

Company	MediaOne Business Group Pte Ltd
Digital Solution Name & Version Number¹	DM MediaOne SEO SEM SMM SMA Digital Marketing Boost Up Version 2 - Package B (6 months)
Appointment Period	31 March 2022 to 30 March 2023
Extended Appointment Period²	31 March 2023 to 30 March 2024

wef. 26 October 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not applicable		0	1.00		
2) Hardware Not applicable		1	1.00		
3) Professional Services Digital Marketing Needs Analysis - Needs Analysis - Keyword Research and Analysis - Technical Audit and Analysis - Competitor Analysis		Per Report	1.00		
Digital Marketing Strategy Development - Digital Marketing Strategy Report		Per Report	1.00		
Digital Marketing Campaigns SEARCH ENGINE OPTIMISATION (SEO) DELIVERABLES: 6 Months SEO 15 Keywords Service INCLUDES: 1. Dedicated Project Coordinator 2. Access to SEO Consultation (U.P. \$160/hour) 3. Keywords Research, Keywords Proposal, Keywords Mapping		Per Month	2.00		
4. On-Page Recommendation - Meta Data Optimisation - Images Optimisation - Content Optimisation - Sitemap.xml Installation - Robots.txt - Google Search Console Installation					
5. On-Page Implementation (either implement by MediaOne or Client's IT team)		Per Month	2.00		
6. Website and Technical Pre-Audit - Crawl Error- Broken Links (4xx pages) - Page Indexing - Mobile Responsive - Desktop Speed - Mobile Speed - URL Anomalies - Uptime Robot (Server Downtime) Audit - Disavow of Backlinks (Spam links) - Sitemap.xml Reference					
7. High Domain Authority Backlinks/Month (industry contextual link)					
8. SEO Monthly Monitoring - 24/7 Access to our advance real-time SEO Reporting - SEO Monthly Report		Per Month	1.00		

<p>9. Quarterly Service Email</p> <ul style="list-style-type: none"> - Campaign Review - Quarterly Audit and Recommendation - Website and Technical Audit - URL Parameters - Pages Redirection Analysis - Google Search Console - Doctype and Language Declaration - Duplicate Titles - Duplicate Descriptions - Missing View Port Tag - Duplicate Headers - Missing Headers - Missing Canonicalisation Tags - Low Word Count - Robots.txt Blocking Crawlers - Encoding not Declared - Missing Robots.txt 	Per Month	1.00		
<p>KPIs</p> <p>SEO: Target 30% of Keywords to rank on page 1 of Google within 6 months (Estimated ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/ service, offer)</p>	Per Campaign	1.00		
<p>SEARCH ENGINE MARKETING (SEM)</p> <p>DELIVERABLES:</p> <p>3 Months Google Search Network (GSN) Campaign</p> <p>INCLUDES:</p> <p>1. Account Setup</p> <ul style="list-style-type: none"> - Google Ads Account Setup - Google Tag Manager (GTM) Creation & Implementation - Event Tracking & Testing (if applicable) via GTM - Google Analytics (GA) Creation & Installation - Up to 3 Event Tracking & Goal Creation (if applicable) in GA - Google Ads and Analytics linking <p>2. Campaign Setup</p> <ul style="list-style-type: none"> - Up to 3 Ad Groups Setup - Up to 3 Ad Copies per Ad Group - Budget Division and Bid Setup - Keywords & Competitors Research - Text Ads Creation 	Per Campaign	1.00		
<p>SEARCH ENGINE MARKETING (SEM)</p> <p>DELIVERABLES:</p> <p>3 Months Google Search Network (GSN) Campaign</p> <p>INCLUDES:</p> <p>3. Campaign Management and Optimisation</p> <ul style="list-style-type: none"> - Testing New Ads/Keywords Including A/B Split Testing (where applicable) - Remove Underperforming Ads/Keywords - Conversion Tracking and Overall Campaign Reporting - Bid Adjustments and Budget Reallocation - Insights, Analysis and Recommendations 	Per Month	3.00		
<p>KPIs</p> <p>SEM: Target Click Through Rate (CTR) of 2 - 5% (Estimated ROAS calculation to be provided upon Project Onboarding, range of 1.2x to 3x depending on industry, product/service, offer)</p>	Per Campaign	1.00		
<p>Digital Assets Creation</p> <p>SEO Blog Article Creation (up to 500 words each)</p>	Per Article	2.00		
<p>Digital Assets Creation</p> <p>SEO Blog Article Creation (up to 500 words each)</p>	Per Article	1.00		
<p>SEM Landing Page Creation (includes Copywriting of up to 500 words)</p>	Per Landing Page	1.00		
<p>Review and recommendation</p> <p>SEO Monthly Report and Review</p>	Per Report	6.00		

Review and recommendation SEM Monthly Report and Review	Per Report	3.00		
Final Report	Per Report	1.00		
4) Training Handover Checklist Documentation	Per Setup	1.00		
5) Others Not Applicable				
Total			\$ 9,988.00	\$ 9,988.00

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