

Company	THE GENIA PTE. LTD.
Digital Solution Name & Version Number¹	DM GENIA Semantic SEO - Package 1 - SEO + Content Marketing [3 months]
Appointment Period	20 February 2025 to 19 February 2026
Extended Appointment Period²	20 February 2026 to 19 February 2027

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software N/A		NA	1.00		
2) Hardware N/A		NA	1.00		
3) Professional Services Digital Marketing Needs Analysis Keyword Research Competitor Analysis (Traffic, Keywords & Backlinks)		per month	1.00		
Content Analysis Technical Analysis					
Digital Marketing Strategy Development - Organic Authority Routemap (Digital Marketing Strategy Report)		per month	1.00		
Digital Marketing Campaigns: SEO (3 Months) - 40 Keywords - Semantic Gap Analysis - On-page/Technical SEO - Link building (6 backlinks/month, for 3 months) - Copywriting (1-8 sales pages) - Conversion Optimisation		per month	3.00		
Search Engine - Google Singapore - Google Singapore (Mobile) - Yahoo Singapore - Bing Singapore					
Digital Marketing Software - Google My Business Optimisation - Google Analytics - Google Search Console					
Digital Marketing Campaigns: Content Marketing (3 Months) Keyword Research 2 Blog Articles/Month, for 3 months (1000words)		per month	3.00		
Digital Assets Creation: 1-8 sales pages of copywriting 6 backlinks per month, for 3 months 2 articles per month, for 3 months		per month	1.00		
KPI for Campaign 1 (SEO): Rankings: 10 - 30% of Keywords on Page 1 in 3 months Organic Traffic: 10 - 30% increase in 3 months Leads: 10-30% increase in 3 months [OR] Revenue: 10 - 30% revenue increase (Actual estimation will be provided during project commencement based on product, pricing and current conversion rates)		per month	1.00		
KPI for Campaign 2 (Content Marketing): Rankings: 10 - 30% of Keywords indexed in 3 months					

Review and recommendation Monthly Progress Report (Ranking, Traffic & Leads) Monthly Review Call Final Report		per month	1.00		
4) Training N/a		NA	1.00		
5) Others Not Applicable		NA	1.00		
Total				\$ 10,500.00	\$ 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