

Company	Leading Solution Pte Ltd
Digital Solution Name & Version Number¹	DM Leading Solution Digital Marketing Packages Version 1 - Package 1 - SEO & Content Marketing (standard) [4 Months]
Appointment Period	19 January 2023 to 18 January 2024
Extended Appointment Period²	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 NA		NA	1.00		
2) Hardware NA		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis - Company Analysis - Competitor Research - Keyword Research		Per set-up	1.00		
Digital Marketing Strategy Development: Digital Marketing Report - Digital Marketing Objectives - KPIs - Target audience - Brand angle & positioning - Keyword research & ranking strategy		Per set-up	1.00		
Digital Marketing Campaigns - Technical Set-up & Audit 1) SSL Security Set-Up (SSL) 2) Creation & Updating XML sitemap 3) Robotx.txt creation and update 4) Website Indexing with Google Tools 5) 301s, 302s and 404s improvements 5) Google Analytics and Google Search Control Set-up		Per set-up	1.00		
Digital Marketing Campaigns (SEO) (4 months): 1) Up to 30 keywords (recommended 3-5 pages) 2) On-page SEO analysis and updates (Meta-title, description, title, headers, keyword density optimisation, image alt text optimisation) 3) Off-page SEO (link-building) 4) Content/blog/articles optimisation 5) Local SEO creation/update (Google My Business Listing Optimisation, includes Google Maps) [KPI/ROAS] - minimum 10% keywords in top 10 results or page 1		Per set-up	1.00		
Digital Assets Creation (SEO): 1) 1X1000 words article to be published on client's own website 2) Researched with targeted keywords for each article (SEO-optimised) Includes stock images or client's custom requested images.		Per set-up	4.00		
Digital Marketing Campaigns (Content Marketing & Paid Media Distribution): 1) Media distribution (distribute across sites relevant to client's niche) [KPI/ROAS] - 50-200% OR 8-15 new leads per month (depending on client's industry and products or services)		Per set-up	1.00		
Digital Assets Creation (Content Marketing): Premium article created (above) for clients for content marketing and PR		Per set-up	1.00		

Review and recommendation: Monthly performance review with recommendation and discussion if needed.	Per set-up	4.00		
Review and recommendation: Final Project Report	Per set-up	1.00		
Development and integration of leads management processes with existing business processes	Per set-up	1.00		
4) Training 1) Handover, 1x training session 2) SEO handbook and guidelines	Per set-up	1.00		
5) Others Not Applicable				
Total			\$ 6,000.00	\$ 6,000.00

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