



We Build Digital Experiences That Bring Your Clientele Close To You.

We're a Digital Marketing Agency & we're experts in SEO & Website Design.

Digital Marketing Quotation

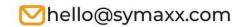
Quotation for Digital Marketing Services

Client Name: Centuria Real Estate

Date: 04 July 2025

+27 68 580 6084

Prepared By: Symaxx Digital





#	Details	Cost
1	Domain & Unlimited Emails.	R500/yr. (Included)
2	Lite Speed Web Hosting	R5000/yr. (Included)
3	Website Design & Management	R60,000 (Included)
4	Premium SEO & Technical Optimisation	R30,000/pm.
5	Google Webmaster Tools & Analytics Setup	R5,000 (Included)
6	Pay-Per-Click Ads Setup & Management (Google, Facebook, Instagram)	R20,000 (Included)
7	Graphics & Banner Creation	R8,000 (included)
8	Content Research	R5,000 (Included)
9	Content Implementation	R7,000 (Included)
10	Email Marketing Setup & Automation	R16,000 (Optional)
11	Social Media Setup & Optimisation	R8,000 (Included)
	You only pay	R30,000

[✓] **Included Services** are complementary to your Digital Marketing and covered in your investment.

[→] Optional Services are strategic upgrades that can help you gain more visibility, traffic, and bookings as your company grows.



Monthly Package Fee

R30,000/month

(Minimum 6-month partnership)

What's Included

Below is a breakdown of what you'll receive as part of this premium SEO package. All other services are included at no additional charge to ensure your success.

⊚ 1. Premium SEO – R30,000/month

Description:

A high-impact SEO strategy to drive targeted organic traffic and dominate search rankings for Pretoria and beyond. This includes:

- Keyword research & mapping for top property searches
- Full on-page optimization of property listings & area pages
- Technical SEO fixes & speed improvements
- Local SEO to rank in "near me" searches
- Backlink development & outreach
- Conversion tracking and monthly reports

2. Website Design & Development – R60,000 (Included)

Description:

A fully customized real estate website to showcase your listings, drive inquiries, and position Centuria as a trusted property partner. Includes:

- Mobile-friendly, modern design
- Listings with advanced search filters
- Lead capture forms & CRM integration
- WhatsApp and call-to-action buttons
- Blog and area guides







3. Google Ads Setup & Management – R15,000/month (Included)

Description:

Strategic Google Ads campaigns targeting buyers and sellers searching in your service areas. Includes:

- Campaign setup & keyword targeting
- Compelling ad copy & creative
- Conversion tracking
- Weekly optimization

♣ 4. Facebook & Instagram Ads Setup & Management – R12,000/month (Included)

Description:

Engage potential clients on social media with targeted campaigns driving website traffic, leads, and retargeting warm audiences.

≥ 5. Email Marketing & Automation – R10,000 (Included)

Description:

Setup and management of email campaigns to nurture your existing database and convert prospects, including:

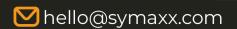
- Welcome and drip sequences
- Monthly newsletters
- Property showcase blasts

→ 6. Custom Graphics & Content – R8,000/month (Included)

Description:

Professional visuals to showcase your listings and reinforce your brand across web and social platforms.







Description:

Monthly articles and area guides to build trust, drive SEO traffic, and position you as an authority.

◎ 8. Google Analytics & Search Console Setup – R5,000 (Included)

Description:

Installation and configuration to track all website activity and measure success of campaigns.

9. Social Media Optimization – R6,000 (Included)

Description:

Polished, fully branded Facebook and Instagram profiles to maximize credibility and engagement.

† Total Value if Priced Separately

~R156,000 first month + R60,000 monthly

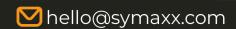
Your Investment

R30,000/month all-inclusive

(You only pay for Premium SEO—everything else is included to drive your success.)

Refund Guarantee







If, after **90 days of implementation**, you do not see measurable improvements in your search visibility or inbound inquiries, you may request a **full refund of all fees paid.**

Payment Terms

• First Payment: R30,000 due before project commencement

• Billing Cycle: Monthly in advance

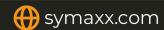
• **Notice Period:** 30 days to cancel after the initial 6-month term

Bank Details

Account Name: Symaxx (PTY) LTD Bank: FNB (First National Bank)
Account Number: 63150953355

Type: Business Account





№ Video 1: "Fast or Steady — Eklavya Lets You Choose"

"I used to think investing was only for rich people or finance nerds. But with **Eklavya Asset Managers**, I actually had a choice: trade if I want fast moves, or invest my money and let it grow over time. No pressure. Just a plan that works for me. Finally — a platform that gets it."

- Covers both services clearly
- Modern, confident tone

Livesting-Focused)

"I used to save money and just let it sit. No growth. With **Eklavya Asset Managers**, I opened an investment account — and now my money's actually doing something. No stress, no charts. Just smart growth over time with people who actually explain things properly."

- ✓ Safe-money crowd appeal
- ✓ No hype just real guidance

Video 3: "The Day I Realised I Could Trade Too" (Trading-Focused)

"I thought trading was for other people — until I opened my first position with R500 on **Eklavya Asset Managers**. I didn't have to know everything — they helped me through it. And when I saw that chart move... bro, it's addictive — in a good way!"

- Builds confidence for new traders
- Exciting without overpromising

Video 4: "They Actually Called Me Back!" (Trust-Focused)

"I filled in the form and expected silence. But **Eklavya Asset Managers** called me, explained everything, and helped me choose between trading and investing. I didn't feel sold to — I felt understood. That's rare in this game."

- Builds credibility
- Shows human service behind the platform

Video 5: "Monthly Growth Goals – It's a Thing Now"

"I made a decision this year — every month, I invest a little. Whether it's trading or just setting something aside, **Eklavya Asset Managers** helped me structure a plan. Now I track growth like I track gym reps. Let's grow!"

- ✓ Strategic & motivational
- 🔽 TikTok & Reel-friendly script

Light Video 6: "I'm Not a Trader. I'm a Planner."

"Listen, I don't need charts every day. I just need my money to grow while I live my life. **Eklavya Asset Managers** gave me a long-term investment plan that actually fits my goals. Trading is cool, but this — this is peace of mind."

- ✓ Emotion + lifestyle focus
- 🔽 Ideal for busy professionals

№ Video 1: "Fast or Steady — Solis Lets You Choose"

"I used to think investing was only for rich people or finance nerds. But with Solis Markets, I actually had a choice: trade CFDs if I want fast moves, or invest my money and let it grow over time. No pressure. Just a plan that works for me. Finally a platform that gets it."

- Covers both services in 1 clear message
- Modern, confident tone

№ Video 2: "Why I'm Letting My Money Work for Me" (Investing-Focused)

"I used to save money and just let it sit. No growth. With Solis Markets, I opened an investment account — and now my money's actually doing something. No stress, no charts. Just smart growth over time with people who actually explain things properly."

- Perfect for the safe-money crowd
- No jargon, just relatable simplicity

Video 3: "The Day I Realised I Could Trade Too" (CFD Focused)

"I thought trading was for other people — until I opened my first position with R500 on Solis Markets. I didn't have to know everything, they helped me through it. And when I saw that chart move... bro, it's addictive — in a good way!"

- Exciting & emotional hook
- Builds confidence for first-time traders

"I filled in the form and expected silence. But Solis Markets called me, explained everything, and helped me choose between trading and investing. I didn't feel sold to — I felt understood. That's rare in this game."

- ▼ Trust-building + service-focused
- Works great as a testimonial ad

Video 5: "Monthly Growth Goals – It's a Thing Now"

"I made a decision this year — every month, I invest a little. Whether it's trading profits or my 9–5 money, Solis Markets helped me structure a plan. Now I track growth like I track gym reps. Let's grow!"

- ✓ Motivational + strategic
- ✓ Perfect for Instagram or TikTok placement

Prideo 6: "I'm Not a Trader. I'm a Planner."

"Listen, I don't need charts every day. I just need my money to grow while I live my life. Solis Markets gave me a long-term investment plan that actually fits my goals. Trading is cool, but this — this is peace of mind."

- ✓ Emotion + security appeal
- 🔽 Ideal for women & professionals

DAILYYOU AI-POWERED CONTENT QUALITY CHECKER

This framework is designed to help you evaluate the quality of each blog post before publishing. It ensures every post meets the highest standards for SEO, AI visibility, readability, brand tone, and conversion.

SECTION 1: SEARCH INTENT MATCH (Score: 0-10)

Does the content satisfy the user's search intent?

- Is the question clearly answered in the first 150 words?
- Is the format aligned with what ranks on page 1 of Google (e.g., list, guide, explanation)?
- Does the opening hook make the user want to keep reading?

Score Guide:

- 0-3: Off-topic or vague
- 4-6: Partially matches, weak intro
- 7–8: Clear answer, room to sharpen
- 9–10: Strong answer, aligns exactly with intent

SECTION 2: TOP COMPETITOR DIFFERENTIATION (Score: 0–10)

Does it offer more value than top-ranking blogs?

- Has the top 3 results been reviewed?
- What unique insights, stories, or formats have we added?
- Is our voice more human and helpful?

Score Guide:

- 0-3: Too generic, looks like everyone else
- 4–6: Some original ideas
- 7–8: Includes unique angles, voice is stronger

9–10: Clearly more useful or engaging than competitors

SECTION 3: EXPERTISE, TRUST & PERSONALITY (Score: 0–10)

Does it build trust and sound like a real professional?

- Is it written in the first-person by an expert or coach?
- Are claims backed by reliable links (Healthline, PubMed, etc)?
- Does it sound personal, human, and caring?

Score Guide:

- 0–3: Feels robotic, no trust signals
- 4–6: Has some credibility
- 7-8: Clear voice and authority
- 9–10: Feels like you're learning from a trusted guide

SECTION 4: SEO OPTIMIZATION (Score: 0–10)

Is the content SEO-friendly and optimized for Google?

- Keyword in title, intro, H1, subheadings?
- Internal links added to products, categories, or blogs?
- External links to authority sources?

Score Guide:

- 0–3: Missing basics
- 4–6: Partially optimized
- 7–8: Fully optimized but could use stronger linking
- 9-10: SEO best practices fully covered

SECTION 5: AI & READABILITY CHECK (Score: 0-10)

Is it likely to rank in AI overviews and sound natural?

- Is the structure clean (short paras, headings, bold tips)?
- Does it feel human (not Al-generated)?
- Are there contractions, emotional tone, relatable phrasing?

Score Guide:

- 0-3: Robotic or confusing
- 4–6: Readable, but dry or dense
- 7–8: Clean, human tone
- 9-10: Effortless to read and emotionally engaging

SECTION 6: STRUCTURE & SKIMMABILITY (Score: 0-10)

Is the layout easy to scan and consume?

- Subheadings every 200–300 words?
- Lists, bullets, quotes, tips?
- Short paragraphs under 3 lines?

Score Guide:

- 0–3: Wall of text
- 4–6: Some structure
- 7–8: Strong layout
- 9–10: Perfect for mobile & desktop readers

☑ SECTION 7: CONVERSION & PRODUCT INTEGRATION (Score: 0-10)

Does the content help the reader take action?

- Is a relevant Blossom product mentioned naturally?
- Is there a soft call-to-action ("Try our Gut Cleanse")?
- Is there a next step or related post suggestion?

Score Guide:

- 0-3: No clear action or product connection
- 4-6: Product mentioned once
- 7–8: Integrated and actionable
- 9–10: Seamless soft sell, inspiring CTA

▼ TOTAL SCORE: ___ / 70

- 60-70: Ready to publish
- **50–59**: Strong, review for minor tweaks
- 40-49: Needs polish and optimization
- Below 40: Rewrite sections before moving forward

Here's your updated content block with **long-form descriptions** for each category:

Fat Burn & Metabolism

Meta Title: Burn Fat & Boost Metabolism with Proven Wellness Tips **Meta Description:** Explore how to burn fat faster and increase metabolism naturally for long-term weight loss success.

Long Description:

Burning fat and improving metabolism are at the core of most wellness goals. In this category, you'll find expert-backed tips, lifestyle tweaks, and product insights that help your body burn more calories efficiently. Whether you're looking to understand thermogenesis, reset your metabolism, or choose the best time to take fat-burning supplements, this is your go-to hub for all things metabolic wellness.

Appetite & Cravings

Meta Title: Control Appetite & Curb Cravings the Smart Way **Meta Description:** Discover how to manage cravings and reduce hunger naturally to support your weight loss journey.

Long Description:

Struggling with constant hunger or emotional eating? This category is designed to help you regain control. Learn how to reduce sugar cravings, control late-night snacking, and naturally suppress appetite with food, habits, or supplements. These articles are crafted to guide you step-by-step toward building a healthier relationship with food.

Gut Health & Digestion

Meta Title: Support Your Gut & Improve Digestion Naturally **Meta Description:** Learn how to relieve bloating, improve digestion, and boost gut health using natural solutions.

Long Description:

Gut health affects everything — from digestion and energy to mood and weight loss. In this category, we dive into natural ways to ease constipation, reduce bloating, and support your digestive system with herbs, routines, and lifestyle changes. Great gut health is possible — and here's how to get there.

Mood & Energy

Meta Title: Boost Your Energy & Improve Your Mood Naturally **Meta Description:** Find tips for enhancing your mood and increasing daily energy without harsh stimulants.

Long Description:

Feeling burnt out, sluggish, or emotionally flat? Here, we explore natural ways to feel more energized and emotionally balanced. From supplements that enhance serotonin to rituals that ease stress, this is where you'll discover how to take charge of your vibe — naturally and sustainably.

Morning & Evening Routines

Meta Title: Daily Wellness Routines for Morning & Night **Meta Description:** Build healthy morning and evening routines that support energy, sleep, and weight loss.

Long Description:

Your daily routine has the power to shape your body, energy, and mindset. This category focuses on the small but powerful rituals that can transform your wellness — whether it's what you drink first thing in the morning or how you wind down at night. Structure your days for success with insights you can actually use.

Detox & Cleansing

Meta Title: Gentle Detox & Cleanse Tips for a Healthier Body **Meta Description:** Discover safe ways to cleanse your body, reduce bloating, and improve internal wellness.

Long Description:

No crash diets. No gimmicks. Just smart, gentle detoxing that supports your body's natural systems. From liver support to colon health, this category breaks down how to reset, recharge, and feel lighter without the nonsense.

Real People, Real Results

Meta Title: Real Weight Loss Stories & Body Transformations **Meta Description:** Get inspired by real people who've transformed their health and bodies with smart routines.

Long Description:

See how real South Africans — just like you — are using DailyYou products and smart lifestyle changes to transform their lives. These stories are raw, real, and relatable. Whether you're just starting out or you've hit a plateau, get inspired by someone who's been where you are.

General Wellness

Meta Title: Wellness Advice for a Healthier, Happier You **Meta Description:** Explore practical health advice and lifestyle tips to improve your wellness journey.

Long Description:

Not every topic fits neatly into a box — and that's okay. This category is your catch-all for helpful advice across all areas of wellness, including

stress relief, hydration, immune support, and simple lifestyle shifts. Think of it as your personal wellness library.