

Company	ROGUE DIGITAL PTE. LTD.
Digital Solution Name & Version Number¹	DM Rogue Digital Marketing Packages - Package 4 - SEO + Content Marketing [6 months]
Appointment Period	05 October 2023 to 04 October 2024
Extended Appointment Period²	05 October 2024 to 04 October 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Software Not applicable to Digital Marketing Packages		per report	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Keyword Research & Analysis - Competitor Analysis		per report	1.00		
Digital Marketing Strategy Development - Target Audience & Brand Positioning - Analysis & Strategic Planning		per report	1.00		
Digital Marketing Campaigns		NA	1.00		
1. Search Engine Optimisation (SEO) x 6 Months - SEO Keywords x 55 (Includes: Search Volume Analysis & Keyword Recommendations) KPI: Minimum 10% of Keywords on Page 1 of Google Singapore after 6 months - Google My Business Optimisation - Search Console Set Up - Google Analytics 4 Set Up On Page SEO - Content & Website URL Analysis - Focus Keyword & Mapping - Image ALT Optimisation - Page Redirect Analysis - Crawl Error Status - Error Pages Analysis - No Index Directives - URL Structure Analysis - Backlink Analysis - Speed Analysis - Meta Data - NAP Data Off Page SEO - High Quality Backlinks - Competitor Analysis - Toxic Link Analysis		per month	6.00		
AND		NA	1.00		
2. Content Marketing x 6 Months - Content Strategy & Planning - Content Titles & Keyword Research KPI: Website Traffic: 5% to 30% Increase in 6 months Leads: 5% to 30% Increase in 6 months		per month	6.00		
Digital Assets Creation		NA	1.00		
Search Engine Optimisation (SEO)		NA	1.00		
SEO Optimised Website Meta Tags x 20 Pages (Includes: SEO Focused Keyword, Meta Titles & Descriptions)		per unit	20.00		

Content Marketing	NA	1.00		
- SEO Optimised Blog Articles x 12 (Includes: SEO Focused Keyword, Stock Images & Editorial)	per unit	12.00		
Review and recommendation - Monthly Ranking Report & Review	per report	1.00		
4) Training Training - Handover	per setup	1.00		
5) Others Not Applicable				
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