

<b>Company</b>	BEST SEO MARKETING PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Best SEO Digital Marketing Packages Version 1 - Package 3 - SEO/SEM - 3 MONTHS
<b>Appointment Period</b>	06 October 2022 to 05 October 2023
<b>Extended Appointment Period<sup>2</sup></b>	06 October 2023 to 05 October 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NOT APPLICABLE		NOT APPLICABLE	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Competitor Facebook Ads/Google Ads Analysis Competitor Offer Analysis		per setup	1.00		
Digital Marketing Strategy Development Proposed Solution Crafting Of An Irresistible Offer Audience Targeting Split Testing		per setup	1.00		
Digital Marketing Campaigns (Search Engine Marketing One-Time Setup): Linking To Google Ads Account Linking To Google Analytics Conversion Tracking Set Up		per setup	1.00		
Digital Assets Creation: GDN Ad Creative (if applicable) - Up to 1 set of minimum 3 recommended sizes per month		per quarter	1.00		
Digital Marketing Campaigns (SEM Scope of Work): - Creation Of Multiple Ad Groups Of Up To 50 Keywords Select any 2 campaign type - Search / Display / Video / Shopping / App - Google Ads Optimisation (if applicable) - Ad Copywriting Optimisation / Keywords Optimisation - For Search Ads Copywriting - (Headlines and Descriptions) - Ad Devices And Scheduling Optimisation - Building Of Negative Keywords List - Split Testing Of Headlines and Descriptions to optimize for higher CTR - Setting Up Of All Relevant Ad Extensions (If Applicable) - Conversion Tracking Setup - KPI Of 200% ROAS (Differs from industry to industry)		per month	3.00		
Digital Assets Creation: SEM Ad Copywriting (Includes writing of Responsive Search Ad Headlines & Descriptions, if necessary)		per quarter	1.00		

<p>Digital Marketing Campaign - Search Engine Optimization</p> <p>Technical SEO Audit</p> <ul style="list-style-type: none"> <li>- Extensive keywords research of up to 60 keywords to identify the number of people searching for what the client sells (product/service)</li> <li>- Ensuring SSL Certificate is being installed on the website(HTTPS)  </li> <li>- Creation/Updating Of XML Site Map</li> <li>- Creation Of HTML User Site Map</li> <li>- Integration of Google Search Console and verification of website being indexed</li> <li>- Targeting Up to 60 Keywords for the SEO campaign, with a maximum of 5 keywords per cluster page (similar keywords that have the same semantic meaning) </li> <li>- Inclusion of Schema Mark Up on the pages that are targeting the 60 keywords</li> <li>- Google My Business Optimisation) - by ensuring that there are 3x team photos uploaded, 3x interior photos uploaded, 3x exterior photos uploaded</li> <li>- KPI Of Minimum 10% Keywords in Top 10 of Google Search Results /Page 1 of Google</li> </ul>	per setup	1.00		
<p>Digital Assets Creation:</p> <ul style="list-style-type: none"> <li>- Optimized SEO Copywriting to be incorporated into up to 15 existing pages in total</li> <li>- Optimization of Title Tags, Meta Descriptions to include main keywords we are targeting</li> </ul>	per page	15.00		
<p>Digital Marketing Campaign (SEM)</p> <p>(Optional) Creation Of Landing Page(s) - 2 step funnel (Either High Value Content Offer + Offer Page For Lead Generation Businesses, Or Single Long Form Landing Page For ECommerce Businesses)</p> <p>(Optional) Graphic Design Of High Value Content Offer In PDF Format</p>	per setup	1.00		
<p>Digital Marketing Campaigns (Additional): Dedicated Account Manager (SEM &amp; SEO)   Service Support (Email, WhatsApp, Dedicated Phone Number)</p>	per setup	1.00		
<p>Review and recommendation:</p> <p>Monthly Performance Report with observation &amp; recommendation</p>	per month	3.00		
<p>Review and recommendation: Final Report</p> <ul style="list-style-type: none"> <li>- Tweaking of offer on landing page</li> <li>- Tweaking of Google Ads Headlines/ Descriptions</li> <li>- Reporting of ROAS</li> </ul>	per setup	1.00		
<p>Development and integration of leads management processes with existing business processes - We can integrate to client's existing CRM with their Zapier account (Usage of Best SEO's CRM will be billed separately at \$200/mth)</p>	per setup	1.00		
<p>4) Training</p> <p>Training</p> <p>Handover documents or reports</p>	per setup	1.00		
<p>5) Others</p> <p>Not Applicable</p>				
<b>Total</b>			\$ 11,000.00	\$ 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