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| Company | Business Thrust Pte Ltd |
| Digital Solution Name & Version Number¹ | DM Business Thrust Digital Marketing Packages Version DM01 - Package 1 - SEO+SEM (6 months) |
| Appointment Period | 08 June 2023 to 07 June 2024 |
| Extended Appointment Period² | 08 June 2024 to 07 June 2025 |

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

| Cost Item | Unit Cost (\$) | Unit | Quantity | Subtotal (\$) | Qualifying Cost* (\$) |
|--|----------------|--------------|----------|---------------|-----------------------|
| 1) Software Not Applicable | | per user | 1.00 | | |
| 2) Hardware Not Applicable | | | | | |
| 3) Professional Services Digital Marketing Needs Analysis Search Engine Optimisation (SEO) - x1 to 5 Keywords Research and Ranking Analysis - x1 Needs Analysis - x1 Technical Audit and Analysis - x1 to 3 Competitor Ranking Analysis | | Per campaign | 1.00 | | |
| Search Engine Marketing (SEM) - Understanding Business Model and Target Audience - Budget for Keywords, Search Volume and Competitiveness - Reviewing of any existing landing page | | Per Set-up | 1.00 | | |
| Digital Marketing Strategy Development Digital Market Strategy Report Search Engine Optimisation (SEO) - Digital Marketing Objectives - Target Audience and Product Positioning - Proposed Keywords and Current Ranking - Process Plan | | Per report | 6.00 | | |
| Search Engine Marketing (SEM) - Digital Marketing Objectives - Target Audience & Positioning - Recommended Keywords & Budget for Bidding Strategy - Process Plan | | Per Report | 6.00 | | |
| Digital Marketing Campaigns Search Engine Optimisation (SEO) Deliverables: 6 Months SEO 15 Keywords Service INCLUDES: 1. Dedicated Project Coordinator 2. Access to SEO Consultation 3. 1 to 5x Keywords Research, Keywords Proposal, Keywords Mapping 4. 1x Current Website Optimisation Analysis 5. 1 to 3x Competitor Ranking Analysis | | Per Month | 6.00 | | |
| On-Page Recommendation (1 set) - Meta Data Optimisation (Meta Title Optimisation, Meta Description Optimisation, Meta Keywords Optimisation) - Headings Optimisation - Images Optimisation - Content Optimisation - 1x Sitemap.xml Installation - 1x Robots.txt - 1x Google Search Console Installation - HTTP Status Optimisation (301, 302, 404) - HTTPS Correction | | Per Month | 6.00 | | |

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| <p>Website and Technical Pre-Audit x1</p> <ul style="list-style-type: none"> - Crawl Error- Broken Links (4xx pages) - Page Indexing - Mobile Responsive - Desktop Speed - Mobile Speed - URL Anomalies - Uptime Robot (Server Downtime) Audit - Disavow of Backlinks (Spam links) - Sitemap.xml Reference | Per Month | 6.00 | | |
| <p>On-Page Content</p> <ul style="list-style-type: none"> - Editing of Existing Website Content with keywords - 3 - 7x On-page Content Writing - URL Optimisation - Text/HTML Ratio Optimisation - Onsite Linking Optimisation - Image Alt Optimisation | Per Campaign | 1.00 | | |
| <p>SEO Monthly Monitoring</p> <ul style="list-style-type: none"> - SEO Monthly Report | Per Report | 6.00 | | |
| <p>SEO Quarterly Servicing / Review</p> <ul style="list-style-type: none"> - Quarterly Campaign Review - Quarterly Audit and Recommendation - Website and Technical Audit - URL Parameters - Pages Redirection Analysis - Google Search Console - Doctype and Language Declaration - Duplicate Titles - Duplicate Descriptions - Missing View Port Tag - Duplicate Headers - Missing Headers - Missing Canonicalisation Tags - Low Word Count - Robots.txt Blocking Crawlers - Encoding not Declared - Missing Robots.txt | Per Campaign | 1.00 | | |
| <p>Search Engine Marketing (SEM) Deliverables: 6 Months Google Search Network (GSN) Campaign INCLUDES:</p> <ol style="list-style-type: none"> 1. Account Setup <ul style="list-style-type: none"> - Google AdWords Account - Google My Business (GMB) Account - Google Tag Manager (GTM) Creation & Implementation - Google Search Console Installation - Event Tracking & Testing (if applicable) via GTM - Google Analytics (GA) Creation & Installation - 1 to 3 Event Tracking & Goal Creation (if applicable) in GA - Google Ads and Analytics linking 2. Campaign Setup <ul style="list-style-type: none"> - 1 to 3 Ad Groups Setup - 2 to 3 Ad Copies per Ad Group - Budget Division and Bid Setup - Keywords & Competitors Research - Text Ads Creation 3. Optimisation <ul style="list-style-type: none"> - Systematic Optimisation - Keywords Review Monthly for all Ad Groups - No. of Clicks Review - Restructuring of Ad Copies | Per month | 6.00 | | |

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|--|--|------------------|--------------|--------------|
| <p>KPIs - SEO: 10% - 30% of Keywords to rank on Page 1 at 6 months. Organic Traffic: 30 - 50% increase in 6 months</p> <p>(Exact KPI guarantee to be provided upon keywords confirmation)</p> <p>- SEM: Target Click Through Rate (CTR) of 2 - 5% ROAS guarantee of between 1.2x to 2x depending on industry, product/service, offerings</p> <p>(Estimated ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 2x depending on industry, product/service, offer)</p> | | | | |
| <p>Digital Assets Creation Search Engine Optimisation (SEO)</p> <p>x2 to 6 SEO Targeted Blog Article Creation (350 to 500 words each) 1x Google Webmaster Setup + Optimisation 1x SEO Google Analytics Setup + Optimisation 1x SEO Google My Business Setup + Optimisation 1x SEO Website technical optimisation 1x SEO Website content optimisation 2 to 7x SEO Website SEO target page creation 1x SEO blog writing 1x SEO Backlink creations</p> | | Per Campaign | 1.00 | |
| <p>Search Engine Marketing (SEM)</p> <p>SEM Landing Page Creation (includes Copywriting between 350 to 500 words) 1 Set of Campaign Search Ad Writeup 1 Set of Display Ad Writeup 1x Landing Page Creation 1x Google Analytics Setup + Optimisation 1x Google AdWords Setup + Optimisation 1x Google My Business Setup + Optimisation</p> | | Per Landing Page | 1.00 | |
| <p>Review and Recommendations Search Engine Optimisation (SEO) Monthly Report and Review - Keywords Ranking</p> | | per month | 6.00 | |
| <p>Search Engine Marketing (SEM) - Monthly Paid Campaign Report (inclusive of no. of clicks, impressions and cost) - Website Data Analytics Report</p> | | per month | 6.00 | |
| <p>4) Training Handover Checklist Documentation</p> | | per campaign | 1.00 | |
| <p>5) Others Not Applicable</p> | | | | |
| | | Total | \$ 10,000.00 | \$ 10,000.00 |

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