

Company	Corsiva Lab Pte. Ltd.
Digital Solution Name & Version Number¹	DM Corsiva Lab Digital Marketing Packages - Package 3 - SEO (10 Keywords) + SEM [3 Months]
Appointment Period	08 February 2024 to 07 February 2025
Extended Appointment Period²	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					
AND		Per Report	1.00		
Search Engine Marketing - Understanding Client's Business Model, Target Audience & Budget - Research on Keyword's Price Range, Search Volume & Competitiveness - Identifying Potential Existing Landing Pages for SEM Campaign					
Digital Marketing Strategy Development					
Search Engine Optimisation - Digital Marketing Objectives - Target Audience & Persona - Proposed Keywords Ranking Strategy - Work Process Plan (Engagement Plan)					
AND		Per Report	1.00		
Search Engine Marketing - Digital Marketing Objectives - Target Audience & Persona - Keywords Bidding Strategy - Assignment of Recommended Keywords & Budget to Bidding Strategy - Work Process Plan (Engagement Plan)					

<p>Digital Marketing Campaigns</p> <p>Search Engine Optimisation 3 Months SEO Campaign for 10 Keywords (Google Singapore):</p> <ul style="list-style-type: none"> - On Page SEO Structural Report (Inclusive of implementation) - Google Analytics Installation - Google Search Console Installation - Robots.txt and XML Sitemap Optimisation - HTTPS Correction - HTTP Status Optimisation (301,302,404) - WWW Resolve Optimisation - On Page SEO Content Report (Inclusive of implementation) - Meta Title Optimisation - Meta Description Optimisation - Meta Keywords Optimisation - Headings Optimisation - Copyediting of Existing Website Content to Include Keywords - URL Optimisation - Text/HTML Ratio Optimisation - Image Alt Optimisation - Onsite Linking Optimisation - Technical Audit Report - Implementation of technical recommendations to achieve higher optimisation scores for Desktop & Mobile (*Best effort) - Off Page SEO Optimization <p>SEO KPI/ROAS:</p> <ul style="list-style-type: none"> - SEO: 30% of Keywords to Rank on Page 1 (Applicable for 6 months campaign period). ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/services & media buy budget) <p>AND (continued below)</p> <p>Search Engine Marketing Accounts Set Up:</p> <ul style="list-style-type: none"> - Google AdWords Account - Google Analytics Account - Event Tracking & Goal Creation - Creation & Integration of Google Tag Manager - Google Search Console Installation <p>SEM Search or Display Campaign Set Up for 3 Months Campaign:</p> <ul style="list-style-type: none"> - Creation of Search or Display Campaign, Ad Group & Ad Copy - Up to 3 Ad Groups - Campaign Budget Allocation <p>SEM Campaign Optimization for 3 Months Campaign:</p> <ul style="list-style-type: none"> - Regular Optimization of SEM Campaigns - Keywords Performance Analysis for all Ad Groups - Budget Optimization for all Campaigns - Re-structuring Ad Copies <p>KPI/ROAS:</p> <ul style="list-style-type: none"> - SEM: 3% - 5% CTR for Search Ads or 1% - 3% CTR for Display Ads. ROAS: 1.2x - 5x (Depending on client's industry, marketing objectives, products/ services & media buy budget) <p>*The official start date for the 3 months campaign period will be 3 weeks from the project onboarding date.</p>		Per Month	3.00		
		Per Month	1.00		
		Per Month	3.00		

Digital Assets Creation					
Search Engine Optimisation - Creation of Search Engine Friendly Blog Articles (3x) - Between 500 to 1000 Words / Blog Article		Per Digital Asset	1.00		
AND					
Search Engine Marketing - Creation of 1 Theme Based Informative Landing Page for SEM Campaigns (Inclusive of Copywriting)					
Review and Recommendations					
Search Engine Optimisation Monthly Campaign Report: - SEO Monthly Growth Report for 10 Keywords - Website Data Analytics Report - Recommendations Report		Per Report	3.00		
AND					
Search Engine Marketing Monthly Campaign Report: - SEM Monthly Paid Campaign Conversion Report - Website Data Analytics Report - Recommendations Report					
Final Project Report		Per Report	1.00		
4) Training Handover Checklist Documentation		Per Report	1.00		
5) Others Not Applicable					
		Total		\$ 7,800.00	\$ 7,800.00

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