Company	Verz Design Pte Ltd
Digital Solution Name & Version Number[1]	DM Verz Design Digital Marketing Package - Package 3 - Gamma - SEO & SEM (6 months)
Appointment Period	06 October 2022 to 05 October 2023
Extended Appointment Period[2]	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 to Digital Marketing Packages		per Unit	1.00		
2) Hardware Not Applicable					
3) Professional Services A. Digital Marketing Needs Analysis 6 Months Search Engine Optimisation "1) Current Keywords Ranking Analysis 2) Current Website Optimisation Analysis 3) Competitor Ranking Analysis" And 6 Months Search Engine Marketing "1) Understanding Client's Business Model, Target Audience & Budget 2) Keyword's research and analysis 3) Identifying Potential Existing Landing Pages for SEM Campaign 4) Competitor Analysis"		per Unit	1.00		
B. Digital Marketing Strategy Development 6 Months Search Engine Optimisation "1) Competitor analysis 2) Keyword Research & Analysis 3) Proposed Keywords Ranking Strategy 4) On Page Recommendation" And 6 Months Search Engine Marketing "1) Digital Marketing Objectives 2) Keywords Research & Bidding Strategy 3) Campaign Structuring & Budget Allocation 4) Work Process Plan (Engagement Plan)"		per Unit	1.00		
C. Digital Marketing Campaigns Search Engine Optimisation "6 months SEO campaign for 20 Keywords on Google Singapore 1) On Page SEO audit & implementation 2) Website Content Enhancement & Meta Data Onsite Implementation 3) SEO keywords Research and analysis 4) Monthly Link Building Activities & Off Page SEO Optimization 5) Keywords Positioning monthly monitoring 6) 6-month Website on-Page Audit & Review Software Google Analytics Tracking Google Search Console (GSC) Setup Google My Business (GMB) Optimisation and Setup"		per Unit	6.00		

Description		Unit	Qty			
6 Months Search Engine Marketing "1) Account Setup - Google AdWords account set-up - Google Tag Manager Set-up & installation - Event tracking & testing (if applicable) via GTM - Google Analytics Set-up & installation - Linking of Google ads account to GA - Goal creation on GA (if applicable) 2) SEM Campaign Setup - Consultation with campaign manager prior to launch campaign - Creation of Campaign, Ad Group & Ad Copy(Select campaign if applicable: Search/Display/Shopping/Video/App) - Up to 4 Ad Campaign Groups - 1 Ad Copy / Ad Group - Campaign Budget Allocation 3) SEM Campaign Management & Optimization for 6 Months: - SEM campaigns optimization and monitoring - Keyword performance analysis and optimization - Keywords bid optimization and monotoring 4) Software Click Fraud Detection Tool Call Tracking Tool Landing Page Heatmap & Behavior's Analysis"		per Unit	6.00			
D. KPI/ROAS "1) SEO: Minimum 30% Keywords in Top 10/Page 1 Guarantee 2) SEM: 2.5% - 5% CTR for Search Ads & 0.7% - 2% CTR for Display Ads, ROAS >200% (depending on industry benchmark upon onboarding"		per Unit	1.00			
E. Digital Assets Creation "Search Engine Optimisation - Copyediting of One SEO Blog article per month containing 500 words per article with images"		per Unit	6.00			
"Search Engine Marketing - Creation of 1 Informative Landing Page for SEM Campaigns (Inclusive of Copywriting) (if applicable) or up to 3 Static/Gif Display Banner Adapted to minimum 2 Google recommended size (if applicable)"		per Unit	1.00			
F. Final Report		per Unit	1.00			
G. Development and integration of leads management processes with existing business processes		per Unit	1.00			
4) Training Handover Checklist Documentation		per Unit	1.00			
5) Others Not Applicable						
	Total			$ 10,000.00		$ 10,000.00

[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