

Company	THE GENIA PTE LTD
Digital Solution Name & Version Number¹	DM GENIA SEMANTIC SEO - Package 1 - SEO + Content Marketing (3 Months)
Appointment Period	29 September 2022 to 28 September 2023
Extended Appointment Period²	29 September 2023 to 28 September 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software N/A		N/A	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Keyword Research Competitor Analysis (Traffic, Keywords & Backlinks) Content Analysis Technical Analysis		Per month	1.00		
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 - Off-page SEO/Link Building - Copywriting - Conversion Optimisation Search Engine - Google Singapore - Google Singapore (Mobile) - Yahoo Singapore - Bing Singapore Digital Marketing Software - Google My Business Optimisation Google Analytics Google Search Console SE Ranking		Per month	3.00		
Digital Marketing Campaigns: Content Marketing (3 Months) Keyword Research Data Driven Content Calendar 2 Blog Articles/Month (1000words)		Per month	3.00		
Digital Assets Creation - Up 10 target pages of copywriting (sales and article pages)		Per month	1.00		
Review and recommendation Monthly Progress Report (Ranking, Traffic & Leads) Monthly Review Call Final Report Development and integration of leads management processes with existing business processes		Per month	1.00		
4) Training					

KPI: 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 Revenue: 10 - 30% revenue increase (Actual estimation will be provided during project commencement based on product, pricing and current conversion rates) 5) Others Not Applicable		Per month	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