

<b>Company</b>	PIXEL MECHANICS PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM PIXEL MECHANICS Digital Marketing Packages - SEO (3 Months) & SEM (3 Months)
<b>Appointment Start Date</b>	17 July 2025

**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		0	0.00		
2) Hardware Not applicable to Digital Marketing Packages		0	0.00		
3) Professional Services Digital Marketing Needs Analysis					
- Discovery and current digital presence analysis		1	1.00		
- Keyword Research & Analysis					
- Digital Asset Analysis					
- Competitor Analysis					
Digital Marketing Strategy Development					
- Digital Marketing Strategy Report		1	1.00		
- Proposed Solution					
- Brand Direction / Positioning					
- Target Audience Selection					
Digital Marketing Campaigns					
3 Months Search Engine Optimisation Campaign (SEO)					
KPIs:					
- Target 10% of Keywords on Page 1 of Google Singapore within 3 months					
- 20 Keywords on Google Singapore					
- SEO Keywords Research and Analysis		1	1.00		
- Meta Data Onsite Implementation					
- Quarterly Technical Audit Review					
- Monthly Link Building Activities					
- Keywords Positioning Monitoring					
- Google Algorithms Updates Monitoring					
- Google Analytics Tracking and Goal Conversion Setup					
- Google Search Console (GSC) Setup					
- Google My Business (GMB) Optimisation and Setup					
Digital Marketing Campaigns					
3 Months Search Engine Marketing Campaign (SEM)					
KPIs:					
- Target Conversion rate: 2%-5%					
- Target CTR: 1.75%-5%					
- Target ROAS: 1.5x-5x					
*Conversion actions include: Whatsapp enquiries, form enquiries or phone clicks					
*KPIs differ based on industry					
- SEM Keywords Research and Analysis					
- Ad Copies Creation and Split Testing					
- Keywords Bid Optimisation and Monitoring					
- Keywords Match Type Optimisation and Monitoring					
- Ongoing Campaign Optimisation					
- Budget Management					

