

Quotation

An AI-first SEO & content programme built to win visibility across both traditional search (Google) and AI answer engines — Google AI Overviews, ChatGPT, Gemini and Perplexity. We pair proven SEO frameworks with Answer Engine Optimisation (AEO), Generative Engine Optimisation (GEO) and AI-citation tracking, so your brand is found, summarised and cited wherever Singapore customers search.

Company	
Digital Solution Name & Version Number	AI SEO & Content Marketing [Supercharge] – 4 Months (**Not under EDGE Grant yet)
Vendor	Leading Solution Pte Ltd (UEN: 201531216Z)

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		NA	0.00		
2) Hardware Not applicable to Digital Marketing Packages		NA	0.00		
3) Professional Services					
AI-Powered Digital Marketing Needs Analysis – Company & brand analysis – AI-assisted competitor & SERP / AI-Overview gap research – Keyword + conversational long-tail query research (incl. Singlish & district-level intent)		per set up	1.00		
AI Search Strategy Development — Digital Marketing Report – Digital marketing objectives & KPIs (incl. AI visibility / citation targets) – Target audience mapping — the questions your buyers actually ask AI assistants – Brand angle & positioning – Keyword + AEO / GEO ranking & citation strategy		per set up	1.00		
Technical Set-Up, Audit & AI Crawlability – SSL security set-up – Creation & updating of XML sitemap – Robots.txt creation/update (incl. AI-crawler directives) – Website indexing with Google tools; 301 / 302 / 404 improvements – Google Analytics (GA4) & Google Search Console set-up – Structured-data & machine-readability foundations for AI ingestion		per set up	1.00		
SEO + AEO / GEO Campaign (4 months) – Up to 50 keywords (recommended 5–8 pages) – On-page SEO + Answer Engine Optimisation: meta titles & descriptions, headers, keyword density, image alt text, plus AI-Overview-ready citable content blocks & schema – Off-page SEO (authority & link building) – Content / blog / article optimisation tuned for LLM citation (Information Gain) – Local SEO creation/update: Google Business Profile & Maps, incl. AI-smart NAP citation building and voice / conversational-query optimisation *[KPI/ROAS] Minimum 10% of keywords in top 10 / page 1, with AI-citation visibility tracked		per set up	1.00		
AI-Assisted Cornerstone Content (SEO)		per set up	1.00		

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost (\$)
– 3 x 1,000-word or 2 x 1,500-word cornerstone articles published on the client's website per month – AI-generated first drafts refined by human editors for E-E-A-T, local context & brand voice – Researched with targeted keywords and structured as citable, GEO-ready content – Includes stock images or client's custom requested images					
Content Marketing & AI-Distributed Media – Media distribution across sites relevant to the client's niche to build authority and AI-citable brand mentions *[KPI/ROAS] 100–300% OR 10–20 new leads per month (depending on industry, products / services)		per set up	1.00		
Premium PR / Authority Asset (Content Marketing) – Premium article (as above) created for content marketing & PR, structured to earn brand mentions and citations across search and AI assistants		per set up	1.00		
Monthly Performance & AI Visibility Review – Monthly review of rankings, organic traffic and leads, plus AI / LLM visibility tracking across Google AI Overviews, ChatGPT, Gemini and Perplexity – AI visibility scored on Share of Voice, Mention Rate and Citation Share versus competitors — with the prompts and cited pages driving your results surfaced – Recommendations and discussion as needed		per month	4.00		
Final Project Report – Consolidated outcomes across traditional SEO and AI visibility, with forward recommendations		per set up	1.00		
Leads Management Integration – Development and integration of leads management processes with existing business processes		per set up	1.00		
4) Training					
Handover & Knowledge Transfer – Handover + 1 x training session – AI SEO handbook & guidelines		per set up	1.00		
5) Others					
Not applicable to Digital Marketing Packages		NA	0.00		
Total				\$ 10,000.00	\$ 10,000.00

* Qualifying cost refers to the supportable cost to be co-funded under the grant.