



Case Study for XTREME SERVICES

Exterior Cleaning Services

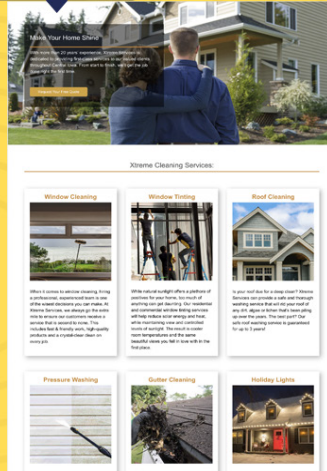
6X
SIX TIMES MORE ORGANIC LEADS

3X
TRIPLED ORGANIC WEBSITE TRAFFIC OVER 3 MONTHS

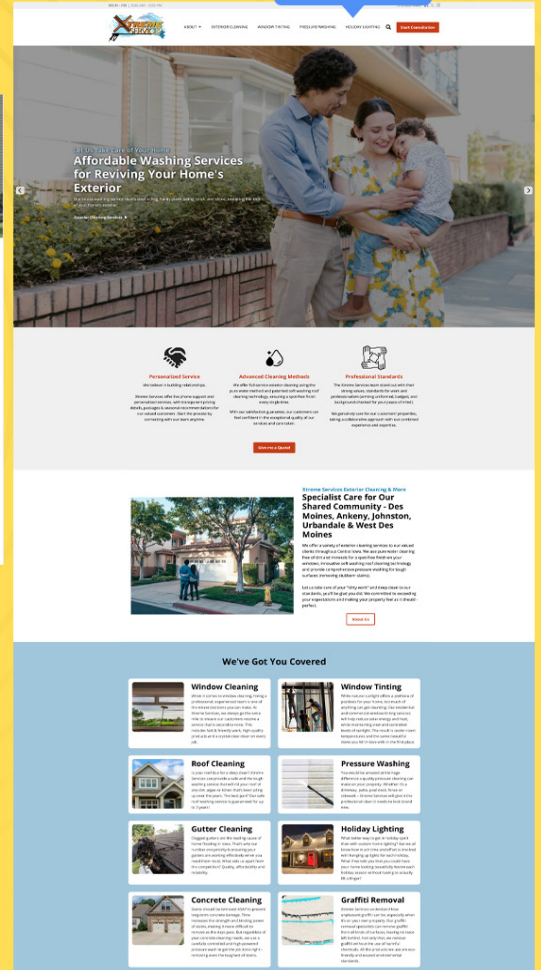
“I don’t have to stress about if things are being done, I can see the results”

- JASON HATCH, OWNER, XTREME SERVICES

BEFORE



AFTER!



About

XTREME SERVICES IS A TRUSTED FAMILY-OWNED BUSINESS that offers top-quality exterior cleaning solutions, including roof, window, and gutter cleaning and soft and pressure washing.

The Challenge

Xtreme Services faced significant challenges in finding a reliable web development partner to meet their needs. This gap hindered their ability to establish a strong online presence and convert website visitors into leads.

<https://xtremeservicesdsm.com/>



Solution

To address these challenges, Xtreme Services partnered with ServiceMonster's Growth Team to launch a new website and digital marketing solution. This collaboration provided Xtreme Services with local lead generation tools and expertise to enhance its online presence and streamline operations. Key features of the solution include:

- A professionally designed, **SEO-optimized website**.
- Detailed **service landing pages** with strong calls to action and engaging SEO content.
- **Seamless integration** with ServiceMonster's Growth Lead Center to efficiently capture and manage leads.
- Custom county-specific landing pages to **boost local search visibility**.
- A **dedicated customer support team** offering monthly insights into traffic and leads.

Results

"You are a perfect fit for the people who want to take the website hat off and not have to really put it back on."

Xtreme Services achieved significant growth in lead generation and enhanced its online visibility, driving measurable results and streamlined operations.

- **6X MORE ORGANIC LEADS** generated through strategic website optimization in 2024.
- **TRIPLED ORGANIC WEBSITE TRAFFIC** in three months, driving increased visibility and engagement.

Jason Hatch, owner of Xtreme Services, also emphasized the value of the ServiceMonster Growth Platform's usability, noting **"The ease of use on my side of the site"** as a key benefit.

"Our web traffic has increased, and we have yet to do an ad spend besides small print ads and sponsorships."

- JASON HATCH