

Company	APEC SOLUTIONS PTE. LTD.
Digital Solution Name & Version Number¹	DM APEC Solutions Digital Marketing Packages - Search Starter - SEM & SEO (3 Months)
Appointment Period	02 June 2022 to 01 June 2023
Extended Appointment Period²	02 June 2023 to 01 June 2024

wef. 24 August 2023

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					
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		Per Report	1.00		
3 Months Search Engine Optimisation (SEO) - Digital Marketing Campaign & Objective Strategy - Proposed Keywords Strategy - Client Engagement Plan (Development Timeline)					
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		

<p>KPI/ROAS Google Display Ads Campaign - above 0.3% clickthrough rate (CTR) for Display Ads</p> <p>Google Search Campaign - above 2.5% clickthrough rate (CTR) for Search Ads</p> <p>SEO - 10% of keywords to rank on Google page 1 to 3, within 6 months of campaign implementation (subject to client industry)</p> <p>(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)</p> <p>Digital Assets Creation SEM Campaign (Google display Ads) - 3x Sets of Creative Artwork Design for Google Display Ads (Up to 4 Recommended Sizes)</p> <p>- 1x Informative Landing Page for SEM Including Copywriting - Up to 2 Changes / Set</p> <p>Search Engine Optimization (SEO) - 12 x SEO Keywords Optimised Blog Articles - 12 x Blog Image - Up to 1000 Words / Article</p> <p>Review & Recommendations - Campaign Review & Recommendations Report (SEO Keyword Rankings & SEM Paid Campaign Performance)</p> <p>- Final Report</p> <p>Development and integration of leads management processes with existing business processes</p> <p>- Compilation of leads management</p> <p>4) Training - Handover Checklist Documentation</p> <p>- Inclusive of Leads Management Training Guide</p> <p>5) Others Not Applicable</p>						
	Per Report	1.00				
	Per Unit	3.00				
	Per Unit	1.00				
	Per Unit	12.00				
	Per Report	3.00				
	Per Report	1.00				
	Per Setup	1.00				
	Per Setup	1.00				
	Per Setup	1.00				
	Total			\$ 7,300.00	\$ 7,300.00	

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

² As 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