DETAILS OF PRE-APPROVED DIGITAL SOLUTION

Company	OUTRANKCO PTE. LTD.				
Uldital Solution Name & Version Number	DM Outrankco Digital Marketing Packages - DM Outrankco SEO + SEM Packages - Standard (4 Months)				
Appointment Start Date	17 July 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		per set	0.00		
2)	Hardware Not Applicable					
3)	Professional Services Digital Marketing Needs Analysis - Company Analysis - Competitors Analysis - Website Audit & Assessment		per report	1.00		
	Digital Marketing Strategy Development SEO & SEM Campaign Strategy Proposal Detailing:					
	 Observations & Focus Keyword Research & Analysis Strategic Planning Scope Of Work Timeline & Deliverables 		per report	1.00		
	Digital Marketing Campaigns (SEO) Setup - SSL Security On Website (HTTPS) - Updating/Creation of XML Sitemap - Submission Of Sitemap - Setup Conversion Tracking - Setup Keyword Rank Tracker - Creation Of Google Accounts: Google Analytics, Google Search Console, Google Tag Manager		per setup	1.00		
	Scope Of Work - 4 months SEO campaign - Up To 50 Keywords - On-Page Optimization - Off-Page Optimization (With Link Building) - Technical Optimization - Content Creation & Optimization - Call-To-Action Optimization - Google Business Profile Optimization - Does not include advertising costs		per month	4.00		
	KPI - Minimum 15% Keywords In Page 1 Digital Marketing Campaigns (SEM) Setup - Creation Of Google Ad Account - Linking To Google Analytics - Setup Conversion Tracking		per setup	1.00		

	Scope Of Work - 4 months SEM campaign - Number Of Campaigns: Up To 3 - Ad Copywriting and Optimization - Keyword Optimization - Building Of Negative Keyword List - Ad Devices & Scheduling Optimization - Demographic & Location Targeting - A/B Testing - Quality Score Optimization - Conversion Tracking - Optimization/Creation Of Landing Page(s) - Monthly Keywords & Ads Optimization - Does not include advertising costs KPI ROAS: 200% (Depend On Niche & Industry) Leads: 15% increase (Depend On Niche, Industry & Ad Spend)	per month	4.00				
	Campaign Support: Dedicated Digital Strategist Contactable Via WhatsApp, Mobile Number, Email	per setup	1.00				
	Digital Assets Creation (SEO) - Optimization Of Content, Meta Title & Meta Description, Header Tags, Images (At least 5, Up To 10 Pages)	per setup	1.00				
	Digital Assets Creation (SEO) - Creation Of Business Citation (At Least 20, Up To 30)	per setup	1.00				
	Digital Assets Creation (SEO) - 9 GBP Post With Optimized Images	per setup	1.00				
	Digital Assets Creation (SEM) - Dedicated Landing Page(s) With Optimized Content (At Least 1, Up To 2)	per setup	1.00				
	Review and recommendation - Monthly SEO & SEM Performance Report With Observation & Recommendation	per month	1.00				
	Review and recommendation - Final Report (End Of Campaign)	per report	1.00				
4)	Training Handover	per report	1.00				
5)	Others Not Applicable						
			Total	\$ 10,00	00.00	\$ 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