

Company	Digital M Pte. Ltd.
Digital Solution Name & Version Number¹	DM Digital M Digital Marketing Packages Version 0.1 - DM Digital M Digital Marketing Package 5 - SEO + SEM + SMM (3 months)
Appointment Period	13 April 2023 to 12 April 2024
Extended Appointment Period²	13 April 2024 to 12 April 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		0	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis:					
Company Analysis Competitor Analysis Digital Asset Analysis		per setup	1.00		
Digital Marketing Strategy Development					
Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI) Keyword Research & Analysis Target Audience Selection		per setup	1.00		
Digital Marketing Campaign 1					
SEO Scope Of Work (3 Months):					
- Keywords: 15 keywords					
- Target Pages: 2 - 4 pages					
- Extensive keyword research and analysis					
- Onsite Optimization					
-- Implement Search Console to submit XML sitemap, Robot.txt, Fix broken links.					
-- Implement Google analytics.					
-- Implement Google friendly titles and descriptions.					
-- Create internal links					
-- Update website content if needed					
- Offsite Optimization					
-- Sustained link building activity (inclusive of creation of Backlinks with DA20-30+ metrics & 75+ Referring Domains Power / 301 Redirects / Negative SEO Protection)					
KPI : 10% of the keywords rank to 1st page within 3 month					
Digital Assets Creation					
2 blog articles with stock images per month					
- Minimum of 2 photos, up to 4 photos					
- Blog article: Update to 500 - 1000 words					
Digital Marketing Campaign 2					
Google Ads Set Up					
- Set up comprehensive Google Advertisement					
- Up to 1 - 5 campaigns					
- Create high conversion ads title and description					
- Keyword research					
- Choose 5-10 money keywords					
- Create ads extensions					

