



Customer Q&A.

Helping Geek Powered Studios add scale to digital marketing expertise.



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Geek Powered Studios (GPS) is a full-fledged, comprehensive digital marketing agency based in Austin, TX. Founded in 2009, GPS has amassed an impressive client list that spans the U.S., and as they've grown over the past decade, WP Engine has been along for much of the ride, providing service and support for the agency's many WordPress sites.

To find out more about GPS' success and the way they've worked with WP Engine over the years, we sat down with the company's Senior SEO Specialist, Matt Benevento, to dig in a little deeper.

Hi Matt, tell us a little bit about GPS. What exactly do you guys do?

We grow businesses. GPS offers a full suite of digital marketing services, including web design, SEO, PPC, and social media strategy to our wide range of customers. We offer comprehensive packages for our clients in that regard—ideally, we build a site and then provide all the digital marketing services associated with it, so we can give clients everything they need in

a sort of one-stop-shop scenario. Sometimes some of those components don't make sense, and we always tailor plans to our clients' specific needs, but in general, we perform that full suite of digital marketing services for the vast majority of our clients to give them the best bang for their buck.

Are these usually businesses that have an existing site or digital strategy or do most of your clients come to you starting from square one?

It varies. Almost all clients universally don't have a strong digital strategy, but 99% will have sites. We have large eCommerce clients who have different considerations than say, a client that works in the legal or home services industries.

Each one of our clients has specific, individual requirements, and we approach them all with that in mind. Sometimes they need upfront web design and that's it, but other times, they may need an entirely new website and help with the day-to-day management of that site.

Is there a certain industry or client type that GPS specializes in or does it run the gamut?

We work with clients of all shapes and sizes, across just about every industry you can name. That said, we are growing and focusing on new efforts towards larger clients in eCommerce and media spaces.

What is the WordPress tie-in for GPS? Are you a WordPress-specific shop?

Yes, we've mainly been a WordPress shop since day one. We just find that WordPress works best for what we do and the services we provide. Most of the sites we create for our clients are built on WordPress, which is what led us to WP Engine.

How long have you been with WP Engine? What sort of things does WP Engine help GPS with?

GPS has been working with WP Engine since 2017. Touching on the previous question, WordPress is generally the best CMS for agencies, especially for our needs, where we're dealing with a variety of clients and verticals. With WP Engine, we find that there's just a lot of functionality we can take advantage of—WordPress simply works better with WP Engine. On top of all that, WP Engine's customer support has been absolutely invaluable for us.

How does that support play a role in your daily business?

Any time we hit a wall, we get in contact with WP Engine support—they're extremely helpful. I don't think we've ever had a problem we couldn't figure out together. We have a lot of great technical people at GPS who are awesome

at launching sites and doing all the backend stuff, but whenever we run into a strange problem or need to troubleshoot, having that extra layer of support that WP Engine offers is really a game changer.

A couple of months ago, we had a complex campaign we were migrating over to WP Engine, and we ended up needing to reach out to WP Engine support numerous times. Every single time we reached out, the team on the other end was incredibly helpful. This particular client wanted to keep their site the same, but migrate it to WP Engine's servers. They were having some issues and wanted to reclaim their site. With WP Engine's help, we were able to do that—we copied their site and migrated it over, and I know that without WP Engine helping us, it would not have been such a seamless process.

It sounds like the service and support you get from WP Engine has been instrumental in helping your business grow?

Yes, definitely. As we've grown, one thing that's been a constant for us is WP Engine—knowing you guys have our back and are keeping an eye on things for us has allowed us to focus on things that are core to our business. That alone has given us extra bandwidth to grow.

As we crystallize and go after larger accounts, knowing we have you guys watching over things is more than peace of mind for us. It's a huge addition to our own value proposition, and the confidence it gives us to move forward as a business is truly invaluable. As we continue to grow, I have no doubt that WP Engine will be at our side.

WP Engine fast facts.

Founded in 2010 | 120K+ Customers in 150 Countries | Supporting 500K+ WordPress Domains
Serving 2B Page Views/Day | Largest Customer Success Team in WordPress, Available 24/7/365