

Company	Best Marketing Agency Pte. Ltd.
Digital Solution Name & Version Number¹	DM BEST BIG BOSS DIGITAL MARKETING PACKAGES - SEO/CONTENT MARKETING - 3 MONTHS
Appointment Start Date	28 August 2025

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	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Competitor Keywords Analysis		Per Report	1.00		
Digital Marketing Strategy Development Proposed Solution Crafting Of An Irresistible Offer		Per Report	1.00		
Digital Marketing Campaign - Search Engine Optimization					
Technical SEO Audit - Extensive keywords research of 1 to 60 keywords to identify the number of people searching for what the client sells (product/service) - Ensuring SSL Certificate is being installed on the website(HTTPS) - Creation/Updating Of XML Site Map - Creation Of HTML User Site Map - Integration of Google Search Console and verification of website being indexed - Targeting 1 to 60 Keywords for the SEO campaign, with a maximum of 5 keywords per cluster page (similar keywords that have the same semantic meaning) - Inclusion of Schema Mark Up on the pages that are targeting the 60 keywords - Google My Business Optimisation) - by ensuring that there are 3x team photos uploaded, 3x interior photos uploaded, 3x exterior photos uploaded - KPI Of Minimum 10% Keywords in Top 10 of Google Search Results /Page 1 of Google		per setup	1.00		
Digital Marketing Campaigns (Additional): Dedicated Account Manager (SEO & CONTENT MARKETING)		per quarter	1.00		
Service Support (Email, WhatsApp, Dedicated Phone Number)					
Digital Assets Creation: - Optimized SEO Copywriting to be incorporated into 1 to 15 existing pages in total - Optimization of Title Tags, Meta Descriptions to include main keywords we are targeting		per page	15.00		
Digital Marketing Campaign - Content Marketing					
Creation of press release article to be distributed Distribution of the press release article to at least 100 websites, both locally and internationally (e.g. Yahoo,AsiaOne, Vulcan Post and MoneyFM893) Building of 1 to 80 directory listings (link building) Building of 1 to 30 niche-relevant links KPI: Organic Traffic 10% increase in 3 months Leads:10% increase in 3 months		per setup	1.00		

Review and recommendation Monthly SEO performance report to track where the keywords are currently ranking on Google Remapping of keywords due to cannibalizing of internal duplicate content Implementation of 301 redirects, Meta Tags Adjustment	per month	3.00		
	per report	1.00		
	per setup	1.00		
	per report	1.00		
4) Training Handover				
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

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