Company	PIXEL MECHANICS PTE. LTD.
Digital Solution Name & Version Number ¹	DM PIXEL MECHANICS Digital Marketing Packages - SEO (3 Months) & SEM (3 Months)
Appointment Start Date	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 Keyword Research & Analysis Digital Asset Analysis Competitor Analysis 		1	1.00		
	Digital Marketing Strategy Development					
	Digital Marketing Strategy ReportProposed SolutionBrand Direction / PositioningTarget Audience Selection		1	1.00		
	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 - 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		1	1.00		
	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 		1	1.00		

	Digital Assets Creation				
	SEO - 2-5 Targeted Pages Copywriting - 3 Blog Articles Writing (500-1,000 words)				
	SEM - 1 Dedicated Landing Page Setup - 1 Landing Page Copywriting - 1 Landing Page Lead Capture Form - 2-5 Image Banners - 1-3 SEM Ad Copywriting	1	1.00		
	Review and Recommendation - Monthly Ranking Reports and Review - Final Project Report	1	1.00		
4)	Training Handover	1	1.00		
5)	Others Not applicable to Digital Marketing Packages	1	1.00		
	·		Total	\$ 10,000.00	\$ 10,000.00

¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 * Qualifying cost refers to the supportable cost to be co-funded under the grant