

Company	Corsiva Lab Pte Ltd
Digital Solution Name & Version Number¹	DM Corsiva Lab Digital Marketing Packages - Search Engine Optimization (20 Keywords) & Search Engine Marketing [6 Months Package]
Appointment Period	28 October 2021 to 27 October 2022
Extended Appointment Period²	28 October 2022 to 27 October 2023

wef 25 November 2021

Standard Packaged Solution (ie. Minimum items to be purchased)

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis					
Search Engine Optimisation - Current Keywords Ranking Analysis - Current Website Optimisation Analysis - Competitor Ranking Analysis					
AND		Per Report	1.00		
Search Engine Marketing - Understanding Client's Business Model, Target Audience & Budget - Research on Keyword's Price Range, Search Volume & Competitiveness - Identifying Potential Existing Landing Pages for SEM Campaign					
Digital Marketing Strategy Development					
Search Engine Optimisation - Digital Marketing Objectives - Target Audience & Persona - Proposed Keywords Ranking Strategy - Work Process Plan (Engagement Plan)					
AND		Per Report	1.00		
Search Engine Marketing - Digital Marketing Objectives - Target Audience & Persona - Keywords Bidding Strategy - Assignment of Recommended Keywords & Budget to Bidding Strategy - Work Process Plan (Engagement Plan)					

<p>Digital Marketing Campaigns</p> <p>Search Engine Optimisation 6 Months SEO Campaign for 20 Keywords (Google Singapore):</p> <ul style="list-style-type: none"> - On Page SEO Structural Report (Inclusive of implementation) <ul style="list-style-type: none"> - Google Analytics Installation - Google Search Console Installation - Robots.txt and XML Sitemap Optimisation - HTTPS Correction - HTTP Status Optimisation (301,302,404) - WWW Resolve Optimisation - On Page SEO Content Report (Inclusive of implementation) <ul style="list-style-type: none"> - Meta Title Optimisation - Meta Description Optimisation - Meta Keywords Optimisation - Headings Optimisation - Copyediting of Existing Website Content to Include Keywords <ul style="list-style-type: none"> - URL Optimisation - Text/HTML Ratio Optimisation - Image Alt Optimisation - Onsite Linking Optimisation - Off Page SEO Optimization <p>AND (continued below)</p> <p>Search Engine Marketing Accounts Set Up:</p> <ul style="list-style-type: none"> - Google AdWords Account - Google Analytics Account <ul style="list-style-type: none"> - Event Tracking & Goal Creation - Creation & Integration of Google Tag Manager <ul style="list-style-type: none"> - Google Search Console Installation <p>SEM Campaign Set Up for 6 Months Campaign:</p> <ul style="list-style-type: none"> - Creation of Campaign, Ad Group & Ad Copy <ul style="list-style-type: none"> - Up to 5 Ad Groups - Up to 3 Ad Copies / Ad Group - Campaign Budget Allocation <p>SEM Campaign Optimization for 6 Months Campaign:</p> <ul style="list-style-type: none"> - Regular Optimization of SEM Campaigns - Keywords Performance Analysis for all Ad Groups - Budget Optimization for all Campaigns - Re-structuring Ad Copies <p>KPI/ROAS:</p> <ul style="list-style-type: none"> - SEO: 30% of Keywords to Rank on Page 1 (Estimated ROAS calculation to be provided upon Project Onboarding) - SEM: 3% - 5% CTR for Search Ads & 1% - 3% CTR for Display Ads (Estimated ROAS calculation to be provided upon Project Onboarding) <p>Digital Assets Creation</p> <p>Search Engine Optimisation</p> <ul style="list-style-type: none"> - Creation of Search Engine Friendly Blog Articles (10x) - Up to 1000 Words / Blog Article <p>AND</p> <p>Search Engine Marketing</p> <ul style="list-style-type: none"> - Creation of 1 Informative Landing Page for SEM Campaigns (Inclusive of Copywriting) 	Per Month	6.00			
	Per Month	6.00			
	Per Digital Asset	1.00			

Review and Recommendations					
Search Engine Optimisation Monthly Campaign Report: - SEO Monthly Growth Report for 20 Keywords - Website Data Analytics Report - Recommendations Report		Per Report	6.00		
AND					
Search Engine Marketing Monthly Campaign Report: - SEM Monthly Paid Campaign Conversion Report - Website Data Analytics Report - Recommendations Report					
Final Project Report		Per Report	1.00		
4) Training Handover Checklist Documentation		Per Report	1.00		
5) Others Not Applicable					
Total				\$	9,000.00
				\$	9,000.00

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