

Company	ALL DEVELOP PTE LTD
Digital Solution Name & Version Number¹	DM ALL DEVELOP Digital Marketing Packages - Package 2 – SEO (6 months) + SEM (3 months)
Appointment Period	19 January 2023 to 18 January 2024
Extended Appointment Period²	19 January 2024 to 18 January 2025

wef. 25 May 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software N/A	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Campaign 1: Search Engine Optimisation (SEO) • Company Initial Audit • Competitor Analysis • Current Keyword Ranking Assessment	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Needs Analysis: Campaign 2: Search Engine Marketing (Google Search Ads) • Company Initial Audit • SWOT Analysis • Competitor Analysis • Current Keyword Ranking Assessment • Landing Page Assessment	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Strategy Development: Campaign 1: Search Engine Optimisation (SEO) • Keyword Research & Analysis • Work Process Plan	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Strategy Development: Campaign 2: Search Engine Marketing (Google Search Ads) • Identify Marketing Objectives and Goals • Keyword Research and Budget Bidding Strategy • Work Process Plan	\$ 150.00	Per Report	1.00	\$ 150.00	\$ 150.00
Digital Marketing Campaigns Campaign 1: Search Engine Optimisation (SEO) • 6 months SEO campaign for 15 Keywords, up to 3 Services/Products/Themes (Google Singapore) • Keyword Mapping • Technical SEO Analysis, Audit & Recommendations • Website Content Enhancement • Website Structure Improvement • Internal Link Structuring & Optimization • Image & Hyperlink Optimization • Robots.txt and XML Sitemap Optimization • Integration of Google Tracking & Analytics Tools • Blogs Creation and Submission • Articles Creation and Submission • Bookmark and Search Engine Submission • Local Directory / Classifieds Submission • Infographics Creation and Submission	\$ 400.00	Per Month	6.00	\$ 2,400.00	\$ 2,000.00
KPI/ROAS: • 10% of Keywords to rank on Page 1 of Google Singapore					

Digital Marketing Campaigns: Campaign 2: Search Engine Marketing (Google Search Ads) • 3 months SEM campaign • Google Ads Account Set Up • Integration of Google Tracking & Analytics Tools • Conversion Tracking Integration • Campaign Structuring Proposal • Recommendation on Landing Page Optimization • Ad Copywriting Proposal • Campaign Budget Allocation • Regular Optimization of Ad Campaigns - Search Terms Analysis - Quality Score Optimizations - Bid Adjustments	\$ 750.00	Per Month	3.00	\$ 2,250.00	\$ 2,000.00
KPI/ROAS: • KPI: 2% - 5% Click-through-rate • ROAS: 150%-300 % (This will be discussed during the strategy planning session as the number ranges based on product, website and offering)					
Digital Assets Creation: Campaign 1: Search Engine Optimisation (SEO) • 4 Articles/blogs per month (\$200/article) * Up to 2 Rounds of Changes	\$ 800.00	Per Month	6.00	\$ 4,800.00	\$ 4,800.00
Digital Assets Creation: Campaign 1: Search Engine Optimisation (SEO) • 1 Infographic Every Two Months (\$200/infographic) * Up to 2 Rounds of Changes / Artwork	\$ 200.00	Per Month	3.00	\$ 600.00	\$ 600.00
Digital Assets Creation: Campaign 2: Search Engine Marketing (Google Search Ads) • Responsive Search Ad Headline & Description	\$ 0.00	Per Month	3.00	\$ 0.00	\$ 0.00
Review and recommendation: Campaign 1: Search Engine Optimisation (SEO) • Keyword Ranking Report + Live Tracking (3rd Party Tool) • Google Search Console Report • Google Analytics Report	\$ 0.00	Per Month	6.00	\$ 0.00	\$ 0.00
Review and recommendation: Campaign 2: Search Engine Marketing (Google Search Ads) • Post Campaign Meeting • Monthly Performance Report with recommendations	\$ 0.00	Per Month	3.00	\$ 0.00	\$ 0.00
4) Training Campaign 1: Search Engine Optimisation (SEO) • Handover Checklist Documentation	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
Campaign 2: Search Engine Marketing (Google Search Ads) • Handover Checklist Documentation	\$ 0.00	Per Report	1.00	\$ 0.00	\$ 0.00
5) Others Not Applicable					
Total				\$ 10,650.00	\$ 10,000.00

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