

Company	Best Marketing Agency Pte Ltd f.k.a Best SEO Marketing Pte Ltd
Digital Solution Name & Version Number¹	DM Best Marketing Digital Marketing Packages Version 1 - Package 1 - SEO/CONTENT MARKETING - 3 MONTHS
Appointment Period	06 October 2022 to 05 October 2023
Extended Appointment Period²	06 October 2023 to 05 October 2024

wef. 13 April 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		not applicable	1.00		
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		
Campaign 1 - Digital Marketing Campaign - Search Engine Optimization					
Technical SEO Audit - Extensive keywords research of up 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 Up 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) Service Support (Email, WhatsApp, Dedicated Phone Number)		per quarter	1.00		
Digital Assets Creation: - Optimized SEO Copywriting to be incorporated into up to 15 existing pages in total - Optimization of Title Tags, Meta Descriptions to include main keywords we are targeting		per page	15.00		

<p>Campaign 2 – Digital Marketing Campaign – Content Marketing</p> <p>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 up to 80 directory listings (link building) Building of up to 30 niche-relevant links KPI: Organic Traffic 10% increase in 3 months Leads: 10% increase in 3 months</p> <p>Review and recommendation Fortnightly 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</p> <p>Review and recommendation: Final Report</p> <p>Development and integration of leads management processes with existing business processes - We can integrate to client's existing CRM with their Zapier account (Usage of Best SEO's CRM will be billed separately at \$200/mth)</p>					
		per setup	1.00		
		per report	1.00		
		per report	1.00		
		per setup	1.00		
4) Training Training Handover		per setup	1.00		
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

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