

B2B INTELLIGENCE REPORT



B2B SEO Audit & Optimization Report

Comprehensive search visibility analysis for CMF Doors with actionable recommendations to improve organic lead generation in the Niagara Region commercial door market.

COMPANY

CMF Doors

VERTICAL

Commercial Doors & Hardware

DATE

March 2026

INNLEAD.AI

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

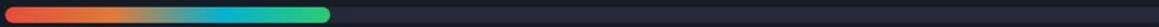
SECTION 01

Executive Summary

Overall SEO health assessment for CMF Doors, with key findings across technical, on-page, content, and local SEO factors.

28

OVERALL SEO HEALTH SCORE



20

TECHNICAL SEO



20

CONTENT QUALITY



30

LOCAL SEO



15

SEARCH VISIBILITY



KEY FINDINGS

CMF Doors' Squarespace website has clean URLs and valid SSL, but scores 28/100 across all SEO dimensions. Every page on the site is missing meta descriptions. The 9-page site has extremely thin content with no blog, empty portfolio and testimonial pages, and no location-specific landing pages. CMF does not rank in the top 10 for any local commercial door search terms, while competitors Ontario Commercial Doors and Canuck Door Systems dominate with dedicated St. Catharines and Niagara pages.

Critical Issues Found

All 9 pages missing meta descriptions. Zero search rankings for commercial door terms. Portfolio and Testimonials pages show "Coming soon" placeholders. No image alt text anywhere on the site. Business hours inconsistent between homepage (9am-5pm) and footer (7:30am-4:30pm). AHC certification and AAADM inspector credentials severely undermarketed.

SECTION 02

Technical SEO Audit

Core technical infrastructure evaluation for cmfdoors.com covering security, performance, mobile readiness, and crawlability.

CHECK	STATUS	DETAILS	PRIORITY
HTTPS / SSL Certificate	PASS	Valid SSL with HSTS enabled via Squarespace	GOOD
Mobile Responsiveness	PASS	Squarespace 7.1 templates are mobile-responsive by default	GOOD
Page Speed	WARN	Heavy JavaScript reliance from Squarespace framework; no evidence of image optimization or WebP usage	MEDIUM
XML Sitemap	PASS	Present at /sitemap.xml listing 9 pages	GOOD
Meta Descriptions	FAIL	Missing on ALL 9 pages: homepage, about, services, doors-and-frames, hardware, automatic-doors, contact, portfolio, testimonials	CRITICAL
Image Alt Text	FAIL	Missing across all product and service images site-wide; accessibility and SEO gap	CRITICAL
Schema Markup	FAIL	Basic WebSite schema only. Missing: LocalBusiness, Service, Review, BreadcrumbList, FAQPage schemas	HIGH
Google Analytics	WARN	UA-190939384-1 detected (Universal Analytics sunset in 2024). GA4 migration status unverified	HIGH
URL Structure	PASS	Clean hyphenated slugs: /about-us, /doors-and-frames, /automatic-doors, /contact-us	GOOD

Platform Note: Squarespace 7.1

CMF Doors runs on Squarespace 7.1 which provides solid technical foundations (SSL, responsive design, sitemap, clean URLs) but limits advanced SEO capabilities like custom schema markup, server-side rendering, and page speed optimization. The missing meta descriptions and alt text are content gaps, not platform limitations -- they can be fixed immediately within Squarespace's editor.

SECTION 03

On-Page SEO Analysis

Title tags, meta descriptions, heading structure, and content optimization across all 9 site pages.

Title Tags & Meta Descriptions

PAGE	TITLE TAG	META DESCRIPTION	STATUS
Homepage	"CMF Doors" -- generic, no keywords or location	Missing entirely	CRITICAL
Services	"Services -- CMF Doors" -- acceptable pattern	Missing entirely	CRITICAL
Doors & Frames	"Doors & Frames -- CMF Doors"	Missing entirely	CRITICAL
Hardware	"Architectural Hardware -- CMF Doors"	Missing entirely	CRITICAL
Automatic Doors	"Automatic Doors -- CMF Doors"	Missing entirely	CRITICAL
Testimonials	"General 3 -- CMF Doors" -- uncustomized Squarespace default	Missing entirely	CRITICAL

Heading Structure (H1-H3)

PAGE	H1 CONTENT	H2-H3	ISSUE
Homepage	"We're here for the safety and security of business and customers"	Minimal	Too long, not keyword-focused
About	"Who we are."	Minimal	Weak, generic, no keywords
Services	"services" (lowercase)	12 service headings	Single lowercase word; flat hierarchy
Doors & Frames	"Doors & Frames"	0	Acceptable but lacks location/keywords

Content Quality Assessment

Product/service pages are primarily visual grids with labels and minimal descriptive text. No specifications, materials info, or use-case details. No individual product landing pages exist. The entire site contains approximately 9 pages of thin content -- far below the 50+ pages needed to compete with Ontario Commercial Doors (34+ years of content) and Canuck Door Systems (12 industry vertical pages).

SECTION 04

Search Visibility & Keyword Analysis

Target keyword rankings and competitive search performance for CMF Doors in the Niagara Region commercial door market.

Commercial Door Keyword Rankings

TARGET KEYWORD	CMF RANK	TOP RANKERS	OPPORTUNITY
commercial doors St Catharines	Not in top 10	Yarnell Door, Ontario Commercial Doors, Canuck Door Systems, Regional Doors	CRITICAL
fire rated doors Niagara	Not in top 10	Riverside Millwork, ABC Fire Door, Canuck Door Systems (St. Catharines page)	CRITICAL
hotel doors supplier Ontario	Not in top 10	Ontario Commercial Doors, HTUD Group, Cocif, Dormak	HIGH
automatic door inspection AAADM Ontario	Not in top 10	Anchor Doors, Door Services Corporation, City Automatics	HIGH
commercial door supplier Canada	Not in top 10	Ontario Commercial Doors, CDH, Select Door, Doortech, Allmar	MEDIUM

High-Priority Keywords to Target

LOCAL / COMMERCIAL INTENT

- "commercial doors St Catharines"
- "commercial doors Niagara"
- "door hardware supplier St Catharines"
- "hollow metal doors Niagara"
- "commercial door repair St Catharines"

SERVICE / SPECIALTY INTENT

- "fire rated doors Ontario"
- "AAADM inspector Niagara"
- "automatic door inspection Ontario"
- "architectural hardware consultant Ontario"
- "touchless entry systems Ontario"

SECTION 05

Content & Social Media Audit

Assessment of content depth, social presence, and conversion optimization across CMF Doors' digital footprint.

9 TOTAL PAGES	0 BLOG POSTS	0 CASE STUDIES	0 TESTIMONIALS
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CONTENT GAPS (SCORE: 20/100)

- No blog or educational content whatsoever
- Portfolio page: "Coming soon" placeholder
- Testimonials page: "Coming soon" placeholder
- No downloadable spec sheets or product catalogs
- No FAQ sections on any page
- Product pages are visual grids with labels, no body text

SOCIAL MEDIA (SCORE: 15/100)

- Instagram: @cmfdoors -- ~21 posts, ~150 followers
- Facebook: Low activity page exists
- LinkedIn: Norm has personal profile; no company page confirmed
- No YouTube channel for project showcasing
- Generic bio on Instagram ("Designing and building")
- Following more accounts than followers (353 vs 150)

Conversion Optimization (Score: 25/100)

ELEMENT	CURRENT STATE	RECOMMENDATION
Contact Form	Basic only -- Name, Email, Message	Add service-request form capturing project type, timeline, building details
CTAs	Weak -- "Contact Us Today" in announcement bar only	Add "Get a Free Quote" buttons on every product/service page
Click-to-Call	Partial -- Phone number in header	Add prominent mobile click-to-call button
Live Chat	None	Consider live chat or WhatsApp for contractor inquiries

SECTION 06

Local SEO & Google Business Profile

Local search presence assessment for CMF Doors in St. Catharines and the Niagara Region.

30 LOCAL SEO SCORE	<10 GOOGLE REVIEWS (EST.)	0 LOCATION PAGES	6 DIRECTORY LISTINGS
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CURRENT DIRECTORY PRESENCE

- **Listed:** Greater Niagara Chamber of Commerce
- **Listed:** YellowPages.ca
- **Listed:** Canpages
- **Listed:** Alignable (16 recommendations)
- **Listed:** Nicelocal.ca
- **Listed:** Canada Verified

MISSING DIRECTORIES

- **Missing:** HomeStars
- **Missing:** Houzz
- **Missing:** BBB (Better Business Bureau)
- **Missing:** Yelp Canada
- **Missing:** Canadian Door Institute directory
- **Missing:** Frasers Directory

NAP Inconsistency Detected

Business hours differ between homepage (9am-5pm) and footer/contact page (7:30am-4:30pm). This inconsistency confuses both search engines and customers. NAP (Name, Address, Phone) consistency -- including hours -- is a Google local ranking factor. Ensure hours match across the website, Google Business Profile, and all directory listings.

Competitors Outranking CMF Locally

Ontario Commercial Doors has a dedicated Niagara/St. Catharines location page that ranks for "commercial doors St Catharines." Canuck Door Systems has pages specifically targeting "fire-rated-doors-stcatharines" and "commercial-doors-st-catharines." CMF Doors has zero location-specific pages, ceding all local search traffic to competitors operating in its home market.

SECTION 07

Content Gap Analysis

Identifying missing content that competitors rank for and undermarketed differentiators unique to CMF Doors.

Content Competitors Have That CMF Doesn't

CONTENT TYPE	CMF DOORS	COMPETITOR AVG	GAP
Location/Service Area Pages	0 pages	4-6 pages	CRITICAL GAP
Industry Vertical Pages	0 pages	8-12 pages (Canuck has 12)	CRITICAL GAP
Blog / Resource Articles	0 posts	10-15 posts	CRITICAL GAP
Case Studies / Portfolio	0 ("Coming soon")	3-5 projects	MAJOR GAP
Product Specification Sheets	0 downloadable PDFs	2-4 resources	MAJOR GAP

Undermarketed Differentiators

AHC CERTIFICATION

Norm Schwenker is a certified Architectural Hardware Consultant (DHI) with 40+ years experience. This rare credential is barely mentioned on the site. A dedicated "AHC Services" page would target low-competition professional search queries.

AAADM INSPECTOR

Austin is an AAADM-certified inspector -- a specialized certification for automatic door inspections. A dedicated landing page targeting "AAADM automatic door inspection Ontario" could rank quickly due to low competition.

IN-HOUSE METAL SHOP

CMF has custom metal fabrication capabilities that most competitors outsource. This is mentioned in search snippets but not prominently featured on the website.

IN-HOUSE LOCKSMITH

Full locksmith services with Caleb on staff means no outsourcing. "Commercial locksmith St Catharines" is a valuable keyword with local intent that CMF could own.

SECTION 08

Priority Action Plan

Ranked recommendations by effort and impact. Quick wins first, then strategic content expansion.

QUICK WINS (LOW EFFORT / HIGH IMPACT)

- Add unique meta descriptions to all 9 pages (150-160 chars each)
- Optimize all title tags with keywords + "St. Catharines"
- Add alt text to every image on the site
- Fix business hours inconsistency (homepage vs footer)
- Fix Testimonials page title ("General 3" to proper title)

BIG BETS (HIGH EFFORT / HIGH IMPACT)

- Create 4-6 location/service area pages (St. Catharines, Niagara Falls, Hamilton, Welland)
- Launch blog with 2+ articles/month targeting commercial door keywords
- Build dedicated AHC and AAADM service pages
- Develop industry vertical pages (hospitality, healthcare, education)

FILL-INS (LOW EFFORT / MEDIUM IMPACT)

- Implement LocalBusiness schema markup
- Claim missing directory listings (HomeStars, BBB, Houzz, Yelp)
- Verify/migrate to Google Analytics 4
- Update Google Business Profile with all service categories

DEPRIORITIZE (HIGH EFFORT / LOW IMPACT)

- Full site redesign (focus on content first)
- Social media campaigns before fixing organic SEO
- Paid search before fixing technical basics

90-Day SEO Roadmap

PHASE	TIMELINE	ACTIONS	EXPECTED IMPACT
Phase 1	Days 1-30	Meta descriptions (all 9 pages), title tag optimization, alt text, schema markup, hours fix, GBP optimization	Immediate CTR improvement, rich snippets eligibility
Phase 2	Days 31-60	Create 4 location pages, AHC + AAADM dedicated pages, populate portfolio with 5+ projects, directory listings	Begin ranking for local commercial door terms
Phase 3	Days 61-90	Launch blog (4 articles), collect 5+ testimonials, create LinkedIn company page, begin review solicitation campaign	Organic traffic growth trajectory, trust signal improvement

SECTION 09

Next Steps & Recommendations

Summary of recommended actions to move CMF Doors from 28/100 toward competitive parity in organic search.

TOP 6 IMMEDIATE ACTIONS

- 1 Add Meta Descriptions to All 9 Pages**
The single highest-impact quick fix. Write 150-160 character descriptions with primary keywords and CTAs for every page.
- 2 Optimize Title Tags with Keywords + Location**
Homepage: "CMF Doors | Commercial Door Supplier St. Catharines, Niagara | Doors, Hardware & Automatic Doors"
- 3 Create Location Pages**
Build dedicated pages for St. Catharines, Niagara Falls, Hamilton, and Welland to match competitor local SEO strategy.
- 4 Add Image Alt Text Site-Wide**
Every product/service image needs descriptive alt text. Also addresses AODA accessibility requirements in Ontario.
- 5 Implement Schema Markup**
Add LocalBusiness, Service, and BreadcrumbList schemas. Competitors have robust schema -- CMF has only basic WebSite schema.
- 6 Populate Portfolio & Testimonials**
"Coming soon" pages actively harm credibility. Add project case studies and collect client reviews immediately.

The Good News

CMF Doors has significant real-world differentiators (AHC certification, AAADM inspectors, in-house metal shop, in-house locksmith, 40+ years founder experience) that are currently invisible online. The Squarespace platform supports all recommended quick fixes. Most high-impact changes (meta descriptions, title tags, alt text) can be implemented within days without developer assistance. With a focused 90-day effort, CMF can realistically move from 28/100 to 55-65/100 and begin appearing in local search results.

How InnLead.ai Supports Your SEO Growth

InnLead.ai provides ongoing SEO monitoring, competitive tracking against Ontario Commercial Doors, Canuck Door Systems, and Regional Doors & Hardware, and monthly progress reports measuring your climb from 28/100. Our platform identifies emerging keyword opportunities in the Niagara commercial construction market and tracks your ranking improvements in real time.