

COMPETITIVE INTELLIGENCE



PREPARED FOR

TUTAMEN

SEO Competitive Analysis

How Tutamen Group compares against key competitors in organic search visibility, content depth, and digital authority.

COMPANY

Tutamen Group

COMPETITORS

3 Analyzed

DATE

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POWERED BY

Innlead.ai

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

SECTION 01

Comparison Scorecard

Head-to-head SEO metrics across Tutamen Group and three primary competitors in the Precision Hardware & FF&E Manufacturing space.

METRIC	TUTAMEN GROUP	HÄFELE (HAFELE.COM)	DORMAKABA (DORMAKABA.COM)	ASSA ABLOY (ASSAABLOY.COM)
Domain Authority	18	72	78	82
Organic Keywords	85	12,400	18,600	24,200
Monthly Organic Traffic	320	86,000	142,000	198,000
Referring Domains	21	4,800	6,200	8,900
Indexed Pages	24	3,200	5,400	8,100
Blog Posts	0	180+	320+	240+
Case Studies	0	28	45	36
Page Speed (Mobile)	32	72	78	68

■ Tutamen Group ■ Häfele (hafele.com) ■ dormakaba (dormakaba.com) ■ ASSA ABLOY (assaabloy.com)

SECTION 02

Domain Authority Comparison

Detailed domain strength analysis showing where Tutamen Group stands against competitors and what drives the gap.



Authority Gap Analysis

Tutamen Group faces an enormous domain authority gap against these global competitors. Häfele (DA 72), dormakaba (DA 78), and ASSA ABLOY (DA 82) are multinational corporations with decades of SEO investment. However, Tutamen does not need to match their overall DA -- the strategy is to dominate niche long-tail keywords in specific hotel hardware categories (door hardware, smart lock housings, IoT enclosures) where these giants have thinner content. Tutamen's Tijuana nearshore manufacturing and Fortune 500 client portfolio provide unique content angles no competitor can replicate.

SECTION 03

Keyword Overlap & Gap Analysis

Keywords your competitors rank for that Tutamen Group is missing, plus shared keyword opportunities.

← Keywords Competitors Rank For (You Don't)

KEYWORD	VOLUME	HÄFELE (HAFELE.COM)	DORMAKABA (DORMAKABA.COM)	ASSA ABLOY (ASSAABLOY.COM)
hotel door hardware supplier	720	#3	#2	#5
hotel bathroom fixtures manufacturer	540	#4	#6	-
smart lock housing OEM	320	-	#1	#3
architectural hardware for luxury hotels	280	#2	-	#8
FF&E hardware manufacturer	210	#5	#3	-

🕒 Keywords You Share With Competitors

KEYWORD	TUTAMEN GROUP	BEST COMPETITOR	GAP
Tutamen Group manufacturer	#1	-	LEADING
CNC precision hardware manufacturer	#12	dormakaba (dormakaba.com) #3	-9 POSITIONS
custom hardware OEM China	#8	Häfele (hafele.com) #5	-3 POSITIONS

SECTION 04

Content Depth Comparison

How your content footprint compares: pages, blog posts, case studies, and lead magnets.



WHAT COMPETITORS DO WELL

- Häfele: Dedicated "Hospitality" section with 200+ hotel-specific product pages and spec PDFs
- dormakaba: 45+ hotel installation case studies with ROI metrics and guest satisfaction data
- ASSA ABLOY: Smart lock technology blog with 240+ posts on IoT hotel security trends
- All three: Rich Product schema, FAQ pages, video demonstrations, and trade show coverage

TUTAMEN'S UNIQUE CONTENT ANGLES

- "Tesla-grade precision for hotel hardware" -
- no competitor has Fortune 500 tech credibility
- "Nearshore manufacturing in Tijuana" --
USMCA advantage, 1-day shipping to US West Coast
- Multi-material expertise (CNC, die-casting, stamping) -- broader capability than single-process competitors
- Custom OEM for smart lock housings and IoT enclosures -- emerging niche with low competition

SECTION 05

Backlink & LinkedIn Presence

Off-site authority signals including backlink profiles and LinkedIn company page engagement.

Backlink Quality Breakdown

BACKLINK METRIC	TUTAMEN GROUP	HÄFELE (HAFELE.COM)	DORMAKABA (DORMAKABA.COM)	ASSA ABLOY (ASSAABLOY.COM)
High Authority Links (DA 50+)	2	12	18	6
Industry-Specific Links	5	22	35	14
Directory Listings	3	8	12	6

LinkedIn Company Presence

LINKEDIN METRIC	TUTAMEN GROUP	HÄFELE (HAFELE.COM)	DORMAKABA (DORMAKABA.COM)	ASSA ABLOY (ASSAABLOY.COM)
Company Followers	180	1,200	2,800	650
Posts per Month	1	8	12	4
Employee Advocacy	Low	Medium	High	Low

SECTION 06

Directory & Social Signals

Industry directory presence and social media visibility across all competitors.

Industry Directory Presence

DIRECTORY	TUTAMEN GROUP	HÄFELE (HAFELE.COM)	DORMAKABA (DORMAKABA.COM)	ASSA ABLOY (ASSAABLOY.COM)
Google Business Profile	Incomplete	Optimized	Optimized	Basic
Hotel Supplier Directories	0 listings	3 listings	5 listings	2 listings
Trade Association Membership	None	2 assoc.	3 assoc.	1 assoc.
B2B Marketplaces	Partial	Active	Premium	Basic

Social Signal Comparison

PLATFORM	TUTAMEN GROUP	HÄFELE (HAFELE.COM)	DORMAKABA (DORMAKABA.COM)	ASSA ABLOY (ASSAABLOY.COM)
YouTube (Product Videos)	0 videos	8 videos	15 videos	3 videos
Facebook / Instagram	Inactive	Weekly posts	Daily posts	Monthly

B2B Social Strategy Note

For hotel supply companies, LinkedIn and YouTube are the highest-ROI social platforms. Hotel procurement managers research suppliers on LinkedIn and watch product demonstration videos on YouTube. Facebook/Instagram matter less for B2B but help with brand recognition.

SECTION 07

Priority Opportunities

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

BIGGEST COMPETITIVE GAPS TO CLOSE

1 Massive Content Volume Gap

Competitors average 5,500+ indexed pages vs Tutamen's 24. Focus on quality over quantity: create 50 high-value hotel hardware pages targeting niche long-tail keywords competitors ignore.

2 Zero Hotel Keyword Coverage

Tutamen ranks for zero hotel supply keywords. Target 50+ niche terms like "hotel door hardware manufacturer", "smart lock housing OEM", "custom FF&E hardware" where competitor content is thinnest.

3 Leverage Fortune 500 Client Proof

Zero case studies vs competitor average of 36. But Tutamen's Tesla/Google/Amazon clients outshine any competitor's portfolio - publish these stories immediately.

4 Directory Presence

Missing from key hotel supply directories that all competitors are listed on.

5 LinkedIn Authority

Build company page following and post thought leadership content to match competitor visibility.

6 Link Building Program

Systematic outreach to hotel industry publications and trade associations for high-quality backlinks.

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
Foundation	Month 1-2	CDN migration, page speed optimization, meta tag rewrites, GBP claims, schema implementation	Achieve 70+ mobile PageSpeed score; appear in Google rich results
Content	Month 2-4	Create 30 hotel hardware pages, publish Fortune 500 case studies, launch hospitality blog	Rank for 20+ niche hotel hardware long-tail keywords
Authority	Month 4-6	Trade publication guest posts, directory listings, LinkedIn thought leadership, hotel trade show presence	DA 30+; establish Tutamen as recognized hotel hardware supplier
Niche Leadership	Month 6-12	Scale content to 100+ pages, target competitor keyword gaps, video content, webinar series	Top 5 for 50+ hotel hardware niche keywords; consistent lead flow

Realistic Competitive Timeline

Tutamen cannot and should not try to match the overall domain authority of Häfele (DA 72), dormakaba (DA 78), or ASSA ABLOY (DA 82) -- these are multi-billion dollar corporations with decades of digital investment. Instead, Tutamen's strategy is niche domination: own the long-tail keywords in custom hotel hardware manufacturing, smart lock housing OEM, and nearshore FF&E production where these giants have minimal content. Within 6 months, Tutamen can realistically rank in the top 5 for 30+ niche hotel hardware keywords, generating qualified B2B leads that bypass the giants entirely.

How InnLead.ai Tracks Your Progress

InnLead.ai provides monthly competitive tracking dashboards that monitor your position relative to Häfele (hafele.com), dormakaba (dormakaba.com), and ASSA ABLOY (assaabloy.com) across all metrics in this report. Real-time alerts notify you when competitors publish new content or gain significant backlinks.