

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 3 - SEO/SEM - 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		NOT APPLICABLE	1.00		
2) Hardware					
Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis					
Competitor Facebook Ads/Google Ads Analysis		per setup	1.00		
Competitor Offer Analysis					
Digital Marketing Strategy Development					
Proposed Solution		per setup	1.00		
Crafting Of An Irresistible Offer					
Audience Targeting Split Testing					
Digital Marketing Campaigns (Search Engine Marketing One-Time Setup):					
Linking To Google Ads Account		per setup	1.00		
Linking To Google Analytics					
Conversion Tracking Set Up					
Digital Assets Creation: GDN Ad Creative (if applicable) - Up to 1 set of minimum 3 recommended sizes per month		per quarter	1.00		
Digital Marketing Campaigns (SEM Scope of Work):					
- Creation Of Multiple Ad Groups Of Up To 50 Keywords					
Select any 2 campaign type - Search / Display / Video / Shopping / App					
- Google Ads Optimisation (if applicable) - Ad Copywriting Optimisation / Keywords Optimisation					
- For Search Ads Copywriting - (Headlines and Descriptions)		per month	3.00		
- Ad Devices And Scheduling Optimisation					
- Building Of Negative Keywords List					
- Split Testing Of Headlines and Descriptions to optimize for higher CTR					
- Setting Up Of All Relevant Ad Extensions (If Applicable)					
- Conversion Tracking Setup					
- KPI Of 200% ROAS (Differs from industry to industry)					
Digital Assets Creation: SEM Ad Copywriting (Includes writing of Responsive Search Ad Headlines & Descriptions, if necessary)		per quarter	1.00		

<p>Digital Marketing Campaign - Search Engine Optimization</p> <p>Technical SEO Audit</p> <ul style="list-style-type: none"> - 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 <p>Digital Assets Creation:</p> <ul style="list-style-type: none"> - 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 <p>Digital Marketing Campaign (SEM)</p> <p>(Optional) Creation Of Landing Page(s) - 2 step funnel (Either High Value Content Offer + Offer Page For Lead Generation Businesses, Or Single Long Form Landing Page For ECommerce Businesses)</p> <p>(Optional) Graphic Design Of High Value Content Offer In PDF Format</p> <p>Digital Marketing Campaigns (Additional): Dedicated Account Manager (SEM & SEO) Service Support (Email, WhatsApp, Dedicated Phone Number)</p> <p>Review and recommendation:</p> <p>Monthly Performance Report with observation & recommendation</p> <p>Review and recommendation: Final Report</p> <ul style="list-style-type: none"> - Tweaking of offer on landing page - Tweaking of Google Ads Headlines/ Descriptions - Reporting of ROAS <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 page	15.00			
		per setup	1.00			
		per setup	1.00			
		per month	3.00			
		per setup	1.00			
<p>4) Training</p> <p>Training</p> <p>Handover documents or reports</p>		per setup	1.00			
<p>5) Others</p> <p>Not Applicable</p>						
Total				\$	11,000.00	\$ 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