

WMG: Powering Full-Funnel SEO Growth for a Paid Media Agency, with **SEOArmy** as Their Behind-the-Scenes Team



CASE STUDY: **WMG SEO SUCCESS STORY**

ABOUT THE PARTNER

WMG is a Texas-based paid media agency serving high-performance clients across eCommerce, medical, legal, and manufacturing verticals. With over 40 years in the game, WMG knew how to drive paid results, but needed a partner who could bring the same firepower to SEO.

Their clients needed **organic growth**. Their team needed a reliable content engine. And WMG needed a partner who didn't compete on media spend.

Enter SEOArmy

THE CHALLENGE

WMG had no internal SEO team, and no interest in building one from scratch. But their clients were asking for it.

They needed:



A trusted white-label partner who didn't offer paid media



Results that matched their high standards, fast



A full-stack SEO team to support audits, strategy, content, and reporting

SO THEY TESTED US ON THREE AUDITS. TWO CONVERTED INTO LONG-TERM SEO PARTNERSHIPS, AND THE REST IS GROWTH HISTORY.

And increasing its average visit duration

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



WHAT SEOARMY DELIVERED

We became WMG’s plug-and-play SEO department, handling strategy, content, and everything in between, all at one flat monthly rate.

SCOPE OF WORK:



SEO audits and strategy setup for client campaigns



Local SEO and blog content for key industries



Ongoing reporting and analytics setup



Sales support and fulfillment consulting



Launch of new SEO video content for growth-focused clients

✓ All white-labeled. All fast-tracked. No drama.



PATIENTFAIRNESS.COM

- ~1000% Impression Growth
- 180 new keywords

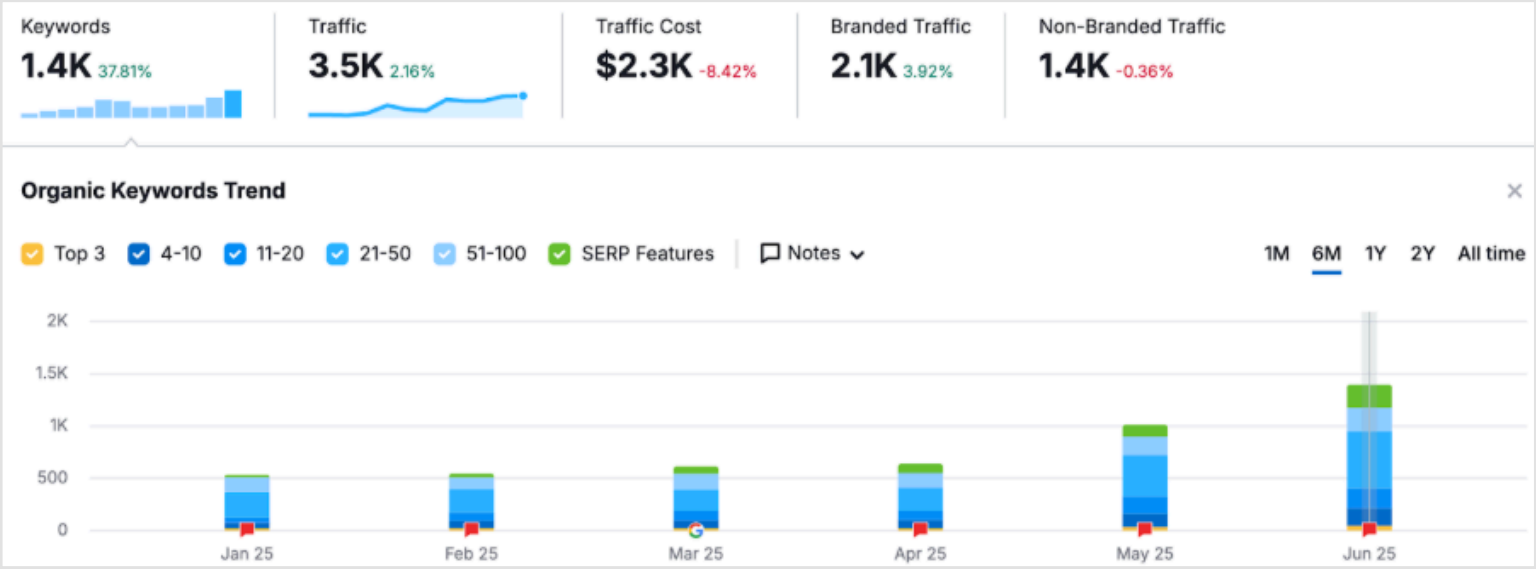
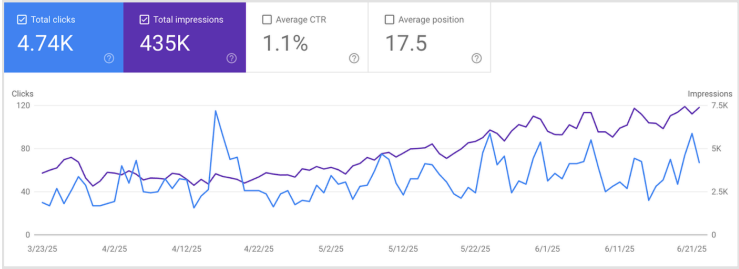
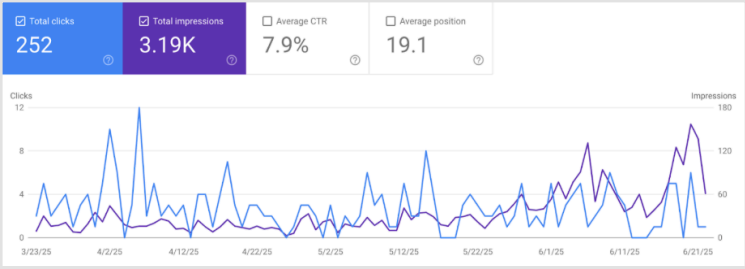


CONNIPTIONGIN.COM

- 37.81% Keyword Growth Month Over Month
- 250% Impression Growth to 7.k to 10k impressions per day (and increasing)

With no prior SEO in place, WMG’s clients saw massive wins by layering our SEO engine onto their existing paid strategies. And with SEOArmy handling fulfillment, WMG got to focus on what they do best, scaling media buys and growing accounts.

RESULTS THAT PROVE THE MODEL





WHY IT WORKS?

- We filled the SEO gap with a zero-overhead solution
- Our strategy, writing, and reporting stacked up to WMG's client standards
- We stayed in our lane (no paid ads) and powered theirs
- Conniption Gin became a case study in combined SEO + brand power

GROW LIKE WMG

Need a white-label SEO partner who won't poach your media clients, but will boost your full-service results?

LET SEOARMY RUN YOUR AUDITS, BLOGS, LANDING PAGES, AND VIDEO CONTENT, ALL UNDER ONE FLAT RATE

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



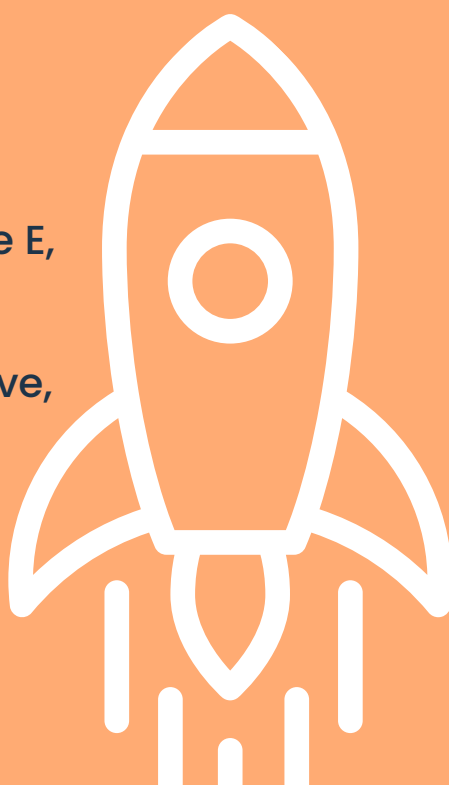
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