Company	Outrankco Pte Ltd
Digital Solution Name & Version Number:	DM Outrankco Digital Marketing Packages Version 1 - Package 1 - SEO + SEM
	Packages - Starter (3 Months)
Appointment Period	02 March 2023 to 01 March 2024
Extended Appointment Period ²	02 March 2024 to 01 March 2025

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 setup	1.00		
2)	Hardware Not Applicable					
3)	Professional Services Digital Marketing Needs Analysis - Company Analysis - Competitors Analysis - Website Audit & Assessment		per report	1.00		
	Digital Marketing Strategy Development SEO & SEM Campaign Strategy Proposal Detailing:					
	 Observations & Focus Keyword Research & Analysis Strategies Scope Of Work Timeline & Deliverables 		per report	1.00		
	Digital Marketing Campaigns (SEO) Setup - SSL Security On Website (HTTPS) - Updating/Creation of XML Sitemap - Submission Of Sitemap - Setup Conversion Tracking - Setup Keyword Rank Tracker - Creation Of Google Accounts: Google Analytics, Google Search Console, Google Tag Manager		per setup	1.00		
	Scope Of Work - 3 months SEO campaign - Up To 24 Keywords - On-Page Optimization - Off-Page Optimization (With Link Building) - Technical Optimization - Content Creation & Optimization - Call-To-Action Optimization - Google Business Profile Optimization - Does not include advertising costs		per month	3.00		
	KPI - Minimum 10% Keywords In Page 1					
	Digital Marketing Campaigns (SEM) Setup - Creation Of Google Ad Account - Linking To Google Analytics - Setup Conversion Tracking		per setup	1.00		

	Scope Of Work - 3 months SEM campaign - Number Of Campaigns: Up To 3 - Ad Copywriting and Optimization - Keyword Optimization - Building Of Negative Keyword List - Ad Devices & Scheduling Optimization - Demographic & Location Targeting - A/B Testing - Quality Score Optimization - Conversion Tracking - Optimization/Creation Of Landing Page(s) - Monthly Keywords & Ads Optimization - Does not include advertising costs KPI ROAS: 150% (Depend On Niche & Industry) Leads: 10% increase (Depend On Niche, Industry & Ad Spend)	per month	3.00		
	Campaign Support: Dedicated Digital Strategist Contactable Via WhatsApp, Mobile Number, Email	per setup	1.00		
	Digital Assets Creation (SEO) - Optimization Of Content, Meta Title & Meta Description, Header Tags, Images (At least 3, Up To 5 Pages) - Creation Of Business Citation (At Least 10, Up To 20) - 6 GBP Post With Optimized Images	per setup	1.00		
	Digital Assets Creation (SEM) - Dedicated Landing Page(s) With Optimized Content (At Least 1, Up To 2)	per setup	1.00		
	Review and recommendation - Monthly SEO & SEM Performance Report With Observation & Recommendation	per month	1.00		
	Final Report (End Of Campaign)	per report	1.00		
4)	Training Handover	per report	1.00		
5)	Others Not Applicable				
			Total	\$ 5,400.00	\$ 5,400.00

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