Company	MediaOne Business Group Pte Ltd
I Didital Sollition Name & Version Nilmber	DM MediaOne SEO SEM SMM SMA Digital Marketing Boost Up Version 2 -
	Package C (6 months)
Appointment Period	31 March 2022 to 30 March 2023
Extended Appointment Period ²	31 March 2023 to 30 March 2024

wef. 26 October 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		Per Report	1.00		
	Digital Marketing Strategy Development - Digital Marketing Strategy Report		Per Report	1.00		
	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		Per Month	2.00		
	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		Per Month	2.00		
	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 Month	1.00		

9. Quartery Service Email Campaign Red Fechical Audit II - Pagus Redirection Analysis Coogle Sanch Console Duplicate Tile Fechical Audit II - Pagus Redirection Analysis Coogle Sanch Console Dought Program Console Maining Week Port Tag Duplicate Headers Maining Nebots to Blocking Crawlers - Rooding to Dought Program Console Red Coogle Within 6 months (Estimated ROAS calculation to be provided upon Project Onboarding, carriage of 12 to 35 depending on industry, product's service, offer) SECO Target 30% of Keywords to rank on page 1 of Coogle within 6 months (Estimated ROAS calculation to be provided upon Project Onboarding, carriage of 12 to 35 depending on industry, product's service, offer) SEARCH ENGINE MARKETING (SEM) DELIVERABLES SARCH ENGINE MARKETING (SEM) DELIVERABLES SARCH ENGINE MARKETING (SEM) DELIVERABLES SARCH ENGINE MARKETING (SEM) Coogle Tag Manager (GTM) Creation & Installation - Oping Analysics (GA) Creation & Installation - Oping Analysics (GA) Creation & Installation - Oping Analysics (GA) Creation & Installation - Up 10 a 3 Extent of 4 groupes bely in CTM - Corgle Analysics (GA) Creation & Installation - Total A Succession of Setup - Up 10 a 3 Coping and Analysics linking 2 Companyin Setup - Up 10 a 3 Coping and Analysics linking 2 Companyin Setup - Up 10 a 3 Coping and Analysics linking 2 Companyin Setup - Up 10 a 3 Coping and Analysics linking - Coping Analysis (GA) Coping and Analysis and Recommendation - Tracking New Addisequence Including AM Spilt - Testing New Addisequence Including AM Spilt						
SEC. Target 30% of Keywords to rank on page 1 of Google within 6 months (Estimated ROAS Per Campaign ange of 12.5 to 3x depending on industry, product/ service, offer) SEARCH ENSINE MARKETING (SEM) SEARCH ENSINE MARKETING (SEM) DELIVERABLES: 3 Months Google Saerch Network (GSN) Campaign INCLUDES: 1. Account Setup - Google Ads Account Setup - Google Ads Account Setup - Google Tag Manager (GTM) Creation & Implementation - Event Tracking & Testing (f applicable) via GTM - Event Tracking & Goal Creation (if applicable) in GA - Google Analytics (GA) Creation & Installation - Up to 3 Act Copies per Ad Group - Up to 3 Ad Copies per Ad Group - Budget Division and Bid Setup - Vey bot 3 Act Copies per Ad Group - Budget Division and Bid Setup - Keywords & Competitors Research - Text Ads Creation SEARCH ENGINE MARKETING (SEM) DELIVERABLES: 3 Months Google Search Network (GSN) Campaign INCLUDES: 3. Campaign Whatk-Roywords Including A/B Split Tensing www. Ask-Roywords Including A/B Split T	 Campaign Review Quarterly Audit and Recommendation Website and Technical Audit URL Parameters Pages Redirection Analysis Google Search Console Doctype and Language Declaration Duplicate Titles Duplicate Descriptions Missing View Port Tag Duplicate Headers Missing Headers Missing Canonicalisation Tags Low Word Count Robots.txt Blocking Crawlers Encoding not Declared 	Per	Month	1.00		
DELIVERABLES: 3 Months Google Search Network (GSN) Campaign INCLUDES: 1. Account Setup - Google Ads Account Setup - Event Tracking & Testing (if applicable) via GTM - Google Analytics (GA) Creation & Installation - Up to 3 Acd Creation & Installation - Up to 3 Acd Copies per Ad Group - Up to 3 Ad Copies per Ad Group - Budget Division and Bid Setup - Up to 3 Ad Copies per Ad Group - Budget Division and Bid Setup - Keywords & Competiors Research - Text Ads Creation SEARCH ENGINE MARKETING (SEM) DELIVERABLES: 3. Campaign Management and Optimisation - Testing (where applicable) - Remove Underperforming Ads/Keywords - Conversion Tracking and Overall Campaign Reporting - Bid Adjustments and Budget Reallocation - Insights, Analysis and Recommendations 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, productiservice, offer) Digital Assets Creation SEO Blog Article Creation (up to 500 words each) Digital Assets Creation SEM Landing Page Creation (includes Copywriting of up to 500 words) Review and recommendation	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/			1.00		
DELIVERABLES: 3 Months Google Search Network (GSN) Campaign INCLUDES: 3. Campaign Management and Optimisation - Testing New Ads/Keywords Including A/B Split Testing (where applicable) - Remove Underperforming Ads/Keywords - Conversion Tracking and Overall Campaign Reporting - Bid Adjustments and Budget Reallocation - Insights, Analysis and Recommendations 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) Digital Assets Creation SEO Blog Article Creation (up to 500 words each) Digital Assets Creation SEO Blog Article Creation (up to 500 words each) SEM Landing Page Creation (includes Copywriting of up to 500 words) Review and recommendation Per Landing Page 1.00	DELIVERABLES: 3 Months Google Search Network (GSN) Campaign INCLUDES: 1. Account Setup - Google Ads Account Setup - Google Tag Manager (GTM) Creation & Implementation - Event Tracking & Testing (if applicable) via GTM - Google Analytics (GA) Creation & Installation - Up to 3 Event Tracking & Goal Creation (if applicable) in GA - Google Ads and Analytics linking 2. Campaign Setup - Up to 3 Ad Groups Setup - Up to 3 Ad Copies per Ad Group - Budget Division and Bid Setup - Keywords & Competitors Research			1.00		
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) Digital Assets Creation SEO Blog Article Creation (up to 500 words each) Digital Assets Creation SEO Blog Article Creation (up to 500 words each) SEM Landing Page Creation (includes Copywriting of up to 500 words) Review and recommendation Per Report 6 00	DELIVERABLES: 3 Months Google Search Network (GSN) Campaign INCLUDES: 3. Campaign Management and Optimisation - Testing New Ads/Keywords Including A/B Split Testing (where applicable) - Remove Underperforming Ads/Keywords - Conversion Tracking and Overall Campaign Reporting - Bid Adjustments and Budget Reallocation	Per	Month	3.00		
SEO Blog Article Creation (up to 500 words each) Digital Assets Creation SEO Blog Article Creation (up to 500 words each) SEM Landing Page Creation (includes Copywriting of up to 500 words) Review and recommendation Per Article 2.00 Per Article 1.00 Per Landing Page 1.00 Per Report 6.00	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			1.00		
SEO Blog Article Creation (up to 500 words each) SEM Landing Page Creation (includes Copywriting of up to 500 words) Review and recommendation Per Article 1.00 Per Landing Page 1.00 Per Report 6.00		Per	Article	2.00		
of up to 500 words) Review and recommendation Per Report 6 00		Per	Article	1.00		
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		Per	Report	6.00		

	view and recommendation IM Monthly Report and Review		Per Report	3.00					
Fin	al Report		Per Report	1.00					
	aining ndover Checklist Documentation		Per Setup	1.00					
. ,	ners t Applicable								
Total					\$ 11	,888.00	\$;	10,000.0	10

¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 ²As 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