

## ANNEX 3

wef. 10 August 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					
3) Professional Services Digital Marketing Needs Analysis - Needs Analysis - Keyword Research and Analysis - Technical Audit and Analysis - Competitor Analysis  Digital Marketing Strategy Development - Digital Marketing Strategy Report  Digital Marketing Campaigns SEARCH ENGINE OPTIMISATION (SEO) DELIVERABLES: 6 Months SEO 20 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		Per Report	1.00		
		Per Report	1.00		
		Per Month	2.00		
		Per Month	2.00		
		Per Month	1.00		

<p>9. Quarterly Service Email</p> <ul style="list-style-type: none"> <li>- Campaign Review</li> <li>- Quarterly Audit and Recommendation</li> <li>- Website and Technical Audit</li> <li>- URL Parameters</li> <li>- Pages Redirection Analysis</li> <li>- Google Search Console</li> <li>- Doctype and Language Declaration</li> <li>- Duplicate Titles</li> <li>- Duplicate Descriptions</li> <li>- Missing View Port Tag</li> <li>- Duplicate Headers</li> <li>- Missing Headers</li> <li>- Missing Canonicalisation Tags</li> <li>- Low Word Count</li> <li>- Robots.txt Blocking Crawlers</li> <li>- Encoding not Declared</li> <li>- Missing Robots.txt</li> </ul> <p>KPIs 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> <p>SEARCH ENGINE MARKETING (SEM) DELIVERABLES: 3 Months Google Search Network (GSN) Campaign INCLUDES:</p> <ol style="list-style-type: none"> <li>1. Account Setup <ul style="list-style-type: none"> <li>- Google Ads Account Setup</li> <li>- Google Tag Manager (GTM) Creation &amp; Implementation</li> <li>- Event Tracking &amp; Testing (if applicable) via GTM</li> <li>- Google Analytics (GA) Creation &amp; Installation</li> <li>- Up to 3 Event Tracking &amp; Goal Creation (if applicable) in GA</li> <li>- Google Ads and Analytics linking</li> </ul> </li> <li>2. Campaign Setup <ul style="list-style-type: none"> <li>- Up to 3 Ad Groups Setup</li> <li>- Up to 3 Ad Copies per Ad Group</li> <li>- Budget Division and Bid Setup</li> <li>- Keywords &amp; Competitors Research</li> <li>- Text Ads Creation</li> </ul> </li> </ol> <p>SEARCH ENGINE MARKETING (SEM) DELIVERABLES: 3 Months Google Search Network (GSN) Campaign INCLUDES:</p> <ol style="list-style-type: none"> <li>3. Campaign Management and Optimisation <ul style="list-style-type: none"> <li>- Testing New Ads/Keywords Including A/B Split Testing (where applicable)</li> <li>- Remove Underperforming Ads/Keywords</li> <li>- Conversion Tracking and Overall Campaign Reporting</li> <li>- Bid Adjustments and Budget Reallocation</li> <li>- Insights, Analysis and Recommendations</li> </ul> </li> </ol> <p>KPIs 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> <p>Digital Assets Creation SEO Blog Article Creation (up to 500 words each)</p> <p>Digital Assets Creation SEO Blog Article Creation (up to 500 words each)</p> <p>SEM Landing Page Creation (includes Copywriting of up to 500 words)</p> <p>Review and recommendation SEO Monthly Report and Review</p>	Per Month	1.00			
	Per Campaign	1.00			
	Per Campaign	1.00			
	Per Month	3.00			
	Per Campaign	1.00			
	Per Article	2.00			
	Per Article	1.00			
	Per Landing Page	1.00			
	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					
<b>Total</b>				<b>\$ 11,888.00</b>	<b>\$ 10,000.00</b>

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> 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