

<b>Company</b>	Corsiva Lab Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Corsiva Lab Digital Marketing Packages - Package 4 - SEO (20 Keywords) + Content Marketing [6 Months]
<b>Appointment Period</b>	08 February 2024 to 07 February 2025
<b>Extended Appointment Period<sup>2</sup></b>	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"> <li>- On Page SEO Structural Report (Inclusive of implementation)</li> <li>- Google Analytics Installation</li> <li>- Google Search Console Installation</li> <li>- Robots.txt and XML Sitemap Optimisation</li> <li>- HTTPS Correction</li> <li>- HTTP Status Optimisation (301,302,404)</li> <li>- WWW Resolve Optimisation</li> <li>- On Page SEO Content Report (Inclusive of implementation)</li> <li>- Meta Title Optimisation</li> <li>- Meta Description Optimisation</li> <li>- Meta Keywords Optimisation</li> <li>- Headings Optimisation</li> <li>- Copyediting of Existing Website Content to Include Keywords</li> <li>- URL Optimisation</li> <li>- Text/HTML Ratio Optimisation</li> <li>- Image Alt Optimisation</li> <li>- Onsite Linking Optimisation</li> <li>- Technical Audit Report</li> <li>- Implementation of technical recommendations to achieve higher optimisation scores for Desktop &amp; Mobile (*Best effort)</li> <li>- Off Page SEO Optimization</li> </ul> <p>Content Marketing</p> <ul style="list-style-type: none"> <li>- Copywriting of Blog Articles</li> <li>- Blog Articles Optimisation</li> <li>- Local Directory Links</li> <li>- Industry Related Directory Links</li> <li>- Social Book Marketing Links</li> <li>- Implementation of SEO On Page Titles &amp; Descriptions</li> </ul> <p>KPI/ROAS:</p> <ul style="list-style-type: none"> <li>- SEO: 30% of Keywords to Rank on Page 1.</li> <li>ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/services &amp; media buy budget)</li> </ul> <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"> <li>- Creation of Search Engine Friendly Blog Articles (10x)</li> <li>- Between 500 to 1000 Words / Blog Article</li> </ul> <p>Review and Recommendations</p> <p>Search Engine Optimisation Monthly Campaign Report:</p> <ul style="list-style-type: none"> <li>- SEO Monthly Growth Report for 20 Keywords</li> <li>- Website Data Analytics Report</li> <li>- Recommendations Report</li> </ul> <p>Final Project Report</p> <p>4) Training Handover Checklist Documentation</p> <p>5) Others Not Applicable</p>						
		Per Month	6.00			
		Per Month	6.00			
		Per Digital Asset	1.00			
		Per Report	6.00			
		Per Report	6.00			
		Per Report	1.00			
		<b>Total</b>		\$	9,900.00	\$ 9,900.00

<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