

Company	Outrankco Pte Ltd
Digital Solution Name & Version Number¹	DM Outrankco Digital Marketing Packages Version 1 - Package 3 - SEO + SEM Packages - Specialized (6 months)
Appointment Period	02 March 2023 to 01 March 2024
Extended Appointment Period²	02 March 2024 to 01 March 2025

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		per setup	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Company Analysis - Competitors Analysis - Website Audit & Assessment		per report	1.00		
Digital Marketing Strategy Development SEO & SEM Campaign Strategy Proposal Detailing: - Observations & Focus - Keyword Research & Analysis - Strategies - Scope Of Work - Timeline & Deliverables		per report	1.00		
Digital Marketing Campaigns (SEO) Setup For SEO Campaign - SSL Security On Website (HTTPS) - Updating/Creation of XML Sitemap - Submission Of Sitemap - Setup Conversion Tracking - Setup Keyword Rank Tracker - Creation Of Google Accounts: Google Analytics, Google Search Console, Google Tag Manager		per setup	1.00		
Scope Of Work - 6 months SEO campaign - Up To 24 Keywords - On-Page Optimization - Off-Page Optimization (With Link Building) - Technical Optimization - Content Creation & Optimization - Call-To-Action Optimization - Google Business Profile Optimization - Does not include advertising costs		per month	6.00		
KPI - Minimum 20% Keywords In Page 1					
Digital Marketing Campaigns (SEM) Setup - Creation Of Google Ad Account - Linking To Google Analytics - Setup Conversion Tracking		per setup	1.00		

<p>Scope Of Work</p> <ul style="list-style-type: none"> - 6 months SEM campaign - Number Of Campaigns: Up To 3 - Ad Copywriting and Optimization - Keyword Optimization - Building Of Negative Keyword List - Ad Devices & Scheduling Optimization - Demographic & Location Targeting - A/B Testing - Quality Score Optimization - Conversion Tracking - Optimization/Creation Of Landing Page(s) - Monthly Keywords & Ads Optimization - Does not include advertising costs <p>KPI</p> <p>ROAS: 150% - 200% (Depend On Niche & Industry)</p> <p>Leads: 15% increase (Depend On Niche, Industry & Ad Spend)</p> <p>Campaign Support: Dedicated Digital Strategist</p> <p>Contactable Via WhatsApp, Mobile Number, Email</p> <p>Digital Assets Creation (SEO)</p> <ul style="list-style-type: none"> - Optimization Of Content, Meta Title & Meta Description, Header Tags, Images (At least 10, Up To 15 Pages) - Creation Of Business Citation (At Least 30, Up To 40) - 12 GBP Post With Optimized Images <p>Digital Assets Creation (SEM)</p> <ul style="list-style-type: none"> - Dedicated Landing Page(s) With Optimized Content (At Least 1, Up To 3) <p>Review and recommendation</p> <ul style="list-style-type: none"> - Monthly SEO & SEM Performance Report With Observation & Recommendation <p>Final Report (End Of Campaign)</p>					
		per month	6.00		
		per setup	1.00		
		per setup	1.00		
		per setup	1.00		
		per month	1.00		
		per report	1.00		
4) Training Handover		per report	1.00		
5) Others Not Applicable					
Total				\$	10,700.00
				\$	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