

Ezio: Launching SEO & Social from Scratch for a Creative Agency — with SEOArmy as Their Growth Engine



CASE STUDY: EZIO CREATIVE SEO SUCCESS STORY

ABOUT THE PARTNER

Ezio is a creative agency serving mission-driven nonprofits and other purpose-led brands. Known for beautiful design and strong messaging, their team delivered standout campaigns — but didn't offer SEO or social copywriting in-house.

When clients started asking for both, Ezio turned to a partner they could trust to own it from end to end.

THE CHALLENGE

Ezio had zero SEO infrastructure, no blog strategy, no backlink process, no keyword plan. Social media? Same story. No caption writers, no systemized content plan.

They needed:



A partner who could launch SEO and social from the ground up



Seamless collaboration with their existing team and tools



Content that matched their high creative standards

SO WE ROLLED UP OUR SLEEVES AND BUILT THE ENGINE WITH THEM

And increasing its average visit duration

From 05:59 to 12:19 in the same period of time



WHAT SEOARMY DELIVERED

From day one, SEOArmy served as Ezio’s full-stack SEO and social team – from keyword research and backlink sourcing to Instagram captions and PR placements

SCOPE OF WORK:



SEO blog content for mission-driven orgs



Social media captions + calendar-ready copy



Backlink outreach and earned PR opportunities



Podcast and guest post sourcing for visibility



Delivered inside Ezio’s systems for maximum ease

✓ Fully white-labeled. Fully integrated. Fully turnkey.



ZENCAREGIVING (NEW CLIENT LAUNCH)

- SEO social media channels launched from scratch
- High engagement on early social content
- Positive client feedback from day one



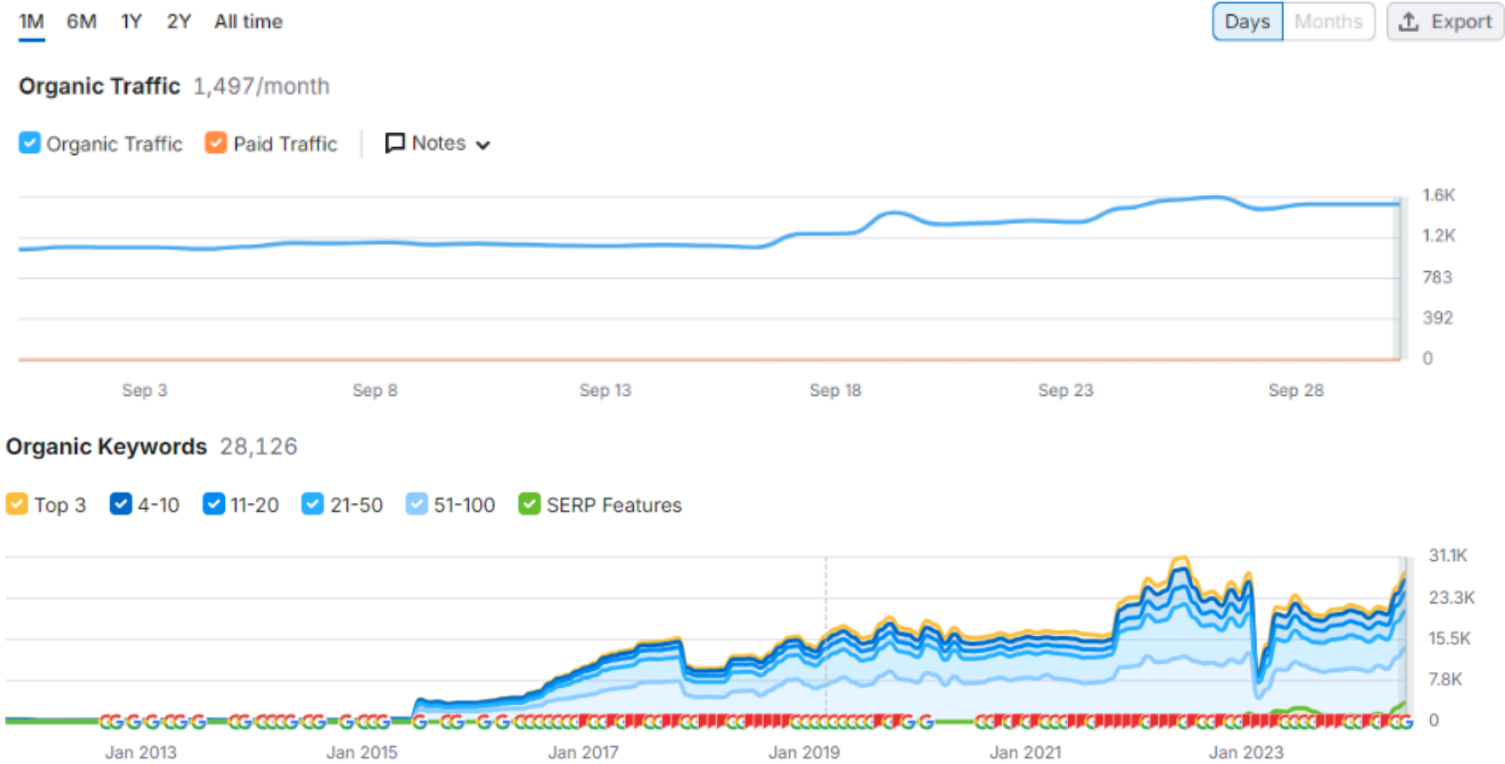
INTERNAL WINS

- Backlink opportunities sourced for niche nonprofit verticals
- Blog and social content praised by both Ezio and their client:



“Great work team on the blog posts, the client loved this last set and said it was a great job, and also they’ve heard a lot of great feedback on the social media content as well. Awesome work!”

RESULTS THAT PROVE THE MODEL





WHY IT WORKS?

- We respect creative brands and elevate their tone, not dilute it
- We handled all SEO + social needs in one simple package
- Our responsiveness and reliability gave Ezio peace of mind
- We work within their systems, not against them

GROW LIKE EZIO

Creative agency with no SEO or social team?
We've got you covered.

LET SEOARMY POWER THE BLOGS,
CAPTIONS, BACKLINKS, AND STRATEGY, SO
YOU CAN FOCUS ON THE CREATIVE.

**Book a strategy call or request a sample,
zero risk, all ROI.**



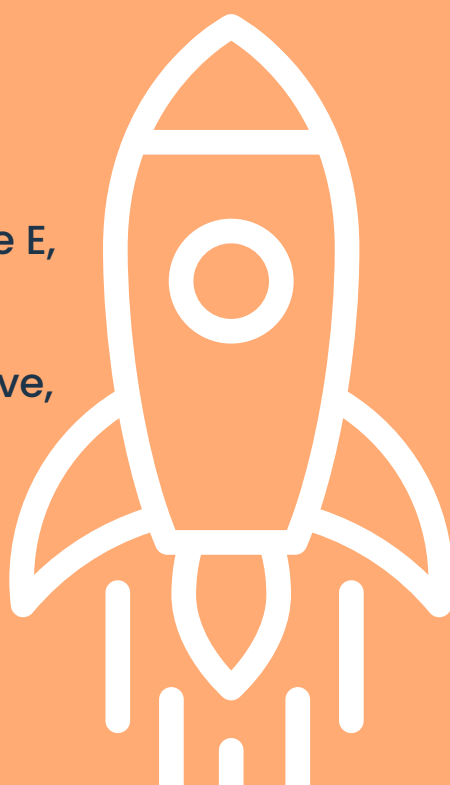
SEATTLE OFFICE: 2226 Eastlake Ave E,
Seattle, WA 98102



PHOENIX OFFICE: 221 E Indianola Ave,
Phoenix, AZ 85012



24/7 EMAIL SUPPORT:
support@seoarmy.co



www.seoarmy.co