

JP Maguire

JP Maguire Associates, a 40-year Connecticut fire and storm repair company, now stands out online. Arising Media built the new site behind it.

ENGAGEMENT

Arising Media client

| Where JP Maguire started

When JP Maguire Associates, a Connecticut based fire and storm restoration company with over forty years of experience serving residential and commercial properties, transitioned to our services through our partnership with Taylor Media Group, they were seeking to expand their digital footprint and capture more emergency restoration opportunities across their target markets. Based in Waterbury with additional offices in Norwalk, Branford, and New Britain, JP Maguire had built an strong reputation for handling everything from small residential water damage to multi million dollar commercial fire recoveries. However, their previous agency had not fully capitalized on their market position, leaving significant opportunities for growth in local search visibility and paid advertising performance. The transition to Arising Media represented an important shift to align their digital presence with their established industry leadership, particularly important in the emergency restoration sector where immediate online visibility can mean the difference between capturing or losing time sensitive projects.

| Our approach

Our approach began with taking over complete website management, including hosting, security updates, backups, and performance improvements that ensured their site remained accessible during critical emergency situations when property owners desperately search for restoration services. We rebuilt their technical infrastructure to handle traffic spikes that occur during major weather events when hundreds of property owners simultaneously seek emergency restoration services. The local search improvement strategy we implemented focused on making JP Maguire instantly findable across all their service areas, recognizing that property damage victims often search for help using location specific terms combined with their urgent needs. We created dedicated service pages for each office location and type of restoration service, ensuring that whether someone searched for water damage restoration in Norwalk or fire cleanup in Waterbury, JP Maguire appeared prominently in results. Working closely with Taylor Media Group on the media buying side, we coordinated our SEO efforts with their paid advertising campaigns to create a unified digital marketing approach that increased visibility across both organic and paid channels. The paid search management component of our services proved particularly valuable for capturing remediation related keywords across their entire service territory.

| What changed

JP Maguire continues to lead in the Connecticut restoration market, with our ongoing management ensuring their digital presence remains as reliable and responsive as their restoration services, ready to connect with property owners in their moments of greatest need.

Want a similar outcome?

Tell us where you are and what is in your way. We will scope a plan you can act on.