Company	MediaOne Business Group Pte Ltd
Digital Solution Name & Version Number[1]	DM MediaOne SEO RankUp + SEM RevUp Digital Marketing Packages - Package B (6 months)
Appointment Period	31 March 2022 to 30 March 2023
Extended Appointment Period[2]	31 March 2023 to 30 March 2024

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

Cost Item	Unit Cost ($)	Unit	Quantity	Subtotal ($)	Qualifying Cost * ($)
1) Software Not applicable		0	1.00		
2) Hardware Not applicable		1	1.00		
3) Professional Services Digital Marketing Needs Analysis - Needs Analysis - Keyword Research and Analysis - Technical Audit and Analysis - Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development - Digital Marketing Strategy Report		Per Report	1.00		
Digital Marketing Campaigns SEARCH ENGINE OPTIMISATION (SEO) DELIVERABLES: 6 Months SEO 15 Keywords Service INCLUDES: 1. Dedicated Project Coordinator 2. Access to SEO Consultation (U.P. $160/hour) 3. Keywords Research, Keywords Proposal, Keywords Mapping		Per Month	2.00		
4. On-Page Recommendation - Meta Data Optimisation - Images Optimisation - Content Optimisation - Sitemap.xml Installation - Robots.txt - Google Search Console Installation 5. On-Page Implementation (either implement by MediaOne or Client's IT team) 6. Website and Technical Pre-Audit - Crawl Error- Broken Links (4xx pages) - Page Indexing - Mobile Responsive - Desktop Speed - Mobile Speed - URL Anomalies - Uptime Robot (Server Downtime) Audit - Disavow of Backlinks (Spam links) - Sitemap.xml Reference		Per Month	2.00		
7. High Domain Authority Backlinks/Month (industry contextual link) 8. SEO Monthly Monitoring - 24/7 Access to our advance real-time SEO Reporting - SEO Monthly Report		Per Month	1.00		

		Per Month	1.00				

9. Quarterly Service Email
- Campaign Review
- Quarterly Audit and Recommendation
- Website and Technical Audit
- URL Parameters
- Pages Redirection Analysis
- Google Search Console
- Doctype and Language Declaration
- Duplicate Titles
- Duplicate Descriptions
- Missing View Port Tag
- Duplicate Headers
- Missing Headers
- Missing Canonicalisation Tags
- Low Word Count
- Robots.txt Blocking Crawlers
- Encoding not Declared
- Missing Robots.txt

KPIs
SEO: Target 30% of Keywords to rank on page 1 of Google within 6 months (Estimated ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/ service, offer) — Per Campaign — 1.00

SEARCH ENGINE MARKETING (SEM) DELIVERABLES:
3 Months Google Search Network (GSN) Campaign INCLUDES:
1. Account Setup
- Google Ads Account Setup
- Google Tag Manager (GTM) Creation & Implementation
- Event Tracking & Testing (if applicable) via GTM
- Google Analytics (GA) Creation & Installation
- Up to 3 Event Tracking & Goal Creation (if applicable) in GA
- Google Ads and Analytics linking
2. Campaign Setup
- Up to 3 Ad Groups Setup
- Up to 3 Ad Copies per Ad Group
- Budget Division and Bid Setup
- Keywords & Competitors Research
- Text Ads Creation — Per Campaign — 1.00

SEARCH ENGINE MARKETING (SEM) DELIVERABLES:
3 Months Google Search Network (GSN) Campaign INCLUDES:
3. Campaign Management and Optimisation
- Testing New Ads/Keywords Including A/B Split Testing (where applicable)
- Remove Underperforming Ads/Keywords
- Conversion Tracking and Overall Campaign Reporting
- Bid Adjustments and Budget Reallocation
- Insights, Analysis and Recommendations — Per Month — 3.00

KPIs
SEM: Target Click Through Rate (CTR) of 2 - 5% (Estimated ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer) — Per Campaign — 1.00

Digital Assets Creation
SEO Blog Article Creation (up to 500 words each) — Per Article — 2.00

Digital Assets Creation
SEO Blog Article Creation (up to 500 words each) — Per Article — 1.00

SEM Landing Page Creation (includes Copywriting of up to 500 words) — Per Landing Page — 1.00

Review and recommendation
SEO Monthly Report and Review — Per Report — 6.00

	Review and recommendation SEM Monthly Report and Review		Per Report	3.00				
	Final Report		Per Report	1.00				
4)	Training Handover Checklist Documentation		Per Setup	1.00				
5)	Others Not Applicable							
			Total		$	9,988.00	$	9,988.00

[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