

Company	PIXEL MECHANICS PTE. LTD.
Digital Solution Name & Version Number¹	DM PIXEL MECHANICS Digital Marketing Packages - SEO & Content Marketing (6 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		1	1.00		
2) Hardware Not applicable to Digital Marketing Packages		1	1.00		
3) Professional Services Digital Marketing Needs Analysis - Discovery and current digital presence analysis - Keyword Research & Analysis - Digital Asset Analysis - Competitor Analysis Digital Marketing Strategy Development - Digital Marketing Strategy Report - Proposed Solution - Brand Direction/Positioning - Target Audience Selection Digital Marketing Campaigns 6 Months Search Engine Optimisation Campaign (SEO) KPIs: - Target 20% of Keywords on Page 1 of Google Singapore within 6 months - 20 Keywords on Google Singapore - Website Content Enhancement for SEO - 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 Digital Marketing Campaigns 6 Months Content Marketing Campaign KPIs: - Target 10%-30% Increase in Organic Website Traffic - Target 10%-30% Increase in Leads - Keywords Research and Analysis - Data Driven Content Calendar - Premium Blog Articles - Article Optimisation - Blog Internal Link Building - Local Directory Links - Industry Related Directory Links - Social Book Marking Links - Implementation of Google-friendly Meta & Page Title Descriptions - Licensed Stock Images - Article Submissions		1	1.00		

Digital Assets Creation					
SEO					
- 6 Blog Articles Writing (500-1,000 words)		1	1.00		
Content Marketing					
- 2-5 Targeted Pages Copywriting					
Review and Recommendation					
- Monthly Ranking Reports and Review		1	1.00		
- Final Project Report					
4) Training					
Handover		1	1.00		
5) Others					
Not applicable to Digital Marketing Packages		1	1.00		
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

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