

Company	Corsiva Lab Pte. Ltd.
Digital Solution Name & Version Number¹	DM Corsiva Lab Digital Marketing Packages - Package 4 - SEO (20 Keywords) + Content Marketing [6 Months]
Appointment Period	08 February 2024 to 07 February 2025
Extended Appointment Period²	08 February 2025 to 07 February 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not Applicable		NA	1.00		
2) Hardware Not Applicable		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis					
Search Engine Optimisation					
- Current Keywords Ranking Analysis					
- Current Website Optimisation Analysis					
- Competitor Ranking Analysis		Per Report	1.00		
AND					
Content Marketing					
- Identifying Strategic Content Pillars					
- Researching on Industry Topics					
Digital Marketing Strategy Development					
Search Engine Optimisation					
- Digital Marketing Objectives					
- Target Audience & Persona					
- Proposed Keywords Ranking Strategy					
- Work Process Plan (Engagement Plan)		Per Report	1.00		
AND					
Content Marketing					
- Content Pillars Recommendations					
- Content Planning & Proposing Key Focus Points					

<p>Digital Marketing Campaigns</p> <p>Search Engine Optimisation 6 Months SEO Campaign for 20 Keywords (Google Singapore):</p> <ul style="list-style-type: none"> - On Page SEO Structural Report (Inclusive of implementation) - Google Analytics Installation - Google Search Console Installation - Robots.txt and XML Sitemap Optimisation - HTTPS Correction - HTTP Status Optimisation (301,302,404) - WWW Resolve Optimisation - On Page SEO Content Report (Inclusive of implementation) - Meta Title Optimisation - Meta Description Optimisation - Meta Keywords Optimisation - Headings Optimisation - Copyediting of Existing Website Content to Include Keywords - URL Optimisation - Text/HTML Ratio Optimisation - Image Alt Optimisation - Onsite Linking Optimisation - Technical Audit Report - Implementation of technical recommendations to achieve higher optimisation scores for Desktop & Mobile (*Best effort) - Off Page SEO Optimization <p>Content Marketing</p> <ul style="list-style-type: none"> - Copywriting of Blog Articles - Blog Articles Optimisation - Local Directory Links - Industry Related Directory Links - Social Book Marketing Links - Implementation of SEO On Page Titles & Descriptions <p>KPI/ROAS:</p> <ul style="list-style-type: none"> - SEO: 30% of Keywords to Rank on Page 1. <p>ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/services & media buy budget)</p> <p>*The official start date for the 6 months campaign period will be 3 weeks from the project onboarding date.</p> <p>Digital Assets Creation</p> <p>Search Engine Optimisation</p> <ul style="list-style-type: none"> - Creation of Search Engine Friendly Blog Articles (10x) - Between 500 to 1000 Words / Blog Article <p>Review and Recommendations</p> <p>Search Engine Optimisation Monthly Campaign Report:</p> <ul style="list-style-type: none"> - SEO Monthly Growth Report for 20 Keywords - Website Data Analytics Report - Recommendations Report <p>Final Project Report</p>					
		Per Month	6.00		
		Per Month	6.00		
		Per Digital Asset	1.00		
		Per Report	6.00		
<p>4) Training</p> <p>Handover Checklist Documentation</p> <p>5) Others</p> <p>Not Applicable</p>		Per Report	6.00		
		Per Report	1.00		
Total				\$ 9,900.00	\$ 9,900.00

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