

<b>Company</b>	Corsiva Lab Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Corsiva Lab Digital Marketing Packages - Search Engine Optimization (10 Keywords) & Search Engine Marketing [3 Months Package]
<b>Appointment Period</b>	28 October 2021 to 27 October 2022
<b>Extended Appointment Period<sup>2</sup></b>	28 October 2022 to 27 October 2023

wef. 09 March 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis					
Search Engine Optimisation - Current Keywords Ranking Analysis - Current Website Optimisation Analysis - Competitor Ranking Analysis					
AND		Per Report	1.00		
Search Engine Marketing - Understanding Client's Business Model, Target Audience & Budget - Research on Keyword's Price Range, Search Volume & Competitiveness - Identifying Potential Existing Landing Pages for SEM Campaign					
Digital Marketing Strategy Development					
Search Engine Optimisation - Digital Marketing Objectives - Target Audience & Persona - Proposed Keywords Ranking Strategy - Work Process Plan (Engagement Plan)					
AND		Per Report	1.00		
Search Engine Marketing - Digital Marketing Objectives - Target Audience & Persona - Keywords Bidding Strategy - Assignment of Recommended Keywords & Budget to Bidding Strategy - Work Process Plan (Engagement Plan)					

Digital Marketing Campaigns	Per Month	3.00			
<p>Search Engine Optimisation  3 Months SEO Campaign for 10 Keywords (Google Singapore):</p> <ul style="list-style-type: none"> <li>- On Page SEO Structural Report (Inclusive of implementation) <ul style="list-style-type: none"> <li>- Google Analytics Installation</li> <li>- Google Search Console Installation</li> <li>- Robots.txt and XML Sitemap Optimisation</li> <li>- HTTPS Correction</li> <li>- HTTP Status Optimisation (301,302,404)</li> <li>- WWW Resolve Optimisation</li> </ul> </li> <li>- On Page SEO Content Report (Inclusive of implementation) <ul style="list-style-type: none"> <li>- Meta Title Optimisation</li> <li>- Meta Description Optimisation</li> <li>- Meta Keywords Optimisation</li> <li>- Headings Optimisation</li> <li>- Copyediting of Existing Website Content to Include Keywords <ul style="list-style-type: none"> <li>- URL Optimisation</li> <li>- Text/HTML Ratio Optimisation</li> <li>- Image Alt Optimisation</li> <li>- Onsite Linking Optimisation</li> </ul> </li> </ul> </li> <li>- Technical Audit Report <ul style="list-style-type: none"> <li>- Implementation of technical recommendations to achieve higher optimisation scores for Desktop &amp; Mobile (*Best effort)</li> </ul> </li> <li>- Off Page SEO Optimization</li> </ul>	Per Month	3.00			
<p>SEO KPI/ROAS:</p> <ul style="list-style-type: none"> <li>- SEO: 30% of Keywords to Rank on Page 1 (Applicable for 6 months campaign period). ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/services &amp; media buy budget)</li> </ul>	AND (continued below)				
<p>Search Engine Marketing  Accounts Set Up:</p> <ul style="list-style-type: none"> <li>- Google AdWords Account</li> <li>- Google Analytics Account <ul style="list-style-type: none"> <li>- Event Tracking &amp; Goal Creation</li> </ul> </li> <li>- Creation &amp; Integration of Google Tag Manager <ul style="list-style-type: none"> <li>- Google Search Console Installation</li> </ul> </li> </ul> <p>SEM Search &amp; Display Campaign Set Up for 3 Months Campaign:</p> <ul style="list-style-type: none"> <li>- Creation of Search &amp; Display Campaign, Ad Group &amp; Ad Copy <ul style="list-style-type: none"> <li>- Up to 3 Ad Groups</li> <li>- Campaign Budget Allocation</li> </ul> </li> </ul> <p>SEM Campaign Optimization for 3 Months Campaign:</p> <ul style="list-style-type: none"> <li>- Regular Optimization of SEM Campaigns</li> <li>- Keywords Performance Analysis for all Ad Groups</li> <li>- Budget Optimization for all Campaigns</li> <li>- Re-structuring Ad Copies</li> </ul>	Per Month	3.00			
<p>KPI/ROAS:</p> <ul style="list-style-type: none"> <li>- SEM: 3% - 5% CTR for Search Ads &amp; 1% - 3% CTR for Display Ads. ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/services &amp; media buy budget)</li> </ul>	*The official start date for the 3 months campaign period will be 3 weeks from the project onboarding date.				

Digital Assets Creation					
Search Engine Optimisation - Creation of Search Engine Friendly Blog Articles (3x) - Between 500 to 1000 Words / Blog Article		Per Digital Asset	1.00		
AND					
Search Engine Marketing - Creation of 1 Theme Based Informative Landing Page for SEM Campaigns (Inclusive of Copywriting)					
Review and Recommendations					
Search Engine Optimisation Monthly Campaign Report: - SEO Monthly Growth Report for 10 Keywords - Website Data Analytics Report - Recommendations Report		Per Report	3.00		
AND					
Search Engine Marketing Monthly Campaign Report: - SEM Monthly Paid Campaign Conversion Report - Website Data Analytics Report - Recommendations Report					
Final Project Report		Per Report	1.00		
4) Training Handover Checklist Documentation		Per Report	1.00		
5) Others Not Applicable					
		<b>Total</b>		\$ 7,800.00	\$ 7,800.00

<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