RORYMARTIN.COM

BUILDING WEB BRANDS THAT GROW SINCE 1996

INTRODUCTION

For 25+ years, Rory Martin and his team have been building websites and marketing **web brands that grow and thrive.**

OUR STRATEGIC APPROACH TO WEB EXPERIENCE

✔ **Professional Web Design with High-Performance in Mind**

✔ **Strategic User Experience**

✔ **Aesthetics and Functionality**

✔ **Future-Proof Your Website with Responsive & Mobile-Friendly Web Design**

✔ **Security | Maintenance**

FORENSIC SEARCH + ALGORITHMIC SOCIAL

SEARCH

Rory Martin Inc. combines deep understanding of search engine ranking algorithms, best practices, and effective marketing strategies to ensure that your website is highly optimized, while still adhering to Google SEO requirements.

SOCIAL

The Rory Martin Inc. team provides creative and tailored social campaign ideas as well as campaign management, and social profile management, so our clients can focus on what they do best – managing their business.

PAID ADS+ LANDING PAGE CREATION

PAID ADS

Rory Martin Inc. provides paid ad creation, ad setup, optimization and scaling tailored to your unique business needs. This includes paid ads across all major digital marketing channels including Google, Facebook, YouTube, LinkedIn, Instagram, Snapchat, TikTok etc. Team of experienced professionals at Rory Martin Inc. has the expertise to maximize the potential of various social channels and ensure that your business objectives are fulfilled.

LANDING PAGE CREATION SERVICES

Rory Martin Inc. provides comprehensive landing page creation service to help businesses maximize their online presence. Team of web designers at Rory Martin Inc. specialize in creating powerful and engaging pages that capture visitors' attention.

EMAIL MARKETING + AUTOMATION + CRO

EMAIL MARKETING AND AUTOMATION SERVICES

Rory Martin Inc. provides a range of services from email list building, to automated campaigns that engage with customers in real-time. Team at Rory Martin Inc. uses advanced automation tools that allow to create drip campaigns, segmented email lists, and automated triggers that make sure your message is reaching the right people at the right time.

CONVERSION RATE OPTIMIZATION

Team of experts at Rory Martin Inc. can provide a comprehensive analysis of your website and develop a tailored strategy to improve conversion rates.

This is done by leveraging user research, data analytics, A/B testing and other optimization tactics, to identify any potential issues that are hindering conversions and make immediate improvements to your site's design and content.

ADVANCED TRACKING & REPORTING

Tracking and Analytics Services

Rory Martin Inc. provides advanced tracking capabilities that allow you to quickly pinpoint the source of any issue or incident in your environment. This is done by providing insights into the health of your system, hence increasing the chance to proactively identify potential problems before they become critical. Rory Martin Inc uses real-time data analysis and powerful algorithms to detect anomalies within your system, enabling us to quickly diagnose issues as soon as they arise...
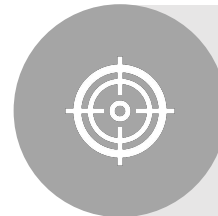
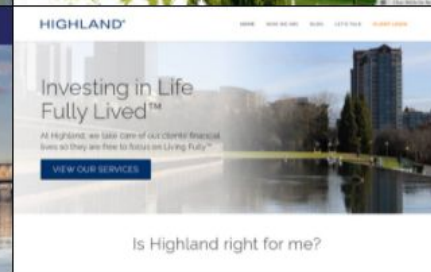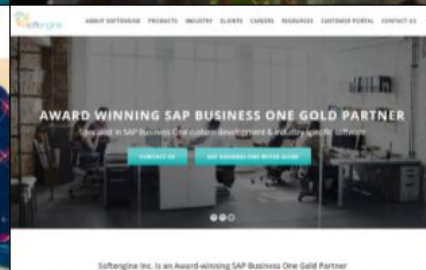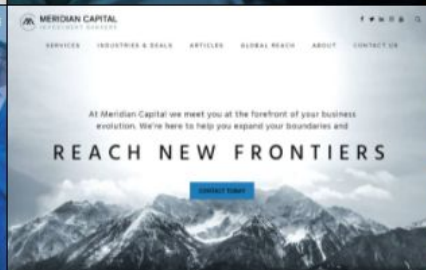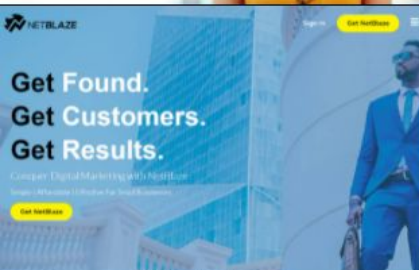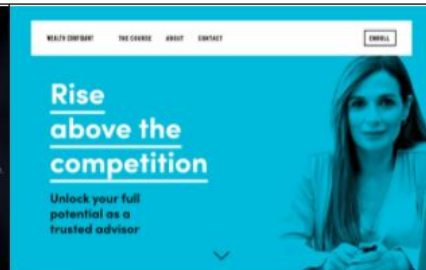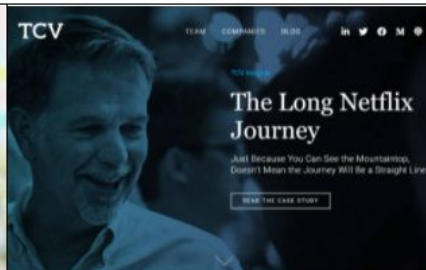# OUR APPROACH

TASKS FOR DISCOVERY

- Access internal and external analytics to analyze current UX, Heatmaps, and SEO toolset to strategize for improvement.

- Benchmark current traffic and rankings.

- Identify target audience and key influencers, target market trends, characteristics, and the social activities of that audience.

- Analyze competitive landscape and benchmark performance.

- Define strategy to maximize on-page content to increase target keyword ranking.

- Define content marketing strategy/identify content sources (internal, copywriter, etc.)

- Position the website for success by cleaning up all errors and implementing best practice optimization.

- Optimize online presence to attract more business from relevant local searches.

- Increase online visibility via on-site and off-site optimization.

- Increase local and national ranking for all search terms.

- Increase web traffic and improve KPIs.

- Train client teams

GOALS AND OBJECTIVES

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bandwidth   HIGHLAND®   ISLANDWOOD™   NETBLAZE

THE WORK WE DO

OLIVER   softengine   Ten Trails   OLYMPIC Discovery TRAIL

Team At Rory Martin

Rory Martin
CEO / Owner

Courtney Blair
Director of Web & Digital Marketing

Umair Ajmal
Director of Development

Saad Chaudhry
Digital Marketing Head

Sundas Tariq
Digital Marketing Manager

Sayyam Hafeez
Web Developer

Ali Khan
Graphic Designer

Shaina Arif
Content Creator

Mubashir Ali
SEO Expert

ABOUT **RORY MARTIN**

Rory Martin has more than 25 years of expertise building and running interactive marketing and web design firms. He has built a team of marketing, development, creative experts that continue to launch amazing projects.

ABOUT **COURTNEY BLAIR**

Courtney leads the company's web development and digital marketing operation and is responsible for developing and executing marketing strategies, team management, thought leadership, and analyst relations to increase brand awareness for revenue growth.

ABOUT UMAIR AJMAL

Umair is the company's lead web developer and is responsible for working on a range of projects, designing appealing websites, building up and enhancing the integration in new systems. His immense experience proves him a creative web developer dedicated to building and optimizing the performance of user-centric, high-impact Websites.

ABOUT SAAD CHAUDHRY

Saad is the head of digital marketing at Rory Martin Inc. He has been working in the field of digital marketing for more than 7+ years, with a vast experience in marketing for clients across a wide range of industries and geographies. He's an expert in digital strategy, paid ads, tracking, email and automation and SEO.

ABOUT SUNDAS TARIQ

Sundus is a Digital Marketing Manager with 6+ years of experience in digital media management for large companies. She is passionate about internet marketing and social media content creation. Sundus can create business plans and powerful strategies that bring a lot of potential clients. She is an expert in social media (Facebook business manager), Google ads, Linkedin ads, Instagram ads, and YouTube ads.

ABOUT SAYYAM HAFEEZ

Sayyam Hafeez is a technical team lead senior web developer at Rory Martin Inc. His task is to handle development operations and do web development.

He's an expert in Wordpress, Shopify, HTML, CSS, JS, with an experience of more than 4 years and he has developed more than 100 websites during this time.

ABOUT SHAINA ARIF

Shaina is a content writer with extensive experience crafting persuasive and engaging copy for various digital platforms. She helps brands tell their stories in compelling ways that resonate with their target audiences. She understands the importance of creating original, engaging content that reinforces brand messaging and builds customer relationships.

ABOUT MUHAMMAD ALI KHAN

Muhammad Ali Khan is a graphic designer at Rory Martin Inc. He's an expert at creating stunning social media designs, logo designing, branding, user interface design (UI), user experience design (UX), and basic video editing.

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ABOUT MUBASHAR ALI

He is Mubashar, an SEO expert with 2+ years of experience in search engine optimization. His passion lies in helping businesses maximize their online presence by utilizing the latest and most effective methods of SEO.

TEAM CERTIFICATIONS

- Email Marketing Mastery
- Facebook BELT Method
- Search Marketing Mastery
- Ecommerce Marketing Mastery
- Facebook Ads Certification
- Hubspot Marketing Software
- Hubspot Content Marketing Certification
- Google Tag Manager
- Paid Traffic Mastery
- YouTube Ads
- UI/UX training program conducted by Cybervision International
- Adobe Photoshop Course
- Adobe Certified Associate (ACA)

- Adobe Illustrator Course
- Google Analytical Course
- Google Skillshop Course
- Search Engine Optimization (SEO) Specialization by Coursera
- Free SEO Training: Yoast
- SEO Training Course: Building Sustainable Traffic for Business Growth by HubSpot
- SEO Training Fundamentals by ClickMinded
- Magento 1 Certification
- MERN Stack Development - Techlift 2022
- Shopping Ads certification
- Google Ads Video Certification

- Google Ads Apps Certification
- Google Ads Display Certification
- Google Ads Search Certification
- Google Analytics Certification
- Adobe Solution Partner
- Magento 2 Professional Developer Certification
- Certified Web Professional
- JavaScript Development Certification

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ThankYou

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