

Company	Corsiva Lab Pte Ltd
Digital Solution Name & Version Number¹	DM Corsiva Lab Digital Marketing Packages - Search Engine Optimization (20 Keywords) & Content Marketing [6 Months Package]
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period²	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 Content Marketing - Identifying Strategic Content Pillars - Researching on Industry Topics Digital Marketing Strategy Development Search Engine Optimisation - Digital Marketing Objectives - Target Audience & Persona - Proposed Keywords Ranking Strategy - Work Process Plan (Engagement Plan) AND Content Marketing - Content Pillars Recommendations - Content Planning & Proposing Key Focus Points		Per Report	1.00		
		Per Report	1.00		

Digital Marketing Campaigns					
Search Engine Optimisation 6 Months SEO Campaign for 20 Keywords (Google Singapore): - On Page SEO Structural Report (Inclusive of implementation) - Google Analytics Installation - Google Search Console Installation - Robots.txt and XML Sitemap Optimisation - HTTPS Correction - HTTP Status Optimisation (301,302,404) - WWW Resolve Optimisation - On Page SEO Content Report (Inclusive of implementation) - Meta Title Optimisation - Meta Description Optimisation - Meta Keywords Optimisation - Headings Optimisation - Copyediting of Existing Website Content to Include Keywords - URL Optimisation - Text/HTML Ratio Optimisation - Image Alt Optimisation - Onsite Linking Optimisation - Technical Audit Report - Implementation of technical recommendations to achieve higher optimisation scores for Desktop & Mobile (*Best effort) - Off Page SEO Optimization		Per Month	6.00		
AND (continued below)					
Content Marketing - Copywriting of Blog Articles - Blog Articles Optimisation - Local Directory Links - Industry Related Directory Links - Social Book Marketing Links - Implementation of SEO On Page Titles & Descriptions		Per Month	6.00		
KPI/ROAS: - SEO: 30% of Keywords to Rank on Page 1. ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/services & media buy budget)					
*The official start date for the 6 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 (10x) - Between 500 to 1000 Words / Blog Article		Per Digital Asset	1.00		
Review and Recommendations					
Search Engine Optimisation Monthly Campaign Report: - SEO Monthly Growth Report for 20 Keywords - Website Data Analytics Report - Recommendations Report		Per Report	6.00		
Final Project Report		Per Report	1.00		
4) Training Handover Checklist Documentation		Per Report	1.00		
5) Others Not Applicable					
		Total		\$ 9,900.00	\$ 9,900.00

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