

Company	SEOciety Pte Ltd
Digital Solution Name & Version Number¹	DM SEOciety Digital Marketing - Package 2 - Chinese SEO (30 Keywords) + SEM (6 months)
Appointment Period	15 June 2023 to 14 June 2024
Extended Appointment Period²	15 June 2024 to 14 June 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	1.00		
2) Hardware NA		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis - Needs Analysis - Keyword Research and analysis - Technical Audit and Analysis - Competitor Analysis		Per Setup	1.00		
Digital Marketing Strategy Development - Digital Marketing Strategy Development Report		500	1.00		
Digital Marketing Campaigns SEARCH ENGINE OPTIMISATION (SEO) 6 months SEO Service with 30 Chinese Keywords Deliverables: Include 1. Dedicated Project Coordinator 2. Monthly access to SEO consultation (Usual rate: \$120/hr) 3. Keywords research, Keywords proposal, Keywords mapping 4. On-Page SEO Recommendation - Meta Data Optimisation - Image Optimisation - Content Optimisation - Sitemap.xml Installation - Robots.txt - Google Search Console Set up and Installation		Per Month	6.00		
Digital Marketing Campaigns SEARCH ENGINE OPTIMISATION (SEO) 6 months SEO Service with 30 Chinese Keywords Deliverables: Include 5. On-Page SEO Implementation (either implemented by SEOciety and/or Client's IT team) 6. Website and Technical Audit - Broken links - Page Indexing - Mobile Responsiveness - Desktop Speed - Mobile Speed - Uptime Robot (Server Downtime) Audit - Disavow of Backlinks (spam links) - Sitemap.xml Reference 7. SEO Monthly Monitoring - SEO Monthly Reporting		Per Month	6.00		
KPIs: "SEO: Target 30% of Keywords to rank on page 1 of Google within 6 months"					

<p>SEARCH ENGINE MARKETING (SEM) 6 months Google Search Network & Google Display Network Campaigns Include: 1. Account Set Up - Google Ads Account Set Up - Google Tag Manager Creation and Implementation (GTM) - Google Analytics Creation and Installation (GA) - Event Tracking and Testing (if applicable) using GTM - 4-5 Event Tracking and Goal Creation (if applicable) on GA - Google Ads and Analytics linking 2. Campaign Set Up - 2-3 Ad Group Setups - 2-3 Ad Copies per Ad Group - 18-20 Ad Copies - Budget Division and Bid Set Up - Keywords and Competitors Research - Text Ad Creation - Display Ad Creation</p>	Per Month	6.00		
<p>SEARCH ENGINE MARKETING (SEM) 6 months Google Search Network & Google Display Network Campaigns Include: 3. Campaign Management and Optimisation - Testing new Ads/Keywords including A/B Testing (where applicable) - Remove underperforming Ads/Keywords - Conversion Tracking - Overall Campaign Reporting</p>	Per Month	6.00		
<p>KPIs SEM: Target Click Through Rate (CTR) of 2 - 4.5% and ROAS >200% (depending on industry benchmark upon onboarding)</p>				
<p>Digital Assets Creation Creation of 12 articles (300 to 500 words each)</p>	Per Article	12.00		
<p>Digital Assets Creation Creation of 3 image banners for Google Display campaign</p>	Per Banner	3.00		
<p>Digital Assets Creation SEM Landing Page Creation</p>	Per Landing Page	1.00		
<p>Review and recommendation SEO Monthly Report and Review</p>	Per Report	6.00		
<p>Review and recommendation SEM Monthly Report and Review</p>	Per Report	6.00		
<p>Review and recommendation Final Report</p>	Per Report	1.00		
<p>4) Training Training Handover Checklist Documentation</p>	Per Setup	1.00		
<p>5) Others Not Applicable</p>				
Total			\$ 10,490.00	\$ 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