

Company	LEADING SOLUTION PTE. LTD.
Digital Solution Name & Version Number ¹	DM LEADING SOLUTION DIGITAL MARKETING PACKAGES - Package 1 - SEO & Content Marketing [Standard] - 4 Months
Appointment Start Date	30 January 2025

wef. 28 September 2026

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

Cost Item	Unit Cost (\$)	Unit of Measurement	Quantity	Subtotal (\$)
1) Software				
Not applicable to Digital Marketing Packages	\$ 0.00	Per Package	0.00	\$ 0.00
2) Hardware				
Not applicable to Digital Marketing Packages	\$ 0.00	Per Package	0.00	\$ 0.00
3) Professional Services				
Digital Marketing Campaigns (SEO) (4 months): 1) Up to 30 keywords (recommended 3-5 pages) 2) On-page SEO analysis and updates (Meta-title, description, title, headers, keyword density optimisation, image alt text optimisation) 3) Off-page SEO (link-building) 4) Content/blog/articles optimisation 5) Local SEO creation/update (Google My Business Listing Optimisation, includes Google Maps) [KPI/ROAS] - minimum 10% keywords in top 10 results or page 1	\$3,500.00	Per Package	1.00	\$ 3,500.00
Digital Marketing Campaigns (Content Marketing & Paid Media Distribution): 1) Media distribution (distribute across sites relevant to client's niche) [KPI/ROAS] - 50-200% OR 8-15 new leads per month (depending on client’s industry and products or services)	\$2,500.00	Per Package	1.00	\$ 2,500.00
Digital Marketing Needs Analysis - Company Analysis - Competitor Research - Keyword Research	\$ 0.00	Per Package	1.00	\$ 0.00
Digital Marketing Strategy Development: Digital Marketing Report - Digital Marketing Objectives - KPIs - Target audience - Brand angle & positioning - Keyword research & ranking strategy	\$ 0.00	Per Package	1.00	\$ 0.00

4)	Digital Marketing Campaigns - Technical Set-up & Audit 1) SSL Security Set-Up (SSL) 2) Creation & Updating XML sitemap 3) Robotx.txt creation and update 4) Website Indexing with Google Tools 5) 301s, 302s and 404s improvements 5) Google Analytics and Google Search Control Set-up	\$ 0.00	Per Package	1.00	\$ 0.00
	Digital Assets Creation (SEO): 1) 4X1000 words article to be published on client's own website 2) Researched with targeted keywords for each article (SEO-optimised) Includes stock images or client's custom requested images.	\$ 0.00	Per Package	1.00	\$ 0.00
	Digital Assets Creation (Content Marketing): Premium article created (above) for clients for content marketing and PR	\$ 0.00	Per Package	1.00	\$ 0.00
	Review and recommendation: Monthly performance review with recommendation and discussion if needed.	\$ 0.00	Per Package	4.00	\$ 0.00
	Review and recommendation: Final Project Report	\$ 0.00	Per Package	1.00	\$ 0.00
	Development and integration of leads management processes with existing business processes	\$ 0.00	Per Package	1.00	\$ 0.00
	Training 1) Handover, 1x training session 2) SEO handbook and guidelines	\$ 0.00	Per Package	1.00	\$ 0.00
	Others				
	Not applicable to Digital Marketing Packages	\$ 0.00	Per Package	0.00	\$ 0.00
				Total	\$ 6,000.00