

<b>Company</b>	Outrankco Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Outrankco Digital Marketing Packages Version 1 - Package 1 - SEO + SEM Packages - Starter (3 Months)
<b>Appointment Period</b>	02 March 2023 to 01 March 2024
<b>Extended Appointment Period<sup>2</sup></b>	02 March 2024 to 01 March 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		per setup	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Company Analysis - Competitors Analysis - Website Audit & Assessment		per report	1.00		
Digital Marketing Strategy Development SEO & SEM Campaign Strategy Proposal Detailing:  - Observations & Focus - Keyword Research & Analysis - Strategies - Scope Of Work - Timeline & Deliverables		per report	1.00		
Digital Marketing Campaigns (SEO) Setup - SSL Security On Website (HTTPS) - Updating/Creation of XML Sitemap - Submission Of Sitemap - Setup Conversion Tracking - Setup Keyword Rank Tracker - Creation Of Google Accounts: Google Analytics, Google Search Console, Google Tag Manager		per setup	1.00		
Scope Of Work - 3 months SEO campaign - Up To 24 Keywords - On-Page Optimization - Off-Page Optimization (With Link Building) - Technical Optimization - Content Creation & Optimization - Call-To-Action Optimization - Google Business Profile Optimization - Does not include advertising costs		per month	3.00		
KPI - Minimum 10% Keywords In Page 1					
Digital Marketing Campaigns (SEM) Setup - Creation Of Google Ad Account - Linking To Google Analytics - Setup Conversion Tracking		per setup	1.00		

