

ANNEX 3

wef. 10 August 2023

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

- 1) Software
Not applicable
- 2) Hardware
Not applicable
- 3) Professional Services
Digital Marketing Needs Analysis
 - Needs Analysis
 - Keyword Research and Analysis
 - Technical Audit and Analysis
 - Competitor AnalysisDigital Marketing Strategy Development
 - Digital Marketing Strategy ReportDigital 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
 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)
 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

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