

Project Title - SEO Navigator: From Audit to Action

1. SEO Audit Report

Website: Deskera.com (<https://www.deskera.com/in/>)

Overall Score: 57/100

Industry: Information Technology & Services

Sub-industry: Enterprise Application Software (SaaS) for SMEs

1. Executive Summary

The SEO audit of Deskera.com reveals a **moderately optimized** website with room for improvement in **Technical SEO**, **Mobile Optimization**, and **Backlink Building**. Critical elements such as **missing image ALT attributes**, **lack of page indexing**, and **no analytics tracking** significantly impact search visibility and tracking.

2. SEO Factors Breakdown

A. Technical SEO

Focus: Website structure, code, server setup

Element	Status	Notes
GZIP Compression	✓ Enabled	74.9% reduction
HTML/Text Ratio	✗ 2.4%	Low – affects crawlability
Server IP	⚠ Not Canonicalized	IP does not redirect to domain
URL Rewriting	✓ Good	SEO-friendly URLs
WWW Resolve	✓ Good	Proper redirection in place
XML Sitemap	✓ Present	Sitemap URL
Robots.txt	✓ Present	Robots.txt URL
Embedded Objects	✓ None Detected	
Iframes	✓ None Detected	
Doctype	✓ HTML5	
W3C Validation	✗ Not Validated	May affect indexing
Encoding	✓ UTF-8	
Page Load Speed	⚠ 3.43s	Slightly above ideal
JavaScript	✗ Too Many JS Files	Impacts speed

Element	Status	Notes
Inline Styles	✗ Used	Should be moved to external CSS
CSS Files	✓ Few	Good
Analytics	✗ Not Installed	No tracking found

B. On-Page SEO

Focus: Content, structure, metadata

Element	Status	Notes
Title Tag	⚠ 79 Characters	Slightly long, keyword present
Meta Description	⚠ 79 Characters	Below ideal (100-300 characters)
Meta Keywords	✗ None	Not used anymore by Google
Headings	⚠ Multiple H1s	1 H1, many H2-H4
Alt Attributes	✗ 113 Missing	Affects image SEO & accessibility
Keyword Consistency	⚠ Mixed	Appears in content but not across all tags
Indexed Pages	✗ 0	Major crawl/indexing issue
Page Size	⚠ 478 KB	Above ideal size
Language Declaration	✓ English	

C. Mobile SEO

Focus: Responsiveness and compatibility

Element	Status	Notes
Mobile Friendliness	✗ 0/100	Not mobile-friendly
Mobile Compatibility	✓ Good	No embedded Flash or objects
Mobile View	⚠ Not Optimized	Needs responsive design

D. Off-Page SEO

Focus: Backlinks, social signals, authority

Element	Status	Notes
Backlinks	✗ 0	No referring domains detected
Traffic Rank	✗ None	No global or regional ranking
Estimated Value	⚠ \$60	Very low, reflects low visibility
Social Profiles	⚠ Partial	Facebook, Twitter only (no LinkedIn/Instagram integration)

3. Usability

Element	Status	Notes
Favicon	✓ Present	
Custom 404 Page	✓ Present	
Domain Age	✓ 17+ Years	
Email Privacy	✓ Protected	No plain text emails
Domain Availability	⚠ All TLDs taken	
Typo Domains	⚠ Not secured	Could lead to cybersquatting
Safe Browsing	✓ Safe	Not blacklisted

4. Link Analysis

- **Total In-Page Links:** 103
- **Follow Links:** 100% (All Dofollow)
- **Broken Links:** None 🎉

Note: Avoid overloading pages with too many links (>200), as it can dilute link equity and confuse crawlers.

5. Key Recommendations

✓ Fix Immediately

- Ensure pages are **indexed** by search engines (currently 0 indexed pages).
- Add **ALT attributes** to all images.
- Implement **Google Analytics** or any alternative.
- Make website **mobile-friendly**.
- Improve **Meta Description** and Title tag for CTR.

- Optimize page load speed (target <2s).

Enhance

- Reduce number of JS files and remove inline styles.
- Validate code via **W3C Validator**.
- Strengthen **internal linking** structure.
- Build **quality backlinks** via content marketing, outreach, and PR.
- Secure **typo domains** and missing social platforms.

6. Final Verdict

SEO Health: 57/100 – Needs Improvement

Deskera.com has a solid foundation, but to compete effectively in search rankings, the site must address critical **technical SEO**, **mobile optimization**, and **content discoverability** issues. With structured improvements and regular audits, search engine visibility can be significantly enhanced.

SWOT Analysis based on your SEO audit for Deskera.com:

Strengths (What's Working Well)

- **Solid Technical Foundations:**
 - GZIP compression enabled (74.9% reduction).
 - SEO-friendly URLs with proper redirection (WWW resolve, URL rewriting).
 - XML Sitemap and robots.txt in place.
 - No broken links, 100% dofollow links.
- **Clean Website Structure:**
 - No embedded objects or iframes.
 - HTML5 doctype and UTF-8 encoding ensure compatibility.
- **Brand Assets:**
 - Domain age over 17 years provides authority potential.
 - Safe browsing status — not blacklisted.
- **Basic On-Page Setup:**
 - Keywords present in title tag.
 - Favicon and custom 404 page implemented.

Weaknesses (Current Gaps)

- **Severe Indexing Problem:**
 - **0 indexed pages** — search engines can't rank what they can't find.
- **Mobile Optimization:**

- Mobile-friendliness score **0/100**, not responsive for mobile users.
- **Technical SEO Gaps:**
 - Low HTML/text ratio (2.4%).
 - Multiple JavaScript files slowing performance.
 - Inline styles instead of external CSS.
 - W3C validation errors.
- **Tracking & Analytics:**
 - No Google Analytics or alternative installed — no visibility into traffic sources.
- **On-Page Content Issues:**
 - 113 missing image ALT attributes (affects SEO & accessibility).
 - Multiple H1s and inconsistent keyword usage.
 - Meta descriptions too short, titles slightly long.
 - Page size above ideal.
- **Off-Page SEO:**
 - **Zero backlinks** — no domain authority growth.
 - Limited social presence (missing LinkedIn, Instagram).

Opportunities (Where to Improve)

- **Fix Indexing & Mobile Issues:**
 - Ensure all key pages are indexed and make the site responsive.
- **Optimize Performance:**
 - Reduce JavaScript load, improve HTML/text ratio, target <2s page load.
- **Content & On-Page Enhancements:**
 - Add missing ALT attributes.
 - Refine meta tags for better CTR.
 - Improve heading structure and keyword consistency.
- **Analytics & Tracking:**
 - Implement Google Analytics to monitor performance and user behavior.
- **Backlink Strategy:**
 - Build high-quality backlinks through guest posts, PR outreach, and partnerships.
- **Expand Social Signals:**
 - Integrate LinkedIn, Instagram, and possibly YouTube for brand visibility.
- **Brand Protection:**

- Secure typo domains to prevent brand misuse.

Threats (Potential Risks)

- **Competitive SEO Advantage:**
 - Competitors with strong backlink profiles, indexed content, and mobile-ready sites will dominate search rankings.
- **Algorithm Updates:**
 - Google's Core Web Vitals and mobile-first indexing could further harm rankings if issues remain.
- **Brand Reputation Risks:**
 - Missing social channels and unsecured typo domains could lead to brand dilution or impersonation.
- **Low Search Visibility:**
 - Without fixing indexing and backlink gaps, organic traffic growth will remain stagnant, making reliance on paid channels more expensive.

2. Keyword Research:

1. ERP
2. MRP

10 keywords each for **ERP** and **MRP**, then categorize them by **search intent** (Informational, Navigational, Transactional).

1. ERP (Enterprise Resource Planning)

Informational

1. What is ERP software
2. ERP implementation process
3. ERP benefits for small business
4. ERP vs CRM
5. How ERP works
6. Best ERP features
7. ERP trends 2025
8. ERP integration with eCommerce
9. ERP in manufacturing industry
10. ERP modules explained

Navigational

1. SAP ERP software
2. Oracle NetSuite ERP

3. Microsoft Dynamics ERP
4. Odoo ERP
5. Zoho ERP
6. ERPNest platform
7. Infor ERP
8. Tally ERP
9. Sage ERP
10. Epicor ERP

Transactional

1. Buy ERP software
2. ERP software pricing
3. ERP software for manufacturing
4. ERP cloud solutions
5. ERP software demo
6. ERP software free trial
7. Custom ERP development
8. ERP software subscription
9. Affordable ERP software
10. ERP implementation services

2. MRP (Material Requirements Planning)

Informational

1. What is MRP system
2. MRP vs ERP
3. MRP process steps
4. Benefits of MRP in manufacturing
5. MRP calculation example
6. How MRP works in production
7. MRP in inventory management
8. Types of MRP systems
9. MRP planning techniques
10. MRP implementation challenges

Navigational

1. SAP MRP
2. Oracle MRP
3. Odoo MRP
4. Fishbowl MRP
5. MRPeasy software
6. Katana MRP
7. Epicor MRP
8. NetSuite MRP
9. JobBOSS MRP
10. Prodsmart MRP

Transactional

1. Buy MRP software
2. MRP software for small business
3. MRP software pricing
4. Cloud-based MRP system
5. MRP software demo
6. MRP software free trial
7. Best MRP software 2025
8. MRP software subscription
9. Affordable MRP system
10. Custom MRP solution

Several Indian companies compete with Deskera, particularly in the **ERP, accounting, and CRM** software spaces.

Prominent competitors include:

- **TallyPrime** – Widely used accounting and business management software in India.
- **Vyapar** – GST-ready accounting, invoicing, and inventory software for SMEs.
- **Zoho Books** – Cloud-based accounting solution with strong integrations.
- **QuickBooks Online** – Global online accounting platform with Indian localization.

Competitor Keyword Insights & Gaps

1. TallyPrime

Common Keyword Themes:

- **Desktop accounting software**

- **Offline accounting for Indian businesses**
- **Advanced inventory management**, including stock, cost centers, payroll
- **GST compliance, e-invoicing, and audit trail/MCA compliance** [aroundtally.comG2](#)
- **One-time license pricing and keyboard shortcuts/manual data entry**
[promptsoftware.inGseven Tally](#)

Opportunities & Gaps:

- **Highlight offline-first reliability and low hardware requirements**—Tally works even in low-connectivity regions. [Reddit+1](#)
- **Target emotional triggers**—keywords like “trusted by accountants” or “auditor-friendly” resonate, as seen in user sentiment. [Reddit](#)
- **Edge case pain points**—“server connection issues,” “partner-based support,” or “complex UI”—can guide SEO for alternatives. [G2Gseven Tally](#)

2. Zoho Books

Common Keyword Themes:

- **Cloud-based accounting software**, especially for SMBs and startups
- **Mobile app, automation, and workflow integrations with Zoho ecosystem**
[prosadviser.compromptsoftware.inwhizconsulting.netHadoop Technologies](#)
- **Subscription-based pricing with auto updates and real-time GST filing**
[promptsoftware.inGseven Tally](#)
- **Integration-rich**: Zoho CRM, payment gateways, e-commerce platforms
[whizconsulting.netHadoop Technologies](#)

Opportunities & Gaps:

- **Contrast “always online” vs offline reliability**—target keywords like “offline accounting fallback” or “connectivity independent accounting.”
- **Position automation and mobile access** as differentiators vs legacy systems—think “workflow automation for accounting,” “mobile invoicing,” or “bank reconciliation automation.”
- **Emphasize ease of use and UX vs TallyPrime friction**, especially for first-time users.
[prosadviser.comSYNCONICS TECHNOLOGIES PVT. LTD.](#)

Gap & Opportunity Matrix

Strategy Area	Keyword Opportunity
Offline Reliance	“Offline accounting software India,” “works without internet”
Ease of Use / Training	“Intuitive accounting for beginners,” “low training accounting tool”
Automation & Integration	“Accounting with workflow automation,” “integrated payment gateway software”

Strategy Area	Keyword Opportunity
Pricing & Value Messaging	“One-time license accounting,” “no recurring fees accounting tool”
Modern UX Focus	“Modern accounting dashboard,” “mobile-friendly finance app”

SEO Audit Comparison Report

Section	Deskera	Zoho
Title Tag	<i>All In One Business Software with Accounting, Inventory, CRM, Payroll and HRMS.</i> Length: 79 chars	<i>Zoho Cloud Software Suite for Businesses</i> Length: 42 chars
Meta Description	<i>All In One Business Software with Accounting, Inventory, CRM, Payroll and HRMS.</i> Length: 79 chars	<i>A unique and powerful software suite for businesses of all sizes. With 55+ applications, Zoho is trusted by 130M+ users for their end-to-end business needs.</i> Length: 163 chars
Meta Keywords	None	None
Headings Count	H1: 1 H2: 24 H3: 47 H4: 14 H5: 0 H6: 0	H1: 1 H2: 10 H3: 3 H4: 1 H5: 0 H6: 0
Sample Headings	H1: <i>Next Generation</i> H2: <i>Run & scale your business with Deskera</i>	H1: <i>Your life's work, powered by our life's work</i> H2: <i>Zoho One</i>
Google Preview	deskera.com <i>All In One Business Software with Accounting, Inventory, CRM, Payroll and HRMS.</i>	zoho.com <i>Zoho Cloud Software Suite for Businesses</i>
Alt Attributes	113 images found — 113 missing or empty ALT attributes	18 images found — All ALT attributes present
Keyword Cloud	business (12), production (12), order (10), manage (9), track (9), deskera (8)	business (10), zoho (9), software (3), platform (2), cloud (2)
HTML to Text Ratio	2.4%	20.61%

Section	Deskera	Zoho
Text Content Size	11,735 bytes	5,343 bytes
Total HTML Size	489,303 bytes	25,922 bytes
GZIP Compression	Yes — 478 KB → 120 KB (74.9% saved)	Yes — 25 KB → 6 KB (75.4% saved)
WWW Resolve	Redirect present	Redirect present
IP Canonicalization	IP does not redirect to domain	IP does not redirect to domain
XML Sitemap	Yes — deskera.com/sitemap.xml	Yes — zoho.com/sitemap.xml
Robots.txt	Yes — deskera.com/robots.txt	Yes — zoho.com/robots.txt
URL Structure	Clean, no underscores	Warning: Many URLs with parameters, no underscores
Embedded Objects	None	None
iFrames	None	None
Indexed Pages	0	0
Backlinks	0	0
Page Size	478 KB (above avg 320 KB)	25 KB (below avg 320 KB)
Load Time	3.43s (slow)	0.6s (fast)
PageSpeed Insights (Desktop)	0/100 (very slow)	84/100 (fast)
Language Declared	English	English
Domain Availability	deskera.net/org/biz/us/info → Registered	zoho.net/org/biz/us/info → Registered
Typo Domains	xeskera.com, seskera.com, etc. — Available	xoho.com, soho.com — Registered
Email Privacy	No plain text emails found	No plain text emails found
Safe Browsing	Not blacklisted	Not blacklisted
Mobile Friendliness	Not provided	Not provided

Section	Deskera	Zoho
Server IP	91.203.132.15	204.141.42.155
Analytics Tool	Not detected	Not detected
W3C Validation	Not validated	Not validated
Doc Type	HTML5	HTML5
Encoding	UTF-8	UTF-8
Social Media Presence	Facebook ✓ , Twitter ✓ , Instagram ✗	Facebook ✓ , Twitter ✓ , Instagram ✗
In-Page Links	103 total — all dofollow	21 total — all dofollow
Broken Links	None	None

3. On-Page SEO Optimization Audit:

Website: deskera.com

Page 1 URL: <https://www.deskera.com/in/erp>

1. Title Tag Optimization

- **Current Title (inferred):** Likely "Deskera ERP – Automate Business Processes | Boost Efficiency"
- **Length & Keyword Usage:** The title appears to include "Deskera ERP" and "Automate Business Processes" which align with target keywords (ERP, business automation). Character count isn't visible directly but likely within optimal range (50–60 characters).
- **Recommendation:** Ensure "Deskera ERP" appears towards the front; consider adding location qualifier like "India" if targeting Indian audiences (e.g., "Deskera ERP India | Automate Business Processes") to enhance local relevance.

2. Meta Description Optimization

- **Current Meta Description:** Not visible via HTML snippet; likely absent or generic.
- **Recommendation:** Write a compelling, keyword-rich meta description (~150–160 characters). For example:

"Deskera ERP India: cloud-based ERP for accounting, inventory, HR, CRM and BI. Automate workflows, get real-time insights and scale your business efficiently."
This description targets regional intent ("India") and includes primary offerings.

3. Keyword Placement in Headings & Content

- **Observation:** The H1 ("Business. Simplified.") is catchy but doesn't include primary keywords like "ERP" or "Deskera ERP." Subheadings and body content are rich in keywords: "Deskera ERP," "Accounting," "Order Management," etc.

- **Recommendation:** Consider revising the H1 to incorporate keywords (e.g., "Deskera ERP – Business. Simplified.") for better SEO impact.

4. Internal & External Linking Structure

- **Observation:** The page includes internal links to product subpages and resources ("Explore," "Discover Our Plans")—good structure for user flow and internal SEO. There are no obvious external links.
- **Recommendation:**
 - Ensure anchor text is descriptive and keyword-optimized (e.g., "Learn more about Inventory Management").
 - Add external links to authoritative sources or industry reports (e.g., link to ERP market data or user reviews) to build trust and context.

5. Image Optimization

- **Observation:** The page uses many "Image" placeholders, but their alt attributes or descriptive filenames aren't visible in snippet. Hard to confirm if ALT text is used. [Deskera+1](#).
- **Recommendation:**
 - Use descriptive alt text (e.g., "Deskera ERP dashboard showing Inventory Management").
 - Ensure filenames are meaningful (e.g., deskera-erp-inventory-module.png), which aids image SEO and accessibility.

Overall Recommendations Summary

Element	Improvement Opportunity
Title Tag	Add geographic or descriptive keyword for better targeting.
H1 Heading	Include primary keyword ("Deskera ERP") in H1.
Meta Description	Needs a well-crafted, keyword-rich summary for improved CTR.
Internal Linking	Use descriptive anchor texts; consider authoritative external references.
Images	Optimize with accurate alt text and descriptive filenames.

Page 2 URL: <https://www.deskera.com/in/mrp>

1. Title Tag Optimization

- **Current Title (inferred):** It likely reads along the lines of "Deskera MRP – Streamline Manufacturing Operations | Boost Efficiency." Headings include "Manufacturing. Simplified." which aligns with the page theme.
- **Recommendation:** Ensure the title includes "Deskera MRP" at the front. Adding locality like "India" (e.g., "Deskera MRP India – Streamline Manufacturing Operations") could enhance regional relevance and search targeting.

2. Meta Description Optimization

- **Current Meta Description:** Not visible in the HTML sources; likely missing or too generic.
- **Recommendation:** Craft a compelling meta description (~150–160 characters) with primary targets like:

“Deskera MRP India – Plan materials, manage inventory & production, forecast demand, and boost manufacturing efficiency in one cloud-based solution.”

This will help improve click-through rates and align with search intent.

3. Keyword Placement in Headings & Content

- **Observation:** The H1 “Manufacturing. Simplified.” doesn’t include the main keyword “MRP” or “Deskera MRP.” Subheadings and content do mention the product and features (e.g., “Key Features of Deskera MRP”) appropriately
- **Recommendation:** Consider tweaking the H1 to: “Deskera MRP – Manufacturing. Simplified.” to reinforce the primary keyword without losing branding.

4. Internal & External Linking Structure

- **Observation:** The page includes strong internal links like “Discover Our Plans” and feature “Explore” anchors that lead to relevant sections — good for navigation and SEO
- **Recommendation:**
 - Ensure anchor texts are descriptive (e.g., “Explore Material Requirement Planning” rather than just “Explore”).
 - Add a few relevant external links to authoritative resources such as industry MRP overviews or manufacturing efficiency research to add credibility.

5. Image Optimization

- **Observation:** The page contains a number of images (see “Image” markers in HTML) [Deskera](#), but alt text or descriptive file names weren’t accessible in the snippet.
- **Recommendation:**
 - Add meaningful alt text (e.g., “Dashboard view of production planning in Deskera MRP”).
 - Use descriptive file names (e.g., deskera-mrp-production-planning.png) to improve SEO and accessibility.

Overall Recommendations Summary

Element	Improvement Opportunity
Title Tag	Include “Deskera MRP” (and optionally “India”) at the front.
Meta Description	Write a targeted, engaging description with keywords & regional focus.
H1 Heading	Embed the MRP keyword into the H1 for better relevance.
Internal Linking	Use keyword-rich anchor text; add credible external references.

Element	Improvement Opportunity
Images	Optimize with descriptive alt text and filenames.

4. Technical SEO Analysis

Technical SEO Analysis – Deskera India (<https://www.deskera.com/in/>)

Objective

Identify and resolve technical issues affecting website performance.

1. Analysis Scope

Pages Reviewed:

- Homepage: <https://www.deskera.com/in/>
- ERP Page: <https://www.deskera.com/erp>
- Accounting Page: <https://www.deskera.com/accounting>

Tools Considered: Google PageSpeed Insights, Pingdom Tools, plus additional SEO diagnostics.

2. Technical SEO Issues

◆ Page Loading Speed

- **Finding:** Average load speed ~3.4s (above Google's recommended <2.5s).
- **Cause:** Large images, multiple JavaScript files, inline styles.
- **Impact:** Increases bounce rate, lowers Core Web Vitals score.

◆ Mobile Responsiveness

- **Finding:** Site is mobile-friendly, but heavy scripts and carousels reduce performance on slower networks.
- **Impact:** Possible ranking drop in mobile-first indexing.

◆ HTTPS Implementation

- **Finding:** Fully HTTPS-enabled with valid SSL.
- **Impact:** No issue here (good for security and SEO).

◆ Broken Links & Crawl Errors

- **Finding:** No major broken links detected on tested pages, but:
 - Server IP not canonicalized (direct IP doesn't redirect to domain).
 - HTML/Text ratio is low (2.4%) → search engines may struggle to find sufficient crawlable text.
- **Impact:** Risk of duplicate content, wasted crawl budget, and reduced indexability.

3. Recommended 5 Best Practices

1. Compress Images

- Convert images to next-gen formats (WebP/AVIF).
- Run all visuals through compression tools (TinyPNG, Squoosh).

2. Enable Browser Caching

- Cache static resources (CSS, JS, images) for at least 30 days.
- Use Cache-Control and Expires headers.

3. Minimize CSS & JavaScript Files

- Bundle/minify multiple JS & CSS files.
- Defer non-critical JS (analytics, chatbots) to load after primary content.

4. Use a Content Delivery Network (CDN)

- Implement a CDN (e.g., Cloudflare, AWS CloudFront) to serve assets closer to Indian and global users.

5. Improve Server Response Time

- Optimize hosting/database queries.
- Enable caching at server level (Varnish, Redis).
- Monitor TTFB (time-to-first-byte) and aim for <200ms.

5. Content Strategy

Content Strategy for ERP & MRP

Objective

Create a content plan aligned with **user intent** to drive long-term organic traffic, establish authority, and generate leads for ERP & MRP solutions.

1. Keyword Mapping by Intent

A. ERP Keywords

- **Informational** → “What is ERP software,” “ERP vs CRM,” “ERP benefits for small business”
- **Navigational** → “SAP ERP software,” “Oracle NetSuite ERP,” “Microsoft Dynamics ERP”
- **Transactional** → “Buy ERP software,” “ERP software pricing,” “ERP software for manufacturing”

B. MRP Keywords

- **Informational** → “What is MRP system,” “Benefits of MRP in manufacturing,” “MRP vs ERP”
- **Navigational** → “SAP MRP,” “Odoo MRP,” “Katana MRP”
- **Transactional** → “Buy MRP software,” “MRP software pricing,” “Cloud-based MRP system”

2. Content Formats & Topics

◆ **ERP Content Plan**

Informational (Blog + Guides)

- “What is ERP Software? A Beginner’s Guide for SMEs”
- “ERP vs CRM: Key Differences Every Business Should Know”
- “Top ERP Trends in 2025 You Need to Watch”
- “ERP in Manufacturing: Benefits and Real-Life Examples”
- Infographic: “ERP Modules Explained in Simple Terms”

Navigational (Comparison Pages + Reviews)

- “SAP ERP vs Oracle NetSuite: Which One Fits Your Business?”
- “Zoho ERP vs Odoo ERP: An Honest Comparison”
- Video: “Top 5 ERP Platforms for Small Businesses”

Transactional (Landing Pages + CTAs)

- “Affordable ERP Software for Small Businesses in 2025”
- “Request a Free ERP Demo – Get Started in 7 Days”
- “Custom ERP Development: Tailor-Made for Your Business Needs”

◆ **MRP Content Plan**

Informational (Blog + Case Studies)

- “What is MRP System? Complete Guide for Manufacturers”
- “MRP vs ERP: Which One Do You Really Need?”
- “Top 10 MRP Planning Techniques to Reduce Inventory Costs”
- “How MRP Works in Production: Step-by-Step Process”
- Case Study: “How an SME Reduced Costs by 25% with MRP”

Navigational (Comparison Pages + Reviews)

- “Katana MRP vs MRPeasy: Which is Best for SMEs?”
- “Top 7 Cloud-Based MRP Systems in 2025”
- Video: “SAP MRP Explained in 5 Minutes”

Transactional (Landing Pages + CTAs)

- “Buy MRP Software – Flexible Pricing for SMEs”
- “Get a Free Trial of Cloud-Based MRP System”
- “Custom MRP Solutions for Growing Manufacturers”

3. Alignment with User Intent

Intent	Content Type	Goal
	Informational Blogs, guides, infographics, videos	Build awareness, attract top-of-funnel traffic
Navigational	Comparison pages, product reviews, demos	Capture mid-funnel users researching options
Transactional	Landing pages, case studies, free trial offers	Drive conversions, capture leads

4. Evergreen Focus

- **Evergreen ERP Topics:** “What is ERP Software,” “ERP Benefits for Small Business,” “ERP vs CRM,” “ERP Modules Explained.”
- **Evergreen MRP Topics:** “What is MRP System,” “MRP vs ERP,” “How MRP Works in Production,” “Types of MRP Systems.”

These topics will continue to drive long-term traffic regardless of yearly trends.

What is ERP Software? A Complete Guide for Businesses

Meta Title: What is ERP Software? Benefits, Features & Modules Explained

Meta Description: Learn what ERP software is, how it works, and its benefits for small businesses and enterprises. Discover ERP modules, implementation process, and ERP vs CRM.

Introduction

Managing accounting, HR, inventory, and sales with separate tools often leads to inefficiency and errors. **ERP software (Enterprise Resource Planning)** solves this by integrating all business processes into one system.

In this guide, you'll learn **what ERP software is**, how it works, its **implementation process**, and why it's essential for modern businesses.

What is ERP Software?

ERP (Enterprise Resource Planning) is a business management system that unifies core functions — accounting, HR, inventory, procurement, and sales — into a single platform.

- **Without ERP:** Businesses juggle multiple tools with duplicate data.
- **With ERP:** Information flows seamlessly across departments, improving collaboration and decision-making.

ERP Implementation Process

Implementing an ERP system usually involves:

1. **Requirement Analysis** – Define business needs.
2. **Vendor Selection** – Choose the right ERP platform.
3. **Customization & Configuration** – Tailor modules to business workflows.
4. **Data Migration** – Move existing data securely.

5. **Training & Adoption** – Train employees for smooth usage.
6. **Go-Live & Support** – Launch ERP and monitor performance.

ERP Benefits for Small Business

- **Efficiency:** Automates tasks like billing, payroll, and reporting.
- **Scalability:** Supports business growth without expensive IT overhead.
- **Better Decision-Making:** Provides real-time insights.
- **Cost Reduction:** Minimizes duplicate efforts and manual errors.
- **Compliance:** Ensures accurate records for audits and tax filings.

ERP Modules Explained

Typical ERP systems include:

- **Accounting & Finance** – Billing, expenses, payroll.
- **Inventory & Supply Chain** – Stock tracking, procurement.
- **Human Resources (HRMS)** – Recruitment, attendance, leave.
- **Customer Relationship Management (CRM)** – Leads, pipeline, sales.
- **Manufacturing (MRP)** – Production planning, scheduling.
- **Business Intelligence** – Dashboards and reports.

ERP vs CRM: What's the Difference?

- **ERP** → Manages internal processes like finance, HR, and supply chain.
- **CRM** → Focuses on customer-facing activities like sales, marketing, and service.
👉 Many businesses integrate ERP and CRM for complete business visibility.

ERP in the Manufacturing Industry

Manufacturers rely on ERP for:

- Production scheduling.
- Material requirements planning (MRP).
- Quality control and compliance.
- Supply chain management.

This reduces waste, improves delivery timelines, and boosts profitability.

Best ERP Features in 2025

- Cloud deployment for flexibility.
- AI-powered forecasting.
- Mobile accessibility for remote teams.
- Seamless integration with eCommerce platforms.

- Real-time analytics and dashboards.

Conclusion

ERP software is the backbone of modern business operations. From **implementation process** to **modules** and **benefits for small businesses**, ERP helps companies scale, save costs, and make smarter decisions.

Whether you're in **manufacturing, retail, or services**, investing in ERP is a step toward long-term growth and efficiency.

FAQs (for SEO Featured Snippets)

Q1: What is ERP software in simple terms?

ERP software integrates core business functions like accounting, HR, and inventory into a single system.

Q2: What are the main benefits of ERP?

Improved efficiency, cost savings, real-time reporting, scalability, and better decision-making.

Q3: What are the most common ERP modules?

Accounting, HR, CRM, inventory, manufacturing, and analytics.

Q4: ERP vs CRM – which is better?

ERP manages back-office operations; CRM manages customer relationships. Many businesses use both together.

6. SEO Strategy and Recommendations

SEO Strategy & Recommendations for Deskera.com

1. Executive Summary

Deskera.com currently scores **57/100** in SEO health. The site has strong SaaS positioning in ERP, MRP, CRM, and HRMS but suffers from **technical indexing issues, lack of mobile optimization, and zero backlinks**. With structured improvements, Deskera can improve search visibility, organic traffic, and lead generation within 3–6 months.

2. Technical SEO Fixes (High Priority)

Immediate Fixes (0–1 month)

- **Indexing:** Resolve crawl/indexing issue (0 pages indexed). Submit updated XML sitemap in Google Search Console.
- **Mobile optimization:** Redesign for responsiveness (currently 0/100 mobile score).
- **Analytics:** Install Google Analytics 4 + Google Search Console for performance tracking.
- **ALT attributes:** Add descriptive ALT text to 113 missing images.
- **Meta tags:** Expand meta descriptions (100–160 chars), shorten long title tags, ensure unique across pages.

- **Page Speed:** Reduce load time from 3.43s → <2s. Use lazy loading, defer unused JS, compress files.

❖ Enhancements (1–3 months)

- Reduce number of JS files & remove inline CSS.
- Implement CDN for faster global delivery.
- Canonicalize server IP to redirect properly.
- Validate code with W3C to improve crawlability.
- Secure typo domains and strengthen HTTPS configuration.

3. On-Page Optimization

- **Keyword Integration:** Target ERP & MRP keywords across meta titles, H1-H3, and body content.
- **Content Hierarchy:** Ensure 1 H1 per page, logical subheadings (H2-H4).
- **Internal Linking:** Build structured internal links (ERP ↔ CRM ↔ Accounting).
- **Content-to-HTML Ratio:** Improve from 2.4% by adding long-form content (1,500–2,000 words per pillar page).
- **Evergreen Blog Content:**
 - “What is ERP Software? Complete Guide for SMEs”
 - “ERP vs MRP: Which is Right for Your Business?”
 - “Top ERP Trends for 2025 in Manufacturing”
 - “How Cloud ERP Improves Small Business Efficiency”

4. Off-Page SEO & Link Building

- **Backlinks (currently 0):**
 - Guest posting on SaaS/SME portals.
 - PR outreach for new feature launches.
 - Collaborate with business/finance blogs.
- **Social Presence:** Expand beyond Facebook & Twitter → LinkedIn, Instagram, YouTube (video explainers on ERP/MRP).
- **Directory Listings:** Submit to SaaS and business directories (e.g., G2, Capterra, SoftwareAdvice).
- **Partnership Links:** Build links from SME associations and tech communities.

5. Content Strategy (Keyword-driven)

Focus on **evergreen, user-intent aligned content**:

ERP (Informational + Transactional)

- ERP benefits for small businesses

- ERP cloud solutions demo
- ERP vs CRM: Key Differences for SMEs

MRP (Informational + Transactional)

- What is MRP system? Complete Guide
- MRP vs ERP: Choosing the Right Solution
- Best MRP Software 2025 for Manufacturers

👉 Formats: Blog posts, explainer videos, infographics, comparison guides, customer case studies.

6. Long-Term Monitoring & Growth

- **Monthly audits** (technical + backlink analysis).
- **KPIs to Track:**
 - Indexed pages: 0 → 200+ within 3 months.
 - Mobile friendliness: 0/100 → 85+ within 3 months.
 - Page speed: 3.43s → <2s within 2 months.
 - Backlinks: 0 → 50 quality referring domains in 6 months.
 - Organic traffic: +20% in 3 months, +50% in 6 months.
 - Lead conversions from SEO: measurable via Analytics + CRM integration.

✓ Final Note:

Deskera has **strong SaaS positioning** but weak SEO foundations. By fixing **critical technical SEO issues (indexing, mobile, speed)**, strengthening on-page optimizations, and building a robust **content + backlink strategy**, the site can achieve significant ranking and visibility improvements in the ERP/MRP SaaS niche.