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| Company | SEOCiety Pte Ltd |
| Digital Solution Name & Version Number¹ | DM SEOCiety Digital Marketing - Package 2 - Chinese SEO (30 Keywords) + SEM (6 months) |
| Appointment Start Date | 15 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 NA | | NA | 1.00 | | |
| 2) Hardware NA | | NA | 1.00 | | |
| 3) Professional Services Digital Marketing Needs Analysis - Needs Analysis - Keyword Research and analysis - Technical Audit and Analysis - Competitor Analysis Digital Marketing Strategy Development - Digital Marketing Strategy Development Report Digital Marketing Campaigns SEARCH ENGINE OPTIMISATION (SEO) 6 months SEO Service with 30 Chinese Keywords Deliverables: Include 1. Dedicated Project Coordinator 2. Monthly access to SEO consultation (Usual rate: \$120/hr) 3. Keywords research, Keywords proposal, Keywords mapping 4. On-Page SEO Recommendation - Meta Data Optimisation - Image Optimisation - Content Optimisation - Sitemap.xml Installation - Robots.txt - Google Search Console Set up and Installation Digital Marketing Campaigns SEARCH ENGINE OPTIMISATION (SEO) 6 months SEO Service with 30 Chinese Keywords Deliverables: Include 5. On-Page SEO Implementation (either implemented by SEOCiety and/or Client's IT team) 6. Website and Technical Audit - Broken links - Page Indexing - Mobile Responsiveness - Desktop Speed - Mobile Speed - Uptime Robot (Server Downtime) Audit - Disavow of Backlinks (spam links) - Sitemap.xml Reference 7. SEO Monthly Monitoring - SEO Monthly Reporting KPIs: "SEO: Target 30% of Keywords to rank on page 1 of Google within 6 months" | | Per Setup | 1.00 | | |
| | | 500 | 1.00 | | |
| | | Per Month | 6.00 | | |
| | | Per Month | 6.00 | | |

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|--|------------------|-------|----|-----------|--------------|
| <p>SEARCH ENGINE MARKETING (SEM) 6 months Google Search Network & Google Display Network Campaigns Include:</p> <ol style="list-style-type: none"> Account Set Up <ul style="list-style-type: none"> Google Ads Account Set Up Google Tag Manager Creation and Implementation (GTM) Google Analytics Creation and Installation (GA) Event Tracking and Testing (if applicable) using GTM 4-5 Event Tracking and Goal Creation (if applicable) on GA Google Ads and Analytics linking Campaign Set Up <ul style="list-style-type: none"> 2-3 Ad Group Setups 2-3 Ad Copies per Ad Group 18-20 Ad Copies Budget Division and Bid Set Up Keywords and Competitors Research Text Ad Creation Display Ad Creation <p>SEARCH ENGINE MARKETING (SEM) 6 months Google Search Network & Google Display Network Campaigns Include:</p> <ol style="list-style-type: none"> Campaign Management and Optimisation <ul style="list-style-type: none"> Testing new Ads/Keywords including A/B Testing (where applicable) Remove underperforming Ads/Keywords Conversion Tracking Overall Campaign Reporting <p>KPIs SEM: Target Click Through Rate (CTR) of 2 - 4.5% and ROAS >200% (depending on industry benchmark upon onboarding)</p> <p>Digital Assets Creation Creation of 12 articles (300 to 500 words each)</p> <p>Digital Assets Creation Creation of 3 image banners for Google Display campaign</p> <p>Digital Assets Creation SEM Landing Page Creation</p> <p>Review and recommendation SEO Monthly Report and Review</p> <p>Review and recommendation SEM Monthly Report and Review</p> <p>Review and recommendation Final Report</p> <p>4) Training Training Handover Checklist Documentation</p> <p>5) Others Not Applicable</p> | Per Month | 6.00 | | | |
| | Per Month | 6.00 | | | |
| | Per Article | 12.00 | | | |
| | Per Banner | 3.00 | | | |
| | Per Landing Page | 1.00 | | | |
| | Per Report | 6.00 | | | |
| | Per Report | 6.00 | | | |
| | Per Report | 1.00 | | | |
| | Per Setup | 1.00 | | | |
| | | | | | |
| Total | | | \$ | 10,490.00 | \$ 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