

Salem Digital Launches RankMyMarketing™ Marketing Intelligence Platform With 22 Free AI-Powered Marketing Tools

Digital marketing pioneer since 1997 expands its free platform with a full suite of professional-grade tools spanning SEO, AEO, GEO, and marketing strategy — no cost, no signup wall, no catch.

THE MARKETING INTELLIGENCE PLATFORM FOR THE AI ERA

NEW YORK, NY — Salem Digital, a pioneer in digital marketing since 1997, today announced a major expansion of **RankMyMarketing™**, its free marketing intelligence platform, with the launch of **22 individual marketing tools** now available at rankmymarketing.com/marketing-tools — in addition to the platform's flagship 34-point Marketing Score.

What launched earlier this year as a single free scoring tool has grown into one of the more comprehensive free marketing toolkits available to businesses today, covering technical SEO, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), and core marketing strategy — all built on the same scoring engine behind the platform's full audit.

22

FREE TOOLS

4

CATEGORIES

34

POINT FULL AUDIT

\$0

COST TO USE

"Nearly thirty years of marketing experience shouldn't live only inside an agency. It should live inside software that helps every business compete."

RAPHI SALEM, FOUNDER, SALEM DIGITAL

An Integrated Marketing Intelligence Platform

Rather than a single audit, RankMyMarketing is now organized as a full suite of focused, single-purpose tools — each one addressing a specific marketing question a business owner or marketer needs answered, from "Is my Google Business Profile complete?" to "Would ChatGPT actually cite my site?"

SEO Tools

Technical SEO, on-page, structured data, and site health.

- Backlink Opportunity Finder
- Competitor Analyzer
- Content Gap Analyzer
- Keyword Tool
- Link Checker
- Meta Tag Generator
- Robots.txt Analyzer
- Schema Checker
- SEO Calculator
- Site Speed Insights

AEO Tools

Get cited by ChatGPT, Claude, Perplexity, and Gemini.

- AEO Score
- AI Answer Simulator
- AI Citation Checker
- FAQ Schema Generator
- Prompt Generator

GEO Tools

Generative and local search readiness.

- GBP Score
- Local SEO Score

Strategy Tools

Marketing math and competitive intelligence.

- Brand Voice Analyzer
- Competitor Finder
- Email Subject Line Tester
- Landing Page Grader
- ROI Calculator

Why We're Making It Free

For nearly three decades, agencies have invested in expensive software to help clients make better marketing decisions. Salem Digital believes businesses deserve access to many of those same insights directly.

"For nearly thirty years, agencies have invested in expensive software to help clients make better marketing decisions. We believe businesses deserve access to many of those same insights. That's why we've made RankMyMarketing free to everyone — for now."

RAPHI SALEM, FOUNDER, SALEM DIGITAL

available at no charge; whether it remains free indefinitely or evolves into a freemium model has not yet been determined.

Built for the AI Search Era

Search behavior has shifted. Consumers increasingly ask questions directly to AI platforms such as ChatGPT, Claude, Gemini, and Perplexity before ever clicking a traditional search result. RankMyMarketing's AEO and GEO tools were purpose-built to help businesses of every size understand and improve how they're represented across this new layer of discovery — alongside the technical SEO and marketing strategy fundamentals that remain essential.

Available Today

All 22 tools are live now at rankmymarketing.com/marketing-tools, alongside the platform's original 34-point Marketing Score, which remains the fastest way to get a complete, weighted assessment across Technical SEO, AI Visibility, and Marketing Strategy.

Explore the Full Toolkit

22 free tools. One platform. Built on nearly 30 years of marketing experience.

Explore the Marketing Tools →

Organizations seeking a deeper review or custom growth strategy can contact Raphi Salem and the Salem Digital team at 212-222-3292.

About Salem Digital

Founded in 1997 by Raphi Salem, Salem Digital has been a pioneer in digital marketing for nearly three decades. The company helps businesses grow through search engine optimization, AI optimization, Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), paid advertising, technical SEO, local SEO, content marketing, reputation management, website development, and strategic digital consulting. Through RankMyMarketing™ — the marketing intelligence platform for the AI era — Salem Digital continues to help organizations adapt to the evolving world of search, artificial intelligence, and online visibility.