Company	APEC SOLUTIONS PTE. LTD.
I Didital Sollition Name & Version Nilmber	DM APEC SOLUTIONS DIGITAL MARKETING PACKAGES - SEM & SEO (3
	Months)
Appointment Period	17 October 2024 to 16 October 2025
Extended Appointment Period ²	17 October 2025 to 16 October 2026

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		NA	1.00		
2)	Hardware Not Applicable to Digital Marketing Packages		NA	1.00		
3)	Professional Services Digital Marketing Needs Analysis In-depth analysis on Company USP, Brand & Budget - Organic search traffic data & keywords rankings - Paid search traffic data & keywords rankings - Backlinks analysis		Per Report	1.00		
	Digital Marketing Strategy Development 3 Months Search Engine Marketing (SEM) - Digital Marketing Campaign & Objective Strategy - Proposed Keywords Strategy - Client Engagement plan (Development Timeline) - Proposed KPI/ ROAS 3 Months Search Engine Optimisation (SEO) - Digital Marketing Campaign & Objective Strategy - Proposed Keywords Strategy - Client Engagement Plan (Development Timeline)		Per Report	1.00		
	Digital Marketing Campaign Search Engine Marketing (SEM) - Accounts Setup: - Google Ads account, Setup of conversion tracking, Google Analytics account, Creation and integration of Google Tag Manager, Google Search Console installation (If applicable) - SEM Campaign Setup (Google Search Ads): Choice of 1 campaign objectives (Brand Awareness / Traffic / Lead Generation / Sales Conversion) - Creation of Campaign, Ad Groups and Ad Copy, Campaign Budget Allocation, SEM Campaign Optimization, Negative keywords optimization, Keywords performance analysis, Campaign budget optimization - SEM Campaign Setup (Google Display Ads): - Creation of Campaign, Ad Groups and Ads, Campaign Budget Allocation		Per Month	3.00		

	Search Engine Optimization (SEO) - SEO Keywords Research - 3 months SEO Campaign for 10 keywords (Google Singapore) - SEO Blog Articles (inclusive of stock images) - On-Page SEO Structural Implementation - Google Analytics Installation, Google Search Console Installation, XML Sitemap Optimization, HTTPS SSL Certificate Installation (If applicable) - On-Page SEO Content Implementation - Title Tag Optimization, Meta Description Optimization, Meta Keywords Optimization, URL Optimization, Image Alt Text Optimization, Onsite Linking Optimization (If applicable) - Off-Page SEO Implementation: - Link Building	Per Month	3.00		
	KPI/ROAS Google Display Ads Campaign - above 0.3% clickthrough rate (CTR) for Display Ads Google Search Campaign - above 2.5% clickthrough rate (CTR) for Search Ads				
	SEO - 10% of keywords to rank on Google page 1 to 3, within 6 months of campaign implementation (subject to client industry)	Per Report	1.00		
	(Estimated ROAS Calculation to be provided during Project Onboarding, range of 1.5x to 3x depending on products/services and industry, actual target will be refined at the needs analysis/strategy stage)				
	Digital Assets Creation SEM Campaign (Google display Ads) - 3x Sets of Creative Artwork Design for Google Display Ads (Up to 4 Recommended Sizes)	Per Unit	3.00		
	 1x Informative Landing Page for SEM Including Copywriting Up to 2 Changes / Set 	Per Unit	1.00		
	Search Engine Optimization (SEO) - 12 x SEO Keywords Optimised Blog Articles - 12 x Blog Image - Up to 1000 Words / Article	Per Unit	12.00		
	Review & Recommendations - Campaign Review & Recommendations Report (SEO Keyword Rankings & SEM Paid Campaign Performance)	Per Report	3.00		
	Final Report	Per Report	1.00		
	Development and integration of leads management processes with existing business processes - Compilation of leads management	Per Setup	1.00		
4)	Training Handover Checklist Documentation	Per Setup	1.00		
	Inclusive of Leads Management Training Guide	Per Setup	1.00		
5)	Others Not Applicable				
_			Total	\$ 7,300.00	\$ 7,300.00

¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 ²As 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