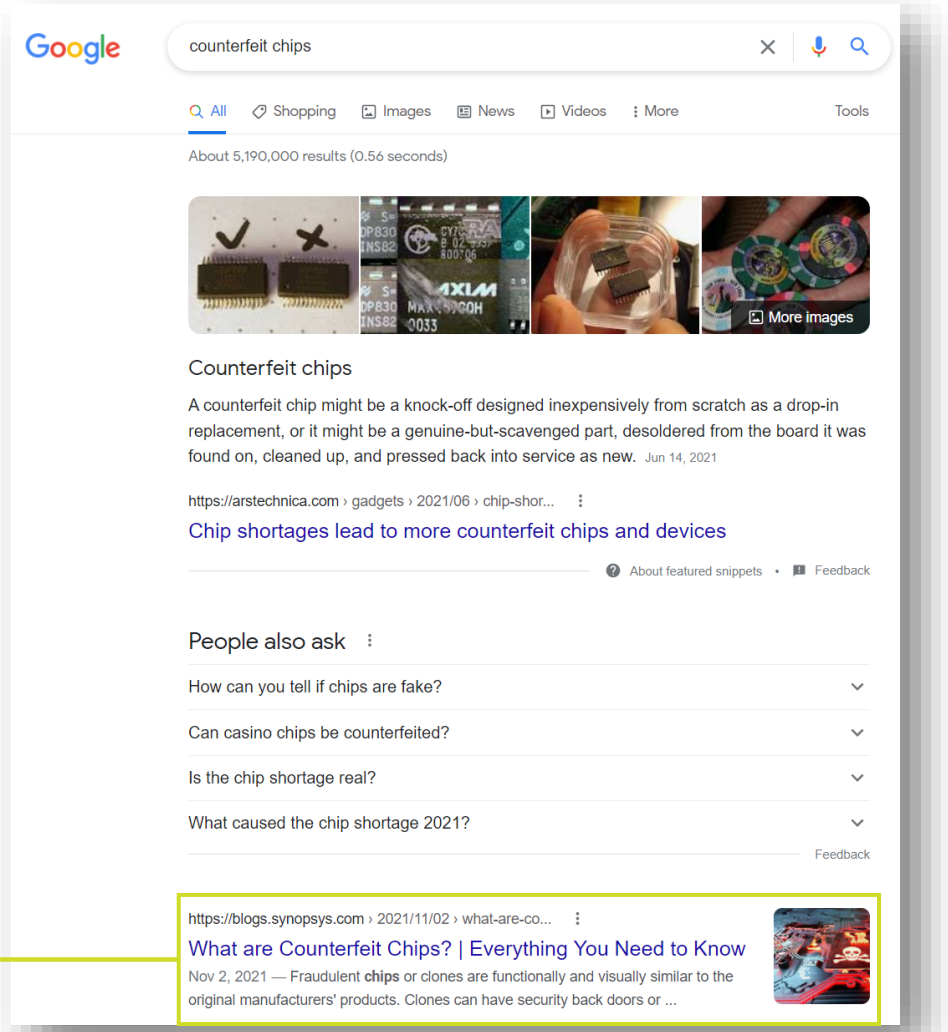
Hermes Creative Awards
119. Blog Overall

The story is always there

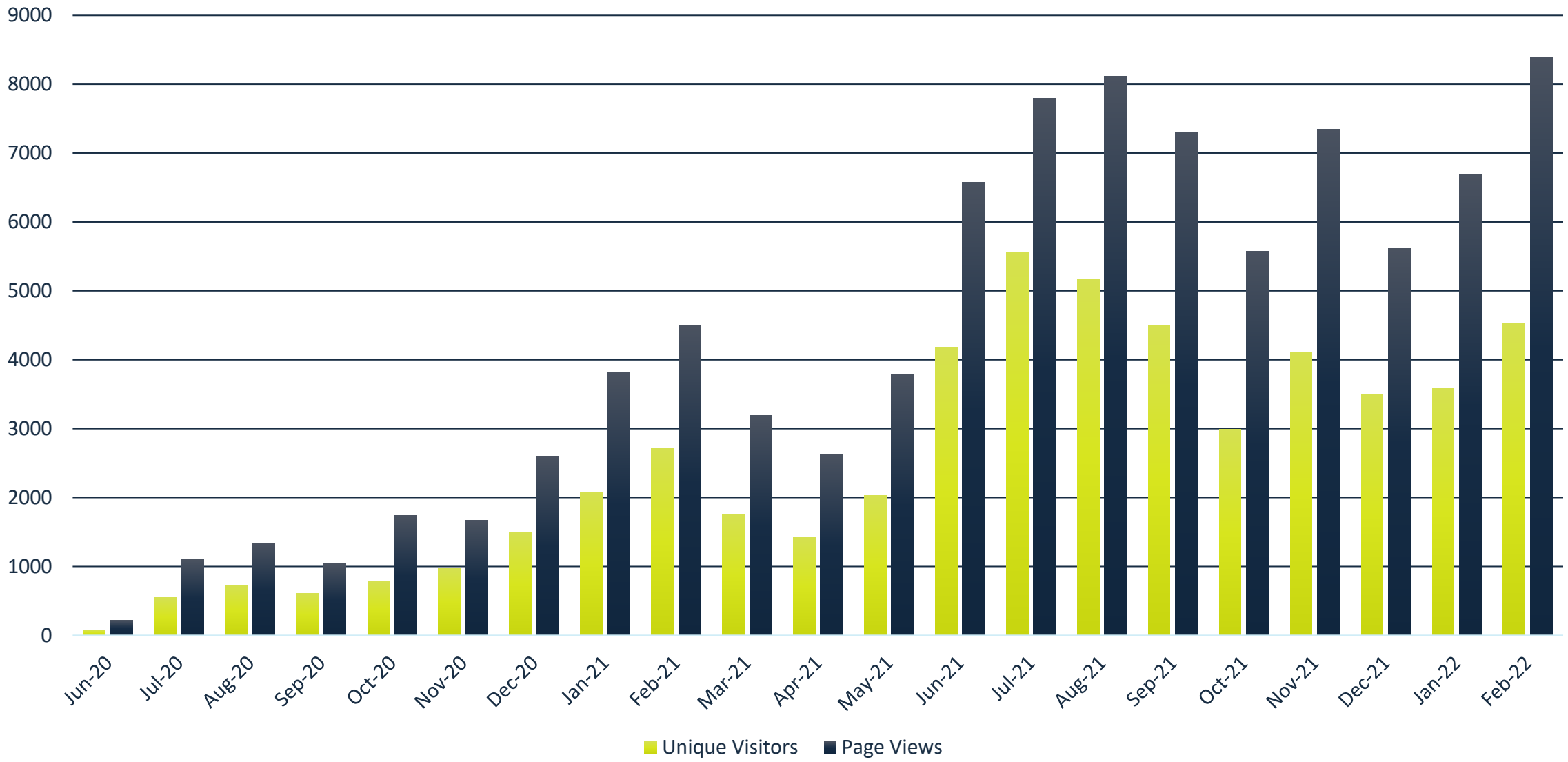
Blog Post & On-Page SEO Elements (Exhibit A)

SEO Elements

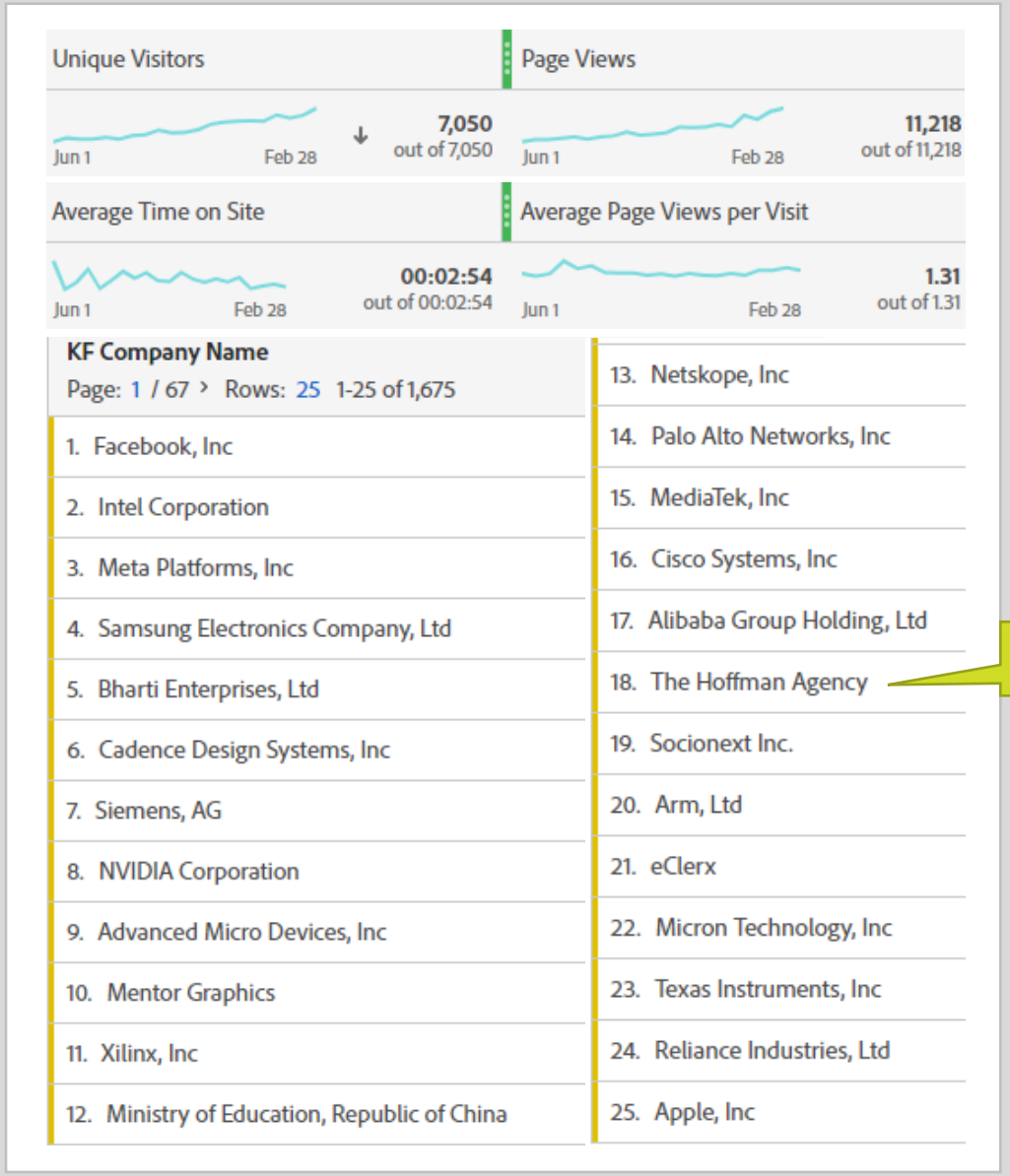
- Meta Title
  - What are Counterfeit Chips? | Everything You Need to Know
- Meta Description
  - We explain the world of counterfeit chips, including types of fake chips, chip design techniques to prevent counterfeiting, and the global forces at play.
- URL Slug
  - /what-are-counterfeit-chips/
- Image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



Blog Visitors and Page Views (Exhibit B)



Blog Visitors (Exhibit D)



That's us!

- Screenshots taken from Adobe Analytics

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