



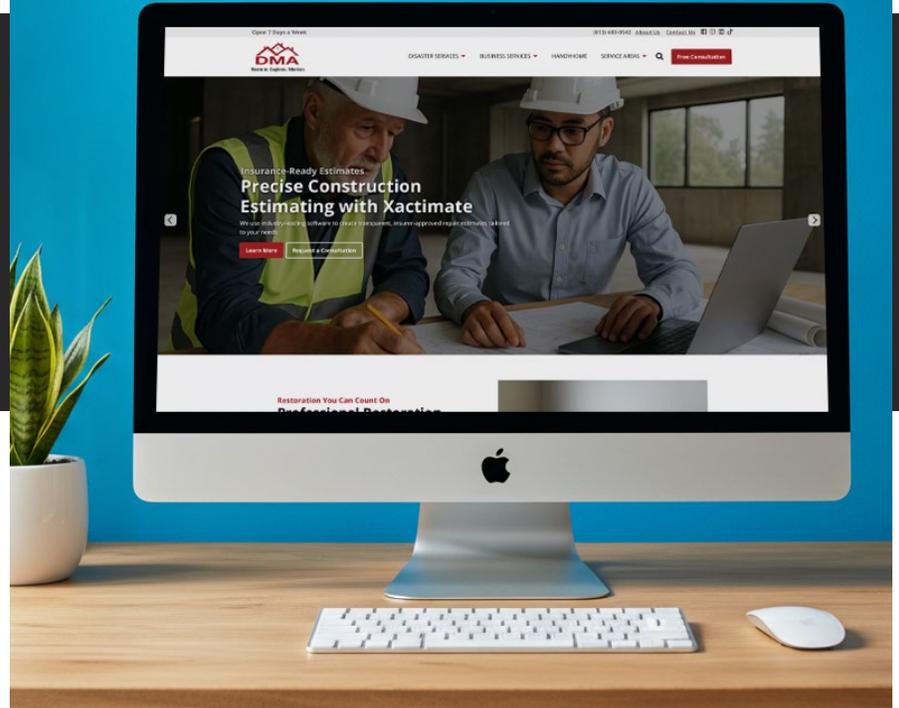
**XCELERATE GROWTH WEBSITE
& DIGITAL MARKETING CASE STUDY**

DMA Services Corporation

About

DMA SERVICES CORPORATION serves homeowners and businesses across West Central Florida with integrity, speed, and unmatched expertise. Backed by over 25 years of community-based service experience, DMA provides water and fire damage restoration, mold remediation, inspections, and construction estimating services.

To expand direct homeowner visibility and strengthen its digital presence, DMA launched its **Xcelerate Growth Website** on June 9, 2025.



+555% Growth in Total Website Traffic
Q2 to Q4 increase

+159% Growth in Organic Traffic
Q2 to Q3 increase

+2.5% Increase in Google Business Profile Traffic
Q3 to Q4 growth

Challenge

DMA saw an opportunity to improve how its business appeared in local search results across its service area. Strengthening organic visibility meant gaining more control over direct homeowner inquiries.

To support long-term growth, DMA needed:

- A website aligned with how customers search today
- Stronger proximity-based visibility across West Central Florida
- Improved organic search performance
- Clear performance tracking across traffic sources
- A way to connect website inquiries with their operational system

<https://dmaservicescorp.com>

Solution

DMA partnered with **Xcelerate Growth Websites & Digital Marketing** to implement a strategically built SEO website designed specifically for restoration companies, including:

- **Service pages** structured around high-intent searches such as water damage cleanup and fire restoration
- **Location-focused content** designed to strengthen proximity signals in search results
- **Mobile-first design** optimized for emergency searches
- **Clear calls to action** that guide visitors toward contacting the company
- **Google Business Profile optimization** to support consistent local discovery
- **Ongoing performance monitoring** to adapt to search trends
- **Seamless integration with their Xcelerate Restoration Software** so website inquiries become organized, trackable opportunities inside the same platform used to manage jobs and crews

Results

With a structured website and online foundation in place, DMA Services Corporation experienced measurable growth within months of launch.

- **555% growth in total website traffic** from Q2 to Q4
- **159% growth in organic website traffic** from Q2 to Q3
- **Established consistent organic lead generation** following implementation
- **2.5% increase in Google Business Profile traffic** from Q3 to Q4

DMA strengthened its long-term search visibility and expanded its direct digital presence within its core service areas.

READY TO STRENGTHEN YOUR Direct Search Visibility?

Xcelerate Growth Websites & Digital Marketing helps restoration companies improve proximity-based discovery, capture more high-intent inquiries, and build a scalable digital foundation without disrupting existing referral channels.

[Book a Strategy Session](#)

