

Company	Roots Digital Pte. Ltd.
Digital Solution Name & Version Number¹	DM Roots Digital Marketing Packages - Package 2 - [SEO, SEM & 1 SEO Content] - [2 Months]
Appointment Period	23 June 2022 to 22 June 2023
Extended Appointment Period²	23 June 2023 to 22 June 2024

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 user	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Keyword Research & Analysis - Competitor Analysis - Technical SEO audit - Google Search Console audit - Google Analytics audit		per report	1.00		
Digital Marketing Strategy Development - Digital Market Strategy Report		per report	1.00		
SEO Campaign Scope of work - Up to 30 keywords (Keywords will be determined based on the product/services business offered) - Page Title Optimisation - Meta Description Optimisation - Header Tag Optimisation - Robots.txt Optimisation - XML Sitemap Optimisation - Redirection Optimisation - Custom 404 Page Creation		per month	2.00		
Duration 2 Months					
Search Engine - Google Singapore (Desktop & Mobile)					
Minimum 10% Keywords in Top 10/Page 1 Guarantee					
Ad Campaign Management Channel: Google Search Ads Scope of work Campaign Optimisation: • Ad performance monitoring • Targeting performance monitoring		per month	2.00		
Minimum ROAS of 1.5X (for ecommerce campaign) or Minimum conversion rate of 2% (for lead gen campaign)					
Ad Campaign Setup Scope of work - Account creation and setup - Campaign structure development - Ad targeting strategy - Ad copywriting - Conversion tracking setup		per setup	1.00		

Digital Assets Creation - 1 long form blog post (Up to 3,000 word per post)		per post	1.00		
Review and recommendation - Live reporting dashboard (Customisable to results businesses care for) - Final report and review		per report	1.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				\$ 8,000.00	\$ 8,000.00

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