

COMPETITIVE INTELLIGENCE



PREPARED FOR

**MOBICA**

# SEO Competitive Analysis

How Mobica for Integrated Industries compares against key competitors in organic search visibility, content depth, and digital authority.

COMPANY

**Mobica for Integrated Industries**

COMPETITORS

**3 Analyzed**

DATE

**March 2026**

POWERED BY

**Innlead**.ai

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

## SECTION 01

## Comparison Scorecard

Head-to-head SEO metrics across Mobica for Integrated Industries and three primary competitors in the Furniture & FF&E space.

METRIC	MOBICA FOR INTEGRATED INDUSTRIES	ROYSE FURNITURE	MOHM FURNITURE	BAS HOSPITALITY
Domain Authority	22	38	45	31
Organic Keywords	120	580	890	340
Monthly Organic Traffic	450	2,800	4,200	1,500
Referring Domains	34	120	185	78
Indexed Pages	28	95	150	62
Blog Posts	0	18	42	8
Case Studies	0	5	8	3
Page Speed (Mobile)	42	68	75	55

■ Mobica for Integrated Industries ■ Royse Furniture ■ Mohm Furniture ■ BAS Hospitality

## SECTION 02

## Domain Authority Comparison

Detailed domain strength analysis showing where Mobica for Integrated Industries stands against competitors and what drives the gap.



### Authority Gap Analysis

Mobica for Integrated Industries holds a DA of approximately 22, lagging behind Royse Furniture (38) and Mohm Furniture (45) significantly. Despite being Egypt's largest FF&E manufacturer with 15 factories and 280,000 m<sup>2</sup> production space, Mobica's digital authority does not reflect its market position. The primary gap drivers are: a JavaScript-heavy site that limits indexable content, zero blog or thought-leadership content, no case study pages, and minimal presence in hospitality industry directories. Mohm Furniture's higher DA stems from its longer-established Egyptian web presence and local directory listings, while Royse benefits from strong GCC hospitality project coverage. A 6-12 month content and link-building strategy targeting MENA hotel supply keywords can close this gap.

## SECTION 03

## Keyword Overlap & Gap Analysis

Keywords your competitors rank for that Mobica for Integrated Industries is missing, plus shared keyword opportunities.

### ← Keywords Competitors Rank For (You Don't)

KEYWORD	VOLUME	ROYSE FURNITURE	MOHM FURNITURE	BAS HOSPITALITY
hotel furniture supplier Middle East	520	#4	#8	#15
FF&E supplier for hospitality projects	380	#6	#5	-
hotel room furniture package wholesale	290	-	#7	#11
luxury hotel furniture manufacturer	210	#3	-	-
contract furniture hospitality sector	160	-	#9	#18

### ✓ Keywords You Share With Competitors

KEYWORD	MOBICA FOR INTEGRATED INDUSTRIES	BEST COMPETITOR	GAP
Mobica furniture Egypt	#1	-	LEADING
office furniture Egypt manufacturer	#12	Mohm Furniture #3	-9 POSITIONS
furniture manufacturer Cairo	#8	Mohm Furniture #2	-6 POSITIONS

## SECTION 04

## Content Depth Comparison

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



### WHAT COMPETITORS DO WELL

- Royse: 800+ project portfolio pages with room counts and hotel brand names
- Mohm: Strong local Egypt SEO with showroom-specific landing pages and ISO certifications featured
- Royse: Detailed joinery and upholstery specification sheets with downloadable PDFs
- BAS Hospitality: Curated FF&E and OS&E product catalogs targeting Saudi Vision 2030 hotel projects

### YOUR CONTENT OPPORTUNITIES

- Create "Mobica vs imported furniture" comparison guides highlighting local manufacturing advantages
- Publish turnkey hotel project case studies showing design-to-installation process across 5 divisions
- Launch MENA hospitality industry blog: Saudi Vision 2030, Egypt Red Sea resorts, Dubai luxury trends
- Develop downloadable FF&E specification sheets per division with material certifications and CAD drawings

## SECTION 05

## Backlink & LinkedIn Presence

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

### Backlink Quality Breakdown

BACKLINK METRIC	MOBICA FOR INTEGRATED INDUSTRIES	ROYSE FURNITURE	MOHM FURNITURE	BAS HOSPITALITY
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	MOBICA FOR INTEGRATED INDUSTRIES	ROYSE FURNITURE	MOHM FURNITURE	BAS HOSPITALITY
Company Followers	543	1,200	2,800	650
Posts per Month	2-3	8	12	4
Employee Advocacy	Low-Medium	Medium	High	Low

## SECTION 06

## Directory & Social Signals

Industry directory presence and social media visibility across all competitors.

### 📁 Industry Directory Presence

DIRECTORY	MOBICA FOR INTEGRATED INDUSTRIES	ROYSE FURNITURE	MOHM FURNITURE	BAS HOSPITALITY
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	MOBICA FOR INTEGRATED INDUSTRIES	ROYSE FURNITURE	MOHM FURNITURE	BAS HOSPITALITY
YouTube (Product Videos)	VR showroom (not YouTube)	8 videos	15 videos	3 videos
Facebook / Instagram	Active (FB: mobicaegypt, IG: mobica.eg)	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

#### Content Volume Gap

Competitors average 75+ indexed pages vs your 28. Launch content strategy to close the gap with high-quality B2B pages.

2

#### Keyword Coverage

You're missing rankings for 85%+ of high-value B2B FF&E & interior solutions keywords that competitors own.

3

#### Case Study Deficit

Zero case studies vs competitor average of 5. Each case study targets unique long-tail keywords.

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	Fix technical SEO, optimize existing pages, claim directory listings	Match BAS Hospitality on technical metrics
Content	Month 2-4	Create 20 new pages, launch blog, publish 3 case studies	Close content gap with Royse Furniture
Authority	Month 4-6	Link building, LinkedIn strategy, guest publishing	Surpass BAS Hospitality DA, approach Royse Furniture
Domination	Month 6-12	Scale content, target Mohm Furniture keywords, build thought leadership	Top 3 for primary B2B keywords

### Realistic Competitive Timeline

Based on current gap analysis, Mobica for Integrated Industries can realistically surpass BAS Hospitality within 3-4 months and compete with Royse Furniture within 6-8 months. Matching Mohm Furniture will require 12+ months of sustained effort due to their significant content and authority advantage.

### How InnLead.ai Tracks Your Progress

InnLead.ai provides monthly competitive tracking dashboards that monitor your position relative to Royse Furniture, Mohm Furniture, and BAS Hospitality across all metrics in this report. Real-time alerts notify you when competitors publish new content or gain significant backlinks.