

DO NOT DISTURB.

CASE STUDY:

COMPANY NAME: LIMITLESS DOORS

Commercial Automatic Door Services | Updated July 2026

CLIENT BACKGROUND

Limitless Doors is a commercial automatic door and hardware provider serving businesses across Alberta, Canada. They install, repair, and service automatic sliding doors, revolving doors, fire-rated doors, and specialty commercial door hardware for retail centers, healthcare facilities, government buildings, and industrial clients across Calgary, Edmonton, Lethbridge, Red Deer, and Medicine Hat.

Before partnering with Do Not Disturb Marketing, Limitless had an established local reputation but no meaningful organic search presence — their website was a static brochure that rarely produced inbound leads.

Automatic Doors

Fire-Rated Doors

Revolving Doors

Hardware

Repair & Service

THE PROBLEM

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inbound leads generated
through their website

5

cities served with
no SEO presence

0

high-intent service terms
ranking on page one

Limitless competed in a market where regional and national door service providers were showing up on Google for the exact commercial searches Limitless served — but Limitless wasn't in the conversation.

THE SOLUTION

We built a service-specific SEO page program targeting long-tail, high-intent keywords tied directly to Limitless's core commercial door services. Each page targets one specific service in one specific city — no changes to their public-facing website design.

PHASE 1

50 pages

Core service keywords
built and indexed

PHASE 2

23 pages

City + brand expansion
(Stanley, Assa Abloy, Horton)

TODAY

73 pages

Live and indexed across
service + city + brand targets

Every page: one specific service + intent keyword, AI-assisted optimization, indexed through our proprietary system.

THE RESULTS

(PAST 12 MONTHS)

4,483

clicks driven
over the past year

300K+

impressions
in Google search

5+

email inquiries
per week

Limitless now receives 5+ inbound email inquiries every week directly through their website — a channel that previously produced almost nothing. Their peak month drove 926 clicks and 63,051 impressions.

Sample services now ranking: Fire Rated Doors · Automatic Door Openers · Stanley Automatic Doors · Restroom Control Kits

PAGE ONE RANKINGS

Limitless now holds page-one Google rankings for high-intent commercial door searches across every Alberta market they serve:

Over 85% of Limitless's 74 targeted pages are ranking on page one of Google.

85%+

of targeted pages
ranking on page one

63+

page-one placements
on Google

5

cities with page-one
service rankings

74

SEO city pages
live and indexed

WHAT THESE RANKINGS ARE WORTH

For every click Limitless captures organically, they avoid paying Google Ads pricing for the same visitor. These are the cost-per-click rates competitors pay for a single commercial door search:

Commercial door repair	\$26 per click
Steel doors (commercial)	\$26 per click
Door closer repair	\$19 per click
Emergency door repair	\$15 per click
Storefront door repair	\$15 per click

Ranking page one for Limitless's core service terms represents roughly \$8,000–\$12,000/month in equivalent Google Ads spend — over \$100,000 per year in traffic value.

WHY THIS MODEL WORKS

Each page is its own ranking opportunity

A page for one service in one city competes only for that search — never against your other pages.

Page volume compounds into authority

More indexed pages lift the whole domain, pulling existing pages higher alongside the new ones.

AI search rewards depth and specificity

ChatGPT, Perplexity, and Google AI Overviews recommend the businesses with the most relevant local content.

The category is wide open

Most local commercial door competitors haven't built out city-specific SEO. First mover takes the market.

CONTACT:

CARSON STROMEN

(615) 306-4137

CARSON@DNDMARKETING.CO

