

How **FCSEM** Scaled SEO Profitability, 3X'd ROI, and Reclaimed Executive Hours With **SEOArmy**



CASE STUDY: FCSEM SEO SUCCESS STORY

ABOUT FCSEM

Full Circle SEM (FCSEM) is a Fort Lauderdale-based performance marketing agency offering a full suite of digital services, from SEO and Paid Media to Social Media Marketing, Web Chat Analytics, and more. With a robust client base across healthcare, local services, and professional industries, they've built a strong reputation for results-driven media execution.

But even high-performing agencies hit bandwidth bottlenecks, and that's where we came in.

THE PAIN: CONTENT CHAOS & COSTLY OVERHEAD

Like many agencies scaling fast, FCSEM's biggest pain wasn't selling content, it was delivering it. Here's what their team was dealing with before bringing SEOArmy in:



Managing freelance writers across verticals (aka, full-time babysitting)



Disjointed content workflows that slowed output and approvals



Time sink, execs were reviewing, editing, and publishing content themselves



Unpredictable content costs and diminishing profitability

THE RESULT? MISSED DEADLINES, INCONSISTENT QUALITY & TEAM BURNOUT. THEIR LEADERSHIP KNEW THIS MODEL WASN'T SUSTAINABLE IF THEY WANTED TO GROW, AND KEEP CLIENTS HAPPY.

And increasing its average visit duration

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



THE FIX: FULLY-MANAGED, FLAT-RATE SEO CONTENT THAT RUNS ITSELF

FCSEM partnered with SEOArmy for our unlimited, white-label SEO content solution, designed specifically for growing agencies who need quality at scale.

HERE'S WHAT WE DELIVERED:

- End-to-end content execution, from brief intake to live publishing
- Fully branded delivery via FCSEM email aliases and workflows
- 100% hands-off management, no oversight needed from FCSEM execs
- Predictable monthly pricing (no surprises, no overages)
- SEO content that's optimized for AI search and conversions

We essentially cloned their internal content department, minus the cost, complexity & headaches. Then we optimized the entire engine for speed, scale, and SEO results.

THE OUTCOMES: FROM FIREFIGHTING TO FULLY SCALABLE

Since partnering with SEOArmy, FCSEM has experienced a dramatic transformation in both operations and outcomes:

- Full SEO pipeline handled, zero executive time required
- 3× average ROI on SEO content across client projects
- 99%+ approval rate on 500+ published content pieces
- Higher client retention through faster, stronger content
- Major organic visibility gains across multiple industries

CLIENT HIGHLIGHTS: SEO WINS BY THE NUMBERS



ALBION FAMILY DENTAL

- “Emergency dentist near me” — now #1 on Google
- 20% increase in Google Local visibility



BEAR CREEK WELLNESS

- “Trauma therapy near me”, now top 3
- Keyword rankings improved 50–100% across the board

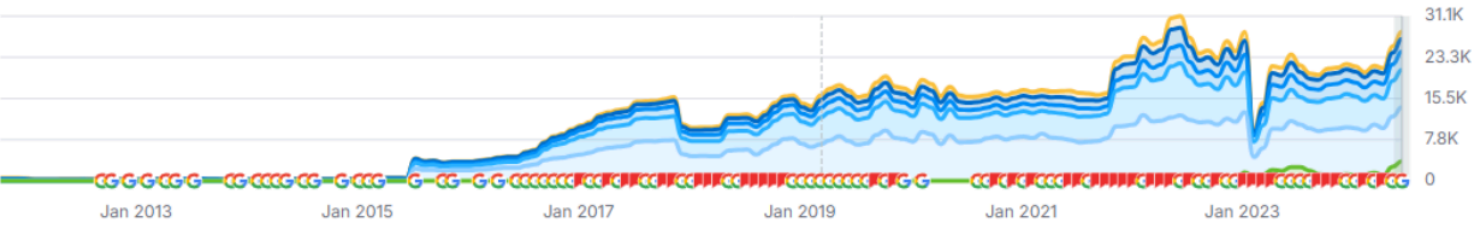
AZ HOPE AND HEALING

- “Christian rehab AZ”, jumped to page 1
- 85% of tracked terms trending up

RESULTS THAT PROVE THE MODEL

Organic Keywords 28,126

Top 3 4-10 11-20 21-50 51-100 SERP Features



FROM THE CEO

“Awesome, really happy with the work from your team, thank you.”, Justin Ober, CEO, FCSEM

READY TO SCALE WITHOUT THE STRESS?

If you’re an agency leader drowning in content chaos, or just want to stop babysitting writers, we’ve got you.

- Predictable pricing with no surprises
- Clear results you can show to clients
- More time back in your weekly schedule
- Approval rates that make you look brilliant

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

Let’s talk → [\[Schedule a Call\]](#)



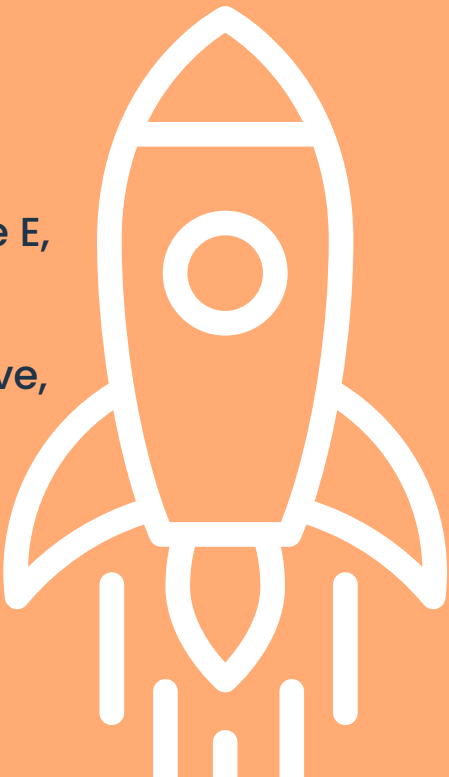
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