

Company	PIXEL MECHANICS PTE LTD
Digital Solution Name & Version Number¹	DM PIXEL MECHANICS Digital Marketing Packages - Package 5 - SEO & Content Marketing (6 Months)
Appointment Period	13 April 2023 to 12 April 2024
Extended Appointment Period²	13 April 2024 to 12 April 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		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Discovery and current digital presence analysis - Keyword Research & analysis - Digital Asset analysis - Competitor analysis		per unit	1.00		
Digital Marketing Strategy Development - Digital Marketing Strategy Report - Proposed Solution - Brand Direction / Positioning - Target Audience Selection		per unit	1.00		
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		per unit	1.00		
- Google Search Console (GSC) Setup - Google My Business (GMB) Optimisation and Setup					
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		per unit	1.00		

Digital Assets Creation SEO - 6 Blog Article Writing (500-1000 words)		per unit	1.00		
Content Marketing - 2-5 Targetted Pages Copywriting					
Review and recommendation - Monthly Ranking Reports and Review - Final Project Report		per unit	1.00		
4) Training - Digital Assets Handover - Training Guide		per unit	1.00		
5) Others Not Applicable					
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

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

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