

<b>Company</b>	Verz Design Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Verz Design Digital Marketing Package - Package 5 - Omega - SEO & Content Marketing (6 months)
<b>Appointment Period</b>	06 October 2022 to 05 October 2023
<b>Extended Appointment Period<sup>2</sup></b>	06 October 2023 to 05 October 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 Unit	1.00		
2) Hardware Not Applicable					
3) Professional Services A. Digital Marketing Needs Analysis 6 Months Search Engine Optimisation "1) Current Keywords Ranking Analysis 2) Current Website Optimisation Analysis 3) Competitor Ranking Analysis" And 6 Months Content Marketing "1) Perspective & In-Depth Analysis 2) Competitors and industry research"		per Unit	1.00		
B. Digital Marketing Strategy Development 6 Months Search Engine Optimisation "1) Competitor analysis 2) Keyword Research & Analysis 3) Proposed Keywords Ranking Strategy 4) On Page Recommendation" And 6 Months Content Marketing "1) Business Studies and Industry Research 2) Topic recommendation 3) Content Planning & Enhancement 4) Consistency of Content Tone of Voice"		per Unit	1.00		
C. Digital Marketing Campaigns Search Engine Optimisation "6 months SEO campaign for 20 Keywords on Google Singapore 1) On Page SEO audit & implementation 2) Website Content Enhancement & Meta Data Onsite Implementation 3) SEO keywords Research and analysis 4) Monthly Link Building Activities & Off Page SEO Optimization 5) Keywords Positioning monthly monitoring 6) 6-month Website on-Page Audit & Review"		per Unit	6.00		
Software Google Analytics Tracking Google Search Console (GSC) Setup Google My Business (GMB) Optimisation and Setup"					

D. Content Marketing Campaign "Copywriting of One Premium Blog Article for media usage: 1) Article optimisation 2) Blog and forum & inner link building 3) Local directory links 4) Industry related directory links 5) Social Book Marking links 6) Implementation of Google-friendly meta & page title descriptions 7) Licensed stock images 8) Article submissions"	per Unit	1.00		
E. KPI/ROAS "SEO: Minimum 30% Keywords in Top 10/Page 1 Guarantee  Content:  Organic Traffic: 20% increase in 6 months Leads: 10% increase in 6 months"	per Unit	1.00		
F. Digital Assets Creation "Search Engine Optimisation - Copywriting of One SEO Blog article per month containing 500 words per article with images"  One Skyscraper SEO article (from 2000-3000 words)  One Premium article for media usage	per Unit  per Unit  per Unit	6.00  1.00  1.00		
G. Review and recommendation "Search Engine Optimisation Monthly Campaign Report: - SEO Monthly Review report for 20 Keywords - Website Traffic Data Analytics Report - Recommendations Report"	per Unit	1.00		
H. Final Report	per Unit	1.00		
I. Development and integration of leads management processes with existing business processes	per Unit	1.00		
4) Training Handover Checklist Documentation	per Unit	1.00		
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