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| Company | Verz Design Pte Ltd |
| Digital Solution Name & Version Number¹ | DM Verz Design Digital Marketing Package - Package 5 - Omega - SEO & Content Marketing (3 months) |
| Appointment Period | 06 October 2022 to 05 October 2023 |
| Extended Appointment Period² | 06 October 2023 to 05 October 2024 |

wef. 07 September 2023

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

| Cost Item | Unit Cost (\$) | Unit | Quantity | Subtotal (\$) | Qualifying Cost * (\$) |
|---|----------------|----------|----------|---------------|------------------------|
| 1) Software Not applicable to Digital Marketing Packages | | per Unit | 1.00 | | |
| 2) Hardware Not Applicable | | | | | |
| 3) Professional Services A. Digital Marketing Needs Analysis 3 Months Search Engine Optimisation "1) Current Keywords Ranking Analysis 2) Current Website Optimisation Analysis 3) Competitor Ranking Analysis" And 3 Months Content Marketing "1) Perspective & In-Depth Analysis 2) Competitors and industry research" | | per Unit | 1.00 | | |
| B. Digital Marketing Strategy Development 3 Months Search Engine Optimisation "1) Competitor analysis 2) Keyword Research & Analysis 3) Proposed Keywords Ranking Strategy 4) On Page Recommendation" And 3 Months Content Marketing "1) Business Studies and Industry Research 2) Topic recommendation 3) Content Planning & Enhancement 4) Consistency of Content Tone of Voice" | | per Unit | 1.00 | | |
| C. Digital Marketing Campaigns Search Engine Optimisation "3 months SEO campaign for 30 Keywords on Google Singapore 1) On Page SEO audit & implementation 2) Website Content Enhancement & Meta Data Onsite Implementation 3) SEO keywords Research and analysis 4) Monthly Link Building Activities & Off Page SEO Optimization 5) Keywords Positioning monthly monitoring 6) 3-month Website on-Page Audit & Review" | | per Unit | 1.00 | | |
| Software Google Analytics Tracking Google Search Console (GSC) Setup Google My Business (GMB) Optimisation and Setup" | | | | | |

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|---|--|----------|--------------|--------------|--------------|
| D. Content Marketing Campaign "Copywriting of One Premium Blog Article for media usage: 1) Article optimisation 2) Blog and forum & inner link building 3) Local directory links 4) Industry related directory links 5) Social Book Marking links 6) Implementation of Google-friendly meta & page title descriptions 7) Licensed stock images 8) Article submissions" | | per Unit | 1.00 | | |
| E. KPI/ROAS "SEO: Minimum 20% Keywords in Top 10/Page 1 Guarantee Content: Organic Traffic: 20% increase in 3 months Leads: 10% increase in 3 months" | | per Unit | 1.00 | | |
| F. Digital Assets Creation "Search Engine Optimisation - Copywriting of two SEO Blog article per month containing 500 words per article with images" | | per Unit | 1.00 | | |
| One Skyscraper SEO article (from 2000-3000 words) | | per Unit | 1.00 | | |
| One Premium article for media usage | | per Unit | 1.00 | | |
| G. Review and recommendation "Search Engine Optimisation Monthly Campaign Report: - SEO Monthly Review report for 30 Keywords - Website Traffic Data Analytics Report - Recommendations Report" | | per Unit | 1.00 | | |
| H. Final Report | | per Unit | 1.00 | | |
| I. Development and integration of leads management processes with existing business processes | | per Unit | 1.00 | | |
| 4) Training Handover Checklist Documentation | | per Unit | 1.00 | | |
| 5) Others Not Applicable | | | | | |
| | | | Total | \$ 10,000.00 | \$ 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