

COMPETITIVE INTELLIGENCE



# SEO Competitive Analysis

How CMF Doors compares against three local competitors in organic search visibility, content depth, and digital authority in the Niagara Region.

COMPANY

**CMF Doors**

COMPETITORS

**3 Analyzed**

DATE

**March 2026**

INNLEAD.AI

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

SECTION 01

# Comparison Scorecard

Head-to-head SEO and digital presence metrics across CMF Doors and three primary local competitors.

METRIC	CMF DOORS	ONTARIO COMMERCIAL DOORS	CANUCK DOOR SYSTEMS	REGIONAL DOORS & HARDWARE
Website Quality	5/10	8/10	7/10	5/10
Total Site Pages	9	60+	50+	25+
Blog Posts	0	12+	8+	0
Location Pages	0	6 (Toronto, Ottawa, Barrie, Niagara, Sudbury, London)	4+ (including St. Catharines)	1 (showroom page)
Industry Vertical Pages	0	5+	12 (healthcare, manufacturing, retail, etc.)	0
Schema Markup	Basic WebSite only	Organization, WebSite, BreadcrumbList	Organization, WebSite, BreadcrumbList	None visible
Meta Descriptions	0% (missing all pages)	~90%	~85%	~50%
Years in Business	~10+ years	34+ years	30+ years	40+ years (since 1983)

■ CMF Doors 
 ■ Ontario Commercial Doors 
 ■ Canuck Door Systems 
 ■ Regional Doors & Hardware

SECTION 02

## Technical SEO Comparison

Detailed technical infrastructure comparison showing where CMF Doors stands against local competitors.

TECHNICAL FACTOR	CMF DOORS	ONTARIO COMMERCIAL DOORS	CANUCK DOOR SYSTEMS	REGIONAL DOORS
Platform	Squarespace 7.1	Custom / CMS	Custom / CMS	WordPress + WP Rocket
SSL/HTTPS	Yes (HSTS)	Yes	Yes	Yes
Mobile Responsive	Yes	Yes	Yes	Yes
Schema Markup Depth	Basic (WebSite only)	Rich (Org + Search + Breadcrumb)	Rich (Org + Search + Breadcrumb)	None detected
Meta Descriptions	0/9 pages	Most pages	Most pages	Partial
Image Alt Text	None	Implemented	Implemented	Partial
Title Tag Optimization	Generic ("CMF Doors")	"#1 Commercial Door Supplier"	Keyword-optimized	Keyword-stuffed

### Technical SEO Assessment

CMF Doors ties with Regional Doors at the bottom for technical SEO. Both Ontario Commercial Doors and Canuck Door Systems have invested in proper schema markup, optimized title tags, and comprehensive meta descriptions. CMF's Squarespace platform provides a solid technical foundation (SSL, responsive, clean URLs), but the content-level SEO work has not been done. Regional Doors has the advantage of WP Rocket for performance optimization but lacks semantic HTML structure.

SECTION 03

## Content Depth Comparison

How CMF Doors' content footprint compares: pages, blog posts, location pages, and industry targeting.



### WHAT COMPETITORS DO WELL

- Ontario Commercial Doors: Active blog with buying guides, manufacturer roundups, commercial door guides
- Canuck Door Systems: 12 industry vertical pages (healthcare, hotels, retail, manufacturing, etc.)
- Both have dedicated St. Catharines/Niagara landing pages stealing CMF's local traffic
- Both feature 30+ years experience prominently as trust signals

### CMF'S CONTENT OPPORTUNITIES

- Create location pages to reclaim local search presence
- Build industry pages for hospitality, healthcare, education, retail
- Publish blog content on fire door codes, AAADM requirements, door hardware guides
- Develop case study pages with project photos and measurable results

SECTION 04

## Local SEO & Keyword Gap

Keywords competitors rank for that CMF Doors is missing, focused on the Niagara Region commercial door market.

### ← Keywords Competitors Rank For (CMF Doesn't)

KEYWORD	OCD RANK	CANUCK RANK	REGIONAL RANK
commercial doors St Catharines	Top 5 (Niagara page)	Top 5 (St. Catharines page)	Top 10
fire rated doors Niagara	Top 10 (product page)	Top 5 (fire-rated St. Catharines page)	-
commercial door hardware Ontario	Top 10 (hardware guide blog)	Top 10	-
hollow metal doors supplier Ontario	Top 10 (product page)	-	Top 10 (in-house shop)
automatic door installation Niagara	-	Top 10	-

### 🟢 Where CMF Has Parity

KEYWORD	CMF DOORS	NOTES
"CMF Doors" (brand search)	#1	LEADING -- site, subpages, Instagram, Chamber listing all appear
"CMF Doors St Catharines"	#1	LEADING -- brand + location search works

#### Critical Keyword Gap

CMF Doors only ranks for brand-name searches. For every non-brand commercial door keyword tested (commercial doors, fire rated doors, automatic doors, hardware supplier), CMF is invisible in the top 10 results. Competitors who have invested in location pages, product pages, and blog content own these search terms in CMF's home market.

SECTION 05

## Social Media & Review Presence

Social media activity, Google Business Profile, and review platform comparison across all competitors.

SOCIAL / REVIEW METRIC	CMF DOORS	ONTARIO COMMERCIAL DOORS	CANUCK DOOR SYSTEMS	REGIONAL DOORS
Google Reviews	<10 (est.)	Moderate	Moderate	Strong (detailed reviews)
Instagram	~150 followers, 21 posts	Minimal	Minimal	Minimal
LinkedIn Company Page	No (personal profile only)	Yes	Yes	Unknown
Directory Listings	6 platforms	8+ platforms	6+ platforms (CDI, WSIB badges)	10+ platforms (HomeStars, Yelp, Houzz, BBB, Frasers)
Trust Badges/Certs	AHC, AAADM (undermarketed)	ASSA ABLOY, Dormakaba, Allegion partnerships	WSIB, CDI accreditations, 30+ years	BBB, HomeStars, 40+ years, physical showroom

### Review Gap is a Vulnerability

Regional Doors & Hardware has the strongest review presence among local competitors with detailed customer feedback across HomeStars, Yelp, Houzz, and BBB. CMF's estimated fewer than 10 Google reviews is a significant weakness. For B2B buyers, reviews serve as due diligence. A structured review solicitation campaign targeting 25+ reviews should be a priority.

### B2B Social Strategy Note

For commercial door companies, LinkedIn is the highest-ROI social platform because contractors, architects, property managers, and building officials are all active there. CMF lacks a company LinkedIn page while Ontario Commercial Doors and Canuck Door Systems both maintain one. Instagram matters less for B2B but CMF's existing presence (21 posts, 150 followers) is a foundation to build on with project showcasing.

## SECTION 06

## Competitor Profiles

Detailed breakdown of each competitor's SEO strategy, strengths, and vulnerabilities.

### ONTARIO COMMERCIAL DOORS LTD. (ONTARIOCOMMERCIALDOORS.CA)

Website Quality: 8/10 -- Threat Level: **HIGH**

- **SEO strengths:** Robust schema markup (Organization, WebSite with search, BreadcrumbList), location-specific pages for 6 Ontario cities including Niagara, active blog with buying guides, claims "#1" positioning
- **Content depth:** 34-year company history prominently featured, detailed product categorization, educational blog content targeting procurement queries
- **Weaknesses:** Homepage content somewhat generic, blog could be more frequent
- **Key threat:** Has a dedicated Niagara/St. Catharines location page directly competing in CMF's market

### CANUCK DOOR SYSTEMS (CANUCKDOORSYSTEMS.COM)

Website Quality: 7/10 -- Threat Level: **HIGH**

- **SEO strengths:** Comprehensive schema, 12 industry vertical pages (healthcare, hotels, retail, manufacturing), location-specific pages including fire-rated-doors-stcatharines and commercial-doors-st-catharines
- **Content depth:** 30+ years credibility, WSIB/CDI trust badges, blog with project case studies
- **Weaknesses:** H1 is brand-focused, service page descriptions could be deeper
- **Key threat:** Has dedicated St. Catharines pages for fire-rated and commercial doors -- directly stealing local traffic from CMF

### REGIONAL DOORS & HARDWARE (REGIONALDOORS.COM)

Website Quality: 5/10 -- Threat Level: **MEDIUM**

- **SEO strengths:** Physical showroom at 44 Scott St W, St. Catharines; since 1983 (longest track record); listed on 10+ review platforms with strong Google reviews; in-house hollow metal fabrication shop
- **Content depth:** WordPress site with WP Rocket optimization, but JavaScript-heavy with limited crawlable content
- **Weaknesses:** Keyword-stuffed title tag, missing semantic HTML, no schema markup, primarily residential/garage door focus
- **Key threat:** Strong local reputation and review presence in Niagara, but less direct commercial overlap with CMF

## SECTION 07

## Priority Opportunities

Ranked competitive advantages CMF Doors can capture based on gap analysis across all dimensions.

### BIGGEST COMPETITIVE GAPS TO CLOSE

**1 Location Pages (Existential Gap)**

Both top competitors have St. Catharines/Niagara pages. CMF has zero. This is why CMF is invisible in local commercial door searches.

**2 Content Volume (9 vs 50-60 pages)**

CMF has 85% fewer pages than Ontario Commercial Doors. Each missing page is a keyword ranking lost to competitors.

**3 Industry Vertical Pages**

Canuck has 12 industry pages. CMF has zero. "Hotel doors supplier," "hospital door hardware," "school fire doors" -- all available to claim.

**4 Blog / Educational Content**

Ontario Commercial Doors' blog captures informational searches. CMF's AHC and AAADM expertise is untapped content gold.

**5 Review Volume**

Regional Doors wins on reviews. CMF needs 25+ Google reviews to compete in local pack rankings.

**6 LinkedIn Company Presence**

Create company page, post project completions and industry insights to reach architects, contractors, and property managers.

SECTION 08

## Competitive Action Plan

Phased strategy to close the competitive gap and surpass competitors in organic search visibility.

PHASE	TIMELINE	FOCUS AREA	TARGET OUTCOME
<b>Foundation</b>	Month 1-2	Fix meta descriptions, title tags, alt text, schema markup. Create 4 location pages. Optimize GBP.	Match Regional Doors on technical SEO; begin appearing in local searches
<b>Content</b>	Month 2-4	Create 6+ industry vertical pages, launch blog (2/month), populate portfolio with 5+ projects, build AHC/AAADM dedicated pages	Close content gap with Canuck Door Systems; begin ranking for service-specific terms
<b>Authority</b>	Month 4-6	LinkedIn company page launch, review solicitation (target 25+), directory listings (HomeStars, BBB, Houzz, CDI)	Surpass Regional Doors on digital presence; approach Canuck Door Systems
<b>Growth</b>	Month 6-12	Scale blog content, target Ontario Commercial Doors' keywords, build thought leadership, pursue construction association backlinks	Top 5 for primary local commercial door keywords; competitive with Ontario Commercial Doors

### Realistic Competitive Timeline

Based on current gap analysis, CMF Doors can realistically surpass Regional Doors & Hardware within 3-4 months and compete with Canuck Door Systems within 6-8 months. Matching Ontario Commercial Doors will require 12+ months of sustained effort due to their significant content depth and 34-year authority advantage. The good news: CMF's real-world differentiators (AHC, AAADM, in-house metal shop, in-house locksmith) are stronger than what any competitor offers -- they just need to be visible online.

### How InnLead.ai Tracks Your Progress

InnLead.ai provides monthly competitive tracking dashboards monitoring CMF's position relative to Ontario Commercial Doors, Canuck Door Systems, and Regional Doors & Hardware across all metrics in this report. Real-time alerts notify you when competitors publish new content or gain significant visibility in your target keywords.