

<b>Company</b>	AII DEVELOP PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM AII DEVELOP Digital Marketing Packages - Package 2 – SEO (6 months) + SEM (3 months)
<b>Appointment Period</b>	19 January 2023 to 18 January 2024
<b>Extended Appointment Period<sup>2</sup></b>	19 January 2024 to 18 January 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software N/A		Per Report	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Campaign 1: Search Engine Optimisation (SEO) • Company Initial Audit • Competitor Analysis • Current Keyword Ranking Assessment		Per Report	1.00		
Digital Marketing Needs Analysis: Campaign 2: Search Engine Marketing (Google Search Ads) • Company Initial Audit • SWOT Analysis • Competitor Analysis • Current Keyword Ranking Assessment • Landing Page Assessment		Per Report	1.00		
Digital Marketing Strategy Development: Campaign 1: Search Engine Optimisation (SEO) • Keyword Research & Analysis • Work Process Plan		Per Report	1.00		
Digital Marketing Strategy Development: Campaign 2: Search Engine Marketing (Google Search Ads) • Identify Marketing Objectives and Goals • Keyword Research and Budget Bidding Strategy • Work Process Plan		Per Report	1.00		
Digital Marketing Campaigns Campaign 1: Search Engine Optimisation (SEO) • 6 months SEO campaign for 15 Keywords, up to 3 Services/Products/Themes (Google Singapore) • Keyword Mapping • Technical SEO Analysis, Audit & Recommendations • Website Content Enhancement • Website Structure Improvement • Internal Link Structuring & Optimization • Image & Hyperlink Optimization • Robots.txt and XML Sitemap Optimisation • Integration of Google Tracking & Analytics Tools • Blogs Creation and Submission • Articles Creation and Submission • Bookmark and Search Engine Submission • Local Directory / Classifieds Submission • Infographics Creation and Submission		Per Month	6.00		
KPI/ROAS: • 10% of Keywords to rank on Page 1 of Google Singapore					

<p>Digital Marketing Campaigns:            Campaign 2: Search Engine Marketing (Google Search Ads)</p> <ul style="list-style-type: none"> <li>• 3 months SEM campaign</li> <li>• Google Ads Account Set Up</li> <li>• Integration of Google Tracking &amp; Analytics Tools</li> <li>• Conversion Tracking Integration</li> <li>• Campaign Structuring Proposal</li> <li>• Recommendation on Landing Page Optimization</li> <li>• Ad Copywriting Proposal</li> <li>• Campaign Budget Allocation</li> <li>• Regular Optimization of Ad Campaigns</li> <li>- Search Terms Analysis</li> <li>- Quality Score Optimizations</li> <li>- Bid Adjustments</li> </ul> <p>KPI/ROAS:            • KPI: 2% - 5% Click-through-rate            • ROAS: 150%-300 % (This will be discussed during the strategy planning session as the number ranges based on product, website and offering)</p> <p>Digital Assets Creation:            Campaign 1: Search Engine Optimisation (SEO)</p> <ul style="list-style-type: none"> <li>• 4 Articles/blogs per month (\$200/article)</li> <li>* Up to 2 Rounds of Changes</li> </ul> <p>Digital Assets Creation:            Campaign 1: Search Engine Optimisation (SEO)</p> <ul style="list-style-type: none"> <li>• 1 Infographic Every Two Months (\$200/infographic)</li> <li>* Up to 2 Rounds of Changes / Artwork</li> </ul> <p>Digital Assets Creation:            Campaign 2: Search Engine Marketing (Google Search Ads)</p> <ul style="list-style-type: none"> <li>• Responsive Search Ad Headline &amp; Description</li> </ul> <p>Review and recommendation:            Campaign 1: Search Engine Optimisation (SEO)</p> <ul style="list-style-type: none"> <li>• Keyword Ranking Report + Live Tracking (3rd Party Tool)</li> <li>• Google Search Console Report</li> <li>• Google Analytics Report</li> </ul> <p>Review and recommendation:            Campaign 2: Search Engine Marketing (Google Search Ads)</p> <ul style="list-style-type: none"> <li>• Post Campaign Meeting</li> <li>• Monthly Performance Report with recommendations</li> </ul>					
		Per Month	3.00		
		Per Month	6.00		
		Per Month	3.00		
		Per Month	3.00		
		Per Month	6.00		
		Per Month	3.00		
4) Training					
Campaign 1: Search Engine Optimisation (SEO) <ul style="list-style-type: none"> <li>• Handover Checklist Documentation</li> </ul>		Per Report	1.00		
Campaign 2: Search Engine Marketing (Google Search Ads) <ul style="list-style-type: none"> <li>• Handover Checklist Documentation</li> </ul>		Per Report	1.00		
5) Others					
Not Applicable					
		<b>Total</b>		\$ 10,650.00	\$ 10,000.00

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

<sup>2</sup> 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