

Company	2STALLIONS PTE LTD
Digital Solution Name & Version Number¹	DM 2Stallions Complete Digital Marketing Packages - Package 5 - Search Engine Optimization + SEM with Landing Page Development (B2C/B2B) [6 months]
Appointment Period	10 August 2023 to 09 August 2024
Extended Appointment Period²	10 August 2024 to 09 August 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software NA		Per Month	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis					
Search Engine Optimization - Understand the client's business objectives, industry and target audience - Audit current keywords ranking - Audit website optimization - Research top 3 competitors for gaps & improvements discovery		Per Report	1.00		
AND					
Search Engine Marketing - Understand the client's business objectives, industry, target audience and marketing budget - Gather client data such as branding guidelines and advertising objectives - Research keywords for pricing, search volume and competitiveness - Identify potential landing pages for SEM campaign					
Digital Marketing Strategy Development					
Search Engine Optimization - Objectives - Proposed keywords ranking strategy - Process plan detailing timelines & milestones		Per Report	1.00		
AND					
Search Engine Marketing - Objectives - Bidding strategy - Keywords and budget allocation - Process plan detailing timelines & milestones					

<p>Digital Marketing Campaigns</p> <p>Search Engine Optimization</p> <ul style="list-style-type: none"> - 6 months SEO campaign for 10 focus keywords (Google Singapore) with unlimited long-tail keywords ranking potential: - Initial Setup - Google Analytics setup and installation - Google Search Console setup and installation - Google My Business setup - Monthly - Technical SEO (recommendations only) - Highlight page speed and page status and redirection errors - Recommend improvements " - Implementation not included (we only direct client's IT team to make improvements)" - On-Page SEO (max of 4 pages per month) - Title and Meta description optimization - Header tag optimization - Keyword Density check - Page content edits to optimize for keywords - Image, alt tag and anchor text optimization - Broken link check and fixing - Onsite linking optimization - URL optimization - Off-Page SEO - Quality backlink generation <p>KPI</p> <ul style="list-style-type: none"> - Keyword Rankings: Minimum 10% keywords on top ten of Google search results in 6 months 		Per Month	6.00		
<p>Search Engine Marketing</p> <ul style="list-style-type: none"> - Account Setup: - Google Ads account - GA4 account with 1 conversion event - Google Tag Manager setup and installation - SEM Campaigns (Singapore only) setup for 6 months: - Creation: - 3 campaigns with 3 Ad groups per campaign - 1 Responsive Search Ad per Ad group with Ad copywriting - 10 keywords per campaign - Optimization: - Regular optimization of campaigns - Keyword performance analysis for all Ad groups - Budget optimization for all campaigns <p>KPI/ROAS</p> <ul style="list-style-type: none"> - ROAS 1.2x to 3x depending on the advertising spend (Estimated ROAS calculation to be provided upon Project Onboarding) 		Per Month	6.00		
<p>Digital Assets Creation</p> <p>Search Engine Marketing</p> <ul style="list-style-type: none"> - Creation of 1 Landing Page - Landing page hosted on Unbounce on a sub-domain for 6 months OR on WordPress with hosting, domain and SSL provided by client - Includes copywriting and design with max of 2 revisions - Includes image selection from stock image library for Landing page images <p>9x Responsive Search Ad copywriting</p> <ul style="list-style-type: none"> - Max of 2 rounds of revisions to copywriting 		Per Digital Asset	1.00		

Review and Recommendations					
Search Engine Optimization Monthly Report - Keyword rankings growth for 10 keywords - Keyword rankings for long-tail keywords - Website traffic growth report - Recommendations		Per Report	6.00		
Search Engine Marketing Monthly Report - Campaign report with recommendations					
Final Project Report					
4) Training Training Handover Checklist Documentation		Per Report	1.00		
5) Others Not Applicable					
		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