

Company	Business Thrust Pte Ltd
Digital Solution Name & Version Number¹	DM Business Thrust Digital Marketing Packages Version DM01 - Package 1 - SEO+SEM (6 months)
Appointment Start Date	08 June 2023

wef. 07 August 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		per user	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Search Engine Optimisation (SEO) - x1 to 5 Keywords Research and Ranking Analysis - x1 Needs Analysis - x1 Technical Audit and Analysis - x1 to 3 Competitor Ranking Analysis Search Engine Marketing (SEM) - Understanding Business Model and Target Audience - Budget for Keywords, Search Volume and Competitiveness - Reviewing of any existing landing page Digital Marketing Strategy Development Digital Market Strategy Report Search Engine Optimisation (SEO) - Digital Marketing Objectives - Target Audience and Product Positioning - Proposed Keywords and Current Ranking - Process Plan Search Engine Marketing (SEM) - Digital Marketing Objectives - Target Audience & Positioning - Recommended Keywords & Budget for Bidding Strategy - Process Plan Digital Marketing Campaigns Search Engine Optimisation (SEO) Deliverables: 6 Months SEO 15 Keywords Service INCLUDES: 1. Dedicated Project Coordinator 2. Access to SEO Consultation 3. 1 to 5x Keywords Research, Keywords Proposal, Keywords Mapping 4. 1x Current Website Optimisation Analysis 5. 1 to 3x Competitor Ranking Analysis On-Page Recommendation (1 set) - Meta Data Optimisation (Meta Title Optimisation, Meta Description Optimisation, Meta Keywords Optimisation) - Headings Optimisation - Images Optimisation - Content Optimisation - 1x Sitemap.xml Installation - 1x Robots.txt - 1x Google Search Console Installation - HTTP Status Optimisation (301, 302, 404) - HTTPS Correction		Per campaign	1.00		
		Per Set-up	1.00		
		Per report	6.00		
		Per Report	6.00		
		Per Month	6.00		
		Per Month	6.00		

Website and Technical Pre-Audit x1 - 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	6.00			
On-Page Content - Editing of Existing Website Content with keywords - 3 - 7x On-page Content Writing - URL Optimisation - Text/HTML Ratio Optimisation - Onsite Linking Optimisation - Image Alt Optimisation		Per Campaign	1.00			
SEO Monthly Monitoring - SEO Monthly Report		Per Report	6.00			
SEO Quarterly Servicing / Review - Quarterly 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		Per Campaign	1.00			
Search Engine Marketing (SEM) Deliverables: 6 Months Google Search Network (GSN) Campaign INCLUDES: 1. Account Setup - Google AdWords Account - Google My Business (GMB) Account - Google Tag Manager (GTM) Creation & Implementation - Google Search Console Installation - Event Tracking & Testing (if applicable) via GTM - Google Analytics (GA) Creation & Installation - 1 to 3 Event Tracking & Goal Creation (if applicable) in GA - Google Ads and Analytics linking		Per month	6.00			
2. Campaign Setup - 1 to 3 Ad Groups Setup - 2 to 3 Ad Copies per Ad Group - Budget Division and Bid Setup - Keywords & Competitors Research - Text Ads Creation						
3. Optimisation - Systematic Optimisation - Keywords Review Monthly for all Ad Groups - No. of Clicks Review - Restructuring of Ad Copies						

<p>KPIs</p> <ul style="list-style-type: none"> - SEO: 10% - 30% of Keywords to rank on Page 1 at 6 months. Organic Traffic: 30 - 50% increase in 6 months <p>(Exact KPI guarantee to be provided upon keywords confirmation)</p> <ul style="list-style-type: none"> - SEM: Target Click Through Rate (CTR) of 2 - 5% ROAS guarantee of between 1.2x to 2x depending on industry, product/service, offerings <p>(Estimated ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 2x depending on industry, product/service, offer)</p> <p>Digital Assets Creation</p> <p>Search Engine Optimisation (SEO)</p> <p>x2 to 6 SEO Targeted Blog Article Creation (350 to 500 words each)</p> <ul style="list-style-type: none"> 1x Google Webmaster Setup + Optimisation 1x SEO Google Analytics Setup + Optimisation 1x SEO Google My Business Setup + Optimisation 1x SEO Website technical optimisation 1x SEO Website content optimisation 2 to 7x SEO Website SEO target page creation 1x SEO blog writing 1x SEO Backlink creations <p>Search Engine Marketing (SEM)</p> <p>SEM Landing Page Creation (includes Copywriting between 350 to 500 words)</p> <ul style="list-style-type: none"> 1 Set of Campaign Search Ad Writeup 1 Set of Display Ad Writeup 1x Landing Page Creation 1x Google Analytics Setup + Optimisation 1x Google AdWords Setup + Optimisation 1x Google My Business Setup + Optimisation <p>Review and Recommendations</p> <p>Search Engine Optimisation (SEO)</p> <p>Monthly Report and Review</p> <ul style="list-style-type: none"> - Keywords Ranking <p>Search Engine Marketing (SEM)</p> <ul style="list-style-type: none"> - Monthly Paid Campaign Report (inclusive of no. of clicks, impressions and cost) - Website Data Analytics Report <p>4) Training</p> <p>Handover Checklist Documentation</p> <p>5) Others</p> <p>Not Applicable</p>	Per Campaign	1.00			
	Per Campaign	1.00			
	Per Landing Page	1.00			
	per month	6.00			
	per month	6.00			
	per campaign	1.00			
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

* Qualifying cost refers to the supportable cost to be co-funded under the grant