

<b>Company</b>	OOm Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM OOm Digital Marketing Package - Package - 3 SEO/SEM Combo [3 Months]
<b>Appointment Start Date</b>	23 May 2024

wef. 26 June 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software NA		NA	0.00		
2) Hardware NA		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis Report - Assessment of Current State of Digital Presence - Assessment of Business Needs - Website Health Check - Competitor Analysis		per report	1.00		
Digital Marketing Strategy Report - Marketing Objective - Target Audience - Budget Allocation - Brand Positioning & Strategy - Engagement Framework		per report	1.00		
Digital Marketing Campaigns Search Engine Optimisation (SEO) Campaign 20 Keywords on Google Singapore KPIs: Target 10% of Keywords on Page 1 of Google Within 3 Months (*KPIs differ based on industry)					
Keyword & On-Page SEO Optimisation - Site-Wide Keyword Research - Keyword Analysis & Mapping - Target Page Metadata Optimisation - Live Keyword Positioning Tracking - Website Structure & Sitemap Audit Optimisation		per month	3.00		
SEO Content Marketing - Content Strategy & Calendar - SEO Copywriting - Content Pages Metadata Optimisations - Quarterly Content Audit					
Core Pages Optimisation - Content Enhancements & Rewriting - Metadata Optimisation - Pages Interlinking					
Technical SEO Optimisation - Quarterly Technical Audit & Optimisation - Schema Markup - Image Size & Alt Texts Optimisations - 404 URL Checks & Redirection - Dedicated 404 Page - Duplicate Content & Broken Links Redirection		per month	3.00		
Backlink Building - Guaranteed Backlinks - Linkbuilding Strategy & Implementation - Quarterly Linkbuilding Audit - Toxic Backlinks Audit & Disavowal					
Tracking Accounts Setup (GA4, GSC, Conversion Goal Setup)					

<p>Digital Marketing Campaign Search Engine Marketing (SEM) Campaign</p> <p>- Monthly KPIs: a) Target Leads: *10-40 or b) Target ROAS: **2x - 5x *Conversion actions include form enquiries, phone clicks or WhatsApp enquiries. KPIs differ based on industry. **Final KPIs range will be discussed and finalised during project commencement.</p> <p>- Campaign Setup (Google Search Ads, Google Performance Max, Google Display Ads, Google Shopping Ads)* - Campaign Management &amp; Optimisation - Keywords Research and Analysis - Keywords Bid Optimisation and Monitoring - Keywords Match Type Optimisation and Monitoring</p> <p>- Audience Targeting Analysis &amp; Segmentation - Conversion Tracking Setup (Google Analytics 4, Google Tag Manager) *The Google campaign type implemented will be dependent on the business' industry and marketing objective</p> <p>Digital Marketing Software (includes subscription fee for 3 months) - Click Fraud Detection Tool (SEM Only) - Website Heatmap and Behaviour Analytics Tool</p> <p>Digital Assets Creation</p> <p>SEO - 5 Core Page Optimisation - 9 Backlinks from Sites with DA 20+ &amp; Above - 2 Blog Posts (500 to 800 words count): · Includes 1 stock image for each blog post - 1 Skyscraper (1500 words &amp; more) · Includes 1 stock image and 1 infographic for each skyscraper</p> <p>SEM - Search Ad Copywriting - Headline &amp; Description Optimisation - 2 Display Ad Creatives **Quantity is dependent on the business' industry and marketing objective</p> <p>Review and recommendation - Monthly Ranking Report and Review</p> <p>Review and recommendation - Final Report</p>					
	Per Set	3.00			
	Per Set	1.00			
	Per Set	1.00			
	per report	3.00			
<p>4) Training - Digital Assets Handover - Training Guide</p> <p>5) Others NA</p>	per report	1.00			
	per setup	1.00			
	NA	0.00			
<b>Total</b>				<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>

<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

\* Qualifying cost refers to the supportable cost to be co-funded under the grant