

## ANNEX 3

<b>Company</b>	OUTRANKCO PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Outrankco Digital Marketing Packages - DM Outrankco SEO + SEM Packages - Specialized (6 months)
<b>Appointment Start Date</b>	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 For SEO Campaign - 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 - 6 months SEO campaign - Up To 24 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	6.00		
KPI - Minimum 20% 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 - 6 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: 150% - 200% (Depend On Niche & Industry) Leads: 15% increase (Depend On Niche, Industry & Ad Spend)  Campaign Support: Dedicated Digital Strategist Contactable Via WhatsApp, Mobile Number, Email  Digital Assets Creation (SEO) - Optimization Of Content, Meta Title & Meta Description, Header Tags, Images (At least 10, Up To 15 Pages)  Digital Assets Creation (SEO) - Creation Of Business Citation (At Least 30, Up To 40)  Digital Assets Creation (SEO) - 12 GBP Post With Optimized Images  Digital Assets Creation (SEM) - Dedicated Landing Page(s) With Optimized Content (At Least 1, Up To 3)  Review and recommendation - Monthly SEO & SEM Performance Report With Observation & Recommendation  Review and recommendation - Final Report (End Of Campaign)  4) Training Handover  5) Others Not Applicable					
	per month	6.00			
	per setup	1.00			
	per setup	1.00			
	per setup	1.00			
	per setup	1.00			
	per setup	1.00			
	per month	1.00			
	per report	1.00			
	per report	1.00			
<b>Total</b>			<b>\$</b>	<b>10,700.00</b>	<b>\$ 10,000.00</b>

<sup>1</sup> 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