

<b>Company</b>	NBT DIGITAL PTE LTD
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM NBT Digital Performance Marketing Package - Package 1 - SEO + SEM [6 months]
<b>Appointment Period</b>	13 July 2023 to 12 July 2024
<b>Extended Appointment Period<sup>2</sup></b>	13 July 2024 to 12 July 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		Per User	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis SEM - 6 Months > SEM Paid presence analysis > SEM Competitors analysis		Per Report	1.00		
SEO - 6 Months > Organic presence analysis > SEO Competitors analysis					
Digital Marketing Strategy Development SEM - 6 Months > SEM Objectives & KPI > SEM proposed targeted keywords > SEM Landing page proposition		Per Report	1.00		
SEO - 6 Months > SEO Objectives & KPI > SEO proposed technical optimisation > SEO proposed onsite optimisation > SEO proposed offsite optimisation					
Digital Marketing Campaigns (SEM - 6 months)  > SEM campaign full setup - Google Ads Campaign Creation - Analytics + Tracking Setup - Tracking Sheet & Integration - Bidding Integration - Keywords Research - Google Ad Copies Creation  > SEM Google Ads Optimisation - SEM Campaigns Optimisation - Keywords targeting - SEM Ad Texts Creation - Remarketing Ads - Landing Page Monitoring - Custom Events Tracking - Monthly Reporting Setup - Setup website status alert system  > Landing page creation and optimisation - Graphics Creation - Landing Page Copywriting - CNAME Integration - Landing Page Setup - Landing page hosting and optimisation  > Landing Page Maintenance - Heatmap Tracking & Optimisation		Per Setup	1.00		
KPI: Target ROAS of 300%					

<p>Digital Marketing Campaigns (SEO - 6 months)</p> <ul style="list-style-type: none"> <li>&gt; SEO onboarding set up</li> <li>- SEO keywords research</li> <li>- SEO audit</li> </ul> <p>&gt; Technical &amp; Onsite optimisation implementation</p> <ul style="list-style-type: none"> <li>- Fixing GSC errors</li> <li>- Basic SEO technical fixes</li> <li>- Basic site speed optimisation</li> <li>- Cache configuration</li> <li>- Image alt tagging optimisation</li> <li>- Creating robots.txt</li> <li>- XML sitemap creation</li> <li>- Canonical tag setup</li> <li>- Structured snippets &amp; schema markup configuration</li> <li>- On-page foundation setup (for 6 pages)</li> <li>- Monthly technical fixes &amp; monitoring</li> </ul> <p>&gt; Offsite optimisation implementation</p> <ul style="list-style-type: none"> <li>- 80-100 manual backlinks outreach (guaranteed 1 mid tier DA guest post per month)</li> </ul> <p>&gt; SEO keywords rank tracking</p> <p>KPI: Rank 30% of the 10 keywords on Page 1 within 6 months</p> <p>Digital Assets Creation - SEM 6 Months</p> <ul style="list-style-type: none"> <li>&gt; SEM ad copywriting - 5 Ad copies</li> <li>- Includes generation of Responsive Search Ad Headline &amp; Description, if needed</li> </ul> <ul style="list-style-type: none"> <li>&gt; 1 Landing page creation and optimisation</li> <li>- Includes copywriting up to 800 words</li> </ul> <ul style="list-style-type: none"> <li>&gt; 5 Graphics/ stock photos created for landing page</li> <li>- 2 rounds of changes</li> </ul> <p>Digital Assets Creation - SEO 6 Months</p> <p>Note: Digital assets created for SEO will either be - (1) 1 page + 1 blog article or (2) 2 pages or (3) 2 blogs per month depending on the requirements for the client's site</p> <ul style="list-style-type: none"> <li>&gt; 1 page creation and optimisation</li> <li>- Includes copywriting up to 400 words</li> <li>- 2 rounds of changes</li> </ul> <ul style="list-style-type: none"> <li>&gt; 1 Graphic/ stock image for the page</li> </ul> <ul style="list-style-type: none"> <li>&gt; 1 blog article</li> <li>- Between 400 to 800 words</li> </ul> <ul style="list-style-type: none"> <li>&gt; 1 Graphic/ stock image for the blog article</li> </ul> <ul style="list-style-type: none"> <li>&gt; 1 Guest post (per month)</li> </ul> <p>Review and recommendation (SEM - 6 Months)</p> <ul style="list-style-type: none"> <li>&gt; Monthly report and recommendation</li> </ul> <p>Review and Recommendation (SEM - 6 Months)</p> <ul style="list-style-type: none"> <li>&gt; Final Report</li> </ul> <p>Review and Recommendation (SEO - 6 Months)</p> <ul style="list-style-type: none"> <li>&gt; Monthly Report and recommendation</li> </ul> <p>Review and Recommendation (SEO - 6 Months)</p> <ul style="list-style-type: none"> <li>&gt; Final Report</li> </ul> <p>Development and integration of leads management processes with existing business processes</p> <p>4) Training Handover for client</p>	<p>Per Setup</p> <p>Per Setup</p> <p>Per Month</p> <p>Per Month</p> <p>Per Month</p> <p>Per Report</p> <p>Per Report</p> <p>Per Setup</p> <p>Per setup</p>	<p>1.00</p> <p>1.00</p> <p>6.00</p> <p>6.00</p> <p>1.00</p> <p>6.00</p> <p>1.00</p> <p>1.00</p> <p>1.00</p>		
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5) Others Not Applicable					
<b>Total</b>				\$ 10,000.00	\$ 10,000.00

<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