

Company	LEADING SOLUTION PTE. LTD.
Digital Solution Name & Version Number¹	DM LEADING SOLUTION DIGITAL MARKETING PACKAGES - Package 1 - SEO & Content Marketing [Standard] - 4 Months
Appointment Period	30 January 2025 to 29 January 2026
Extended Appointment Period²	30 January 2026 to 29 January 2027

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not applicable to Digital Marketing Packages		NA	0.00		
2) Hardware Not applicable to Digital Marketing Packages		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis - Company Analysis - Competitor Research - Keyword Research		per set up	1.00		
Digital Marketing Strategy Development: Digital Marketing Report - Digital Marketing Objectives - KPIs - Target audience - Brand angle & positioning - Keyword research & ranking strategy		per set up	1.00		
Digital Marketing Campaigns - Technical Set-up & Audit 1) SSL Security Set-Up (SSL) 2) Creation & Updating XML sitemap 3) Robotx.txt creation and update 4) Website Indexing with Google Tools 5) 301s, 302s and 404s improvements 5) Google Analytics and Google Search Control Set-up		per set up	1.00		
Digital Marketing Campaigns (SEO) (4 months): 1) Up to 30 keywords (recommended 3-5 pages) 2) On-page SEO analysis and updates (Meta-title, description, title, headers, keyword density optimisation, image alt text optimisation) 3) Off-page SEO (link-building) 4) Content/blog/articles optimisation 5) Local SEO creation/update (Google My Business Listing Optimisation, includes Google Maps) [KPI/ROAS] - minimum 10% keywords in top 10 results or page 1		per set up	1.00		
Digital Assets Creation (SEO): 1) 1X1000 words article to be published on client's own website 2) Researched with targeted keywords for each article (SEO-optimised) Includes stock images or client's custom requested images.		per set up	1.00		
Digital Marketing Campaigns (Content Marketing & Paid Media Distribution): 1) Media distribution (distribute across sites relevant to client's niche) [KPI/ROAS] - 50-200% OR 8-15 new leads per month (depending on client's industry and products or services)		per set up	1.00		
Digital Assets Creation (Content Marketing): Premium article created (above) for clients for content marketing and PR		per set up	1.00		

Review and recommendation: Monthly performance review with recommendation and discussion if needed.	per set up	4.00		
Review and recommendation: Final Project Report	per set up	1.00		
Development and integration of leads management processes with existing business processes	per set up	1.00		
4) Training 1) Handover, 1x training session 2) SEO handbook and guidelines	per set up	1.00		
5) Others Not applicable to Digital Marketing Packages	NA	0.00		
Total			\$ 6,000.00	\$ 6,000.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

* Qualifying cost refers to the supportable cost to be co-funded under the grant