

Website and growth proposal

Wee Seng Engineering Pte Ltd · Malcolm Deng, Project Manager

Ventilation is not a high-volume search market in Singapore, so the website's first job is trust: a clear, fast, credible site you can put on a quote, a card and a tender. Search and Google Maps come second, and the few buyers who search are valuable.

Where you are online today

ITEM	STATUS	WHAT WE FOUND
weeseng.sg	Yours, parked	Registered on GoDaddy, expires 25 Sep 2027. Shows a 'Launching soon' page.
weeseng.com.sg	Not loading	The address printed on your card. The old Joomla site was filled with spam pages in 2019 and 2020, which is why it was 'corrupted'.
weeseng.com	Different company	Weeseng HVAC Technology (chillers, since 1994) owns this and ranks for 'weeseng'. We keep your name distinct everywhere.
Google Business Profile	Not found	No profile for Wee Seng Engineering found in a Google Maps search at 31 Sin Ming Drive on 25 Oct. Please confirm.
Facebook and social	Not found	No page found in search. Please confirm.
Directory listings	Exist, unmanaged	Third-party sites list 'Wee Seng Engineering Works' at 31 Sin Ming Drive with weeseng.com.sg as its website and a record dating from 1978. Details need checking and claiming.

What people search for in Singapore

SEARCH	PER MONTH	COST PER CLICK (USD)	READ
exhaust fan singapore	320	1.05	Mostly home buyers
acmv contractor singapore	70	5.56	Business buyers, high intent
industrial exhaust fan singapore	50	2.94	Good fit
sheet metal fabrication singapore	50	2.86	Good if you fabricate
kitchen exhaust system singapore	30	4.76	Good fit, valuable
mechanical ventilation system singapore	20	11.12	Highest value per click
ventilation system singapore	10	n/a	Core term, tiny volume
weeseng / wee seng (your name)	40 + 40	n/a	Shared with another company

Real business terms (ducting works, fume extraction, industrial ventilation, car park ventilation) each get under 10 searches a month, but every one of those searches is a buyer. Realistic goal: a handful of good enquiries a month, plus being the firm people find when they check your name before awarding work. Source: Google Ads data via DataForSEO, Singapore, October 2026.

Competitors we looked at

COMPETITOR	WHAT WE SAW	STRENGTH	GAP
Paw Leck Engineering	ACMV and ducting contractor. 120 keywords, ranks 2 to 3 for 'acmv' and 'air conditioning ducting'.	Shows ISO and bizSAFE, has reviews and structured data.	Broad aircon focus. Little on workplace ventilation and exhaust.
A1 Exhaust Ventilation Fan	Fans and exhaust installs. 92 keywords, first in the local map pack for 'ventilation contractor'.	WhatsApp-first, direct contractor pricing, updated this year.	Home and fan focus. No certifications on the homepage. Very heavy page.
Vents Singapore	Ventilation systems brand, since 2008. 64 keywords, wins its own brand terms.	Established name, clean product pages.	No WhatsApp or quote path found. No structured data.

COMPETITOR	WHAT WE SAW	STRENGTH	GAP
Kai Li Aircon	Ductwork fabrication and installation, since 1999. Strong aircon rankings.	Long history, WhatsApp, structured data.	Aircon heavy. Ducting is one service among many.
Systemair	Global fan and ventilation manufacturer. 126 keywords.	Product depth and brand weight.	A manufacturer. Not a local installer with a person to call.

SWOT for Wee Seng Engineering

STRENGTHS • Business on record since 1978 (to confirm), own unit at Sin Ming Drive • A reachable project manager and a finished brand: logo, card, embroidered uniform • Ventilation, exhaust and clean air under one team	WEAKNESSES • No live website. weeseng.sg is parked and weeseng.com.sg is down • Name shared with another company in search • No Google profile or proof of work online yet
OPPORTUNITIES • Competitor sites are thin on workplace-specific content and clear quote paths • Google Maps and local search are winnable with a managed profile • Useful tools earn trust: a room airflow calculator no competitor has	THREATS • A1 Exhaust already holds the local map pack • Paw Leck and others show certifications you must match • Home fan terms are crowded and low value

Sitemap

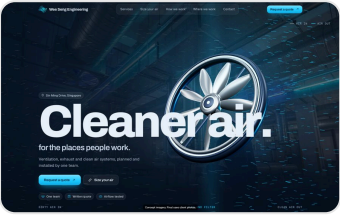
Home	About	Services
Ventilation systems	Exhaust air	
Ducting works	Clean air systems	
Servicing and repair	Projects	Contact
Optional: Guides, FAQ, Privacy		

Every service gets its own page, so each can be found on its own search.

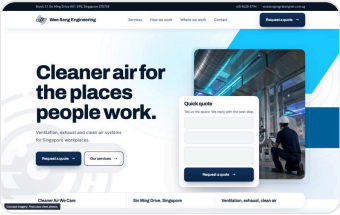
Content

- Three starter guides that answer what buyers ask: kitchen exhaust cost, what a factory needs before installation, fan sizing for workshops.
- A 'Size your air' calculator on the site: type of space, length, width, height, then a typical airflow range and a floor plan, sent straight to Malcolm.
- Real project photos on every page. Ten to twenty phone photos from you make the biggest difference.
- Google Business Profile, five directory profiles and a review request to past customers, so your name finds you first.

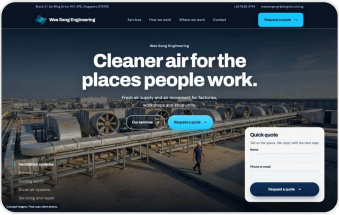
Design directions (click to open)



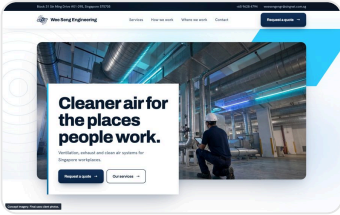
Night app (recommended)
Live airflow, a real 3D fan, scroll story, calculator.



Precision
Light, clean, quote card in the hero.



Night shift
Dark, cinematic hero with system switcher.



Field notes
Editorial, photo-led, FAQ and guides.

Options, open to discussion

A. Starter website

from ~S\$800 one-off,

flexible

A credible front door, fast.

Starting out or watching cash?

Tell us your budget and we fit the scope to it.

- Up to 5 pages: Home, About, Services, Projects, Contact
- Design direction of your choice, mobile-first
- WhatsApp button and quote form
- Search basics: titles, sitemap, Google Search Console
- Google Business Profile set up
- Free hosting and business email on your domain for year one

About 2 weeks

B. Business website

~S\$1,500 one-off, 10 pages

Every system on its own page, built to be found and trusted.

About S\$150 a page.

- Up to 10 pages, each service on its own page
- Projects, FAQ and three starter guides
- The 'Size your air' calculator, with the floor plan sent straight to Malcolm
- Google Business Profile, 5 directory profiles, review request kit
- Structured data and Search Console
- Two rounds of changes
- Free hosting and business email on your domain for year one

3 to 4 weeks

C. Annual plan

~S\$2,000+ for the year,

recommended

The website, then a full year of keeping you found and fresh.

From ~S\$1,600 if we start from the Starter site.

- Everything in A or B as the base, up to 10 pages
- A new guide or project page each month
- On-page fixes and Google profile posts
- Site updates when you send news or photos
- Monthly traffic and enquiry report
- Hosting and business email free for the full year

Build 3 to 4 weeks, then 12 months

How payment works

One payment Pay once and we start straight away.

A couple of payments 50% to start, 50% on delivery. For example Starter ~S\$400 + ~S\$400.

Annual plan, spread out For example ~S\$400 to start, ~S\$400 on delivery, then 4 monthly payments of ~S\$200 (~S\$1,600), or 6 monthly payments of ~S\$200 (~S\$2,000). Paid off within about half a year, covered for the full year.

Extra pages are about S\$150 each, so a larger site is priced by the page and agreed up front (20 pages is about S\$3,000). All options are a starting point we discuss together. Tell us what works for you and how you see it, and we find a middle ground we are both happy with, adjusting the scope to your budget. If you want to grow with us over time, with search work and new content each month, we are open to a better rate. Hosting and business email are free in year one. From year two, about S\$150 a year for both. The domain is already yours. All prices are indicative and confirmed after we meet.

Next steps

1. Pick a design direction and an option (A, B or C).
2. Send 10 to 20 phone photos of installed systems, your certifications, and any past customers we can name.
3. Confirm which domain stays: weeseng.sg or weeseng.com.sg, and who holds the GoDaddy login.
4. We build the home page first for your sign-off, then the rest in the same design.

Questions for our meeting

- Do you fabricate ducting, or install only? (Your Chinese company name means 'metal'.)
- Which customers do you serve most: factories, kitchens, offices, car parks?
- Which licences and certificates can we show: BCA, bizSAFE, ISO?
- Do you also do aircon work? A listing describes the business as an aircon contractor.