

Salem Digital, a Digital Marketing Pioneer Since 1997, Launches RankMyMarketing™ — a Free Marketing Intelligence Platform Designed for the AI Era

Built by veteran marketer Raphi Salem, the new platform delivers instant scores across Technical SEO, AI Visibility, and Marketing Strategy — helping businesses understand exactly where they stand in a search landscape being reshaped by artificial intelligence.

THE MARKETING INTELLIGENCE PLATFORM FOR THE AI ERA

NEW YORK, NY — Salem Digital, a pioneer in digital marketing since 1997, today announced the official launch of **RankMyMarketing™**, a free marketing intelligence platform built to help businesses understand how well they are positioned for today's rapidly evolving digital landscape — across search engines, answer engines, and generative AI platforms alike.

Created by digital marketing veteran **Raphi Salem** and the team behind some of the highest-ranking websites across dozens of industries, RankMyMarketing delivers an instant marketing score built on three critical pillars of online visibility: **Technical SEO, AI Visibility, and Marketing Strategy.**

As search behavior evolves beyond traditional search engines, RankMyMarketing was developed to answer a question now facing organizations of every size:

"How visible is my business — not only on Google, but across AI-powered platforms like ChatGPT, Claude, Gemini, and Perplexity?"

A New Era of Marketing Measurement

For nearly three decades, businesses measured success primarily by their rankings in search engines. Today, that landscape has fundamentally changed. Consumers increasingly ask questions directly to AI platforms before ever clicking a traditional search result.

"SEO remains incredibly important, but it's no longer the entire picture. Businesses must now optimize for search engines, answer engines, and generative AI platforms simultaneously. RankMyMarketing was built to give organizations an honest, actionable assessment of where they stand today — and what they should do next."

RAPHI SALEM, FOUNDER, SALEM DIGITAL

More Than an Audit — A Marketing Intelligence Platform

Unlike traditional website grading tools that overwhelm users with technical data or produce generic reports, RankMyMarketing delivers a clear, comprehensive marketing score based on a live website scan and a brief marketing questionnaire.

The result is a weighted score from 0-100, a letter grade, and a prioritized roadmap of recommended improvements — explaining not just *what* the score is, but *why*, and which changes will move it fastest.

Three Layers of Intelligence

LAYER ONE

Technical SEO

HTTPS, title tags, meta descriptions, canonical tags, heading structure, robots.txt, XML sitemaps, Open Graph tags, image optimization, internal linking, and Core Web Vitals.

LAYER TWO

AI Visibility

Schema.org markup, llms.txt implementation, FAQ structure, entity clarity, E-E-A-T signals, AI crawler accessibility, and answer extractability.

LAYER THREE

Marketing Strategy

Audience clarity, value proposition, conversion goals, publishing cadence, CRM utilization, email marketing, Google Business Profile, reviews, and marketing investment.

Together, these 34 weighted signals form a comprehensive marketing scorecard for any organization's digital health.

Built on Nearly Three Decades of Experience

RankMyMarketing represents the latest innovation from Salem Digital, founded by Raphi Salem in 1997 during the earliest years of commercial search engines. Since then, Salem Digital has helped organizations across legal, healthcare, real estate, franchise development, professional services, nonprofit, home services, and dozens of other industries improve their online visibility, generate qualified leads, and grow their businesses.

The company has guided clients through every major shift in digital marketing — from early SEO and directory listings to Google Ads, local search, content marketing, social media, reputation management, and now, AI-powered search.

"Every few years the marketing landscape experiences a defining shift. Artificial intelligence is the most significant transformation we've seen since Google fundamentally changed search. Businesses need better tools to understand where they stand and how to prepare for what's next."

RAPHI SALEM, FOUNDER, SALEM DIGITAL

Transparency Over Complexity

Many audit tools bury organizations in technical jargon with little practical guidance.

RankMyMarketing was intentionally designed to produce clear, prioritized recommendations that businesses can actually act on.

"Our goal wasn't to create another complicated audit. We wanted to build something business owners, marketing directors, and executives could actually use. The score is only the beginning — the real value comes from understanding why you received it, and having a roadmap for improving it."

RAPHI SALEM, FOUNDER, SALEM DIGITAL

Designed for Businesses of Every Size

Whether evaluating a local business, regional company, national brand, nonprofit, healthcare provider, law firm, franchise system, or enterprise organization, RankMyMarketing offers a consistent framework for measuring digital marketing performance — with particular value for organizations preparing for the growing influence of AI search and answer engines.

Looking Ahead

Salem Digital believes AI-assisted discovery will continue reshaping how consumers find businesses, evaluate providers, and make purchasing decisions. Organizations that invest in AI visibility, technical excellence, structured data, authoritative content, and strategic marketing will be best positioned for long-term success. RankMyMarketing was created to help businesses navigate that transition with clarity and confidence.

Get Your Free Marketing Score

Know where your marketing really stands — visit RankMyMarketing.com for an instant score and prioritized action plan.

[Get Your Free Marketing Score →](#)

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 platforms such as 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.