

B2B PLAYBOOK



Google Business Profile Playbook

Step-by-step guide to optimizing CMF Doors' Google Business Profile for maximum local visibility with contractors, building managers, and commercial property owners in the Niagara Region.

COMPANY

CMF Doors

VERTICAL

Commercial Doors & Hardware

DATE

March 2026

INNLEAD.AI

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

SECTION 01

Current Profile Audit

Assessment of CMF Doors' existing Google Business Profile completeness and optimization level.

CMF
Doors

CMF Doors

Few reviews (<10 estimated)

Commercial Door Supplier · 23 A Hiscott St, St. Catharines, ON

Website
Directions
Call

~40%

PROFILE COMPLETE (EST.)

<10

GOOGLE REVIEWS

Minimal

PHOTOS

| ELEMENT | STATUS | ACTION NEEDED |
|-------------------|---------------------|---|
| Business Name | Set | Verify name matches exactly across all directories and website |
| Primary Category | Basic | Optimize to "Commercial Door Supplier" or "Door Supplier" |
| Description | Likely missing/thin | Write keyword-rich 750-character description (see Page 4) |
| Business Hours | Inconsistent | Standardize to 7:30 AM - 4:30 PM; fix homepage discrepancy (9am-5pm) |
| Service Areas | Not configured | Add: St. Catharines, Niagara Falls, Welland, Hamilton, Niagara Region |
| Products/Services | Empty | Add all 10 service lines + 5 product categories with descriptions |
| Photos | Minimal | Upload 25+ professional photos (see Page 5) |
| Posts | None | Begin weekly posting schedule (see Page 6) |

SECTION 02

Profile Optimization Checklist

Complete every item to maximize CMF Doors' Google Business Profile visibility for local commercial door searches.

1 Verify Business Ownership

Confirm Google verification is complete (postcard, phone, or instant). Essential for all profile management features.

2 Select Optimal Categories

Primary: "Door Supplier" or "Commercial Door Supplier." Secondary: "Hardware Store," "Locksmith," "Automatic Door Supplier," "Fire Protection Equipment Supplier"

3 Write Keyword-Rich Description

750 characters max. Include: commercial doors, fire rated doors, automatic doors, hardware, St. Catharines, Niagara, AHC certified, AAADM inspector, locksmith, custom metal fabrication. See template on Page 4.

4 Add All Products & Services

List all 10 service lines (door installation, hardware consulting, automatic door service, AAADM inspections, locksmith, etc.) with descriptions and "Request Quote" pricing.

5 Upload 25+ Professional Photos

See photo strategy on Page 5. Include completed projects, facility, metal shop, team, product installations, service vehicles.

6 Set Service Areas

Add: St. Catharines, Niagara Falls, Welland, Port Colborne, Grimsby, Hamilton, Thorold, Niagara-on-the-Lake, Fort Erie, and broader Niagara Region.

7 Add Business Attributes

Payment methods accepted, languages spoken, "Veteran-owned" or "Family-owned" if applicable, wheelchair accessible. Add "By appointment" attribute for after-hours emergencies.

8 Enable Messaging

Turn on GBP messaging for direct contractor/building manager inquiries. Set up auto-response for after-hours messages.

SECTION 03

Category & Description

Selecting the right categories and crafting a description that drives B2B discovery for CMF Doors.

✦ Recommended Categories

PRIMARY CATEGORY

"Door Supplier" -- the most specific category matching CMF's core business of commercial door supply and installation.

SECONDARY CATEGORIES (ADD ALL THAT APPLY)

- Hardware Store
- Locksmith
- Commercial Equipment Supplier
- Fire Protection Equipment Supplier
- Automatic Door Supplier

✍ Optimized Description Template

DESCRIPTION (750 CHARACTERS MAX)

CMF Doors is St. Catharines' full-service commercial door supplier serving the Niagara Region. We supply, install, and service custom wood doors, metal doors, fire rated doors, automatic doors, and architectural hardware for commercial buildings. Our team includes an AHC-certified hardware consultant with 40+ years experience, an AAADM-certified automatic door inspector, and an in-house locksmith. We operate our own metal fabrication shop for custom door and frame solutions. Services include door installation, hardware consulting, automatic door inspection and repair, fire rated door systems, master key systems, electronic entry, touchless entry, and ongoing maintenance contracts. Serving contractors, building managers, and property developers across St. Catharines, Niagara Falls, Hamilton, and Southern Ontario. Call (905) 937-4388 for a free consultation.

B2B Description Tips: This description hits key local search terms (St. Catharines, Niagara Region), service keywords (fire rated, automatic doors, locksmith), and differentiators (AHC certified, AAADM inspector, in-house metal shop). It targets contractors, building managers, and property developers searching for commercial door suppliers in the area.

SECTION 04

Photo Strategy for B2B

B2B photo strategy focused on completed projects, facility, products, and team -- the images contractors and building managers want to see.

**Office / Facility**

Target: 4-6 photos

**Metal Shop / Warehouse**

Target: 4-6 photos

**Product Close-ups**

Target: 6-8 photos

**Team / Leadership**

Target: 3-5 photos

**Completed Installations**

Target: 6-8 photos

**Service / Installation Work**

Target: 4-6 photos

B2B Photo Priority: Contractors and building managers want to see completed installations, the quality of your metal fabrication, and the professionalism of your team. Fire rated door installations, automatic door systems, and hardware setups are especially impactful. Photos of Norm's AHC work and Austin's AAADM inspections build credibility.

PHOTO SPECIFICATIONS

- Minimum resolution: 720px wide (2048px+ recommended)
- Format: JPG or PNG, under 5MB
- Professional lighting; no heavy filters or stock photos
- Geo-tag photos with 23 A Hiscott St, St. Catharines when possible
- Add new photos monthly to signal active business
- Include captions: "Fire rated door installation by CMF Doors, St. Catharines"

SECTION 05

Post Strategy & Content Calendar

Weekly posting schedule to keep CMF Doors' profile active and visible to local contractors and building managers.

B2B Post Types for CMF Doors

PROJECT COMPLETIONS

"Just completed a fire rated door installation at a commercial building in Niagara Falls. 12 doors, full hardware package. Contact us for your project." Include photos.

Weekly

SERVICE HIGHLIGHTS

"Did you know Ontario building code requires annual AAADM inspections for automatic doors? CMF has a certified inspector on staff. Book your inspection today."

Bi-weekly

PRODUCT SHOWCASES

"Custom stainless steel doors fabricated in our in-house metal shop for a healthcare facility in St. Catharines. We design, build, and install."

Bi-weekly

TEAM / EXPERTISE

"Our founder Norm Schwenker brings 40+ years and AHC certification to every project. Whether you need spec writing or a turnkey installation, we've got the expertise."

Monthly

Sample Monthly Schedule

| WEEK | POST TYPE | CONTENT IDEA |
|--------|--------------------|---|
| Week 1 | Project Completion | Recent commercial door installation with before/after photos and scope details |
| Week 2 | Service Highlight | AAADM inspection or fire rated door code update relevant to Niagara building owners |
| Week 3 | Product Showcase | Feature specific product line (touchless entry, master key systems, automatic doors) |
| Week 4 | Company Update | Team spotlight, certification news, trade show attendance, or seasonal service reminder |

SECTION 06

Review Management & Response Templates

Building and managing reviews from contractors, building managers, and commercial clients. Target: 25+ reviews within 6 months.

☆ How to Request B2B Reviews

- Ask after successful project completions and annual inspections
- Send personalized email with direct Google review link to the project contact
- Request from general contractors, facility managers, and property developers
- Mention the specific project in your ask ("Your fire rated door installation at...")
- Follow up once after 7 days if no response; do not send more than one follow-up
- Include review link in email signatures, invoices, and project completion documents
- Target: 3-4 new reviews per month to reach 25+ within 6 months

💬 Response Templates

POSITIVE REVIEW RESPONSE

Thank you, [Name]! We appreciate you taking the time to share your experience. It was a pleasure working with your team on the [project type] at [building/location]. Our goal is always to deliver on time with the quality you expect. We look forward to supporting your next project -- give us a call anytime at (905) 937-4388.

NEUTRAL REVIEW RESPONSE

Thank you for your feedback, [Name]. We appreciate your honest assessment and would love to discuss how we can improve for your next project. Please reach out to Norm directly at info@cmfdoors.com so we can address any concerns and make sure your next experience exceeds expectations.

NEGATIVE REVIEW RESPONSE

We sincerely apologize for your experience, [Name]. This falls below our standards and we want to make it right. Norm Schwenker will contact you directly within 24 hours to resolve this. You can also reach us immediately at (905) 937-4388. We take every concern seriously and are committed to earning back your confidence.

SECTION 07

Q&A Management & Local SEO

Proactively seed Q&A content and integrate CMF's GBP with broader local SEO strategy.

Pre-Seed These Questions

- **Q: Do you install commercial doors for businesses in the Niagara Region?**
A: Yes, CMF Doors supplies and installs commercial doors throughout St. Catharines, Niagara Falls, Welland, Hamilton, and the broader Niagara Region. We handle everything from custom wood and metal doors to fire rated and automatic door systems.
- **Q: Do you offer AAADM automatic door inspections?**
A: Yes, we have an AAADM-certified inspector on staff. We perform annual automatic door inspections as required by Ontario building codes and provide full inspection reports.
- **Q: Can you do custom metal door fabrication?**
A: Absolutely. We have an in-house metal fabrication shop where we build custom doors and frames to your exact specifications. No outsourcing required.
- **Q: Do you service fire rated doors?**
A: Yes, our founder Norm Schwenker is an AHC-certified Architectural Hardware Consultant with 40+ years experience in fire rated door systems. We consult, supply, install, and inspect fire rated doors.
- **Q: Do you offer locksmith services?**
A: Yes, we have a full-time in-house locksmith. We handle master key systems, restricted key systems, high security locks, and electronic entry for commercial buildings.

NAP Consistency Checklist

STANDARDIZED NAP

- **Name:** CMF Doors
- **Address:** 23 A Hiscott St, St. Catharines, ON L2R 1C7
- **Phone:** (905) 937-4388
- **Hours:** Mon-Fri 7:30 AM - 4:30 PM
- **Website:** <https://www.cmfdoors.com>

DIRECTORIES TO UPDATE

- Google Business Profile
- YellowPages.ca
- Canpages
- Alignable
- Nicelocal.ca
- Canada Verified
- Greater Niagara Chamber of Commerce
- Apple Maps Connect
- Bing Places for Business

SECTION 08

Monthly Maintenance Calendar

Ongoing tasks to keep CMF Doors' Google Business Profile optimized and ranking above competitors in the local pack.

| TASK | FREQUENCY | DETAILS |
|--------------------------|--------------|--|
| Publish GBP Posts | Weekly | 1 post per week minimum. Rotate between project completions, service highlights, product showcases, and team spotlights. |
| Upload New Photos | Monthly | Add 3-5 new photos. Completed installations, metal shop work, team on-site, product close-ups. |
| Request Reviews | Ongoing | After every project completion. Send review link via email. Target: 3-4 per month. |
| Respond to Reviews | Within 24hrs | Reply to every review using templates from Page 7. |
| Answer Q&A | Within 24hrs | Monitor and answer all questions promptly. Flag inappropriate content. |
| Update Products/Services | Quarterly | Add new service offerings, update descriptions, remove discontinued items. |
| Review GBP Insights | Monthly | Check search queries, views, clicks, and direction requests in GBP dashboard. |
| Competitor Check | Monthly | Review Regional Doors, Ontario Commercial Doors, and Canuck Door Systems GBP profiles for new features or reviews. |
| Update Business Info | As Needed | Holiday hours, temporary closures, phone changes, service area expansions. |

✦ First 7 Days Quick Start

- 1 Verify profile ownership and fix business hours (7:30 AM - 4:30 PM)**
 Foundation -- fixes the NAP inconsistency identified in audit
- 2 Select primary category ("Door Supplier") and add all secondary categories**
 Determines which local searches CMF appears in
- 3 Write and publish the optimized 750-character description from Page 4**
 Improves relevance for commercial door and Niagara Region queries
- 4 Add all 10 service lines with descriptions and "Request Quote" pricing**
 Helps Google match CMF to specific service queries
- 5 Upload 15+ professional photos (projects, facility, metal shop, team)**
 Profiles with 25+ photos get 42% more direction requests
- 6 Set service areas (10 Niagara Region municipalities)**
 Expands local search coverage beyond St. Catharines
- 7 Pre-seed 5 Q&A items and publish first GBP post**
 Shows active, engaged business to both Google and searchers