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# **Marketing Presentation for Guan Lee Hoe Engineering Pte Ltd**

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# Marketing Brief

# Company Background

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- Guan Lee Hoe Engineering Pte Ltd. was **founded in 1995** as a subcontractor, primarily handling residential projects.
- Over the years, we have earned **bizSAFE Level STAR** and **OHSAS 18001 Certification**.
- Being in the industry for **more than 25 years**, we offer a **wide range of services**, from design to fabrication, and installation to maintenance.
- Our portfolio includes projects ranging from **commercial, retail and industrial**.
- Past Customers - CapitaLand, Mapletree, Far East Organisation, etc

## Core Services

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- **Renovation & ACMV** (Aircon & Mechanical Ventilation) for new commercial spaces (**Office, Retail, Industrial**)
- **Help achieve BCA Green Mark** through more energy efficient ACMV systems achieving up to **50%** reduction in electricity bills (<https://www1.bca.gov.sg/buildsg/sustainability/green-mark-certification-scheme>)
- **Consultation for existing ACMV systems** that may be oversized & help determining the right size ACMV requirement, install the relevant equipment to reduce condensation, resolving why aircon is too cold and save electricity bill by up to **20%**

## Current Lead Generation / Customer Journey

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- By **word of mouth** from existing customers
- Customers googling for their company name, finding their website & submitting them through the website. **Direct google of brand name.**
- **No SEO on website**, since little text content with some photos on a thin website. No SERP on the 3 Core Services keyword terms.

# Unique Value Proposition

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- Guan Lee Hoe **specialises in energy efficient ACMV consultancy and installation**
- Vince, the founder, has had **10 years of experience in the top 3 Japanese subcontractor in Aircon** whereas other contractors may not have such in-depth product knowledge
- Has **associates who are Certified Green Mark Managers**  
<https://www1.bca.gov.sg/buildsg/sustainability/green-professionals>
- They can **save up to 50% of electricity bills** through their ACMV installations over competitors
- They can also **improve the efficiency or solve problems** you face with your current **ACMV system**

## Marketing Objective

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- Have done aircon upgrading projects for large clients such as Capitaland & Far East
- Want to offer this same high standard and **quality service to SMEs**
- To do **increase awareness** of such services to the SME business segment and thereby **increase leads** for Guan Lee Hoe **via digital marketing**

## Known Competitors

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- ACA Enrg Pte Ltd  
<https://www.acaengrg.com/>
- Carrier Aircon - AC, Heating & Controls for HVAC systems for Commercial Buildings is better  
<https://www.carrier.com/commercial/en/sg/>
- Natural Cool Airconditioning  
<https://naturalcool.com.sg/>
- Koyo Tech – Koyo International Limited  
<https://koyotech.com/>
- Cosy Ace – Air-Conditioning Services  
<https://cosyace.com/>

# Initial Research "VRF aircon" - Google KW Planner

## Google Keyword Planner - Maximum 10 Keywords and Phrase

"VRF aircon"  
"VRF HVAC aircon"  
"ACMV HVAC aircon"  
"ACMV air conditioning"  
"office renovation aircon"  
"BCA Green Mark aircon"  
"Green Mark Certified aircon"  
"aircon for commercial retail industrial buildings"  
"aircon servicing commercial offices"  
"BCA VRV VRF HVAC"

**DW Aircon - has very good SEO for "VRF aircon".**

Commercial and Industrial Aircon Services in Singapore - DW Aircon Servicing Singapore |  
Aircon Repair Singapore Services  
<https://dwaircon.com/services/commercial-and-industrial-aircon-services-in-singapore>

# Initial Research "VRF Aircon"

	A	B	C	D	E	F	G	H	I
1	Keyword Stats 2024-07-19								
2	July 1, 2023 - June 30, 2024								
3	Keyword	Currency	Avg. mon	Three mo	YoY chan	Competit	Competit	Top of pa	Top of pa
4	vrv system installation	SGD	50	0%	0%	Medium	48	1.3	3.84
5	vrf aircon	SGD	500	0%	0%	Low	32	0.67	1.78
6	vrf air conditioning	SGD	500	0%	0%	Low	32	0.67	1.78
7	vrv air conditioning	SGD	500	0%	0%	Low	32	0.67	1.78
8	vrv ac	SGD	500	0%	0%	Low	32	0.67	1.78
9	air con vrv	SGD	500	0%	0%	Low	32	0.67	1.78
10	vrf vrv air conditioning	SGD	500	0%	0%	Low	32	0.67	1.78
11	vrv air cond	SGD	500	0%	0%	Low	32	0.67	1.78
12	vrf air conditioning system	SGD	50	0%	-90%	Medium	47	0.96	1.77
13	vrv air conditioning system	SGD	50	0%	-90%	Medium	47	0.96	1.77
14	vrv ac system	SGD	50	0%	-90%	Medium	47	0.96	1.77
15	aircon vrv system	SGD	50	0%	-90%	Medium	47	0.96	1.77
16	vrf aircon system	SGD	50	0%	-90%	Medium	47	0.96	1.77
17	vrv hvac	SGD	50	0%	0%	Low	14	1.05	1.7
18	vrv in hvac	SGD	50	0%	0%	Low	14	1.05	1.7
19	hvac vrv	SGD	50	0%	0%	Low	14	1.05	1.7
20	daikin vrv system	SGD	50	0%	0%	Medium	52	0.85	1.52
21	vrf system daikin	SGD	50	0%	0%	Medium	52	0.85	1.52
22	vrv system price	SGD	50	0%	0%	High	100	0.7	1.49

# Initial Research "Office Renovation Aircon"

A	B	C	D	E	F	G	H	I	
1	Keyword Stats 2024-07-20 at 21_26_04								
2	July 1, 2023 - June 30, 2024								
3	Keyword	Currency	Avg. mo	Three mo	YoY chan	Competit	Competit	Top of pa	Top of pa
4	best office renovation contractor	SGD	50	0%	∞	Medium	51	14.91	43.84
5	budget office renovation	SGD	50	0%	0%	Medium	45	9.73	37.15
6	office renovation budget	SGD	50	0%	0%	Medium	45	9.73	37.15
7	office renovation contractor	SGD	500	0%	0%	Medium	46	14.93	34.96
8	office remodeling contractors	SGD	500	0%	0%	Medium	46	14.93	34.96
9	office remodeling	SGD	50	∞	0%	Medium	59	14.92	34.85
10	office renovation company	SGD	50	900%	900%	Medium	35	12.28	34.85
11	office renovation service	SGD	50	0%	0%	Low	14	9.45	34.81
12	office space renovation	SGD	50	∞	0%	Medium	38	14.91	34.79
13	remodeling office space	SGD	50	∞	0%	Medium	38	14.91	34.79
14	office renovation	SGD	500	0%	0%	Medium	45	11.5	34.72
15	renovation office	SGD	500	0%	0%	Medium	45	11.5	34.72
16	commercial office renovation	SGD	50	0%	0%	Medium	45	14.73	34.72
17	commercial office remodeling	SGD	50	0%	0%	Medium	45	14.73	34.72
18	office interior renovation	SGD	50	0%	0%	Medium	57	17.84	34.7
19	office renovation design	SGD	50	0%	0%	High	76	11	33.01
20	office refurbishment company	SGD	50	∞	∞	Medium	46	11.14	15.37
21	office renovation cost	SGD	50	0%	0%	Medium	36	3.76	14.87
22	renovation office cost	SGD	50	0%	0%	Medium	36	3.76	14.87
23	office remodeling costs	SGD	50	0%	0%	Medium	36	3.76	14.87
24	modern office renovation	SGD	50	0%	∞	High	82	4.57	12.35
25	office renovation cost per square foot	SGD	50	0%	0%	Medium	39	1.69	5.62
26	commercial air conditioning unit	SGD	50	0%	0%	High	83	1.34	4.26
27	office aircon	SGD	50	0%	0%	High	100	1.49	4.12

# Competitors of Guan Lee Hoe Engineering Pte Ltd

**Main competitors** in the areas of "VRV VRF aircon", "office renovation aircon", and "moving office contractors" **by keywords**:

## "VRV VRF Aircon" Competitors

### **Carrier Singapore**

URL: <https://www.carrier.com/commercial/en/sg/>

Overview: Carrier offers a range of commercial HVAC solutions, including VRF systems, which are known for their efficiency and flexibility in various commercial settings.

### **Daikin Singapore**

URL: <https://www.daikin.com/products/ac/lineup/vrv>

Overview: Daikin is a global leader in air conditioning systems, particularly known for its VRV technology, which offers precise control and energy efficiency.

### **Hitachi Air Conditioning**

URL: <https://www.hitachiaircon.com/sg/ranges/vrf-systems/sidesmart-vrf>

Overview: Hitachi provides advanced VRF systems that cater to both residential and commercial needs, emphasizing energy efficiency and user comfort.

# Competitors of Guan Lee Hoe Engineering Pte Ltd

## "Office Renovation Aircon" Competitors

### **Natural Cool**

URL: <https://naturalcool.com.sg/>

Overview: Natural Cool offers comprehensive air conditioning and mechanical ventilation services, including installation, maintenance, and office renovation aircon solutions.

### **Uni-Drive Systems**

URL: <https://www.uni-drive.com/services/air-conditioning-and-mechanical-ventilation-acmv/>

Overview: Uni-Drive provides air conditioning and mechanical ventilation services, specializing in both residential and commercial projects, including office renovations.

### **DW Aircon**

URL: <https://dwaircon.com/services/commercial-and-industrial-aircon-services-in-singapore/>

Overview: DW Aircon offers commercial and industrial air conditioning services, including installation, repair, and maintenance, with a focus on office environments.

# Competitors of Guan Lee Hoe Engineering Pte Ltd

## "Moving Office Contractors" Competitors

### **Coolautomation**

URL: <https://coolautomation.com/blog/vrv-or-vrf/>

Overview: Coolautomation provides solutions for managing VRF and VRV systems, which are often used in office environments during relocations or renovations.

### **Buckhalter Air Conditioning**

URL: <https://buckhalterac.com/ac/commercial-vrv-air-conditioning/>

Overview: Buckhalter offers commercial VRV air conditioning services, which are essential for offices undergoing relocation or extensive renovations.

### **SoCool Pte Ltd**

URL: <https://www.socool.sg/our-commercial-aircon-services/>

Overview: Focuses on commercial air conditioning services, providing solutions for office moving and renovations. Known for their quick and efficient service.

# Ideal Persona - Small Business Owner "Michael"

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## Background:

- **35-year-old entrepreneur** who recently leased a commercial space for his growing startup
- Looking to create a comfortable and modern office environment for his **team of 20 employees**
- Has **limited knowledge about air conditioning systems** and office setup

## Needs:

- **Installation** of an energy-efficient air conditioning system
- Office **renovation** to create an attractive workspace
- Reliable ongoing **maintenance** for the air conditioning system

**Personas** are examples of the business' best customers, "**Dream Customers**"

# Ideal Persona - Small Business Owner "Michael"

## Pain Points:

- **Limited budget** for high-quality air conditioning and renovation
- Concerns about **business disruption** during installation and renovation
- Lack of technical **knowledge about air conditioning** systems

## Why GLH is a good fit:

- GLH specializes in air-con installation and office renovation, offering a **one-stop solution**
- Their experience since 1995 suggests they can **provide expert advice** and reliable service
- GLH's portfolio includes projects ranging from commercial to retail, indicating versatility in **handling different business needs**
- As an established local company, GLH likely offers **competitive pricing** and **understands the Singapore market** well.

# Persona / Ideal Customer

Demographic Information	
Name	Michael Chen
Age	35
Occupation	Startup Founder/CEO (Tech industry)
Education Level	Bachelor's degree in Computer Science
Location	Singapore (Central Business District)
Single or Married? Any kids?	Married, 1 child (3 years old)
Income Level	SGD 150,000 - 200,000 annually
Notes	<ul style="list-style-type: none"><li>He's environmentally conscious and interested in energy-efficient solutions for his office.</li><li>Michael is tech-savvy and appreciates companies that can provide modern, integrated solutions for his office needs.</li><li>He's looking for a one-stop solution provider to handle both air conditioning installation and office renovation to minimize disruption to his business operations.</li></ul>



# Persona / Ideal Customer

Psychographic Information	
Life stage	Young Parents. Michael and his wife are in the early stages of parenthood with a 3-year-old child. They're balancing the demands of a growing family with Michael's entrepreneurial ambitions.
Pain Points What are they frustrated by or suffering from but is not solving it	<ul style="list-style-type: none"><li>• Stress from managing a growing business while maintaining work-life balance</li><li>• Lack of time to research and manage office setup and maintenance</li><li>• Concern about creating a comfortable, productive environment for his team of 20</li><li>• Worry about high energy costs due to inefficient air conditioning</li><li>• Frustration with the complexity of coordinating multiple vendors for office needs</li></ul>
Motivations What triggered them to no longer accept their pain & look for solutions	<ul style="list-style-type: none"><li>• Rapid growth of his startup necessitating a more professional office space</li><li>• Desire to attract and retain top talent by providing a modern, comfortable work environment</li><li>• Increasing energy bills prompting a search for more efficient ACMV solutions</li><li>• Need to project a professional image to clients and investors</li><li>• Realization that poor office conditions are affecting team productivity and morale</li></ul>

# Persona / Ideal Customer

Psychographic Information	
Challenges What hinders them from committing to buying such solutions	<ul style="list-style-type: none"><li>• Limited budget as a startup, balancing cost with quality</li><li>• Lack of technical knowledge about air conditioning and office renovation</li><li>• Fear of business disruption during installation and renovation processes</li><li>• Uncertainty about which service provider can best meet all his needs</li><li>• Concern about long-term reliability and maintenance of office systems</li></ul>
Core Values & Beliefs	<ul style="list-style-type: none"><li>• Efficiency: Michael believes in streamlined solutions that save time and resources.</li><li>• Innovation: He values modern, technologically advanced solutions in all aspects of his business.</li><li>• Sustainability: Environmental consciousness is important to him, both personally and for his company's image.</li><li>• Work-Life Balance: He believes in creating a work environment that promotes employee well-being and productivity.</li><li>• Quality: While budget-conscious, Michael understands the value of investing in quality solutions for long-term benefits.</li><li>• Expertise: He respects and seeks out expert knowledge in areas outside his own expertise.</li><li>• Reliability: Michael values partners and solutions he can depend on, minimizing future headaches and disruptions.</li><li>• Holistic Approach: He appreciates comprehensive solutions that address multiple needs simultaneously.</li></ul>

# Persona / Ideal Customer

Service Needs & Preferences	
<b>Online Behaviour</b> How they search for or receive information online	<ul style="list-style-type: none"><li>Search Engines: Michael primarily uses search engines like Google to find information about air conditioning and office renovation services.</li><li>Company Websites: He visits company websites to gather detailed information about services, read customer testimonials, and check portfolios.</li><li>Online Reviews: Michael checks online reviews on platforms like Google Reviews, Yelp, or industry-specific forums to gauge the reputation of service providers.</li><li>Social Media: He might also look at social media platforms like LinkedIn or Facebook for recommendations and to see how companies interact with their customers.</li><li>Professional Networks: Michael may use professional networks or forums to ask for recommendations from peers in the industry.</li></ul>
<b>Preferred Communication Channels</b> How they prefer to communicate	<ul style="list-style-type: none"><li>Email: Michael prefers email for formal communication, detailed queries, and receiving quotations.</li><li>Phone Calls: For urgent matters or detailed discussions, he prefers direct phone calls.</li><li>Text Messages: For quick updates or confirmations, text messages are convenient.</li><li>Online Forms: He might use online contact forms on company websites to initiate inquiries.</li><li>Video Calls: For more in-depth discussions, especially about renovation plans, he might prefer video calls via platforms like Zoom or Microsoft Teams.</li></ul>

# Persona / Ideal Customer

Service Needs & Preferences	
Service Expectations Key attributes they look for in the Service/Product	<ul style="list-style-type: none"><li>Reliability: Dependable air conditioning systems and renovation services that minimize future disruptions.</li><li>Efficiency: Energy-efficient air conditioning solutions to reduce long-term costs.</li><li>Comprehensive Service: One-stop solutions for both air conditioning and office renovation needs.</li><li>Expertise: Knowledgeable staff who can provide expert advice on the best solutions.</li><li>Quality: High-quality workmanship that reflects well on his company's image.</li><li>Timeliness: Projects completed within agreed timeframes to minimize business disruption.</li><li>Customer Service: Clear communication and responsiveness throughout the project.</li><li>After-sales Support: Reliable maintenance and support services post-installation.</li></ul>
Price Sensitivity What do they consider too cheap, too expensive or value for money? What would they pay more for?	<ul style="list-style-type: none"><li>Too Cheap: Prices significantly below market rate might be perceived as indicative of poor quality or unreliable service.</li><li>Too Expensive: Prices substantially higher than the industry average or that strain his company's budget would be considered too expensive.</li><li>Value for Money: Services priced at or slightly above the market average are seen as value for money if they come with guarantees of quality, efficiency, and comprehensive service.</li></ul> <p><b>Willing to Pay More For:</b></p> <p>Rapid response times: For repairs or maintenance.</p> <p>Customized solutions: That perfectly fit his office needs.</p> <p>Advanced or innovative technologies: To ensure the latest and most efficient solutions.</p>

# Persona / Ideal Customer

Decision Making Process	
Information Sources Where they turn for advice	<ul style="list-style-type: none"><li>• Online Resources: Michael relies heavily on online searches, visiting websites of ACMV and renovation companies to gather information about services, pricing, and customer reviews.</li><li>• Industry Blogs and Articles: He reads blogs, articles, and guides related to office management, air conditioning technologies, and renovation tips to stay informed about best practices.</li><li>• Peer Groups: Michael consults with fellow entrepreneurs and business owners in his network for recommendations and experiences with service providers.</li><li>• Professional Associations: He may refer to resources from industry associations or chambers of commerce that provide insights into reliable service providers.</li></ul>
Influencers Individuals or groups that influence their decisions	<ul style="list-style-type: none"><li>• Family Members: Michael's spouse may have a significant influence on decisions related to the comfort and aesthetics of their office space.</li><li>• Business Partners: Co-founders or partners in his startup may provide input based on their experiences with similar services.</li><li>• Colleagues and Employees: Feedback from team members about their comfort and productivity can influence decisions regarding air conditioning and office layout.</li><li>• Online Reviews and Testimonials: Michael is likely influenced by customer reviews and testimonials he finds on company websites and review platforms.</li></ul>

# Persona / Ideal Customer

Decision Making Process	
Barriers to entry Perceived obstacles to using the service	<ul style="list-style-type: none"><li>Cost Concerns: As a startup owner, Michael is sensitive to costs and may hesitate to invest in services that seem too expensive or beyond his budget.</li><li>Skepticism: He may be cautious about the claims made by service providers, particularly regarding energy efficiency and long-term savings.</li><li>Lack of Awareness: If he is not familiar with specific brands or technologies, he may feel uncertain about making a decision.</li><li>Complexity of Options: The variety of air conditioning systems and renovation options may overwhelm him, making it difficult to choose the right solutions.</li></ul>
Decision Triggers Events or conditions that prompt the search for the service	<ul style="list-style-type: none"><li>Office Relocation: The need for a new air conditioning system and renovation arises when Michael leases a new commercial space for his startup.</li><li>Increased Energy Bills: Rising utility costs may prompt him to seek more energy-efficient air conditioning solutions.</li><li>Employee Feedback: Complaints from employees about discomfort in the office can trigger the need for immediate action regarding air conditioning.</li><li>Growth of the Business: As the startup grows, Michael may recognize the need to improve the office environment to attract and retain talent.</li><li>Recommendations: Positive recommendations from peers or industry contacts can prompt Michael to explore specific service providers.</li></ul>

# Marketing Plan

# Executive Summary

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## Business Objective:

The **primary digital marketing goal** for Guan Lee Hoe Engineering Pte Ltd is to **attract new SME clients in air conditioning installation and office renovation services**, ultimately establishing GLH as the go-to provider for comprehensive ACMV and renovation solutions in Singapore. More details in the SMART Goals section.

## Target Market:

**SME with at least 20 workers in commercial spaces** (Office, Retail, Industrial). Our **Persona - Michael Chen, a 35-year-old startup founder** and young parent in Singapore, seeks reliable, energy-efficient air conditioning and office renovation services to create a comfortable and productive work environment for his growing team.

## Market Need:

Michael wants a **one-stop solution** for air conditioning and office renovation that combines quality, efficiency, and expert guidance, ensuring **minimal disruption** to his business operations while enhancing employee comfort and productivity.

# Executive Summary

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## Product Overview:

- Comprehensive air conditioning services, including **installation, maintenance, and repair**, with a focus on energy-efficient systems.
- Office renovation services that **create modern, functional workspaces** tailored to client needs.
- **Expert advice and consultation** to ensure clients receive the best solutions for their specific requirements.
- A commitment to **reliability and quality** workmanship, backed by over 28 years of industry experience.

## Market Strategy:

To effectively **reach and engage the target persona**, the following marketing strategy will be implemented:

# Executive Summary

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## Channels:

- Website Optimization: Enhance the GLH website with detailed service descriptions, case studies, and customer testimonials to improve search engine visibility and user experience.
- Social Media: Utilize platforms like LinkedIn and Facebook to share informative content, project showcases, and client testimonials to engage with potential clients.
- Email Marketing: Develop targeted email campaigns to nurture leads, providing valuable content related to air conditioning and renovation trends, tips, and special offers.
- Online Advertising: Implement Google Ads and social media advertising to target specific demographics and drive traffic to the website.

## Content Strategy:

- Educational Content: Create blog posts, infographics, and videos that address common pain points related to air conditioning and office renovations, showcasing GLH's expertise and solutions.
- Webinars and Workshops: Host online sessions to educate potential clients about the benefits of energy-efficient systems and effective office design, positioning GLH as a thought leader in the industry.
- Customer Success Stories: Share case studies and testimonials that highlight successful projects, demonstrating GLH's ability to meet client needs effectively.

## Customer Journey:

- Awareness: Use **online advertising and social media to create awareness** about GLH's services and expertise.
- Consideration: **Provide valuable content that addresses Michael's pain points** and showcases GLH's unique offerings, encouraging him to consider GLH as a solution provider.
- Decision: Utilize targeted email campaigns and follow-up communications to guide Michael through the decision-making process, **offering personalized consultations and quotes** to facilitate the final decision.

# SWOT Analysis of Guan Lee Hoe Engineering Pte Ltd

## Strengths - What other business cannot compete with

- Longevity: Operating since 1995, GLH has 28+ years of experience in the industry
- Comprehensive services: Offers both air-con installation, repair, and servicing, as well as office renovation
- Expertise: Specializes in engineering services, particularly in air conditioning solutions
- Established presence: Registered as an Private Limited Company, indicating a stable business structure

## Opportunities - Areas of the business that can be easily done

- Growing demand: Singapore's climate creates a constant need for air conditioning services.
- Energy efficiency focus: Increasing emphasis on energy-efficient solutions in Singapore could be leveraged.
- Expansion of services: Potential to expand into related areas of building services or facilities management.
- Digital marketing: Improving online presence could attract more customers, especially younger business owners.

## Weaknesses - Why you are losing customers to others businesses

- Limited online presence: The search results don't show a strong digital footprint, which may limit their reach to potential customers.
- Lack of clear differentiation: The available information doesn't highlight unique selling points that set GLH apart from competitors.
- Potential resource constraints: As a local company, GLH may have limited resources compared to larger, multinational competitors.

## Threats - External challenges that could hinder achieving objectives.

- Competition: The presence of competitors and others in the market
- Economic factors: Economic downturns could affect office renovations and new installations as businesses cut costs.
- Technological changes: Rapid advancements in ACMV technology could require constant updating of skills and equipment.
- Regulatory changes: Potential changes in Singapore's regulations regarding energy efficiency or building standards could impact operations.

# Competitive Analysis - Website socool.sg

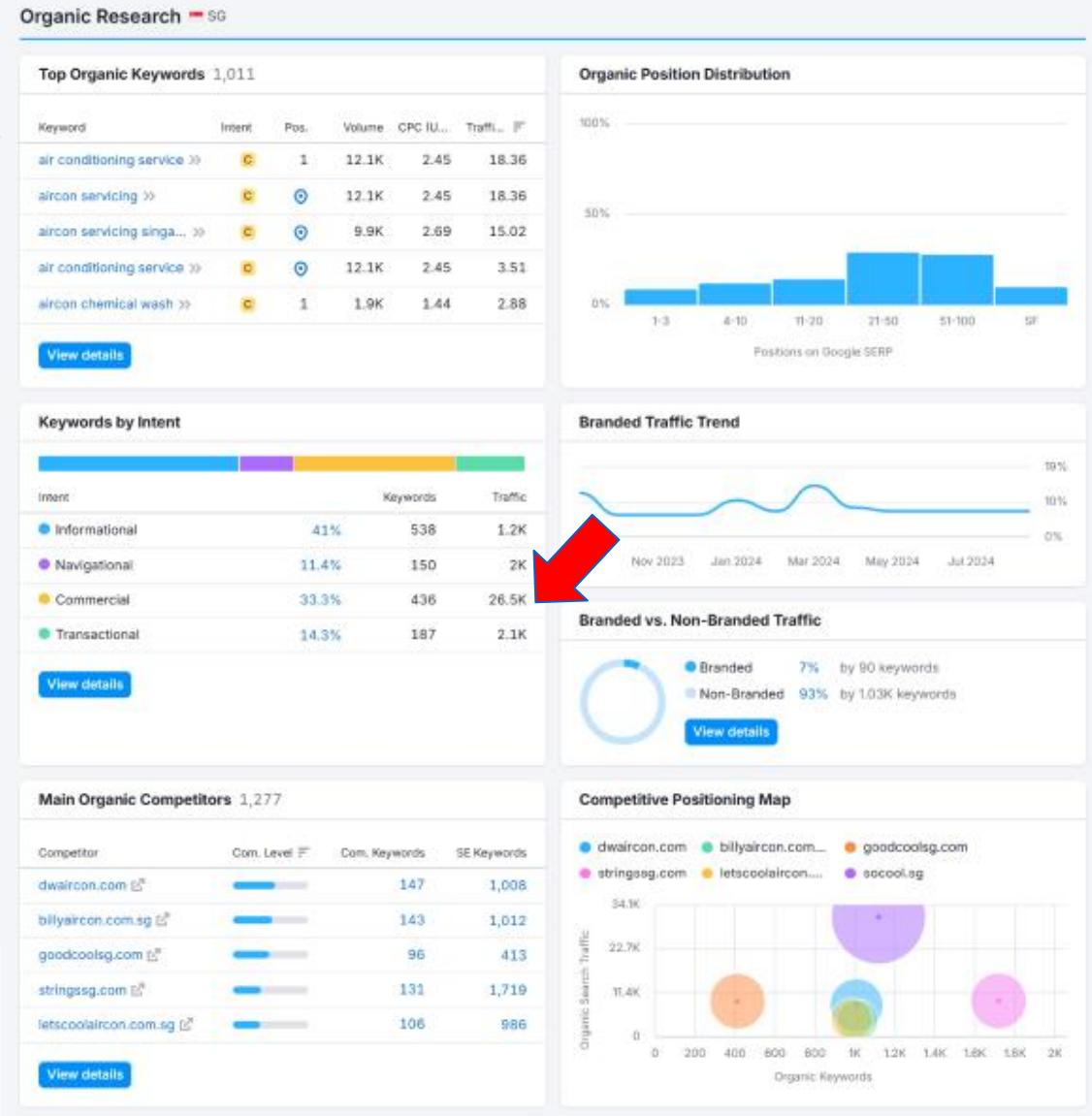
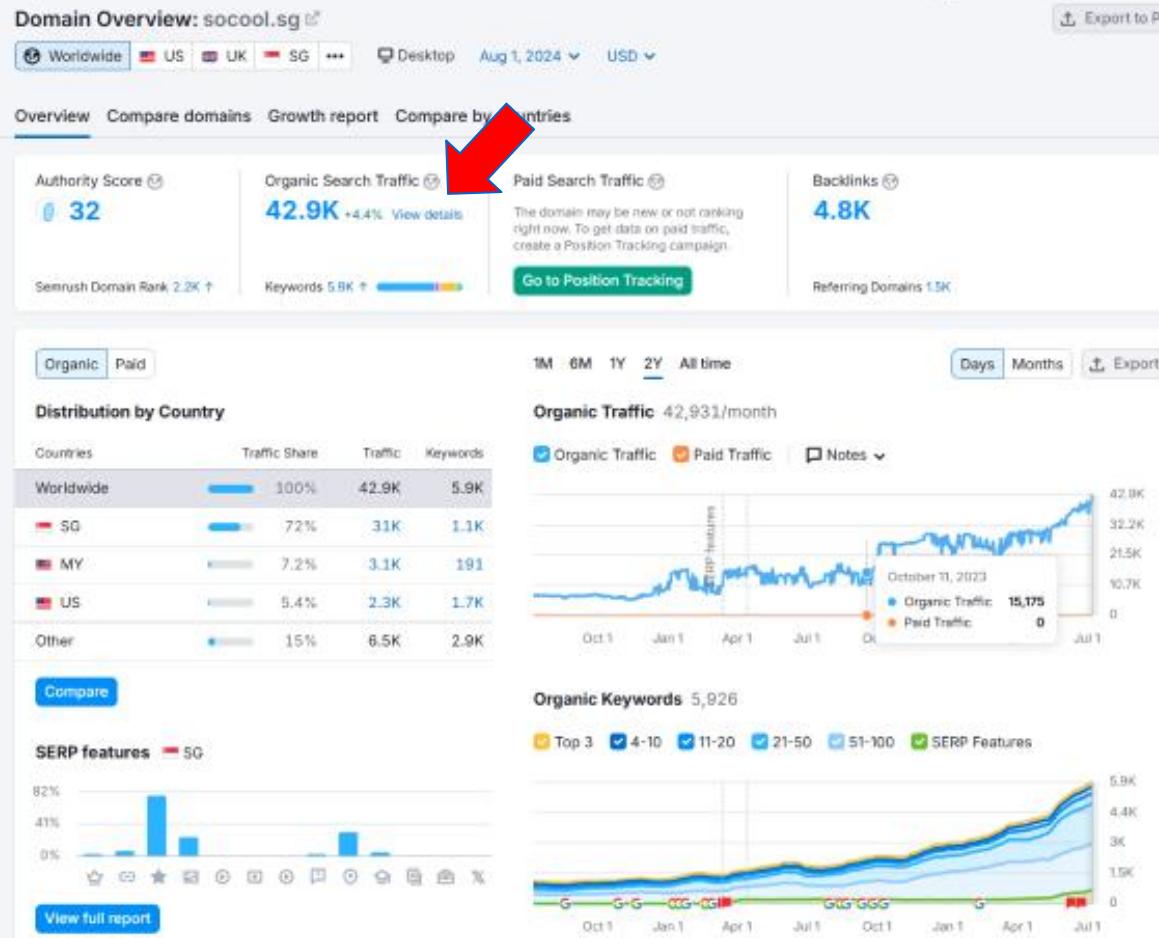
The screenshot shows the homepage of [socool.sg](https://www.socool.sg). At the top, there's a navigation bar with links to Home, About Us, Pricing, Residential Services, Commercial Services, Aircon Problems, Aircon Brands, Reviews, Appointment, Blogs, and Contact Us. Below the navigation is a large banner featuring two workers installing aircon units. The banner includes the SoCool logo, the text "Aircon Service Specialist in Singapore", and "More than 3,500 Positive Reviews / Ratings on Google & Facebook!". It also states, "We are specializes in aircon servicing, repair, water leaks, troubleshooting & installations in Singapore." A red button at the bottom of the banner says "www.socool.sg". Below the banner is a section titled "SoCool Pte Ltd" with the heading "Trusted Air Conditioning Service & Installation Company in Singapore". It features a photo of a white service van with "SoCool" branding. To the right of the van is a detailed paragraph about the company's services and history. At the bottom of the page is a red footer bar with icons for Call, WhatsApp, Booking, and Email.

## Backlink profile for <https://www.socool.sg/our-commercial-services>

Domain including subdomains. One link per domain

Domain Rating	Backlinks	Linking websites
38	2.0K	627
	82% dofollow	74% dofollow
DR	Referring page	Anchor and target URL
70	<a href="https://sethlui.com/best-aircon-service-guide-singapore/">Best aircon servicing Singapore companies</a>	Aircon servicing - SoCool <a href="https://www.socool.sg/">https://www.socool.sg/</a>
59	<a href="https://www.thebestsingapore.com/services/the-best-aircon-services-in-singapore/">The 10 Best Aircon Services in Singapore 2024 [Editor Review]</a>	<a href="http://www.socool.sg/">www.socool.sg</a> <a href="http://www.socool.sg/">http://www.socool.sg/</a> 301 <a href="https://www.socool.sg/">https://www.socool.sg/</a>
73	<a href="https://thesmartlocal.com/read/aircon-servicing-singapore/">14 Best Aircon Servicing Companies In Singapore To Beat The Heat</a>	8855 4818 (WhatsApp)   6854 4956   6631 8348   SoCool website <a href="https://www.socool.sg/">https://www.socool.sg/</a>
59	<a href="https://www.caclubindia.com/forum/depreciation-rate-for-air-conditioner-425072.asp">Depreciation Rate for Air conditioner - Income Tax</a>	the advice of one of the employees we turned to <a href="https://www.socool.sg/">https://www.socool.sg/</a> and did not regret it. Now finally employees will no <a href="https://www.socool.sg/">https://www.socool.sg/</a>
67	<a href="https://www.homeanddecor.com.sg/shopping/best-aircon-servicing-service-repair-singapore-price/">10 Best Aircon Servicing and Repair in Singapore 2024</a>	Prices start from \$43.20 per unit, visit So Cool for more information. <a href="https://www.socool.sg/">https://www.socool.sg/</a>

# Competitive Analysis - Website socool.sg



# Competitive Analysis - Website dwaircon.com

Singapore Aircon Servicing & Aircon Repair Expert with 10 years of experience

Need Aircon Services? Whatsapp us Now! About Us



Whatsapp Us, Click Here Now!

1090 Lower Delta Road #03-07B Singapore 169201

SCHEDULE AN APPOINTMENT



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DAIKIN  
VRV III INVERTER  
**Commercial & Industrial Aircon Services**

FIND OUT MORE

Our Story

Meet DW Aircon Servicing Singapore



We specialise in quality aircon repair service including commercial air conditioning complete aircon services including reliable aircon servicing, aircon repair, aircon



## Backlink profile for https://dwaircon.com/services/comm...

Domain including subdomains. One link per domain



Domain Rating  
**34**

Backlinks  
**4.3K**  
89% dofollow

Linking websites  
**481**  
75% dofollow

DR Referring page

70 Best aircon servicing Singapore companies  
<https://sethlui.com/best-aircon-service-guide-singapore/>

59 The 10 Best Aircon Services in Singapore 2024 [Editor Review]  
<https://www.thebestsingapore.com/services/the-best-aircon-services-in-singapore/>

3 Miami Aircon All Bus Counter Number -  
মিয়ামি এয়ারকন বাস কাউন্টার ফোন নাম্বার -  
Zatri Seba | online Travel service in  
bangladesh  
<https://www.zatriseba.com/2019/10/miami-aircon-all-bus-counter-number.html>

30 Most Affordable & Reliable Aircon Installation Contractor Singapore  
<https://www.338aircon.sg/aircon-installation>

73 14 Best Aircon Servicing Companies In Singapore To Beat The Heat  
<https://thesmartlocal.com/read/aircon-servicing-singapore/>

Anchor and target URL

2. DW Aircon Servicing Singapore  
<https://dwaircon.com/>

<https://dwaircon.com/>  
<https://dwaircon.com/>

aircon servicing singapore i never know the use  
of adobe shadow until i  
<https://dwaircon.com/>

install  
<https://dwaircon.com/aircon-installation-singapore/aircon-installation-guide-singapore/>

Image credit: DW Aircon Servicing Singapore  
<https://dwaircon.com/services/aircon-servicing-singapore/>

# Competitive Analysis - Website dwaircon.com

Domain Overview: dwaircon.com

Export to PDF

Worldwide US UK SG Desktop Aug 1, 2024 USD

Overview Compare domains Growth report Compare by countries

Authority Score 24 Organic Search Traffic 14.5K -2.3% View details

Paid Search Traffic The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.

Backlinks 10K Referring Domains 2.4K

Semrush Domain Rank 7K Keywords 3.6K Go to Position Tracking

Organic Paid

1M 6M 1Y 2Y All time Days Months Export

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	14.5K	3.6K
SG	56%	8.2K	1K
MY	15%	2.2K	143
US	5.6%	811	526
Other	23%	3.3K	2K

Compare SERP features 50

View full report

Organic Traffic 14,498/month

Organic Keywords 3,634

Main Organic Competitors 788

Organic Research SG

Top Organic Keywords 919

Keyword	Intent	Pos.	Volume	CPC	Clicks
aircon servicing singa...	C	1	8.9K	2.69	15.71
aircon servicing	C	1	12.1K	2.45	13.29
air conditioning service	C	1	12.1K	2.45	10.34
aircon servicing singa...	C	3	8.9K	2.69	6.04
dw aircon	N	1	320	1.31	3.12

Organic Position Distribution

Branded Traffic Trend

Branded vs. Non-Branded Traffic

Competitive Positioning Map

#1 Quality Aircon Servicing & Repair in Singapore at Affordable Pricing  
<https://dwaircon.com/>

# Competitive Analysis - Website naturalcool.com.sg



THE COMPANY SERVICES LIFESTYLE E-SHOP CONTACT US

Search...

Service Hotline: +65 6454 1771

ABOUT US /

## THE COMPANY

Incorporated in 1993 as a wholly owned subsidiary of Natural Cool Holdings Limited, we have since come to embody two things at our highest aspiration: Progress and Dynamism.

While still firmly grounded in the mainstay of our business from its inception, Natural Cool Air-Conditioning & Engineering Pte Ltd has nonetheless seen our operations expand beyond installation, maintenance, and a host of basic services for which we are known to be reliable no less than proficient.

LEARN MORE



REQUEST A QUOTE

© 2024. Natural Cool Airconditioning & Engineering Pte Ltd. All Rights Reserved.

SALES T&C | SERVICE T&C

WEB DESIGN BY FIRSTCOM SOLUTIONS

### Backlink profile for https://naturalcool.com.sg/

Domain including subdomains. One link per domain



Domain Rating  
**22**

Backlinks  
**223**

74% dofollow

Linking websites  
**30**

50% dofollow

DR	Referring page	Anchor and target URL
5	Natural Cool Aircon Services and Repair   Warranty Included <a href="https://naturalcoolairconservices.com/">https://naturalcoolairconservices.com/</a>	Natural Cool Aircon Servicing <a href="http://naturalcool.com.sg/">http://naturalcool.com.sg/</a> <b>301</b> <a href="https://naturalcool.com.sg/">https://naturalcool.com.sg/</a>
18	MXY-4H33VG (System 4) <a href="https://www.lifestyleguru.com.sg/mxy-4h33vg-system-4">https://www.lifestyleguru.com.sg/mxy-4h33vg-system-4</a>	About Us <a href="http://naturalcool.com.sg/the-company/">http://naturalcool.com.sg/the-company/</a>
38	Voice Over IP Phone System For Business & Telecommunications Service Provider <a href="https://www.myvelox.com/">https://www.myvelox.com/</a>	Natural Cool Airconditioning & Engineering Pte Ltd <a href="https://naturalcool.com.sg/">https://naturalcool.com.sg/</a>
47	Daikin Consumer Site   Contact Us <a href="https://consumer.daikin.com.sg/contact-us/">https://consumer.daikin.com.sg/contact-us/</a>	<a href="https://naturalcool.com.sg/">https://naturalcool.com.sg/</a> <a href="https://naturalcool.com.sg/">https://naturalcool.com.sg/</a>
8	AIRLEO Mono Framed <a href="https://airleo.co/pages/airleo-mono-feature-page">https://airleo.co/pages/airleo-mono-feature-page</a>	<a href="http://naturalcool.com.sg/">http://naturalcool.com.sg/</a>
76	Natural Cool Airconditioning & Engineering Pte Ltd Career Information 2024   Glints <a href="https://glints.com/companies/natural-cool-airconditioning-and-engineering-pte-ltd/6f5ec905-c3af-43f4-8b3d-1c11a43f6436">https://glints.com/companies/natural-cool-airconditioning-and-engineering-pte-ltd/6f5ec905-c3af-43f4-8b3d-1c11a43f6436</a>	<a href="http://www.naturalcool.com.sg/">http://www.naturalcool.com.sg/</a> <a href="http://www.naturalcool.com.sg/">http://www.naturalcool.com.sg/</a> <b>301</b> <a href="https://www.naturalcool.com.sg/">https://www.naturalcool.com.sg/</a>

# Competitive Analysis - Website naturalcool.com.sg

Domain Overview: naturalcool.com.sg

Worldwide US UK SG Desktop Aug 1, 2024 USD

Overview Compare domains Growth report Compare by countries

Authority Score 20 Organic Search Traffic 2.2K Paid Search Traffic The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.

Semrush Domain Rank 21K Backlinks 536 Go to Position Tracking Referring Domains 85

Organic Paid

1M 6M 1Y 2Y All time Days Months Export

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	2.2K	98
SG	93%	2.1K	60
IN	6.9%	154	4
US	<0.1%	2	9
Other	<0.1%	0	25

Compare

SERP features SG

View full report

Organic Traffic 2,238/month

Organic Keywords 98

Top 3 4-10 11-20 21-50 51-100 SERP Features

Oct 1 Jan 1 Apr 1 Jul 1 Oct 1 Jan 1 Apr 1 Jul 1

Organic Research 60

Top Organic Keywords 60

Keyword	Intent	Pos.	Volume	CPC (USD)	Traffic (M)
natural cool airconditi...	N	1	1K	0.70	38.42
natural cool >	N	1	1K	1.23	38.42
natural cool aircon >	C N	1	480	0.78	18.44
natural cool lifestyle h...	I T	2	320	0.00	1.96
81 defu lane 10 >	I	3	210	0.00	0.67

Organic Position Distribution

Branded Traffic Trend

Branded vs. Non-Branded Traffic

Main Organic Competitors 128

Competitor	Com. Level	Com. Keywords	SE Keywords
natcool.com	High	8	85
naturalcoolairconservic...	Medium	6	55
naturecool.com.sg	Low	2	66
purecoolairconditioning...	Low	2	5
coolingaircon.com.sg	Low	3	172

Competitive Positioning Map

Natural Cool Airconditioning  
<https://naturalcool.com.sg/>

# Competitive Analysis - Website [glh.com.sg](https://www.glh.com.sg)

源利和機械有限公司  
GUAN LEE HOE ENGINEERING PTE LTD

[Home](#) [Abo](#)



At Guan Lee Hoe Engineering Pte Ltd., we offer solutions, that are both reliable and energy efficient, of any setting. Our goal is to provide exceeding expectations.



Our Satisfied Customer

## Backlink profile for <https://www.glh.com.sg/>

Domain including subdomains. One link per domain

Domain Rating	Backlinks	Linking websites
0.3	1	1
	100% dofollow	100% dofollow
DR	Referring page	Anchor and target URL
15	<a href="https://bnisynergy.sg/building-property-members/">Building Property Members - BNI Synergy</a> <a href="https://bnisynergy.sg/building-property-members/">https://bnisynergy.sg/building-property-members/</a>	Web: <a href="http://www.glh.com.sg">www.glh.com.sg</a> <a href="http://www.glh.com.sg/">http://www.glh.com.sg/</a>

Guan Lee Hoe Engineering Pte Ltd | Aircon & Renovation | Singapore  
<https://www.glh.com.sg/>

Building Property Members - BNI Synergy  
<https://bnisynergy.sg/building-property-members/>

GLH only incoming link!



# Competitive Analysis - Website glh.com.sg

Projects > Domain Overview

User manual Send feedback Export to PDF

Domain Overview: glh.com.sg

Worldwide US UK SG Desktop Aug 2, 2024 USD

Overview Compare domains Growth report Compare by countries

Authority Score 256 Organic Search Traffic 256 Paid Search Traffic Backlinks 1

Semrush Domain Rank 89.1K Keywords 2

Go to Position Tracking

Organic Traffic 256/month

Organic Keywords 2

Main Organic Competitors 16

Organic Position Distribution

Keywords by Intent

Branded Traffic Trend

Branded vs. Non-Branded Traffic

Competitive Positioning Map

Red arrows point to the "Organic Position Distribution" chart, the "Branded vs. Non-Branded Traffic" chart, and the "Competitive Positioning Map".

Top Organic Keywords

Keyword	Intent	Pos.	Volume	CPC (U.S.)	Traffic (U.S.)
guan lee hoe eng...	N	1	320	0.00	100.00
guan lee hardware...	I	44	140	0.00	0.00

Organic Position Distribution

Keywords by Intent

Intent	Keywords	Traffic
Informational	1	0
Navigational	1	256

Branded Traffic Trend

Branded vs. Non-Branded Traffic

Type	Percentage	Keywords
Branded	100%	by 1 keywords
Non-Branded	0%	by 1 keywords

Competitive Positioning Map

Guan Lee Hoe Engineering Pte Ltd | Aircon & Renovation | Singapore  
<https://www.glh.com.sg/>

# Model Website - dwaircon.com

Singapore Aircon Servicing & Aircon Repair Expert with 10 years of experience

Need Aircon Services? Whatsapp us Now! About Us

 Mon-Sun: 8am - 10pm  
Aircon Services

 Whatsapp Us, Click Here Now!  
1090 Lower Delta Road #03-07B  
Singapore 169201

 SCHEDULE AN APPOINTMENT

**DW Aircon**

About Services AC Repair AC Installation AC Brands Projects Price Promotion Articles

## Commercial and Industrial Aircon Services in Singapore

Home > Services > Commercial and Industrial Aircon Services in Singapore

Aircon Chemical Cleaning

Aircon Chemical Overhaul

 Google Rating 4.9 ★★★★☆  
Based on 1829 reviews

## Commercial and Industrial Aircon Services in Singapore

A comfortable working environment wouldn't be possible if not for air conditioners. However, while it gives us a more conducive area to work in, it also needs to undergo routine servicing or worse, gets repaired.

Whether you're moving into a new office or in need of a commercial aircon repair, it is important to engage with a reliable aircon specialist to get the best commercial air conditioning services available in Singapore.



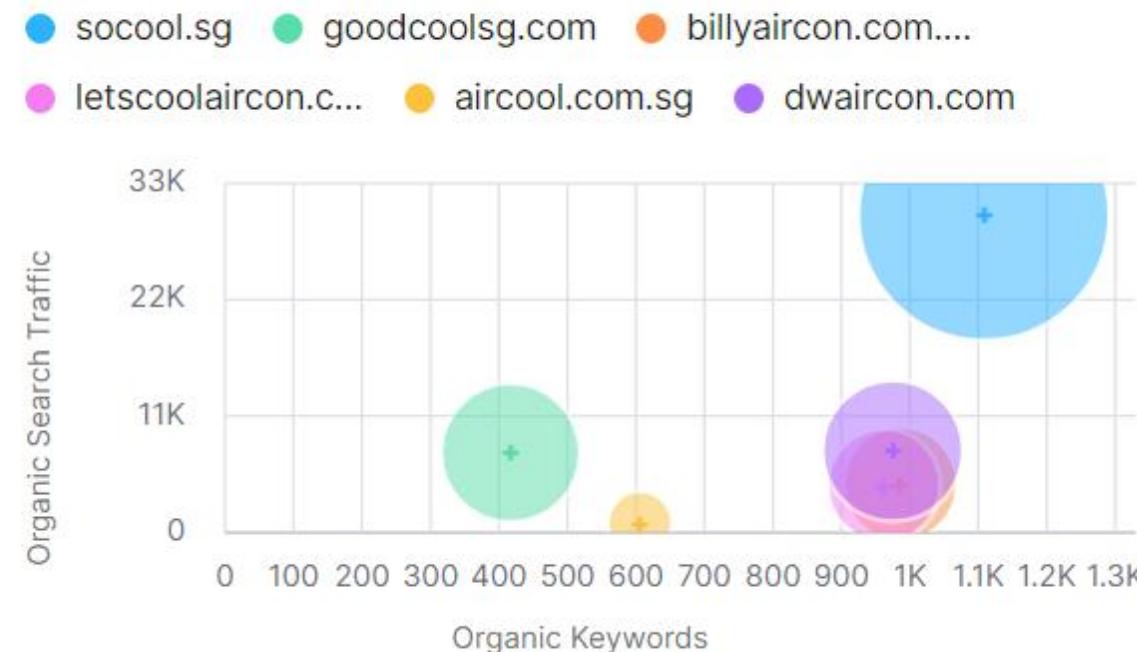
# Model Website - dwaircon.com

## Main Organic Competitors 748

Competitor	Com. Level	Com. Keywords	SE Keywords
socool.sg ↗	<div style="width: 100px; height: 10px; background-color: #007bff;"></div>	143	1,108
goodcoolsg.com ↗	<div style="width: 100px; height: 10px; background-color: #007bff;"></div>	84	417
billyaircon.com....	<div style="width: 100px; height: 10px; background-color: #007bff;"></div>	121	986
letscoolaircon.c...	<div style="width: 100px; height: 10px; background-color: #007bff;"></div>	119	962
aircool.com.sg ↗	<div style="width: 100px; height: 10px; background-color: #007bff;"></div>	91	606

[View details](#)

## Competitive Positioning Map



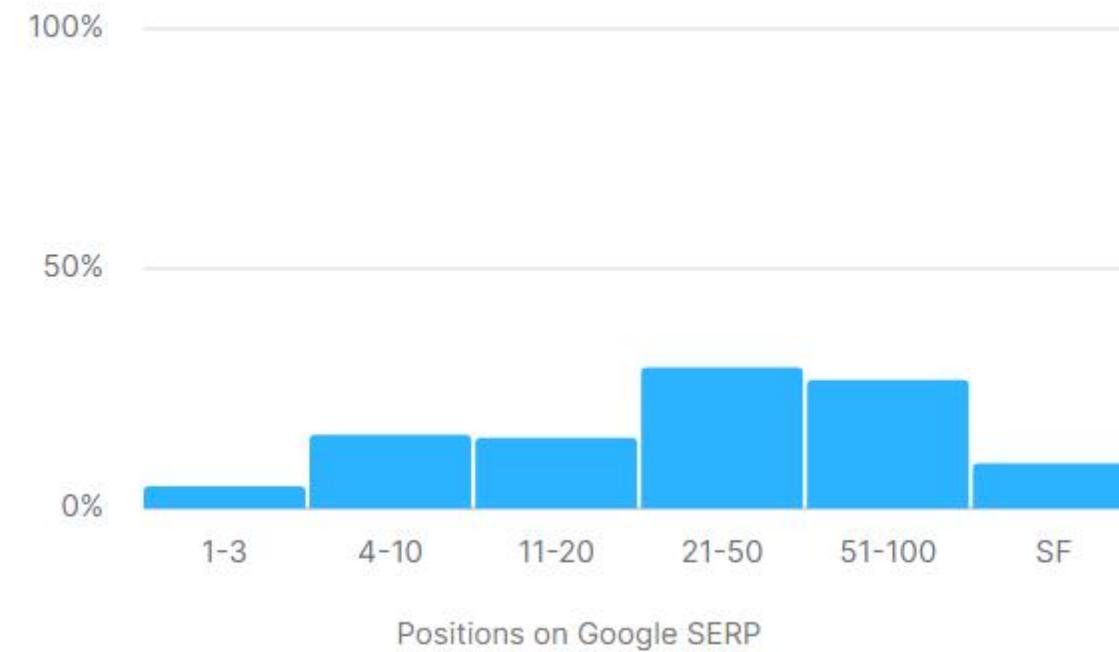
# Model Website - dwaircon.com

## Top Organic Keywords 884

Keyword	Intent	Pos.	Volume	CPC (U...)	Traf...
aircon service... >>	C	📍	9.9K	1.97	16.64
aircon service... >>	C	📍	12.1K	1.86	14.08
aircon service... >>	C	3	9.9K	1.97	6.40
air conditioni... >>	C	5	12.1K	1.86	4.69
air conditioni... >>	C	📍	12.1K	1.86	3.90

[View details](#)

## Organic Position Distribution



# Model Website - dwaircon.com

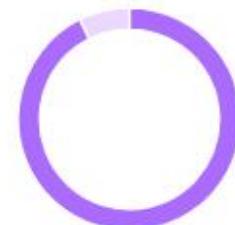
## Backlinks

Export

Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type
Top Air Conditioning Services In S... <a href="https://mediaonemarketing.com.s...">https://mediaonemarketing.com.s...</a>	<a href="https://dwaircon.com">https://dwaircon.com</a> <a href="https://dwaircon.com/">https://dwaircon.com/</a>	nofollow
Top 23 Aircon Servicing Compani... <a href="https://www.mirchelleymuses.co...">https://www.mirchelleymuses.co...</a>	<a href="https://dwaircon.com">https://dwaircon.com</a> <a href="https://dwaircon.com/">https://dwaircon.com/</a>	follow
Top Air Conditioning Services In S... <a href="https://mediaonemarketing.com.s...">https://mediaonemarketing.com.s...</a>	here <a href="https://dwaircon.com/price/">https://dwaircon.com/price/</a>	nofollow
Top Air Conditioning Services In S... <a href="https://mediaonemarketing.com.s...">https://mediaonemarketing.com.s...</a>	DW Aircon <a href="https://dwaircon.com/">https://dwaircon.com/</a>	nofollow
The 17 Leading Aircon Servicing <a href="https://www.smartsinga.com/top...">https://www.smartsinga.com/top...</a>	DW Aircon Servicing Singapore – R... <a href="https://dwaircon.com/">https://dwaircon.com/</a>	follow

[View details](#)

## Follow vs Nofollow



- Follow links
- Nofollow links

9.63K  
764

[View details](#)

## Backlink Types



[View full report](#)

# Model Website - dwaircon.com Google SERP

dw aircon

All Images Shopping Videos Maps News Books More Tools

DW Aircon Servicing Singapore https://dwaircon.com DW Aircon Servicing

DW Aircon Servicing Singapore specialises in quality aircon repair service including commercial air conditioning repair works. We also offer complete aircon ...

Price DW Aircon Servicing Singapore provides an extensive range of ...

Contact Please do not hesitate to contact our team for any enquiries or ...

Servicing DW Aircon Servicing Singapore offers complete aircon services ...

Aircon Servicing Pricing For prices of all DW Aircon services including Aircon ...

Aircon Installation Want to install aircon for your home? DW Aircon Servicing ...

More results from dwaircon.com »

Facebook · DW Aircon Servicing Singapore 2.8K+ followers DW Aircon Servicing Singapore

DW Aircon Servicing Singapore provides an extensive range of Aircon Services. WhatsApp us at +65 8241 0032 for transparent quotation and honest pricing.

★★★★★ Rating: 4.8 · 35 votes

People also ask :

Which aircon brand is the best in Singapore?

What is the best aircon setting in Singapore?

How much does aircon servicing cost in Singapore?

DW Aircon Servicing Singapore

4.9 ★★★★★ 1,844 Google reviews

Airconing contractor in Singapore

Website Directions Save Share Call

Service options: Online estimates - On-site services

Address: 1090 Lower Delta Road #03-07B, 169201

Hours: Open - Closes 10 pm

Phone: 6909 2200

Suggest an edit · Own this business?

Areas served: Queenstown and nearby areas

Reviews

Reviews from the web

Facebook 4.8/5 35 votes The Best Singapore

Google reviews 4.9 ★★★★★ 1,844 Google reviews

How much does it cost to replace a fan coil in an aircon?

ThreeBestRated.sg DW Aircon Servicing Singapore - Little India

LinkedIn · DW Aircon Servicing Singapore DW Aircon Servicing Singapore

Fine Services DW Aircon Servicing Singapore - First Class Workmanship ...

houzz.com.sg DW AIRCON SERVICING SINGAPORE - Houzz

Yelp DW AIRCON SERVICING SINGAPORE - Updated July 2024

People also search for

Dw aircon review Dw aircon service singapore Dw aircon price Dw aircon service

Aircon servicing Singapore Aircon servicing price Aircon service Singapore 24 hours Aircon servicing course Singapore

Sponsored goodcoolsg.com 15 years of experience - Cheap Price And Best Service

From DW Aircon Servicing Singapore

Goooooooooooooogle >

Contact Appointments: dwaircon.com Providers

Questions & Answers See all questions (2) Ask a question

Profiles X (Twitter) Pinterest Facebook DW Aircon Servicing Singapore on Google

Aircon Chemical Overhaul Aircon Servicing Singapore - HDB, Jurong West The Dw... 2 days ago Book What Does A Professional Aircon Cleaning Con extend the lifespan o Jul 4, 2024 Learn more

How helpful was the result above? Not helpful at all Extremely helpful Your feedback helps us improve Google Search and is subject to our Privacy Policy and Terms of Service

Send to your phone Send

# Competitive Analysis - Social Media

## Social Media Gap Analysis of GLH

Entity	socool.sg	dwaircon.com	naturalcool.com.sg	glh.com.sg	carrier.com
Website	Y	Y	Y	Y	Y
Facebook	Y 1.8K likes 1.9K followers	Y 2.6K likes 2.7K followers	Y 3.5K likes, 3.7K followers	Y	Y 43K likes 72K followers
YouTube	Y	Y	N	N	Y
Instagram	N	N	N	N	Y
Tik Tok	N	N	N	N	N
Email	Y Appointment, Contact Us	N	N	Y Job Application, Contact Us	N
Others	WhatsApp	X (Twitter), WhatsApp, Pinterest, Google Rating			X (Twitter), Threads (Meta), LinkedIn

# Competitive Analysis - Social Media - carrier.com

Carrier  July 24 at 22:16 · 

We're proud to unveil our brand new 16,000-square-foot training center, where future HVAC technicians will hone their skills. This investment represents our commitment to quality, continuous learning and our dedication to the next generation. Read more: <https://on.carrier.com/4d8io2F>



You and 219 others 10 comments 45 shares

Love Comment Share

[View more comments](#)



Ursula Huddleston

Training is foremost in all installations and repair. We have had 3 ACs installed during our home ownership for 45 years and always went with a Carrier, however my AC maintenance company informed me they no longer install Carrier systems due to the po...

[See more](#)

YouTube SG Search    

POSTS REELS TAGGED

**Carrier** Global Leader in Intelligent Climate and Energy Solutions

**Innovation of the Week**

The Heat Pump Accelerator accelerates energy innovation by pushing more sustainable

INVENTED MODERN AIR CONDITIONING

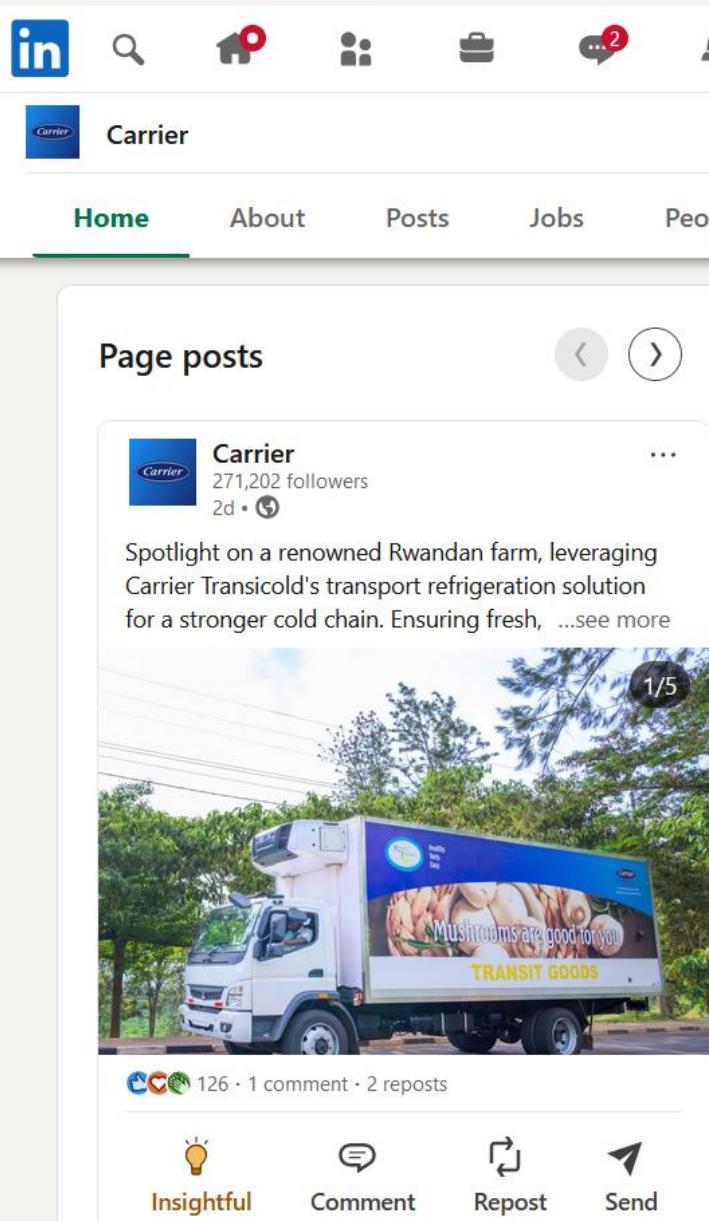
What Inspired you to pursue a career in HVAC? My father was the sole reason I became an HVAC technician. Throughout my learning journey, I strived to be better than him in this industry until I realized I never would be. That is because we are in a constantly evolving industry where technology continues to rapidly advance. To keep my family with the greatest of times and to know I have a chance to be the greatest in mine, is what drives me to continuously pursue this trade

Mike Owens Journeyman Las Vegas, Nevada

Carrier inaugurated the Mechanical Center of Excellence at the Hyderabad Research... Carrier Abound - Occupant Assistant 387 views • 4 months ago 1K views • 2 months ago

\*Most engaging post for the past month when possible, 2-Aug to 2-Jul-2024.

# Competitive Analysis - Social Media - carrier.com



Carrier

Home About Posts Jobs People

## Page posts

**Carrier** 271,202 followers 2d •

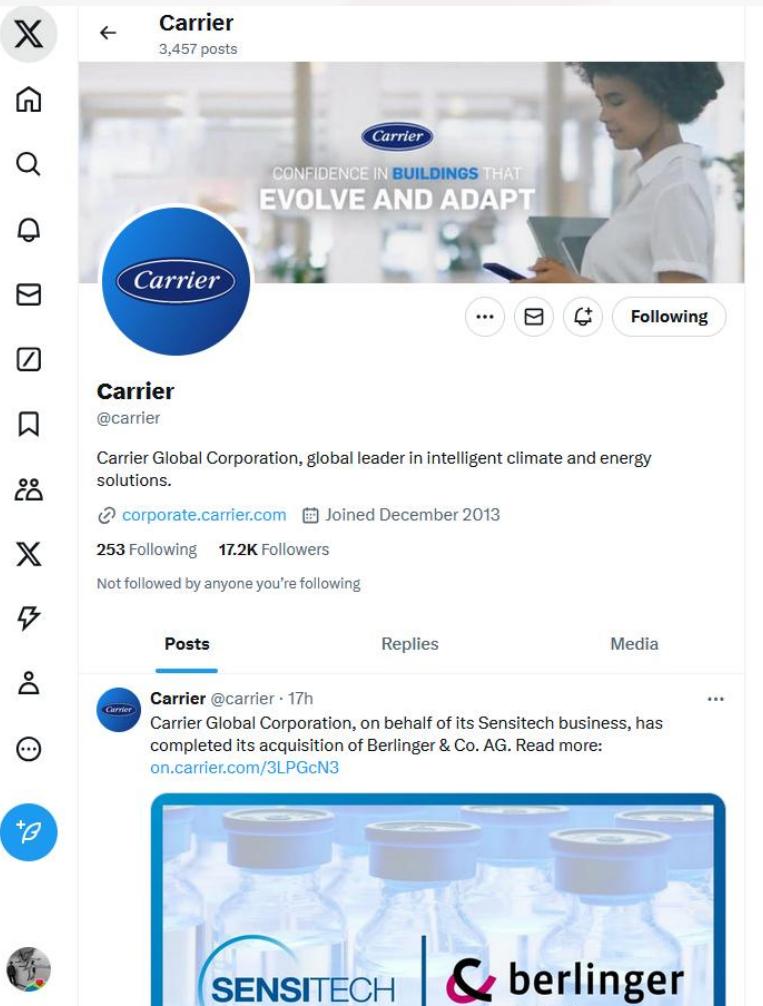
Spotlight on a renowned Rwandan farm, leveraging Carrier Transicold's transport refrigeration solution for a stronger cold chain. Ensuring fresh, ...see more



1/5

126 · 1 comment · 2 reposts

Insightful Comment Repost Send



Carrier 3,457 posts

**Carrier** @carrier

Carrier Global Corporation, global leader in intelligent climate and energy solutions.

[corporate.carrier.com](http://corporate.carrier.com) Joined December 2013

253 Following 17.2K Followers

Not followed by anyone you're following

Posts	Replies	Media
<b>Carrier</b> @carrier · 17h		
Carrier Global Corporation, on behalf of its Sensitech business, has completed its acquisition of Berlinger & Co. AG. Read more: <a href="http://on.carrier.com/3LPGcN3">on.carrier.com/3LPGcN3</a>		



Search

### You might like

- HVAC School @HVACRSchool [Follow](#)
- ASHRAE New @ashraenews [Follow](#)
- Carrier HVAC @CarrierHVAC [Follow](#)

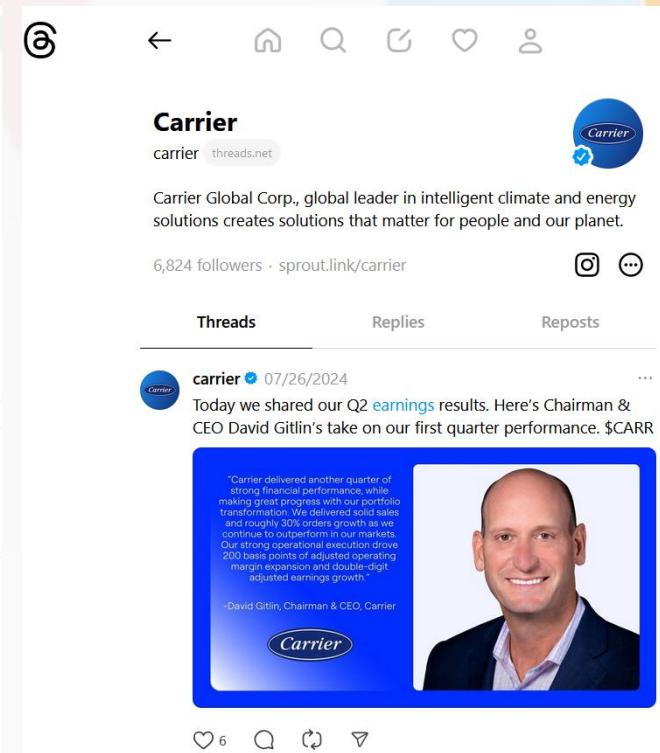
Show more

### #Paris2024 Follow the action



### Trends for you

- Entertainment · Trending #TheGreatestOfAllTime 62.5K posts
- Trending in Singapore Samantha 13.4K posts
- Entertainment · Trending #Maharaja 3,597 posts
- Trending in Singapore Lovely 180K posts
- Entertainment · Trending



carrier 07/26/2024

Today we shared our Q2 earnings results. Here's Chairman & CEO David Gitlin's take on our first quarter performance. \$CARR

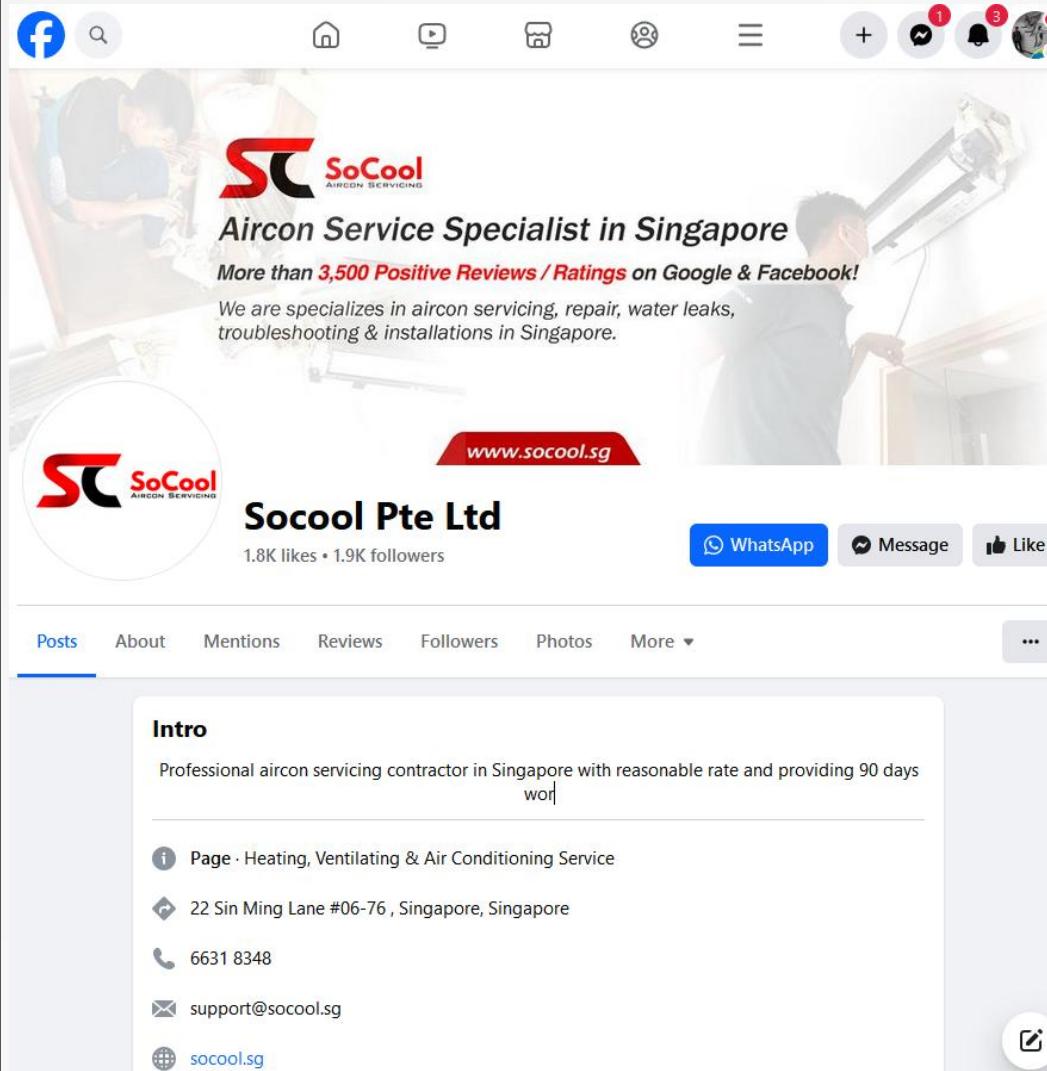


10th quarter delivered another quarter of strong financial performance, while making great progress with our portfolio transformation. We delivered solid sales and roughly 30% orders growth as we continue to invest in our market. Our strong operational execution drove 200 basis points of adjusted operating margin expansion and double-digit adjusted earnings growth.

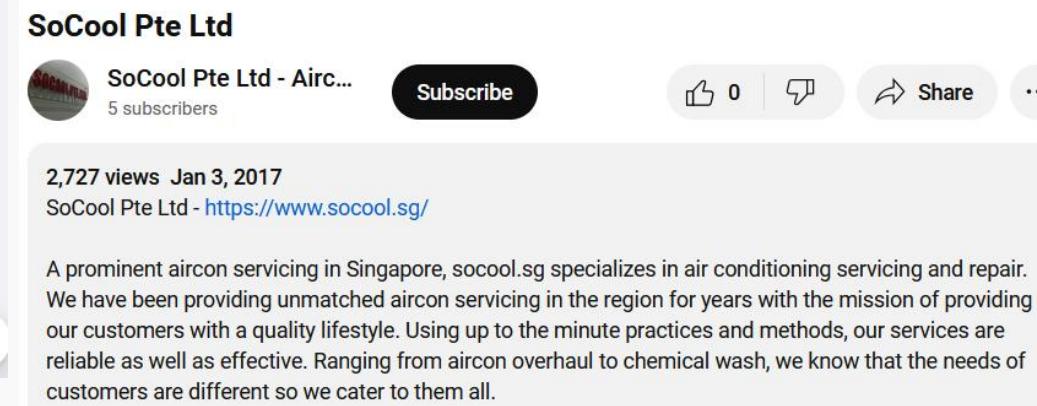
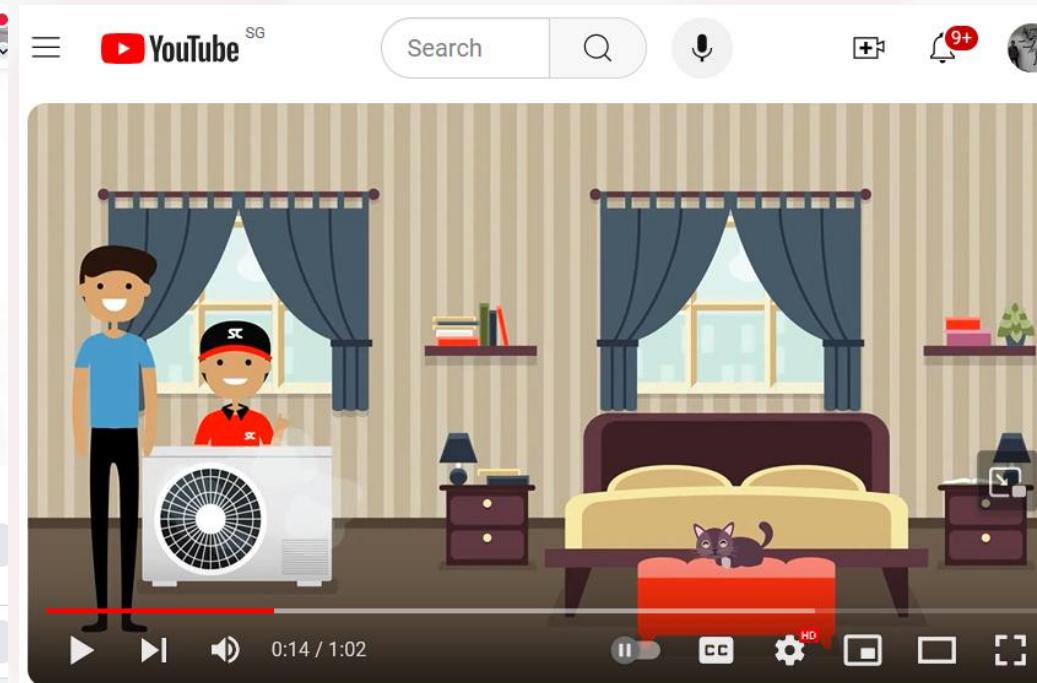
-David Gitlin, Chairman & CEO, Carrier

\*Most engaging post for the past month when possible, 2-Aug to 2-Jul-2024.

# Competitive Analysis - Social Media - socool.sg



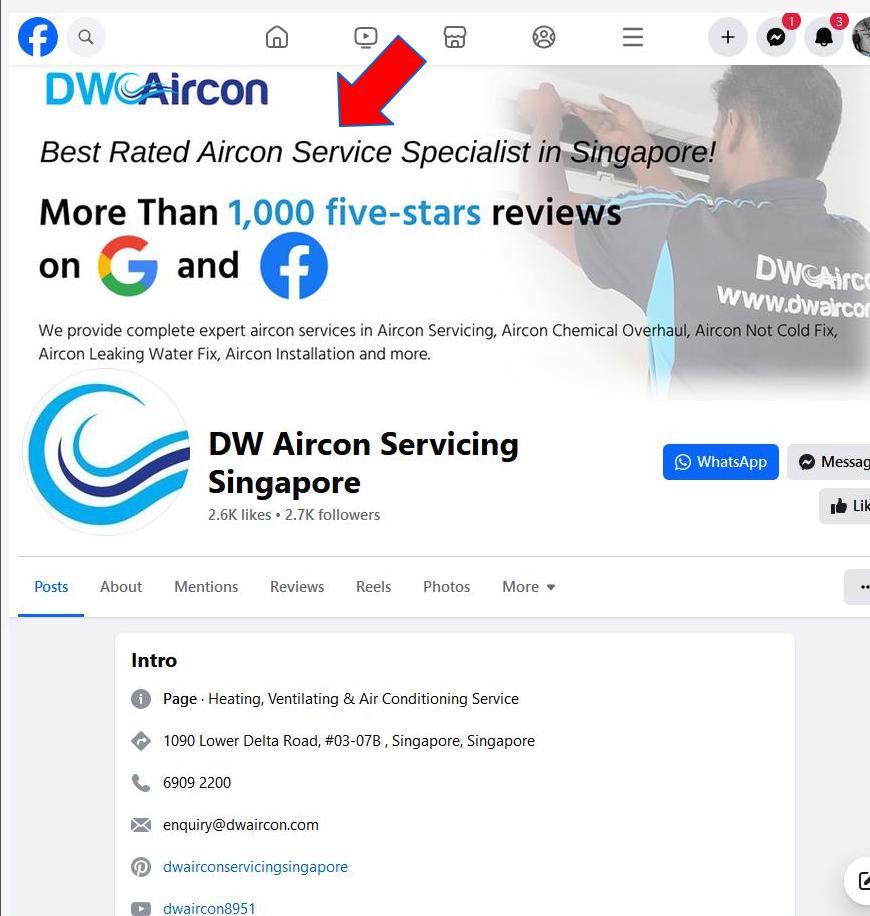
The screenshot shows the Facebook profile of SoCool Pte Ltd. It features a cover photo of two technicians working on an aircon unit. The profile picture is the same. The bio reads: "SoCool AIRCON SERVICING Aircon Service Specialist in Singapore More than 3,500 Positive Reviews / Ratings on Google & Facebook! We are specializes in aircon servicing, repair, water leaks, troubleshooting & installations in Singapore." Below the bio is a "www.socool.sg" link. The page has 1.8K likes and 1.9K followers. Standard Facebook navigation like Posts, About, Mentions, Reviews, Followers, Photos, and More are at the bottom.



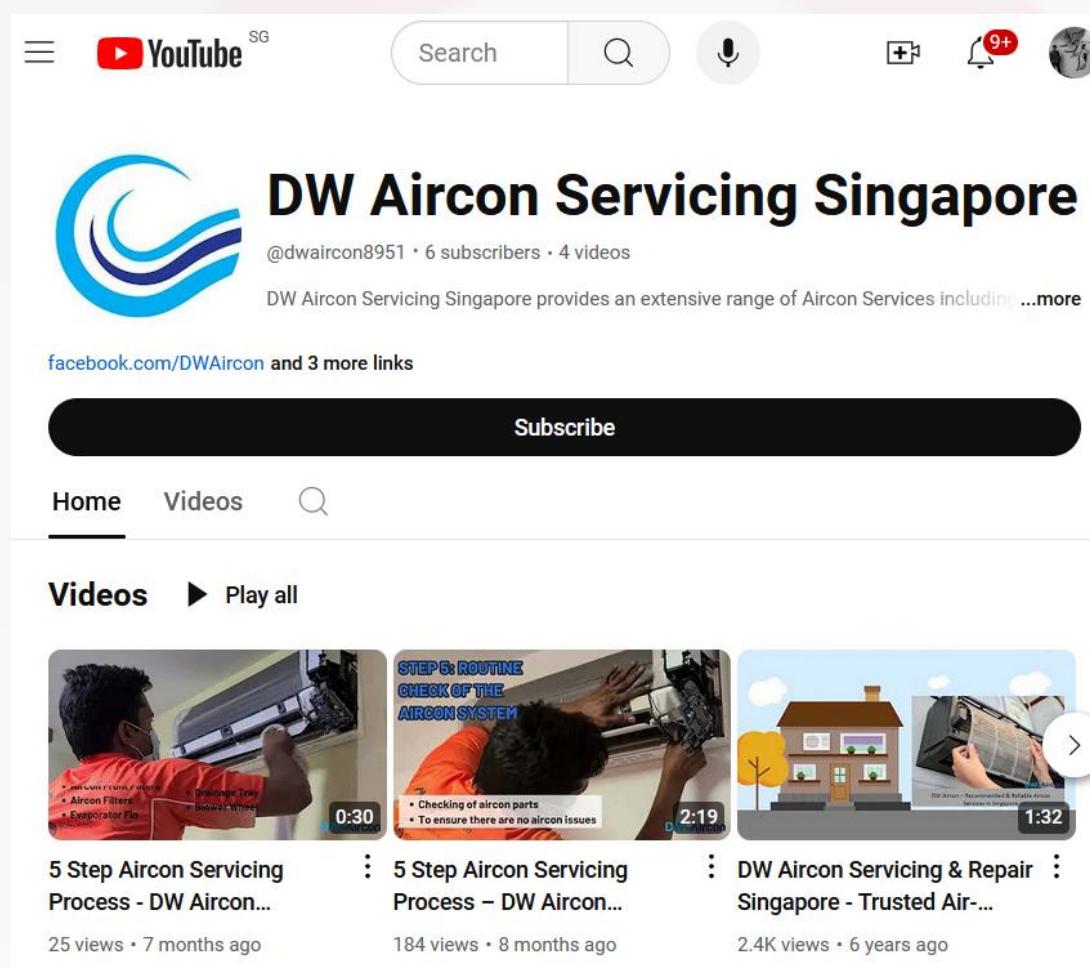
The screenshot shows the YouTube channel page for SoCool Pte Ltd. The channel has 5 subscribers and 2,727 views. The bio describes the channel as a prominent aircon servicing contractor in Singapore, specializing in air conditioning servicing and repair. The video thumbnail is the same as the one above. The channel interface includes a "Subscribe" button, like and share counts, and a "..." menu.

\*Most engaging post for the past month when possible, 2-Aug to 2-Jul-2024.

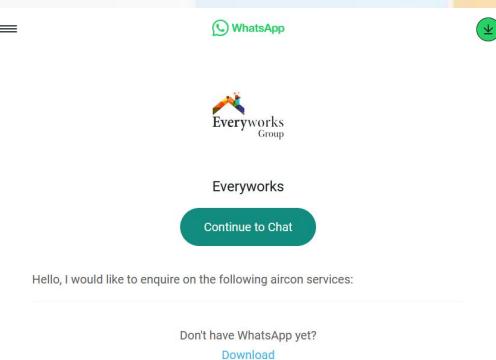
# Competitive Analysis - Social Media - dwaircon.com



The screenshot shows the Facebook page for DW Aircon. At the top, there's a navigation bar with icons for Home, Search, and Notifications. The page header features the DW Aircon logo and a red arrow pointing to it. Below the header, a banner reads "Best Rated Aircon Service Specialist in Singapore!" and "More Than 1,000 five-stars reviews on G and f". A large image of a technician working on an aircon unit is displayed. Text below the image states: "We provide complete expert aircon services in Aircon Servicing, Aircon Chemical Overhaul, Aircon Not Cold Fix, Aircon Leaking Water Fix, Aircon Installation and more." The page title is "DW Aircon Servicing Singapore" with 2.6K likes and 2.7K followers. There are buttons for WhatsApp, Message, Like, and a "Subscribe" button. A sidebar on the left lists "Intro", "Page · Heating, Ventilating & Air Conditioning Service", "Address: 1090 Lower Delta Road, #03-07B, Singapore, Singapore", "Phone: 6909 2200", "Email: enquiry@dwaircon.com", "Pinterest: dwairconservicingsingapore", and "YouTube: dwaircon8951".



The screenshot shows the YouTube channel page for DW Aircon Servicing Singapore. The channel has 6 subscribers and 4 videos. The main video thumbnail is titled "DW Aircon Servicing Singapore" and shows a technician working. Below the video, there's a link to "facebook.com/DWAircon" and "3 more links". A "Subscribe" button is prominently displayed. The channel has tabs for "Home" and "Videos". Under the "Videos" tab, three video thumbnails are shown: "5 Step Aircon Servicing Process - DW Aircon..." (0:30 views), "5 Step Aircon Servicing Process – DW Aircon..." (2:19 views), and "DW Aircon Servicing & Repair Singapore - Trusted Air..." (1:32 views). Each video thumbnail includes a small image of a house and a technician.



The screenshot shows a WhatsApp group chat for DW Aircon. The group name is "Everyworks Group". A message from a user says, "Hello, I would like to enquire on the following aircon services:". Below it, another message says, "Don't have WhatsApp yet? Download". There are also "Continue to Chat" and "Everyworks" buttons.

\*Most engaging post for the past month when possible, 2-Aug to 2-Jul-2024.

**Competitive Analysis - Social Media - dwaircon.com**

**DW Aircon Servicing Singapore** @Dw\_aircon · Jul 4  
243 posts

**Posts** Replies Media

**DW Aircon Servicing Singapore** @Dw\_aircon · Jul 4  
What Does A Professional Aircon Cleaning Consist Of? Learn more about it here: [dwaircon.com/what-does-a-pr...](http://dwaircon.com/what-does-a-pr...)

WhatsApp us now at +65 8241 0032 for a reliable and efficient experience!  
**#DWAircon #DWAirconSingapore #DWAirconSG #AirconRepair #AirconInstallation**

 **DW Aircon**  
**WHAT DOES A PROFESSIONAL AIRCON CLEANING CONSIST OF?**  
IN NEED OF PROFESSIONAL AIRCON CLEANING SERVICES IN SINGAPORE?  
CONTACT DW AIRCON SERVICING NOW FOR RELIABLE AIRCON SERVICES!

  
**AIRCON PARTS WHICH ARE CLEANED**

  
**VACUUMING OF WATER DRAINAGE PIPE**

  
**ROUTINE CHECKING OF AIRCON PARTS**

  
**TESTING OF AIR FLOW TEMPERATURE LEVEL AND BLOWER AIR FLOW LEVEL**

[WWW.DWAIRCON.COM](http://WWW.DWAIRCON.COM) +65 8241 0032

 **DW Aircon Servicing Singapore** @Dw\_aircon · Jun 20  
Normal Aircon Servicing Singapore Condo – Newton. View more here: [dwaircon.com/projects/normal...](http://dwaircon.com/projects/normal...)

WhatsApp us now at +65 8241 0032 for a reliable and efficient experience!  
**#DWAircon #DWAirconSingapore #DWAirconSG #AirconRepair #AirconInstallation #AirconServicing #AirconChemicalOverhaul**

**DW Aircon Servicing Singapore**

**dwaircon.com** · DW Aircon Servicing Singapore offers complete aircon services! WhatsApp us now for the best quality aircon services at +65 8241 0032!

**66 followers · 0 following**

**Follow**

**Created**

**Saved**

**Articles**

**Projects**

Singapore Aircon Servicing & Aircon Repair Expert with 10 years of experience

Need Aircon Services? Whatsapp us Now! About Us

 Mon-Sun: 8am - 10pm  
Aircon Services

 WhatsApp Us, Click Here Now!

1090 Lower Delta Road  
#03-07B Singapore 169201

 SCHEDULE AN APPOINTMENT

[About](#) [Services](#) [AC Repair](#) [AC Installation](#) [AC Brands](#) [Projects](#) [Price](#) [Promotion](#) [Articles](#)

## DW Aircon Servicing Singapore Reviews

 DW Aircon Servicing Singapore Reviews

 DW Aircon Servicing Singapore <b>4.9 ★★★★★</b> Based on 1864 reviews	 Google Rating <b>4.9 ★★★★★</b> Based on 1829 reviews	 Facebook Rating <b>4.8 ★★★★★</b> Based on 35 reviews
--	--	--

### See Our Reviews From Around The Web

See all DW Aircon Servicing Singapore reviews & testimonials from satisfied customers including our [Google](#) and [Facebook](#) reviews. **WhatsApp** us at [+65 8241 0032](tel:+6582410032) to enquire on your aircon needs. DW Aircon Servicing Singapore provides an extensive range of [Aircon Services](#) with over 10 years of experience in dealing with aircon works and thousands of [aircon works completed](#). We are a highly recommended Aircon Company in Singapore, with many delighted customers and reviews over the years.

 Google Rating <b>4.9 ★★★★★</b> Based on 1829 reviews
--



**\*Most engaging post for the past month when possible, 2-Aug to 2-Jul-2024**

# Competitive Analysis - Social Media Ads (Meta)

- Most "VRV VRF aircon" companies **in Singapore do not run paid Meta Facebook Ads**, except for **naturalcool.com.sg**. Non ads include socool.sg, dwaircon.com.

Library ID: 1469060990342081 ...

Active  
Started running on Jan 6, 2024  
Platforms

[See ad details](#)

**Lifestyle Guru by Natural Cool**  
Sponsored

Are you looking for an aircon? We install premium-quality aircons, like Daikin, Mitsubishi, Panasonic, LG and Midea. Every installation comes with premium materials for a worry-free experience. On top of that, we offer easy installment plans so you get exactly what you want without breaking the bank. Our friendly and fully-licensed technicians will be happy to discuss our products, your home's individual needs, and installation times at your earliest convenience.  
Happy shopping!...

FB.COM Mitsubishi... 100% Transpar... Send Messa...  
FB.COM Daikin Aircon... 100% Transpar... Send Messa...  
FB.COM Mitsubishi Starme... 100% Transpar...  
100% Transparent Pricing... Send Messa...  
100% Transparent Pricing... Send Messa...  
100% Tran

Library ID: 1081146016455910 ...

Active  
Started running on Mar 19, 2024  
Platforms

This ad has multiple versions   
**2 ads** use this creative and text

[See summary details](#)

**Lifestyle Guru by Natural Cool**  
Sponsored

Subscribe to a Midea System 2,3 or 4 for as low as \$77 a month!  
Full comprehensive coverage including complimentary servicing of 2 times a year for 4 years!  
The Air-conditioner is yours, we will not be asking you to pay any extras at any point of time to "buyback" or ask you to upgrade and continue paying ...

API.WHATSAPP.COM  
Get your Midea Aircon now!  
Get an aircon at the lowest cost possible.  
Send Whats...

# Competitive Analysis - Social Media Ads (Meta)

- We include some **global "VRV VRF aircon" companies** in order to see relevant **paid Meta ads**. These include **hitachiaircon.com, trane.com, carrier.com, daikin.com**.

Library ID: 1455306158378608 ...

Inactive

Oct 18, 2023 - Oct 26, 2023

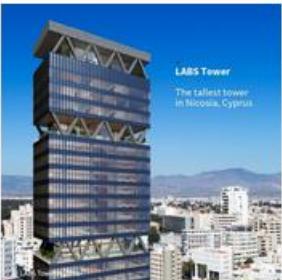
Platforms  

2 ads use this creative and text

[See summary details](#)

**Hitachi Cooling & Heating Global**  
Sponsored

The LABS Tower in Nicosia soars to new heights of modern architecture. This high-rise building offers luxurious co-working spaces and hospitality areas, and comes with the best views of the city. To match the building's energy efficiency requirements, Hitachi VRF was installed, helping make visitors feel on top of the world with welcoming comfort all year-round whether cooling or heating.


HITACHIAIRCON Watch More

HITACHIAIRCON Watch More

HITACHIAIRCON

Library ID: 307543132170173 ...

Inactive

Nov 14, 2023 - Nov 19, 2023

Platforms  

EU transparency 

[See ad details](#)

**Hitachi Cooling & Heating Global**  
Sponsored

Quirky, cool and low-carbon! That's the kind of stay you'll have at the Graduate Palo Alto, the landmark hotel that offers comfort on University Avenue, just a short walk from the world-famous Stanford University,

Providing guests with an unforgettable and comfortable stay wasn't the only driver during the building's renovation. They needed to meet California's energy efficiency requirements, and it was Hitachi VRF that helped them achieve that. ...


Library ID: 257690933739699 ...

Inactive

Dec 18, 2023 - Dec 24, 2023

Platforms   

EU transparency 

[See ad details](#)

**Hitachi Cooling & Heating Global**  
Sponsored


[HITACHIAIRCON.COM](#) [HITACHIAIRCON.COM](#) [HITACHIAIRCON.COM](#)

# Competitive Analysis - Social Media Ads (Meta)

- We include some **global "VRV VRF aircon" companies** in order to see relevant **paid Meta ads**. These include **hitachiaircon.com, trane.com, carrier.com, daikin.com**.

Library ID: 427990949825611 ...

Inactive

Apr 19, 2024 - Apr 23, 2024

Platforms  

EU transparency 

[See ad details](#)

**Hitachi Cooling & Heating Global**  
Sponsored

Inside your home or workplace and feeling lethargic, a headache or dry eyes and throat?

These are just some of the symptoms noted by people suffering from sick building syndrome (SBS). According to the WHO these unpleasant sensations are caused by poor indoor air quality as a result of poor ventilation and air conditioning, build up of contaminants in the air including CO<sub>2</sub>, dust, dander an...



0:04 / 0:24 ▶   

Library ID: 1066787211277458 ...

Inactive

Feb 6, 2024 - Feb 18, 2024

Platforms  

EU transparency 

[See ad details](#)

**Hitachi Cooling & Heating Global**  
Sponsored

Save, copy and paste! With airCloud Tap, configure multi-unit Hitachi VRF equipment projects up to 4X faster\* than the manual method.

Contactless NFC technology powers the airCloud Tap app, letting you copy one unit's configuration settings to your phone and paste them to other units, saving you valuable time. Ideal for modular outdoor units or projects with similar rooms (ex: office meeting rooms, hotel rooms etc)....



Library ID: 512024438168285 ...

Inactive

Jul 24, 2024 - Aug 1, 2024

Platforms  

This ad has multiple versions 

EU transparency 

[See ad details](#)

**Daikin**  
Sponsored

Daikin v roku 2024 oslavuje svoju storočnicu a pri tejto príležitosti sme si pre vás pripravili limitovanú akciu - 100 inštalácií za 100 €. Špeciálna ponuka platí pre Bratislavu a okolie.



DAIKIN.SK  
100 inštalácií za 100 €  
Kvalitné japonské klimatizácie Daikin

[Learn More](#)

# Competitive Analysis - Social Media Ads (Meta)

- We include some **global "VRV VRF aircon" companies** in order to see relevant **paid Meta ads**. These include **hitachiaircon.com, trane.com, carrier.com, daikin.com**.

Library ID: 1438476816857835 ...

Active  
Started running on Jul 23, 2024  
Platforms   
4 ads use this creative and text

[See summary details](#)

**Carrier**  
Sponsored

Our Service Techs are heroes in the eyes of our customers and deserve perks like great colleague support, working on top quality equipment, and flexibility and independence in their work.



AN ACTION CAREER  
**THE SERVICE TECHNICIAN**  
[APPLY NOW](#)

Library ID: 986463146345625 ...

Active Facebook  
Started running on Jul 23, 2024  
Platforms   
This ad has multiple versions

[See ad details](#)

**Trane**  
Sponsored

Call Air Team today. As Houston's premiere HVAC company, AirTeam is committed to providing the highest level of All-Star HVAC performance & service, installation and customer service to our customers. There is nothing more important than earning the confidence and the trust of our customers.



DEALERS.TRANEINFO.COM  
Call Air Team Today

[Learn More](#)

Library ID: 981752303329238 ...

Active Instagram  
Started running on Jun 7, 2024  
Platforms   
This ad has multiple versions   
3 ads use this creative and text

[See summary details](#)

**Trane**  
Sponsored

What makes Trane America's Most Trusted® HVAC Brand, year after year? It's the testing we do, day after day.



TRANE.COM  
We run together.  
It's hard to stop a Trane.

[Learn More](#)

# Competitive Analysis - Social Media Ads (Meta)

- We include some **global "VRV VRF aircon" companies** in order to see relevant **paid Meta ads**. These include **hitachiaircon.com, trane.com, carrier.com, daikin.com**.

Library ID: 1216075922750815 ...

Active

Started running on Jun 3, 2024

Platforms

This ad has multiple versions

[See ad details](#)

Trane Sponsored

Call Temperature Solutions Heating and Air Conditioning today. We are Kemah's expert heating and cooling company. We offer furnace and air conditioning services in and around Kemah. Please, feel free to contact us for more information on our services, products, and company.



DEALERS.TRANEINFO.COM  
Call Temperature Solutions Today

[Learn More](#)

Library ID: 1116222969509488 ...

Active

Started running on Mar 15, 2024

Platforms

3 ads use this creative and text

[See summary details](#)

Trane Sponsored

Products you can rely on. Service you can trust. Our customers say it all - Trane is America's Most Trusted® HVAC brand for 10 years running.



# Competitive Analysis - Search Engine Marketing

- **No "VRV VRF aircon" companies in Singapore run paid Google Ads.**
- We include some **global companies** in order to see relevant paid ads. These include **hitachiaircon.com**, **trane.com**. Some have variations, to do A/B Split Test for Google Ads optimisation.

ADVERTISER  
FORIT DIGITAL SDN. BHD.

The information available about this ad may vary by location

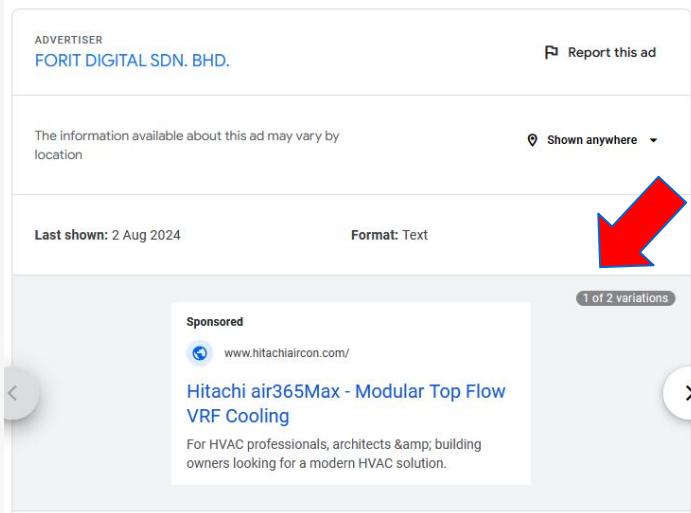
Last shown: 2 Aug 2024 Format: Text

Sponsored [www.hitachiaircon.com/](http://www.hitachiaircon.com/)

Hitachi air365Max - Modular Top Flow VRF Cooling

For HVAC professionals, architects & building owners looking for a modern HVAC solution.

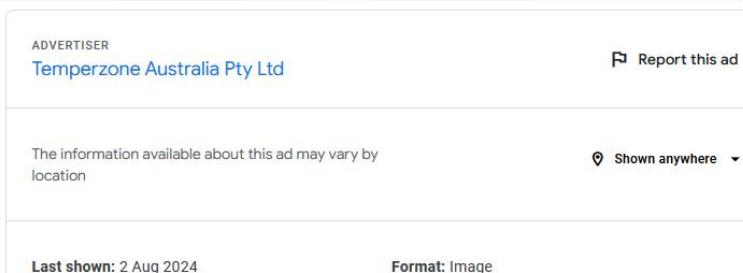
1 of 2 variations



ADVERTISER  
Temperzone Australia Pty Ltd

The information available about this ad may vary by location

Last shown: 2 Aug 2024 Format: Image



ADVERTISER  
FORIT DIGITAL SDN. BHD.

The information available about this ad may vary by location

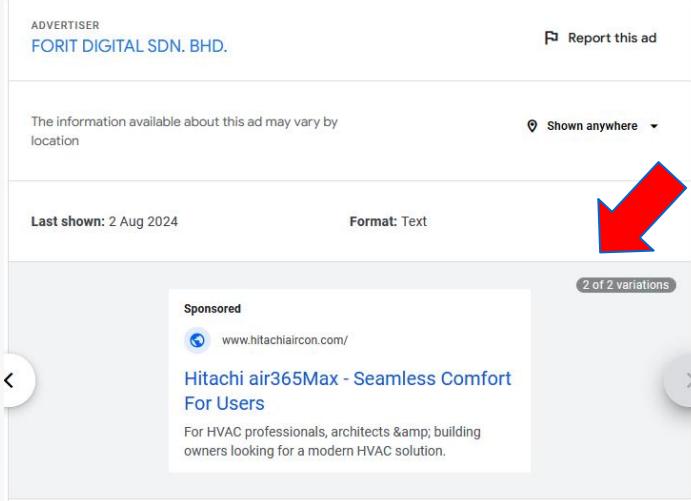
Last shown: 2 Aug 2024 Format: Text

Sponsored [www.hitachiaircon.com/](http://www.hitachiaircon.com/)

Hitachi air365Max - Seamless Comfort For Users

For HVAC professionals, architects & building owners looking for a modern HVAC solution.

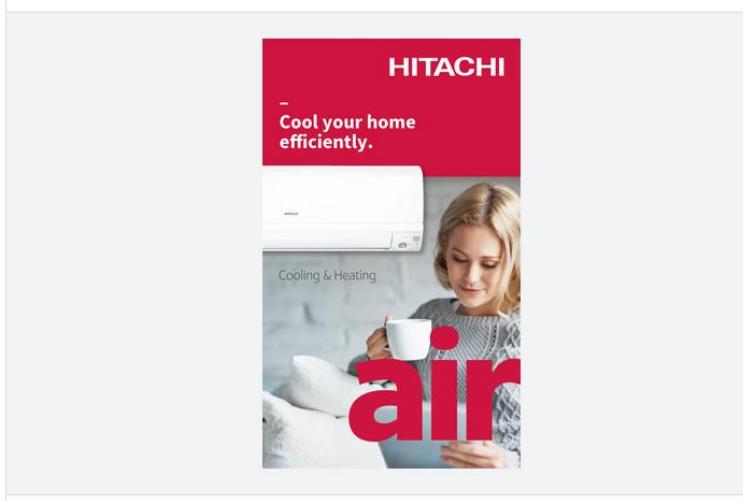
2 of 2 variations



ADVERTISER  
Temperzone Australia Pty Ltd

The information available about this ad may vary by location

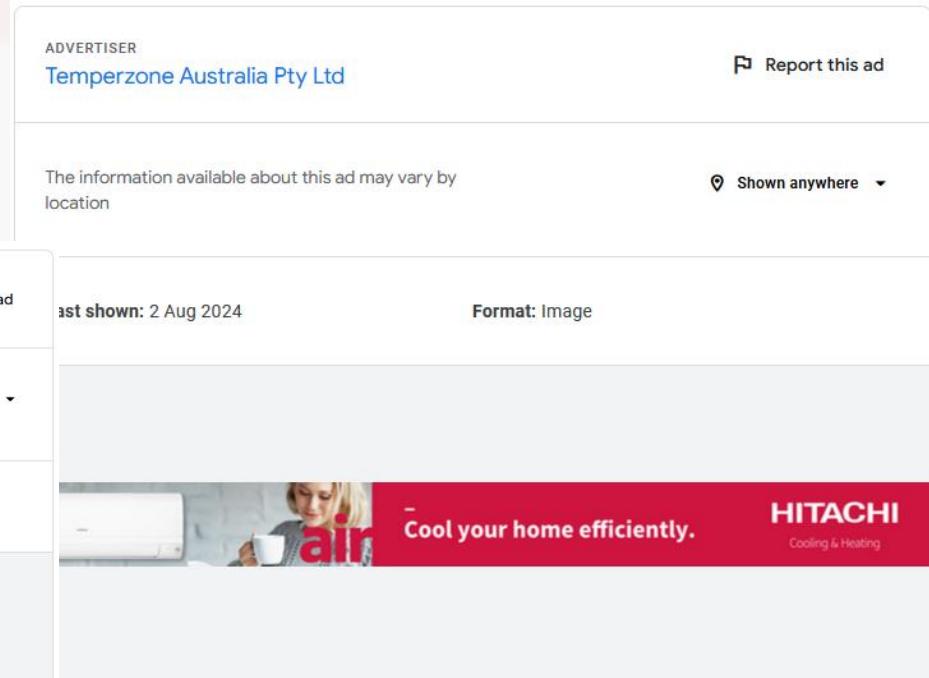
Last shown: 2 Aug 2024 Format: Image



ADVERTISER  
Temperzone Australia Pty Ltd

The information available about this ad may vary by location

Last shown: 2 Aug 2024 Format: Image



# Competitive Analysis - Search Engine Marketing

ADVERTISER  
FORIT DIGITAL SDN. BHD.

The information available about this ad may vary by location

Last shown: 2 Aug 2024 Format: Text

Sponsored  www.hitachaircon.com/

Hitachi air365Max - Modular Top Flow VRF Cooling

Cooling EER up to 5.40 & SmoothDrive technology reducing part-load costs

ADVERTISER  
FORIT DIGITAL SDN. BHD.

The information available about this ad may vary by location

Last shown: 3 Aug 2024 Format: Text

Sponsored  hitachaircon.com www.hitachaircon.com/

Hitachi SideSmart™ VRF - 優質空調設備尖端技術

此款產品與20種室內機兼容，並擁有最先進的室內創新技術。可安裝在首選樓層、陽臺或雜物間。高級組合提供更高的運行成本，超高效率 COP 達 4.92，EER 達 4.51。提供更大的空調容量。具有 NFC 功能可節省時間。室內空氣質量配件系列。全面的可變頻空調解決方...

ADVERTISER  
FORIT DIGITAL SDN. BHD.

The information available about this ad may vary by location

Last shown: 3 Aug 2024 Format: Text

Sponsored  hitachaircon.com www.hitachaircon.com/

Hitachi air365 SideSmart™ - VRF Air Conditioning System

Offers unrivaled flexibility of installation location. Save your building's valuable area Connect SideSmart™ to airCloud Pro and monitor your system from anywhere. SmoothDrive™.

Verified business

VRF Systems Projects Healthcare Hotels F...

ADVERTISER  
FORIT DIGITAL SDN. BHD.

The information available about this ad may vary by location

Last shown: 3 Aug 2024 Format: Text

Sponsored  hitachaircon.com www.hitachaircon.com/

Hitachi Centrifugal Chiller - Industrial Chiller System

Hitachi centrifugal chiller designed for durability, resulting in an extended life cycle. Top-tier efficiency...

ADVERTISER  
FORIT DIGITAL SDN. BHD.

The information available about this ad may vary by location

Last shown: 3 Aug 2024 Format: Text

Sponsored  hitachaircon.com www.hitachaircon.com/

Hitachi SideSmart™ VRF - 日立香港 - SideSmart™ VRF

此款產品與20種室內機兼容，並擁有最先進的室內創新技術。可安裝在首選樓層、陽臺或雜物間。高級組合提供更高的運行成本，超高效率 COP 達 4.92，EER 達 4.51。提供更大...

# Competitive Analysis - Search Engine Marketing

ADVERTISER  
TRANE TECHNOLOGIES COMPANY LLC

The information available about this ad may vary by location

Last shown: 2 Aug 2024 Format: Text

Sponsored trane.com www.trane.com/  
**Trane Commercial VRF Solutions - VRF For Buildings Big & Small**  
Fully-Integrated, Next-Gen VRF Systems For Buildings Big And Small. Learn More Today. Create Optimal Comfort In Commercial Spaces With Trane® VRF Systems. Discuss With Experts. Superior Efficiency. Greater Comfort Control.

CITY MULTI® Find Your Trane® Rep P Series v

Report this ad

Shown anywhere ▾

1 of 3 variations



ADVERTISER  
TRANE TECHNOLOGIES COMPANY LLC

The information available about this ad may vary by location

Last shown: 2 Aug 2024 Format: Text

Sponsored By Trane  
  
X890  
BEST VALUE

**Trane - Heating & Cooling Services**  
<Rating (Reviews)>  
Heating equipment supplier · <Distance>  
<Open Hours>

Trane Commercial VRF Solutions  
VISIT SITE · trane.com

Report this ad

Shown anywhere ▾

2 of 3 variations



ADVERTISER  
TRANE TECHNOLOGIES COMPANY LLC

The information available about this ad may vary by location

Last shown: 2 Aug 2024 Format: Text

Sponsored Trane Commercial Sales ...  
<Distance>  
7100 S Madison St, Willowbrook, IL

Report this ad

Shown anywhere ▾

3 of 3 variations



# Competitive Analysis - Search Engine Marketing

ADVERTISER  
TRANE TECHNOLOGIES COMPANY LLC

The information available about this ad may vary by location

Last shown: 2 Aug 2024 Format: Text

Sponsored trane.com www.trane.com/commercial/chvac-service

**Commercial HVAC Services - Trane® Commercial HVAC**

Commercial HVAC Solutions For Sustainable, Future-Proof Buildings. Talk With Our Experts. Collaborate With The Trusted Leader in Building...



ADVERTISER  
TRANE TECHNOLOGIES COMPANY LLC

The information available about this ad may vary by location

Last shown: 2 Aug 2024 Format: Text

Sponsored trane.com www.trane.com/

**Commercial HVAC Services - Trane® Energy Services**

Commercial HVAC Solutions For Sustainable, Future-Proof Buildings. Talk With Our Experts. Collaborate With The Trusted Leader in Building Technology And Energy Solutions. Local Services.

Contact Us Rental Emergency Response Industry I

ADVERTISER  
TRANE TECHNOLOGIES COMPANY LLC

The information available about this ad may vary by location

Last shown: 2 Aug 2024 Format: Text

Sponsored By Trane

**Trane Commercial Sales Office**

<Rating (Reviews)>  
HVAC contractor · <Distance>  
<Open Hours>

Commercial HVAC Services  
[VISIT SITE](#) · trane.com

# Competitive Analysis - Search Engine Marketing

The screenshot displays a search results page with several Trane-related ads and organic results. A red arrow points to the second ad from the top in the middle column.

**Sponsored**  
trane.com  
www.trane.com/  
**Trane Commercial VRF Solutions - Trane® Commercial**  
Take Control of Building Comfort With Trane® / Mitsubishi Electric Ductless Solutions. Low-Carbon...  
VRF Systems Find Your Trane® Rep CITY MULTI®

**Sponsored**  
trane.com  
www.trane.com/  
**Trane® Commercial Mini Split - VRF For Buildings Big & Small**  
Create Optimal Comfort In Commercial Spaces With Trane® VRF Systems. Discuss With Experts. Ensure Low-Carbon, Energy-Efficient Buildings Now & In The...  
VRF Systems CITY MULTI® VRF & Ductless Solu

**TRAN TECHNOLOGIES COMPANY LLC**

**Sponsored**  
trane.com  
www.trane.com/  
**Trane Emergency Chiller Rental - 24/7 Local Service - Trane®**  
24/7 On-The-Spot Rental Service When And Where You Need It. Contact Trane® Day Or Night. Planned Or Unplanned, Simple Or Complex, Short- Or Long-Term...

**TRAN TECHNOLOGIES COMPANY LLC**

**Sponsored**  
trane.com  
www.trane.com/  
**Trane Commercial VRF Solutions - VRF For Buildings Big & Small**  
Fully-Integrated, Next-Gen VRF Systems For Buildings Big And Small. Learn More Today. Create Optimal Comfort In Commercial Spaces With Trane® VRF Systems. Discuss With Experts. Superior Efficiency. Greater Comfort Control.  
CITY MULTI® Find Your Trane® Rep P Series

**TRAN TECHNOLOGIES COMPANY LLC**

**Sponsored**  
thermoking.com/  
**Thermo King®**  
Trailer Freezer Solutions Designed to Haul Fresh and Frozen Loads Together.

**TRAN TECHNOLOGIES COMPANY LLC**

**Sponsored**  
trane supply/  
**Trane Supply**  
Trane® Offers Sustainable Low-Carbon Solutions To Make Buildings Better. Contact Us Today.

**TRAN TECHNOLOGIES COMPANY LLC**

# Competitive Analysis - Search Engine Marketing

ADVERTISER  
TRANE TECHNOLOGIES COMPANY LLC

The information available about this ad may vary by location

Last shown: 3 Aug 2024 Format: Image



Optimize. Modernize. Decarbonize. Take your business and building to the next level of performance together with Trane.

Ad • Trane® Commercial

Report this ad

ADVERTISER  
TRANE TECHNOLOGIES COMPANY LLC

The information available about this ad may vary by location

Last shown: 2 Aug 2024 Format: Image



ADVERTISER  
TRANE TECHNOLOGIES COMPANY LLC

The information available about this ad may vary by location

Last shown: 2 Aug 2024 Format: Image



# Competitive Analysis - Email Marketing

No local or global **companies actively building email list or use email marketing** for the "VRV VRF aircon" sector. However, the below **2 companies** do **use email for non-automated communication & followup** with prospects. They include **glh.com.sg** & **socoool.sg**.

**GLH 源利和機械有限公司**  
GUAN LEE HOE ENGINEERING PTE LTD

[Home](#) [About Us](#) [Our Services](#) [Project](#) [Contact](#)

## Contact Us

Feel free to contact us for any enquiries. We would like to hear from you and promise to get back to you swiftly.

**Address:**  
30 DEFU LANE 10 #04-104  
DEFU INDUSTRIAL ESTATE  
Singapore 539211

**Phone:**  
6283 5618  
6285 3693

**Email:**  
glh@guanleehoe.com

First Name \*  Last Name   
Email \*   
Message \*   
**Send**

**Job Application**

Please complete the form to apply for a position with us.

First Name \*  Last Name   
Date of Birth \*  Position Applying For \*   
Select a date  Choose an option   
Email Address \*  Phone \*   
Available Start Date \*  Identification Type \*   
Select a date  Choose an option   
**Submit**

**HENGLE**

## Get in Touch

Address: 30 DEFU LANE 10 #04-104  
DEFU INDUSTRIAL ESTATE Singapore 539211

Telephone: 6283 5618 / 6285 3693

Email: glh@guanleehoe.com



First Name \*  Last Name   
Email \*   
Message \*   
**Send**

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# Competitive Analysis - Email Marketing



## Contact Us

Home / Contact Us

Dear clients, We can be contacted via the customer service hotline 68544956 / 66318348 / or whatsapp us at +65 88554818 or make the appointment online here, however if you need other inquiries you may contact us below and we will try to reply to you within 30 minutes or below.

Name \*

Email \*

Phone

Subject \*

Message

Submit



## Appointment

Home / Appointment

Dear Client, please kindly submit the details below for booking the appointment. If you encounter failure when submitting the form below please contact us at 68544956 or whatsapp us at +6588554818 for appointment booking. Thanks.

Name \*

Contact Number \*

Email \*

Address \*

Services \*

Normal Service  Chemical Wash

Aircon Overhaul  Yearly Maintenance Contract

Aircon Installation / Relocation  Gas To Up

Troubleshooting  Others

Aircon Brand \*

Mitsubishi  Daikin

Samsung  Toshiba

Panasonic  Fujitsu

Midea  York

Sharp  LG

Sanyo  Others

Date of Service \*

Time Slot ( technician will arrive within this period ) \*

9am - 10am  10am - 12pm

12pm - 2pm  2pm - 4pm

4pm - 6pm  6pm - 7pm

Existing Client with Contract

Yes  No

Property Type \*

HDB  Apartment

Condominium  Shoplot

Office  Others

Remarks

Submit

# Digital Marketing Gaps - GLH

## Online Presence and Visibility:

Gap: GLH's online presence may be limited compared to some competitors.

Recommendation: GLH should invest in a **comprehensive website, social media profiles, and local business directories**. Regularly updating content and engaging with the audience can improve visibility.

## Search Engine Optimization (SEO):

Gap: GLH's website may not be fully optimized for relevant keywords related to air conditioning and renovation services.

Recommendation: Conduct thorough **keyword research and implement on-page SEO** techniques. Optimize meta tags, headings, and content to improve search engine rankings.

## Content Marketing:

Gap: GLH's content strategy may be lacking.

Recommendation: Create informative **blog posts, case studies, and videos** related to air conditioning, renovation, and sustainable practices. Share valuable content on social media platforms.

# Digital Marketing Gaps - GLH

## Local SEO:

Gap: GLH may not be leveraging local SEO effectively.

Recommendation: Optimize **Google Business Profile** listing, encourage **customer reviews**, and ensure **consistent NAP (Name, Address, Phone) information** across online directories.

## Social Media Engagement:

Gap: GLH's social media presence is minimal.

Recommendation: **Actively engage with followers, share project updates**, before-and-after photos, and **client testimonials**. Highlight GLH's expertise and commitment to quality.

## Online Reputation Management:

Gap: GLH may not actively monitor and manage online reviews and ratings.

Recommendation: **Respond promptly to reviews** (both positive and negative). Showcase successful projects and satisfied clients.

## Paid Advertising:

Gap: GLH might not be utilizing paid advertising channels effectively.

Recommendation: Consider **Google Ads, Facebook Ads**, or other targeted advertising platforms to reach potential clients actively searching for aircon and renovation services.

# Marketing Prioritization

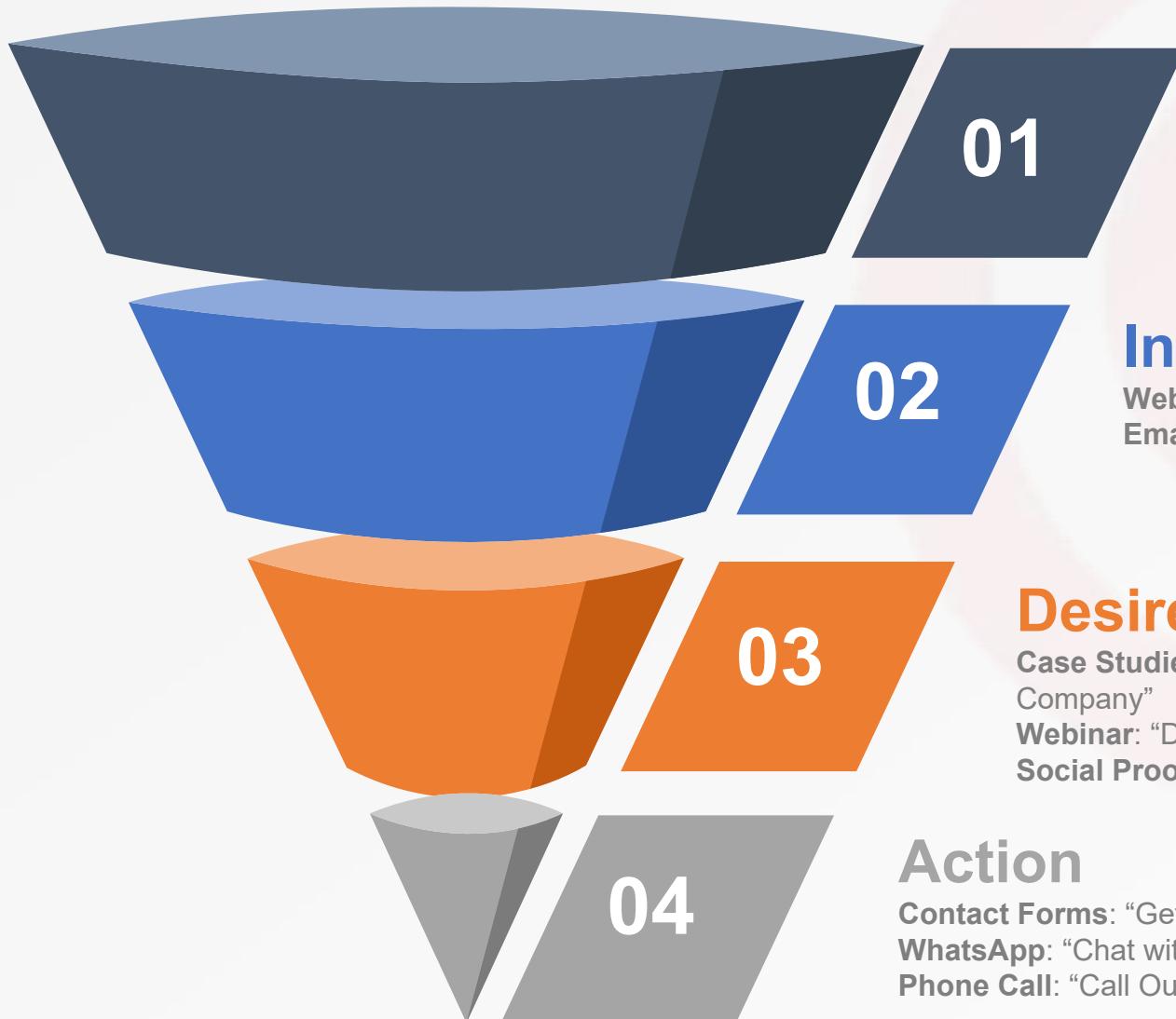
High Impact	<p><i>Costly to execute but potentially high impact, medium priority</i></p> <ul style="list-style-type: none"><li>1. Redesign website for better UX/UI</li><li>2. Develop a comprehensive content marketing strategy</li><li>3. Invest in paid search advertising (Google Ads &amp; Facebook Ads)</li><li>4. Create high-quality video content for services</li><li>5. Implement email marketing campaigns</li></ul>	<p><i>Easy to execute and high impact, must be done, Top priority</i></p> <ul style="list-style-type: none"><li>1. Optimize website content for SEO</li><li>2. Create and maintain social media profiles</li><li>3. Encourage and showcase customer testimonials</li><li>4. Set up Google Business Profile</li></ul>
Low Impact	<p><i>Costly to execute with low returns, do not execute</i></p> <ul style="list-style-type: none"><li>1. Sponsor large-scale industry events</li><li>2. Develop a complex loyalty program</li><li>3. Create a custom CRM system</li><li>4. Develop VR/AR experiences for services</li><li>5. Develop a mobile app for customer service</li></ul>	<p><i>Easy to execute but not much impact on marketing results, low priority</i></p> <ul style="list-style-type: none"><li>1. Encourage employees to share company news online</li><li>2. Create and distribute digital brochures</li><li>3. Participate in online industry forums</li><li>4. Create a digital company newsletter</li><li>5. Implement basic chatbot on website</li></ul>
High Cost to Execute		Low Cost to Execute

# Customer Journey (Content)

Based on our earlier **persona Michael Chen**, Service and **Competitive Analysis of GLH**, we come up with **ideas for content** that will attract prospects from not knowing about GLH business to eventually becoming a customer.

Customer Lifecycle Stage	Digital Marketing Channels	Content Ideas (Copywritten titles)
<b>Awareness</b>	SMM <b>SMM Ads</b>  SEO SEM	"Tired of Your Boring Office? 5 Ways a Modern Workspace Boosts Employee Morale" "Singapore Startups: Design Your Dream Office with Energy-Efficient Aircon – Get a FREE Consultation!" "VRV/VRF Aircon: The Secret to a Productive and Energy-Efficient Office" "Office Renovation Singapore: Top Trends for 2024 and Beyond"
<b>Consideration</b>	<b>Website</b> Email <b>Remarketing</b>  Shop Visit	"Case Study: How GLH Transformed a Tech Startup's Office into an Innovation Hub" "Your Guide to Choosing the Right Aircon for Your Growing Team" "Don't Let Your Office Renovation Budget Hold You Back – Explore GLH's Flexible Financing Options" "Experience the GLH Difference: Take a Virtual Tour of Our Award-Winning Office Renovations"
<b>Decision</b>	Online Purchase <b>Phone Call</b> <b>WhatsApp</b>	"Ready to Transform Your Workspace? Request a Free Quote from GLH Today!" "Personalized Solutions for Your Office Needs – Speak to a GLH Expert Now" "Get Your Questions Answered Instantly – Chat with GLH on WhatsApp"

# Marketing Funnel



## Attention

**SMM:** "Why Modern Office Design is Key to Startup Success in Singapore"  
**SEO:** Blog post titled "Top Office Renovation Trends for Tech Startups in Singapore"  
**Google Ads:** "Upgrade Your Workspace with Innovative Office Renovation Solutions"

## Interest

**Website:** "How GLH Transformed a Tech Startup's Office into a Productivity Hub"  
**Email:** "Download Our Free Guide: Energy-Efficient Air Conditioning for Modern Offices"

## Desire

**Case Studies:** "Success Story: Creating a Collaborative Workspace for a Growing Tech Company"  
**Webinar:** "Designing the Ideal Tech Startup Office: Tips and Tricks from Industry Experts"  
**Social Proof:** Testimonials and client reviews on the website and social media

## Action

**Contact Forms:** "Get a Free Consultation and Quote for Your Office Renovation"  
**WhatsApp:** "Chat with Us Now to Start Your Office Transformation Journey"  
**Phone Call:** "Call Our Experts Today to Discuss Your Office Renovation Needs"

# SMART Goals - Digital Marketing, Awareness

Channel	Metric	KPI	SMART Goals	Customer Lifecycle Stage (Customer Journey)
SMM (Social Media Marketing)	Engagement Rate	Number of likes, shares, comments	Increase social media engagement by 25% within 3 months through targeted posts focusing on office renovation trends.	Awareness
SMM Ads	Click-Through Rate (CTR)	CTR on ads	Achieve a CTR of 2.5% on SMM ads promoting office renovation and aircon services within 2 months.	Awareness
SEO	Organic Traffic	Number of organic website visitors	Increase organic traffic by 30% in 6 months by optimizing content with keywords like “office renovation contractor” and “VRV VRF aircon system.”	Awareness
SEM	Click-Through Rate (CTR), Conversion Rate	CTR on ads, Number of Leads Generated	Achieve a CTR of 3% to own website, that aim to generate 30 leads per month through targeted search engine ads within 3 months.	Awareness

# SMART Goals - Digital Marketing, Consideration

Channel	Metric	KPI	SMART Goals	Customer Lifecycle Stage (Customer Journey)
Website	Bounce Rate	Percentage of visitors leaving without interaction	Reduce website bounce rate by 15% within 4 months by improving UX/UI and adding relevant content for tech entrepreneurs.	Consideration
Remarketing	Conversion Rate	Number of returning visitors converting to leads	Convert 20% of remarketed visitors into leads within 3 months through personalized ads and email follow-ups.	Consideration
Shop Visit	Foot Traffic	Number of in-store visits	Increase shop visits by 10% in 6 months by promoting showroom experiences and exclusive office design consultations.	Consideration

# SMART Goals - Digital Marketing, Decision

Channel	Metric	KPI	SMART Goals	Customer Lifecycle Stage (Customer Journey)
Online Purchase	Sales Conversion Rate	Percentage of online inquiries leading to sales	Achieve a 15% sales conversion rate from online inquiries within 4 months by enhancing the online booking process.	Decision
Phone Call	Lead Conversion Rate	Percentage of phone inquiries converting to sales	Increase lead conversion rate by 20% in 3 months by improving call-handling protocols and training.	Decision
WhatsApp	Response Time	Average time to respond to WhatsApp inquiries	Reduce response time to under 5 minutes for WhatsApp inquiries within 2 months to enhance customer service and lead conversion.	Decision

# Marketing Execution

# SEM - Google Search Ads (office renovation aircon)

Google search results for "office renovation aircon".

Search filters: All, Images, Shopping, Videos, News, Maps, Web, More, Tools. Refinements: Price, Small, Within 8.1 km, Open now, Near me, Online estimates, Top rated.

Results for Queenstown · Choose area · :

**Sponsored**

 services.conexus.sg  
<https://services.conexus.sg/office-reno> ::

**Singapore Office Renovation - Award-Winning Office Interiors**

**Renovating your Office?** Conexus Studio is an Award-Winning Design studio in Singapore.  
Your Reliable **Office Renovation** Partner, from Small A&As to Complete New Builds.  
[2024 Office Design Trends](#) · See our [Portfolio](#) · Our Services · Client Testimonials  
 2 locations nearby

**Sponsored**

 passionair.com.sg  
<http://www.passionair.com.sg> ::

**Commercial Aircon Installation | Get In Touch With Us**

We offer a wide range of **Air-Conditioning**, Air Purifiers and Dehumidifiers. Looking for...

**Sponsored**

 bioaireaircon.com.sg  
<https://www.bioaireaircon.com.sg> ::

**Large Scale Commercial Aircon | Residential & Commercial**

BioAire Air - Best **Aircon** Maintenance Services In Singapore for residential and commercial

# SEM - Google Search Ads (Campaign)

The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes 'Search', 'Appearance', 'Help', and 'Notifications'.

**Keywords and ads**  
Ad groups help you organize your ads around a common theme. For the best results, focus your ads and keywords on one product or service.

**Ad group 1** (Edit) (Delete)

**Keywords**

Get keyword suggestions (optional)  
Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

https://www.glh.com.sg/contact

VRV VRF aircon X office renovation aircon X  
moving office contractors X Add products or services to advertise

Update keyword suggestions

Enter keywords  
Keywords are words or phrases that are used to match your ads with the terms people are searching for

VRV VRF aircon  
office renovation aircon  
GLH

Metrics on the right side:

- Campaign status: 98%
- Ad group 1: Weekly clicks 576
- Avg. CPC SGD1.02
- Weekly cost SGD58...

# SEM - Google Search Ads (Campaign)

The screenshot shows the Google Search Ads interface for a new campaign. The left sidebar has several items listed with blue checkmarks. The main area displays the following:

- Ads:** Your ads are all set! They'll have a higher chance of performing well.
- Ad strength:** Excellent (highlighted by a red arrow).
- Preview:** Shows a sample ad for "VRF Aircon for Your Startup - Free Consultation Available - Get A Quote". The ad includes a link to [www.glh.com.sg/](https://www.glh.com.sg/) and a description about transforming workspaces with GLH's office renovation and aircon solutions.
- Performance Metrics (right side):**
  - Ad group 1:** Weekly clicks: 576, Avg. CPC: SGD1.02, Weekly cost: SGD58...
  - Overall Performance:** 98% (highlighted by a red arrow).

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

# SEM - Google Search Ads (Campaign)

New campaign

Your ads are all set! They'll have a higher chance of performing well.

Ad strength Excellent

- Add headlines [View ideas](#)
- Include popular keywords [View ideas](#)
- Make headlines unique [View ideas](#)
- Make descriptions unique [View ideas](#)

Optimize Your Office Aircon  
27 / 30

VRV/VRF Systems by GLH  
22 / 30

Expert Renovation by GLH  
24 / 30

Descriptions 4/4 [View ideas](#)

Transform your workspace with GLH's cutting-edge aircon solutions. Inquire today!

Required 81 / 90

Discover the benefits of VRV aircon systems for your office renovation. Call GLH!  
Required 81 / 90

GLH offers complete office renovation and aircon solutions tailored for startups. Call now  
90 / 90

Search Appearance Help Notifications

98%

Ad group 1

Weekly clicks 576

Avg. CPC SGD1.02

Weekly cost SGD58...

Two red arrows point to specific areas of the interface: one to the headline input field for the first ad and another to the description input field for the first ad.

# SEM - Google Search Ads (Sitelinks)

|x Add sitelinks to your campaign

Suggested Asset library Create

Asset library Cards Table

Add filter

Assets

Energy-Efficient Aircon ...  
Explore energy-saving aircon options for your office.  
Final URL: <https://www.glh.com.sg...>

Free Consultation ...  
Get a free site survey and expert consultation.  
Final URL: <https://www.glh.com.sg...>

Office Renovation Service ...  
Explore our comprehensive office renovation services.  
Final URL: <https://www.glh.com.sg...>

Client Testimonials ...  
Hear from our satisfied office renovation clients.  
Final URL: <https://www.glh.com.sg...>

Product Range ...  
Explore our full product line Natural, high-quality wellness  
Final URL: <https://puravive.com/pr...>

About Us  
Learn about our mission  
Commitment to health and quality  
Final URL: <https://puravive.com/ab...>

Sitelinks for your campaign (4/20)

Client Testimonials  
Hear from our satisfied office renovation clients.  
Final URL: <https://www.glh.com.sg...>

Office Renovation Service  
Explore our comprehensive office renovation services.  
Final URL: <https://www.glh.com.sg...>

Free Consultation  
Get a free site survey and expert consultation.  
Final URL: <https://www.glh.com.sg...>

Save Cancel

By adding an asset, you confirm that you own all legal rights to the asset and have permission to share the asset with Google for use on your behalf in advertising or for other commercial purposes.

# SEM - Google Search Ads (Callouts)

## X Add callouts to your campaign

### Campaign-level callouts

Add callouts to this campaign. Any callouts added here can be used across campaigns.

Search	Clear all
<input checked="" type="checkbox"/> 5 callout assets	<input type="button" value="X"/>
<input checked="" type="checkbox"/> 28+ Years of Experience	<input type="button" value="X"/>
<input checked="" type="checkbox"/> Serving All of Singapore	<input type="button" value="X"/>
<input checked="" type="checkbox"/> Satisfaction Guaranteed	<input type="button" value="X"/>
<input checked="" type="checkbox"/> Fast & Reliable Service	<input type="button" value="X"/>
<input checked="" type="checkbox"/> Expert Installation	<input type="button" value="X"/>
<a href="#">+ New callout</a>	

Preview

Highlight callout

Sponsored

<https://www.glh.com.sg/contact>

**Modern Solutions for Startups - Upgrade Your Office Aircon**

Transform your workspace with GLH's cutting-edge aircon solutions. Inquire today! Discover the benefits of VRV aircon systems for your office renovation. Call GLH! Expert Installation Team. Fast & Reliable Service. Satisfaction Guaranteed. Serving All of Singapore. 28+ Years of Experience.

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

# SEM - Google Search Ads (Ads)

The image displays six Google search ads for GLH, arranged in two rows of three. The top row shows desktop versions, and the bottom row shows mobile versions. Each ad is labeled 'Sponsored' and includes the URL [www.glh.com.sg/](http://www.glh.com.sg/).

- Desktop Ad 1:** Headline: "VRF Aircon for Your Startup - Expert Renovation Services". Subtext: "GLH offers complete office renovation and aircon solutions tailored for startups. Call now. Transform your workspace with GLH's cutting-edge aircon solutions. Inquire today! 28+ Years of Experience." Call-to-action buttons: "Energy-Efficient Aircon · Project Portfolio · Client Testimonials". A red arrow points to the "Client Testimonials" button.
- Desktop Ad 2:** Headline: "Transform Your Office Comfort - Get A Quote". Subtext: "Transform your workspace with GLH's office renovation and aircon solutions. Contact us! Transform your workspace with GLH's cutting-edge aircon solutions. Inquire today! Fast & Reliable Service. 28+ Years of Experience. Serving All of Singapore. Satisfaction Guaranteed." Call-to-action buttons: "Energy-Efficient Aircon · Project Portfolio · Client Testimonials · Office Renovation Service".
- Desktop Ad 3:** Headline: "Upgrade Your Office Aircon - Free Consultation Available". Subtext: "GLH offers complete office renovation and aircon solutions tailored for startups. Call now. Discover the benefits of VRV aircon systems for your office renovation. Call GLH! Fast & Reliable Service. Satisfaction Guaranteed." Call-to-action buttons: "Project Portfolio · Office Renovation Service · Free Consultation · Energy-Efficient Aircon".
- Mobile Ad 1:** Headline: "Get A Quote - Office Renovation - Reliable Aircon for The Office". Subtext: "GLH offers complete office renovation and aircon solutions tailored for startups. Call now. Discover the benefits of VRV aircon systems for your office renovation. Call GLH! Satisfaction Guaranteed. Expert Installation Team. Serving All of Singapore. Fast &...". Call-to-action buttons: "Client Testimonials · Project Portfolio · Free Consult:". A red arrow points to the "Free Consult:" button.
- Mobile Ad 2:** Headline: "Tailored Renovation Solutions - Office Renovation". Subtext: "Transform your workspace with GLH's office renovation and aircon solutions. Contact us! Discover the benefits of VRV aircon systems for your office renovation. Call GLH! Expert Installation Team. Fast & Reliable Service. 28+ Years of Experience. Satisfaction Guaranteed....". Call-to-action buttons: "Project Portfolio · Free Consultation · Energy-Efficien".
- Mobile Ad 3:** Headline: "Expert Renovation by GLH - VRF Aircon for Your Startup". Subtext: "Discover the benefits of VRV aircon systems for your office renovation. Call GLH! Transform your workspace with GLH's cutting-edge aircon solutions. Inquire today! Expert Installation Team. Serving All of Singapore." Call-to-action buttons: "Office Renovation Service · Project Portfolio · Energy".

# SEM - Google Search Ads (Budget SGD 10 - 20 / day)

New campaign Saving draft...

Search Appearance Help

## Budget

Select the average you want to spend each day.

SGD100.23

SGD83.53 Recommended

SGD66.83

Set custom budget

Set your average daily budget for this campaign

SGD 10.00

Weekly clicks Avg. CPC Weekly cost  
218 SGD0.32 SGD70.01

i Your budget is lower than other advertisers' budgets, which may affect performance. Try raising it to at least SGD83.53 per day

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

# SEM - Google Search Ads (Target Audience)

The screenshot shows the Google Ads interface with the following details:

**Campaign:** Guan Lee Hoe - Search

**Targeting Options:**

- Targeting:** Narrow the reach of your campaign to the selected segments, with the option to adjust the bids.
- Observation (recommended):** Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments.

**Segments Selected:** 24 selected

- Bachelor's Degree
- Employment > Company Size  
Small Employer (1-249 Employees) (highlighted by a red arrow)
- Employment > Industry  
Technology Industry
- Homeownership Status  
Homeowners
- Marital Status  
Married
- Parental Status > Parents  
Parents of Toddlers (1-3 years) (highlighted by a red arrow)

**Search and Filter:**

- Try "trips to singapore"
- Show: Recent and ideas
- Select all (31)
- Technology Industry (highlighted by a blue circle)
- Fitness Products & Services  
Based on advertisers like you
- Food & Dining  
Based on advertisers like you
- Sports & Fitness  
Based on advertisers like you
- + New segment

**Buttons:**

- Save
- Cancel

**Left Sidebar:**

- None of your ads are running - Your cam...
- Overview
- Recommendations
- Insights and reports
- Campaigns
- Goals
- Tools
- Billing
- Audiences Audiences
- Locations
- Content
- Ad schedule
- Dynamic ad targets

**Bottom:**

- Get the Google Ads mobile app

# SEM - Google Display Network Ads (Setup)

campaign Changes not saved. Fix errors below.

Your ads are all set! They'll have a higher chance of performing well.

Add up to 15 images [Learn more](#)

+14

[Edit](#)

At least 1 landscape image is required  
At least 1 square image is required

Logos [Edit](#)

Add up to 5 logos

潤利和機械有限公司  
[Edit](#)

Videos

Optional (portrait and landscape around 30 seconds work best)

[Edit](#)

Ad strength [?](#)  
Excellent

Images  Headlines  
 Videos  Descriptions

Search Appearance Help Notifications

363-100-9813 derricklo1@gmail.com

**Weekly estimates**

**Available impressions**

Based on your targeting and settings but not your budget or bid

Impressions  
70K  
0 since last update

**Your estimated performance**

Based on your targeting, settings and daily budget of SGD10.00

Clicks 170 - 610 Conversions Unavailable  
Average CPA Unavailable

[Leave feedback](#)

# SEM - Google Display Network Ads (Target Audience)

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [Hide](#) [Learn more](#)

**Overview**

View (2 filters) [All campaigns](#) Campaign [Guan Lee Hoe - Display \(GDN\)](#) Ad group [Ad group 1](#)

Paused Type: Display [Close](#)

**About this ad group**

 +12 images, +2 videos

Ad group name	Ad group 1
Demographics	Gender Male Age 35 - 44, 45 - 54, 55 - 64 + 2 more Parental status Parent Household income 41 - 50%, 31 - 40%, 21 - 30% + 2 more
Audiences	What they are actively researching or planning Renovation Services

[VIEW ALL ADS](#)

**Campaigns**

Recommendations

Insights and reports

Campaigns

Assets

Audiences, keywords, and content

Change history

**Billing**

**Admin**

Search Appearance Refresh Help Notifications

# SEM - Google Display Network Ads (Responsive ads)

## **Headlines (max 30 char)**

Transform Your Office  
Expert Renovation Services  
Modern Office Solutions  
Boost Productivity Today  
Office Renovation Made Easy  
Aircon Solutions for You  
Create Your Dream Workspace  
Office Design Experts  
Renovate with Confidence

## **Long Headlines (max 90 char)**

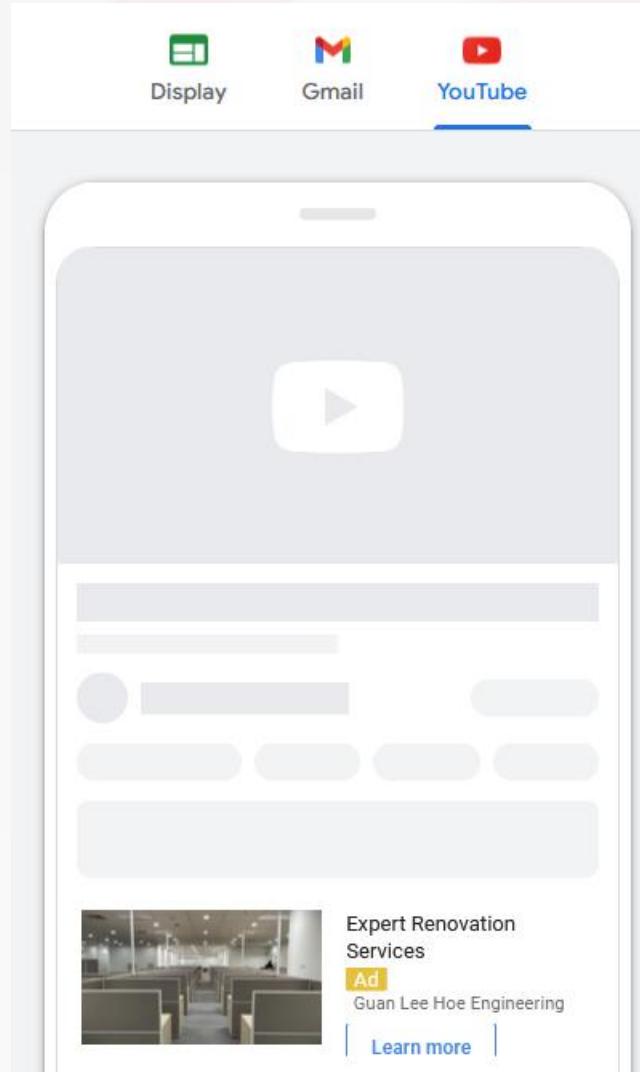
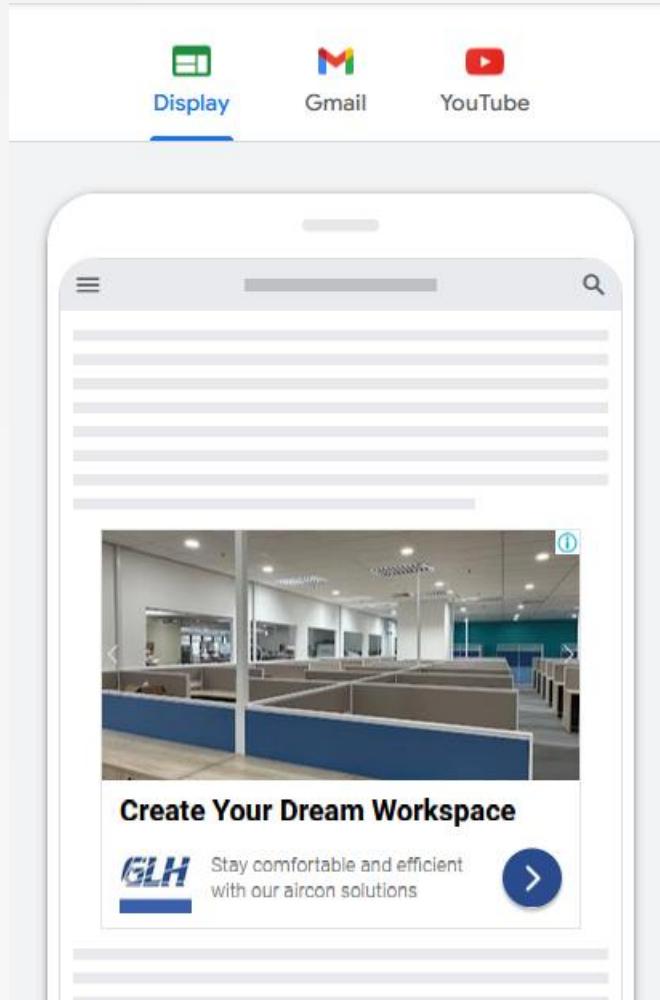
Transform Your Office into a Productive Haven  
Expert Renovation Services for a Modern Workspace  
Modern Office Solutions for a Better Work-Life Balance  
Boost Productivity Today with Our Renovation Services  
Office Renovation Made Easy with GLH's Expertise  
Aircon Solutions for a Comfortable and Efficient Workspace  
Create Your Dream Workspace with Our Design Experts  
Office Design Experts for a Unique and Functional Space  
Renovate with Confidence and Style with GLH

## **Descriptions (max 90 char)**

Get a modern office renovation that boosts productivity and style  
Expert renovation services for a seamless transformation  
Discover modern office solutions that inspire creativity  
Transform your workspace today and boost productivity  
GLH makes office renovation easy and stress-free  
Stay comfortable and efficient with our aircon solutions  
Create a dream workspace that reflects your brand  
Expert office design for a unique and functional space  
Renovate with confidence and style with GLH's expertise

Google Responsive Ads automatically adjust their size, appearance, and format to fit available ad spaces.

# SEM - Google Display Network Ads (Display, YouTube)



# SEM - Google Display Network Ads (Gmail)

Your ads are all set! They'll have a higher chance of performing well.

Ad strength ⓘ  
Excellent

Images Headlines  
Videos Descriptions

Final URL ⓘ  
<https://www.glh.com.sg/contact>

Required

Business name ⓘ  
Guan Lee Hoe Engineering

Required 24 / 25

Images ⓘ  
Add up to 15 images [Learn more](#)

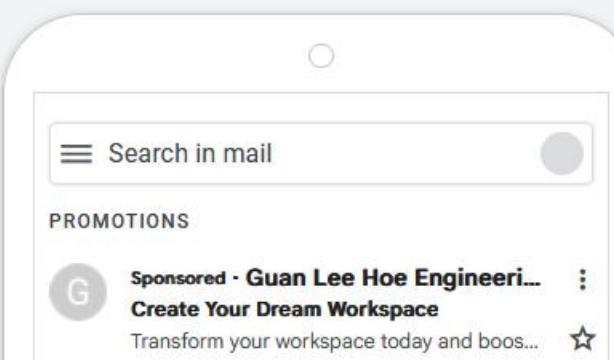
 +12

[Edit](#)

Preview

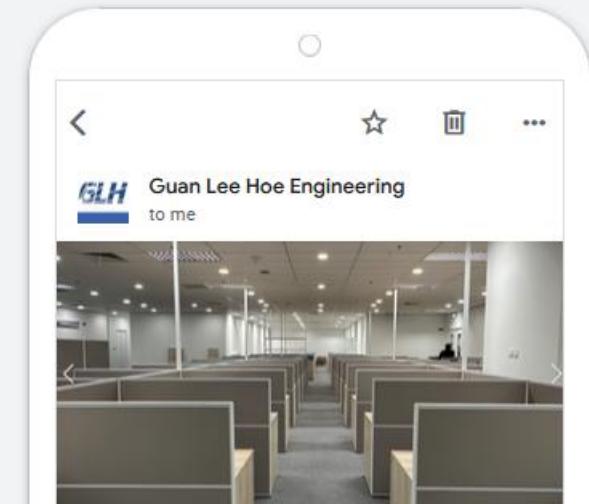
Display Gmail YouTube

Closed  Open



Display Gmail YouTube

Closed  Open



GLH Guan Lee Hoe Engineering to me



Create Your Dream Workspace

Transform your workspace today and boost productivity

[Learn More](#)

# YouTube Video Marketing (2 Videos)

The screenshot shows a YouTube search results page with the query "office renovation aircon" in the search bar. Three red arrows point from the text "office renovation aircon" in the search bar down to the video thumbnails.

**VRF Aircon Installation & Energy Savings, Optimize Your Office Renovation with GLH Singapore**  
4 views • 42 minutes ago  
Derrick Lo  
Are you renovating your office and need reliable aircon installation? Guan Lee Hoe Engineering (GLH) offers professional air ...  
New

**Transform Your Tech Startup Office: Smart Renovation & Cooling Solutions | GLH Singapore**  
4 views • 1 hour ago  
Derrick Lo  
Discover how Guan Lee Hoe Engineering (GLH) is revolutionizing tech startup workspaces in Singapore! Our integrated office ...  
New

**Navigation:**  
Home  
Shorts  
Subscriptions  
You

**Video Thumbnails:**  
The first thumbnail shows an office interior with a large pillar and a sign that reads "Guan Lee Hoe Engineering" and "www.glh.com.sg". The second thumbnail shows a modern office interior with white furniture and a sign that reads "Guan Lee Hoe Engineering" and "www.glh.com.sg".

# YouTube Video Marketing (Search Results)

Open a Private Window browser, go to **YouTube.com search:**  
**office renovation aircon**, VRF office aircon, renovation glh, **glh aircon** (both videos!), glh vrv, vrf glh, office glh

GLH videos found with ALL these terms in YouTube search! May propagate over to Google search later.

Office Renovation for Tech Startups in Singapore, ACMV HVAC VRV/VRF Air Conditioning, BCA Green Mark

<https://youtu.be/XaM4D7G4mQY>

VRF Aircon Installation & Energy Savings, Optimize Your Office Renovation with GLH Singapore

<https://youtu.be/NwAvmaBbiZw>

**Variable Refrigerant Volume (VRV)** - Daikin trademark.

**Variable Refrigerant Flow (VRF)** - all other companies that use this technology call it VRF.

[https://www.daikinuae.com/en\\_us/about/daikin-innovations/variable-refrigerant-volume.html](https://www.daikinuae.com/en_us/about/daikin-innovations/variable-refrigerant-volume.html)

# YouTube Video Marketing (Video 1) <https://youtu.be/XaM4D7G4mQY>

YouTube Studio

Search across your channel

Channel content

Video details

Title (required) Transform Your Tech Startup Office: Smart Renovation & Cooling Solutions | GLH Singapore

Description Discover how Guan Lee Hoe Engineering (GLH) is revolutionizing tech startup workspaces in Singapore! Our integrated office renovation and smart cooling solutions are designed to boost productivity, impress clients, and attract top talent.

Details

Analytics

Editor

Comments

Subtitles

Copyright

Settings

Your video

Transform Your Tech Startup Office: Smart Renovation & Cooling Solutions | GLH Singapore

0:36

Video link <https://youtu.be/XaM4D7G4mQY>

Filename GLH Video 1.mp4

Video quality SD

Visibility Public

Restrictions None

Subtitles

End screen

Cards

Transform Your Tech Startup Office: Smart Renovation & Cooling Solutions | GLH Singapore

Discover how Guan Lee Hoe Engineering (GLH) is revolutionizing tech startup workspaces in Singapore! Our integrated office renovation and smart cooling solutions are designed to boost productivity, impress clients, and attract top talent.

As a tech startup founder, you need more than just an office - you need an ecosystem for innovation. GLH understands the unique challenges faced by growing startups in Singapore's competitive landscape.

In this video, see how we transform cramped, outdated offices into modern, energy-efficient spaces that reflect your company's innovative spirit. Our expert team combines cutting-edge design with advanced VRV/VRF cooling systems to create the perfect environment for your team to thrive.

Ready to take your startup's workspace to the next level? Contact GLH today for:

- Free consultation
- Customized 3D office design
- Energy-efficient cooling solutions
- Flexible layouts for growing teams

Visit our website: <https://www.glh.com.sg>

Book your free consultation: <https://www.glh.com.sg/contact>

Don't let your office hold your team back. Transform your startup's future with GLH - Singapore's leading office renovation and cooling experts.

#techstartup #renovation #rvr #aircon #TechStartupOffice #SmartOfficeDesign  
#SGOfficeRenovation #StartupWorkspace #VRVCooling #EnergyEfficientOffice #GLHSingapore  
#OfficeTransformation #StartupInnovation #SmartCoolingSolutions



# YouTube Video Marketing (Video 2) <https://youtu.be/NwAvmaBbiZw>

YouTube Studio

Search across your channel

Channel content

Video details

Title (required) VRF Aircon Installation & Energy Savings, Optimize Your Office Renovation with GLH Singapore

Description Are you renovating your office and need reliable aircon installation? Guan Lee Hoe Engineering (GLH) offers professional air conditioning solutions designed to maximize comfort and energy efficiency in your workspace.

Our experienced team provides seamless installation services, ensuring minimal disruption to your business operations. With a focus on quality and customer satisfaction, GLH delivers aircon systems that not only meet your needs but also help reduce energy costs.

Let us help you create a productive and comfortable office environment. Get in touch today for a free consultation and start your renovation with confidence.

Visit our website: <http://www.glh.com.sg>  
Book your free consultation: <https://www.glh.com.sg/contact>

#aircon #vrf #office #Singapore  
#OfficeAircon #RenovationSolutions #GLHEngineering #EnergyEfficiency #HVACServices  
#SingaporeBusiness #AirconInstallation #CommercialSpaces #WorkplaceComfort

Thumbnail

Set a thumbnail that stands out and draws viewers' attention. [Learn more](#)

Playlists

Add your video to one or more playlists to organise your content for viewers. [Learn more](#)

Guan Lee Hoe Engineering (GLH)

Undo changes Save :

Video link <https://youtu.be/NwAvmaBbiZw>

Filename GLH Video 2.mp4

Video quality SD

Visibility Public

Restrictions None

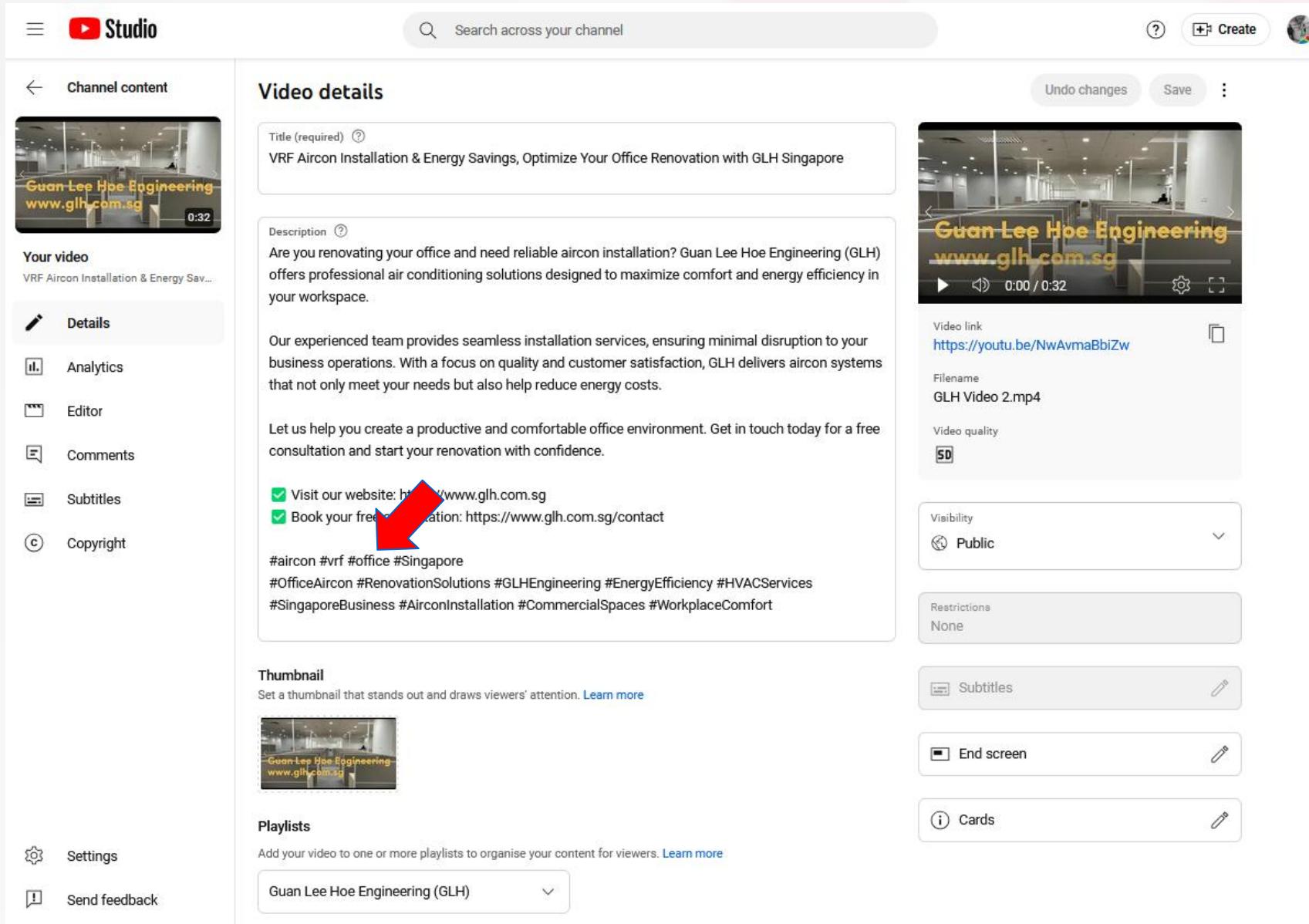
Subtitles

End screen

Cards

Settings

Send feedback



# YouTube Video Marketing (Video 2 <https://youtu.be/NwAvmaBbiZw>)

The screenshot shows a YouTube video player interface. In the top left, there's a thumbnail for a video titled "Guan Lee Hoe Engineering Pte Ltd - VRF Aircon Installation & Energy Savings, Optimize Your Office Renovation with GLH Singapore". The video has 0:00 / 0:31 duration. To the right is a search bar with the query "office reno" and a dropdown menu of search suggestions. A red arrow points to the third suggestion, "office reno". Below the suggestions is a link to "Report search predictions". At the bottom of the player, there are standard controls: play/pause, volume, and a timestamp. Below the player, the video title is displayed: "VRF Aircon Installation & Energy Savings, Optimize Your Office Renovation with GLH Singapore". There are also "Convert & Download" buttons. At the very bottom, there's a timestamp ("4 views 6 hours ago") and hashtags ("#aircon #vrf #office").

office reno

- Q office renovation
- Q office renovation ideas
- Q office reno (arrow)
- Q office renovation video
- Q office renovation design
- Q office reboot
- Q office renovation time lapse
- Q office renovation diy
- Q office renovation cost
- Q renovating office space
- Q renovate office room
- Q renovation office building
- Q renovate office table
- Q home office renovation

Report search predictions

VRF Aircon Installation & Energy Savings, Optimize Your Office Renovation with GLH Singapore

Convert & Download

De...  
1...

Analytics Edit video DOWNLOAD AS: ▾

1 Share Promote ...

4 views 6 hours ago #aircon #vrf #office

Are you renovating your office and need reliable aircon installation? Guan Lee Hoe Engineering (GLH) offers professional air conditioning solutions designed to maximize comfort and energy efficiency in your workspace.

# Landing Page (WordPress Blog Post)

Revitalize Your Workspace: The Ultimate Guide to Office Renovation Aircon Solutions

In today's competitive business landscape, creating an efficient and comfortable workspace is essential for productivity and employee satisfaction. If you're a startup founder, you understand the importance of a well-designed office that not only reflects your brand but also enhances the work environment for your team. One crucial aspect of this transformation is the integration of effective air conditioning solutions, particularly through office aircons like VRV/VRF aircon systems. In this blog post, we will explore the benefits of such aircon solutions, the advantages of VRV/VRF systems, and how Guan Lee Hoe Engineering Pte Ltd (GLH) can help you create the ideal office environment for your business.

## The Importance of Office Renovation

### 1. Adapting to Growth

As your business expands, so should your workspace. Office renovation allows you to accommodate a growing team while ensuring that the physical environment supports collaboration and productivity. A well-planned renovation can optimize space usage and improve workflow.

### 2. Modernization and Technological Integration

In the digital age, integrating modern technologies into your workspace is vital. An office renovation presents an opportunity to incorporate the latest air conditioning systems, like VRV/VRF, which enhance efficiency and connectivity throughout your office.

Post Block

Revitalize Your Workspace: The Ultimate Guide to Office Renovation Aircon Solutions

Revitalize your workspace with effective office renovation aircon solutions! As a startup founder, creating a comfortable and efficient office environment is...

Edit excerpt

502 words, 3 minutes read time.  
Last edited a minute ago.

Status Published

Publish August 17, 2024 11:21 am UTC+0

Link /revitalize-your-workspace-the-ultimate-guide-to-office-renovation-aircon-solutions

Author derrick

Template Default template

Discussion Open

Revisions 7

Sticky

Don't update the modified date

89

# Landing Page (WordPress Blog Post)

Get Started Today!

Are you ready to revitalize your workspace with effective office aircon solutions? Contact GLH today for a free consultation and discover how we can help you create the perfect environment for your team.

Contact Us for a Free Quote!

<https://www.glh.com.sg/contact>

[/] Shortcode  
[envira-gallery id="577"]

Type / to choose a block

AIOSEO Settings

General Social Schema Link Assistant Redirects SEO Revisions Advanced

SERP Preview

My WordPress  
<https://matrix-e.com> > [revitalize-your-workspace-the-ultimate...#Revitalize Your Workspace: The Ultimate Guide to Office Renovation Ai ...#Revitalize your workspace with effective office renovation aircon solutions! As a startup founder, creating a comfortable and efficient office environment is e ...](#)

Post Title Click on the tags below to insert variables into your title.  
+ Post Title + Separator + Site Title View all tags

Ctrl +K Save : 67/100 72/100

Post Block X

Revitalize Your Workspace: The Ultimate Guide to Office Renovation Aircon Solutions

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Edit excerpt

502 words, 3 minutes read time.  
Last edited 2 minutes ago.

Status Published  
Publish August 17, 2024 11:21 am UTC+0  
Link /revitalize-your-workspace-the-ultimate-guide-to-office-renovation-aircon-solutions  
Author derrick  
Template Default template  
Discussion Open  
Revisions 7  
Sticky  Don't update the modified date

90

# Landing Page (<https://matrix-e.com/revitalize-your-workspace-the-ultimate-guide-to-office-renovation-aircon-solutions/>)



## Revitalize Your Workspace: The Ultimate Guide to Office Renovation Aircon Solutions

derica | August 17, 2024 |

Revitalize your workspace with effective office renovation aircon solutions! As a startup founder, creating a comfortable and [...]

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English

# Landing Page (<https://matrix-e.com/revitalize-your-workspace-the-ultimate-guide-to-office-renovation-aircon-solutions/>)

Noise can be a major distraction in the workplace. VRV/VRF aircon systems are designed to operate quietly, creating a more conducive environment for focus and collaboration.

## How GLH Can Help You

At Guan Lee Hoe Engineering Pte Ltd (GLH), we specialize in comprehensive office renovation services that include the installation of advanced VRV/VRF aircon systems. Our experienced team will work closely with you to understand your specific needs and create a tailored solution that enhances your workspace.

## Our Services Include:

Office Renovation: Transform your office with modern designs and efficient layouts.

Air Conditioning Installation: Expert installation of VRV/VRF aircon systems for optimal comfort.

Space Planning: Strategic planning to maximize your office layout and functionality.

Ongoing Support: We offer maintenance and support to ensure your systems run smoothly.

## Get Started Today!

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<https://www.glh.com.sg/contact>



# Landing Page (<https://matrix-e.com/revitalize-your-workspace-the-ultimate-guide-to-office-renovation-aircon-solutions/>)



PREVIOUS

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**Comment \***

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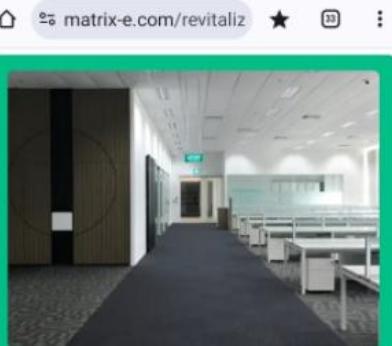
**Website**

Save my name, email, and website in this browser for the next time I comment.

[Post Comment](#)

English

# Landing Page (Preview Mode For Mobile)



## Revitalize Your Workspace: The Ultimate Guide to Office Renovation Aircon Solutions

[Read More](#) | [Sign Up Now](#)

Revitalize your workspace with effective office renovation aircon solutions! As a startup founder, creating a comfortable and[...]

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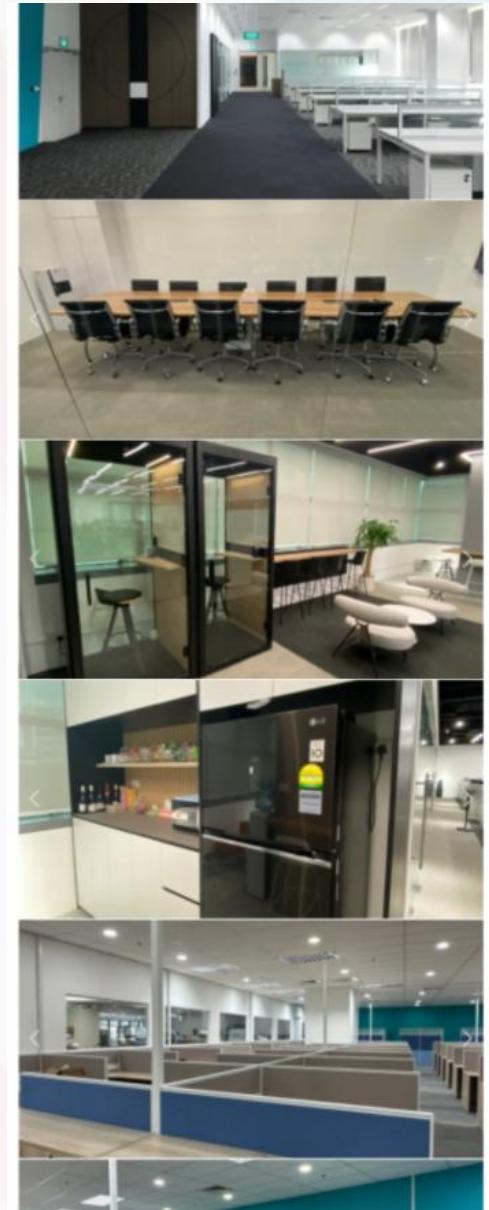
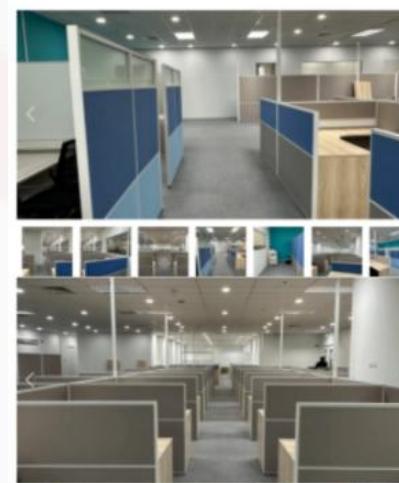
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Contact Us for a Free Quote!

<https://www.glh.com.sg/contact>



# Thank You

Derrick Lo

+65 9752 2663

[derrick@matrix-e.com](mailto:derrick@matrix-e.com)

24-Aug-2024

# Results Update on 24-Aug-2024

## 1 New incoming link from Matrix-E.com to GLH website.

- **Authority Score** increase to 7 from 0
- **Backlinks** increase to 2 from 1
- Enhancing GLH website's credibility and search engine ranking

## 2 Updated new SEO keywords for Video 1, open a new Private Window browser. See unbiased SERP results.

- Try YouTube search: **Office Renovation Aircon**, ACMV HVAC BCA, Office Renovation BCA, etc
- Try Google search: **YouTube Renovation GLH**, YouTube Office Renovation Aircon, etc

Office Renovation for Tech Startups in Singapore, ACMV HVAC VRV/VRF Air Conditioning, BCA Green Mark

<https://www.youtube.com/watch?v=XaM4D7G4mQY>

from

Transform Your Tech Startup Office: Smart Renovation & Cooling Solutions | GLH Singapore

<https://www.youtube.com/watch?v=XaM4D7G4mQY>

## 3 Offer to run Google Search + Google Display Network (GDN) campaigns, with Ad Strength = Excellent.

Budget: **\$10/day** for each campaign, totaling **\$700/month + \$300** setup, landing page creation, Google tracking code implementation, ongoing optimization, monitoring, and reporting.

# Results Update on 24-Aug-2024 - Incoming Links

Projects > Domain Overview

User manual Send feedback Export to PDF

Domain Overview: glh.com.sg

Worldwide US UK SG ... Desktop Aug 2, 2024 USD

Overview Compare domains Growth report Compare by countries

Authority Score 256 Organic Search Traffic 256 Paid Search Traffic 1 Backlinks 1

Semrush Domain Rank 89.1K ↑ Keywords 2 Go to Position Tracking Referring Domains 1

Organic Paid 1M 6M 1Y 2Y All time Days Months Export

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	256	2
SG	100%	256	2

Compare

SERP features SG

Organic Traffic 256/month

Oct 1 Jan 1 Apr 1 Jul 1 Oct 1 Jan 1 Apr 1 Jul 1

Organic Keywords 2

Top 3 4-10 11-20 21-50 51-100 SERP Features

97

# Results Update on 24-Aug-2024 - Incoming Links

Projects > Domain Overview

Domain Overview: glh.com.sg ↗

User manual Send feedback Export to PDF

Worldwide US UK SG ... Desktop Aug 23, 2024 USD

Overview Compare domains Growth report Compare by countries

Authority Score 7 Organic Search Traffic 178 -30% View details Paid Search Traffic The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.

Semrush Domain Rank 114.4K Referring Domains 2 Go to Position Tracking

Backlinks 2

Organic Paid

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	178	10
SG	100%	178	8
UK	<0.1%	0	2

Compare

SERP features SG

View full report

1M 6M 1Y 2Y All time Days Months Export

Organic Traffic 178/month

Organic Paid Notes

SERF features

Oct 1 Jan 1 Apr 1 Jul 1 Oct 1 Jan 1 Apr 1 Jul 1

Organic Keywords 10

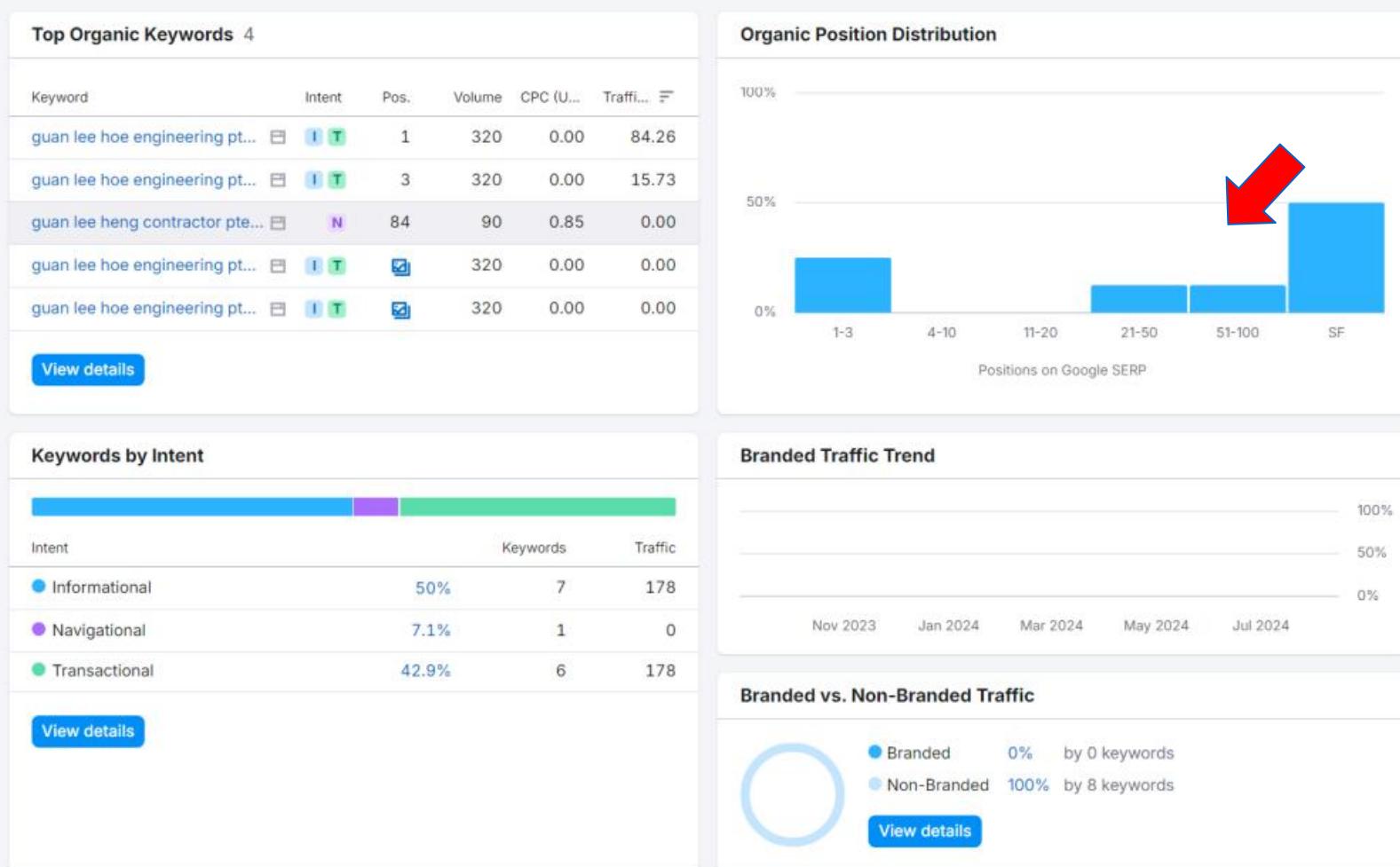
Top 3 4-10 11-20 21-50 51-100 SERP Features

Oct 1 Jan 1 Apr 1 Jul 1 Oct 1 Jan 1 Apr 1 Jul 1

98

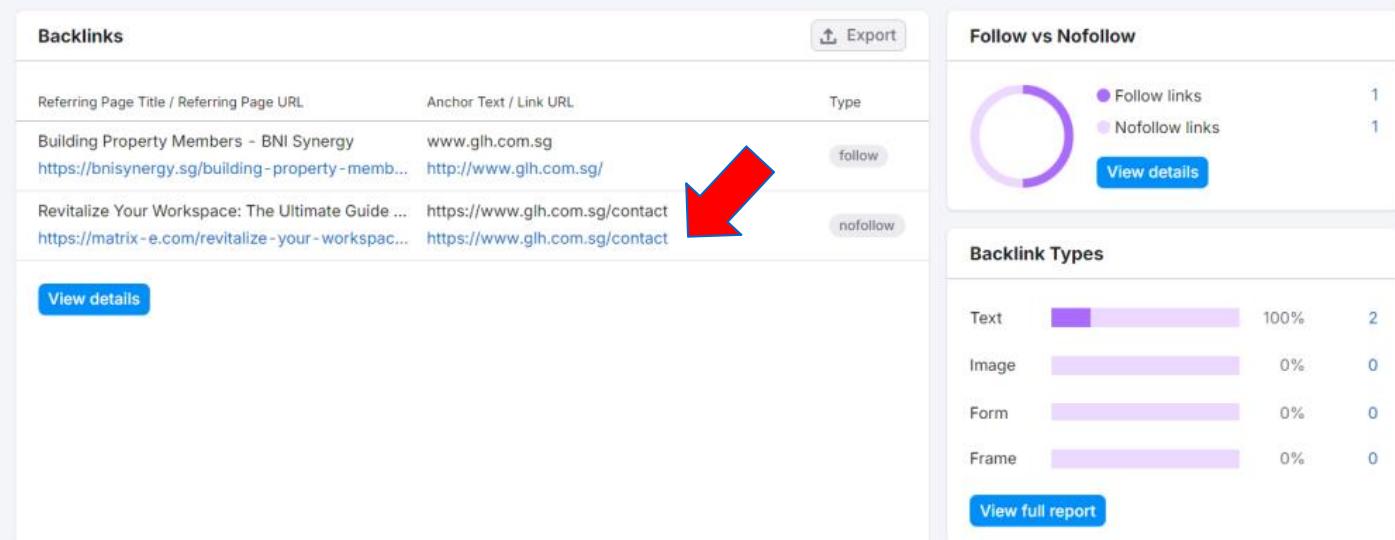
# Results Update on 24-Aug-2024 - Incoming Links

## Organic Research



# Results Update on 24-Aug-2024 - Backlinks

Backlinks Worldwide All time



Top Anchors

Anchor	Domains	Backlinks
www.glh.com.sg	1	1
<a href="https://www.glh.com.sg/contact">https://www.glh.com.sg/contact</a>	1	1
<a href="#">View details</a>		

Referring Domains

Root Domain	Country/IP	Backlinks
bnisynergy.sg	13.67.41.250	1
matrix-e.com	35.213.161.9	1
<a href="#">View details</a>		

Indexed Pages

Title & URL	Domains	Backlinks
-	1	1
<a href="http://www.glh.com.sg/">http://www.glh.com.sg/</a>		
Guan Lee Hoe Engineering Pte Ltd   Services	0	0
<a href="https://www.glh.com.sg/services">https://www.glh.com.sg/services</a>		
Guan Lee Hoe Engineering Pte Ltd	0	0
<a href="https://www.glh.com.sg/project/aircon">https://www.glh.com.sg/project/aircon</a>		

# Results Update on 24-Aug-2024 - Google SERP

Google  ▲

All Images Videos News Shopping Books Maps More Tools

[www.youtube.com › watch](http://www.youtube.com/watch)  
**Transform Your Tech Startup Office: Smart Renovation & ...** ▲

 Discover how Guan Lee Hoe Engineering (**GLH**) is revolutionizing tech startup workspaces in Singapore! Our integrated office **renovation** and ...  
YouTube · Derrick Lo · 4 days ago

[www.youtube.com › watch](http://www.youtube.com/watch)  
**VRF Aircon Installation & Energy Savings, Optimize Your ...** ▲

 Are you **renovating** your office and need reliable aircon installation? Guan Lee Hoe Engineering (**GLH**) offers professional air conditioning ...  
YouTube · Derrick Lo · 4 days ago

[www.youtube.com › watch](http://www.youtube.com/watch)  
**A 4-Room HDB Mega Transformation! | Singapore Home Tour**

 ... **renovation** contract with them. At the same time, the designer will prepare a mood board proposal for you & do some research on the design ...  
YouTube · Reno King · 18 Dec 2021

# Results Update on 24-Aug-2024 - YouTube SERP

Office Renovation Aircon

X Q Sign in

All Shorts Videos Unwatched Watched Recently uploaded Live Filters

**Office Renovation - Office Renovation Contractors**  
Create Your Office Space with DreamR's Design & Renovation Specialists. Free Consultation. From Concept to Completion, DreamR...   
**Sponsored** • [https://www.ohmyhome.com/office\\_design/renovation\\_sg](https://www.ohmyhome.com/office_design/renovation_sg)

**VRF Aircon Installation & Energy Savings, Optimize Your Office Renovation with GLH Singapore**  
11 views • 4 days ago  
Derrick Lo  
Are you renovating your office and need reliable aircon installation? Guan Lee Hoe Engineering (GLH) offers professional air ...  
New

**Office Renovation for Tech Startups in Singapore, ACMV HVAC VRV/VRF Air Conditioning, BCA Green Mark**  
19 views • 4 days ago  
Derrick Lo  
Transform your tech startup's office in Singapore with Guan Lee Hoe Engineering (GLH)'s expert renovation services. At GLH, we ...  
New



# Results Update on 24-Aug-2024 - YouTube SERP

ACMV HVAC BCA

X | Q | Microphone | Sign in

All Shorts Videos Unwatched Watched Recently uploaded Live Playlists Under 4 min 4 - 20 min Over 20 min Filters

**Power and HVAC - Aggreko Singapore**  
Giving you the power, cooling, heating, and dehumidification equipment for the job. Heat, cold, and moisture can wreak havoc on...  
**Sponsored** · <https://www.aggreko.com/sectors/construction>

  
**Office Renovation for Tech Startups in Singapore, ACMV HVAC VRV/VRF Air Conditioning, BCA Green Mark**  
19 views • 4 days ago  
Derrick Lo  
Transform your tech startup's office in Singapore with Guan Lee Hoe Engineering (GLH)'s expert renovation services. At GLH, we ...  
New

  
**Ducting Installation for Air-Con & Ventilation @ BCA, Singapore**  
98K views • 4 years ago  
BCAsingapore  
Over the years, BCA has expanded the range of Skills Evaluation Certificate (Knowledge) (SEC(K)) trade tests available at the ...  
12 moments Ducting Installation for Air-Con & Ventilation | Set out on ceiling for installing trapeze hangers | Mount...