

## **Digital Marketing Project Report :<https://ourerp.ourerp.org/>**

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## Project Overview

- Website: <https://ourerp.ourerp.org/>
- Duration: April- 2025 to November 2025
- Role: Digital Marketing executive
- Checklist for this project -  Our ERP WP SEO Implementation Checklist

## 2. Objectives

- Improve website visibility and SEO ranking
- Drive targeted traffic through Google and Meta ads
- Enhance social media presence and engagement
- Design compelling creatives and ad banners
- Deliver measurable growth in impressions, clicks, and conversions

## 3. Content Writing & Webpage Management

- Drafted and optimized engaging content for landing pages, service pages, and blog posts.
- Ensured content alignment with SEO keywords and brand voice.
- Uploaded and formatted content on the website for readability and user experience.

## Created landing pages through cms platform like 'word press'

The screenshot shows the WordPress dashboard with the following details:

- Left Sidebar:** Contains links to Contact, FAQ, Elementor, Templates, Elements, Appearance, Plugins (16), Users, Tools, Settings, Code Snippets, Clarity, Yoast SEO, MC4WP, GoSMTP, Pagelayer, Depicter, UpdraftPlus, Wordfence (3), Loginizer Security, SiteSEO, Smush, LiteSpeed Cache, and Collapse Menu.
- Top Bar:** Shows the site title "OurERP", the number of posts (17), and various menu items like New, WPCode, SiteSEO, and UpdraftPlus. It also displays the user "Howdy, Interns STF".
- Notification Bar:** A message from Yoast SEO stating "Make sure you don't miss out on traffic!" with a note about trashed content and a link to "Get Yoast SEO Premium".
- Message Bar:** A green bar indicating "1 page moved to the Trash. [Undo](#)".
- Search Bar:** Shows "All (313) | Mine (1) | Published (140) | Drafts (173) | Trash (1) | Cornerstone content (0)".
- Table Headers:** Bulk actions, Apply, All dates, All SEO Scores, All Readability Scores, Filter, Author, Date, Publish, Edit, Delete, and Stats.
- Data:** A list of 140 published posts, each with a checkbox, title, author (PvalueAdmin), date (e.g., 2025/11/03 at 7:55 am), and stats (green circles for SEO and readability).

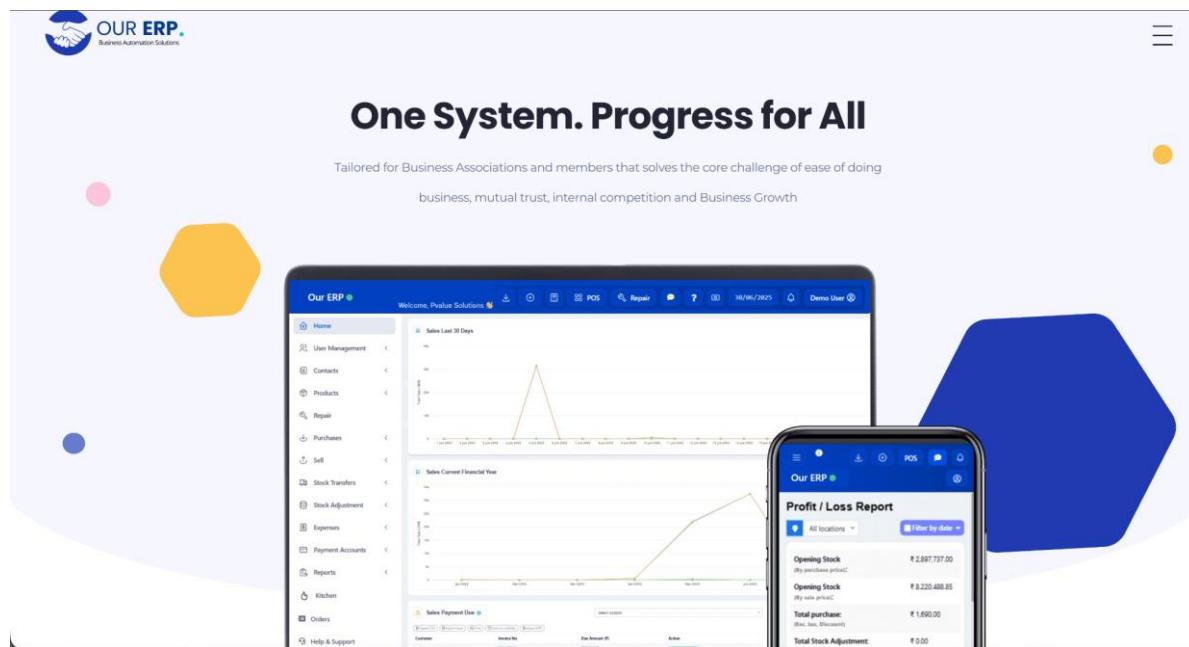
	Title	Author	Date	SEO	Readability	Actions
<input type="checkbox"/>	restaurant billing software	PvalueAdmin	Published 2025/11/03 at 7:55 am	Green	Green	0 0
<input type="checkbox"/>	business billing software	PvalueAdmin	Published 2025/11/03 at 7:53 am	Green	Green	0 0
<input type="checkbox"/>	gujarat pds shop online billing software	PvalueAdmin	Published 2025/11/03 at 7:51 am	Green	Green	0 0
<input type="checkbox"/>	inventory management techniques pdf	PvalueAdmin	Published 2025/11/03 at 7:41 am	Green	Green	0 0
<input type="checkbox"/>	accounting software in surat	PvalueAdmin	Published 2025/10/29 at 11:11 am	Green	Green	0 0
<input type="checkbox"/>	list of accounting software in india	PvalueAdmin	Published 2025/10/29 at 11:09 am	Green	Green	0 0
<input type="checkbox"/>	wings accounting software	PvalueAdmin	Published 2025/10/29 at 11:08 am	Green	Green	0 0
<input type="checkbox"/>	retail billing software	PvalueAdmin	Published 2025/10/29 at 11:04 am	Green	Green	1 0

## Plug-ins installed.

The screenshot shows the WordPress Admin Plugins page at [ourerp.ourerp.org/wp-admin/plugins.php](http://ourerp.ourerp.org/wp-admin/plugins.php). The left sidebar is visible with various menu items like Pages, Contact, FAQ, Elementor, Templates, Elements, Appearance, Plugins (18), and others. The Plugins section is selected. The main area displays a table of installed plugins:

Plugin	Description	Automatic Updates
Akismet Anti-spam: Spam Protection	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from spam. Akismet Anti-spam keeps your site protected even while you sleep. To get started: activate the Akismet plugin and then go to your Akismet Settings page to set up your API key. Version 5.3.7   By Automattic - Anti-spam Team   View details	Enable auto-updates
BackupUp	BackupUp is a Wordpress Backup plugin. Backups are the best form of security and safety a website can have. Version 1.4.6   By Softaculous   View details Required by: BackupUp Pro Note: This plugin cannot be deactivated or deleted until the plugins that require it are deactivated or deleted.	Enable auto-updates
BackupUp Pro	BackupUp is a Wordpress Backup plugin. Backups are the best form of security and safety a website can have. Version 1.4.6   By Softaculous   Visit plugin site Requires: BackupUp – Backup, Restore, Migrate and Clone This plugin cannot be activated because required plugins are missing or inactive.	
Bulk Page Creator	Allows you to create multiple pages in a batch/bulk manner saving time when initially setting up your WordPress site.	Enable auto-updates
CF7 to Webhook	Use Contact Form 7 as a trigger to any Webhook.	Enable auto-updates
Contact Form 7	Just another contact form plugin. Simple but flexible.	Enable auto-updates

## Home page



## HOME PAGE STRUCTURE

```
|── Home
|── About Us
|   ├── Inventory Management for Construction
|   ├── Pharmacy Billing Software
|   ├── Garment Billing Software
|   ├── Salon Billing Software
|   ├── Supermarket Billing Software
|   └── (and other business types)
├── Pricing
└── Contact
└── Site Navigation
```

## 4. SEO Strategy & Implementation

- Conducted keyword research and competitor analysis.

1	<b>Keyword With Commercial Intentions</b>
2	inventory management system for construction company
3	pharmacy billing software
4	billing software for distributors
5	billing software for bakery
6	garment billing software
7	best billing software for retail shop
8	gst software
9	retail billing software
10	salon billing software
11	pos billing software for retail shop
12	super market billing software
13	accounting software for mobile shop
14	billing software
15	billing software for cloth shop
16	pharma billing software
17	pos billing software for retail shop
18	supermarket billing software
19	accounting software in surat
20	jewellery billing software
21	store billing software
22	cloud accounting software india
23	cloud accounting software
24	gst billing software
25	pharma billing software
26	pharmacy billing software free download
27	billing software for cloth shop
28	super market billing software
29	based accounting software
30	inventory management in hospital

- Optimized on-page elements: Meta titles, descriptions, H1/H2 tags, image alt texts.

- Created high-quality back links and directory submissions

Referring page	DR	UR	Domain traffic	Referring domains	Linked domains	Ext. traffic	Page & Kw.	Anchor and target URL	First seen	Last seen	Similar	Inspect
AdZens – Business Directory Website <a href="https://adzens.com/">https://adzens.com/</a> ▾ EN WORDPRESS	2.5	6	0	52	19	19	0	0 <a href="https://ourerp.ourerp.org">https://ourerp.ourerp.org</a> <a href="https://ourerp.ourerp.org/">https://ourerp.ourerp.org/</a> ▾ (Loss Link removal, Show changes)	20 Sep 2025	10 Oct 2025	20 Sep 2025	
Community Club Archives   AdZens <a href="https://adzens.com/single-category/community-clu">https://adzens.com/single-category/community-clu</a> b/ ▾ EN WORDPRESS	2.5	6	0	0	4	4	0	0 <a href="https://ourerp.ourerp.org">https://ourerp.ourerp.org/</a> <a href="https://ourerp.ourerp.org/">https://ourerp.ourerp.org/</a> ▾ (New Link added, Show changes)	10 Nov 2025	1 day ago	10 Nov 2025	
CSS Awards   App Awards   Game Awards  CSS Award Gallery   Design Awards   DesignNominees <a href="https://www.designnominees.com/categories/web-sites/cms/">https://www.designnominees.com/categories/web-sites/cms/</a> ▾ EN	73	4.7	140	0	16	16	0	0 <a href="https://ourerp.ourerp.org">https://ourerp.ourerp.org/</a>	1 Sep 2025	2 days ago	1 Sep 2025	
CRM Archives - India Social Bookmarking Website   A2Bookmarks India <a href="https://india.a2bookmarks.com/story-tag/crm/">https://india.a2bookmarks.com/story-tag/crm/</a> ▾ EN WORDPRESS	13	4.4	0	0	4	4	0	0 <a href="https://ourerp.ourerp.org">https://ourerp.ourerp.org/</a>	7 Aug 2025	28 Oct 2025	7 Aug 2025	
Largest guest posting network   High Quality Guest Posting Service! <a href="https://hellobiz.in/posts/search?page=46">https://hellobiz.in/posts/search?page=46</a> ▾ EN	48	1.3	202	0	23	28	0	0 <a href="https://ourerp.ourerp.org">https://ourerp.ourerp.org/</a> <a href="https://ourerp.ourerp.org/">https://ourerp.ourerp.org/</a> ▾	14 Aug 2025	14 Aug 2025	14 Aug 2025	
Golden Multimedia Forum - Members <a href="https://golden-forum.com/memberlist.php?sk=a&amp;d=d&amp;first_char=o&amp;mode=searchuser&amp;start=300">https://golden-forum.com/memberlist.php?sk=a&amp;d=d&amp;first_char=o&amp;mode=searchuser&amp;start=300</a> ▾ EN MESSAGEBOARDS	58	1.2	363	0	28	34	0	0 <a href="https://ourerp.ourerp.org">https://ourerp.ourerp.org/</a> <a href="https://ourerp.ourerp.org/">https://ourerp.ourerp.org/</a> ▾	23 Sep 2025	23 Sep 2025	23 Sep 2025	
<a href="http://www.secretsearchenginelabs.com/find/mem">http://www.secretsearchenginelabs.com/find/mem</a> ▾ EN	43	0.2	417	0	11	14	0	0 Home - OurERP (CONTENT - NOFOLLOW)	23 Sep 2025	23 Sep 2025	23 Sep 2025	

# Guest Posting Backlinking Report

**Project Name:** OurERP

**Reporting Period:** October

**Prepared By:** Maheshkumar Intern

**Website sheet given by HARSH Sir -  Free Guest Posting Sites**

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## Summary

Guest posting - backlinks provides us - increase in Domain Authority and visibility and also Generate traffic also.



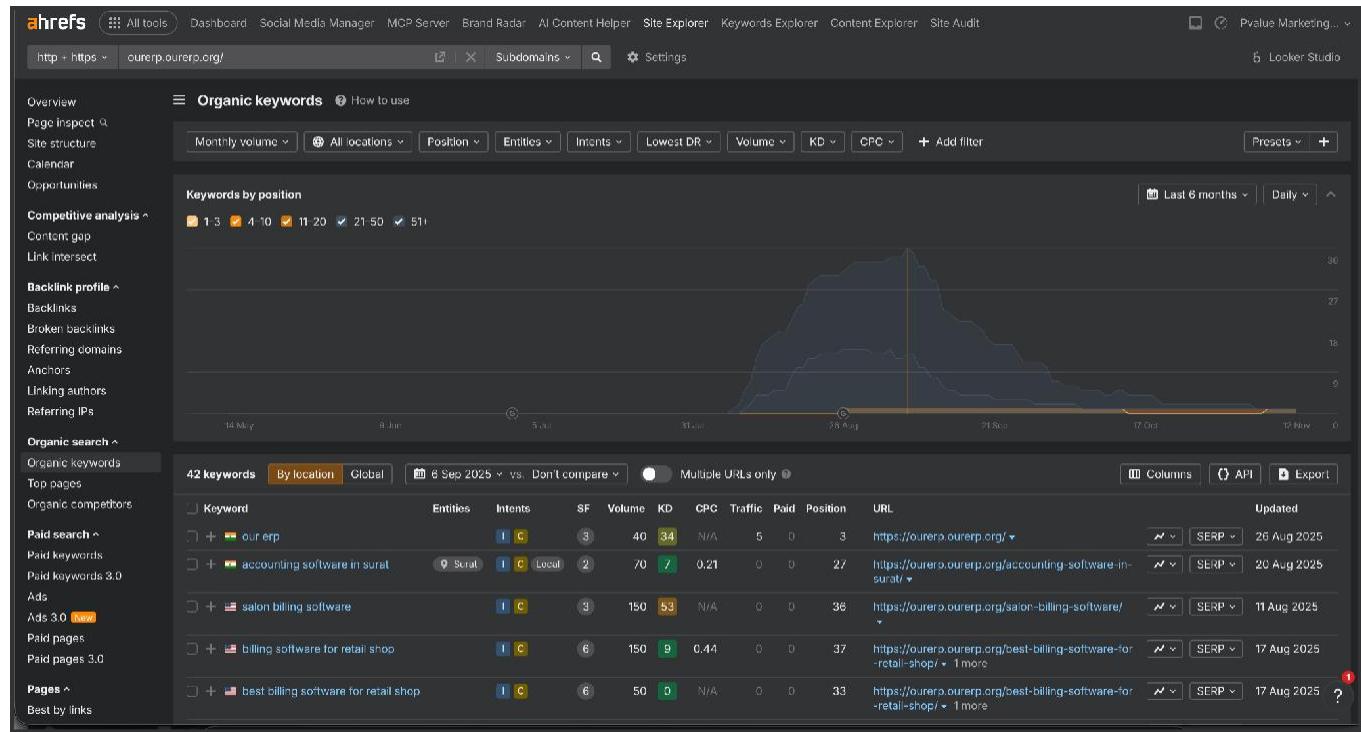
### Detailed Guest Post Records

#### 1. Publishing Website name : Medium

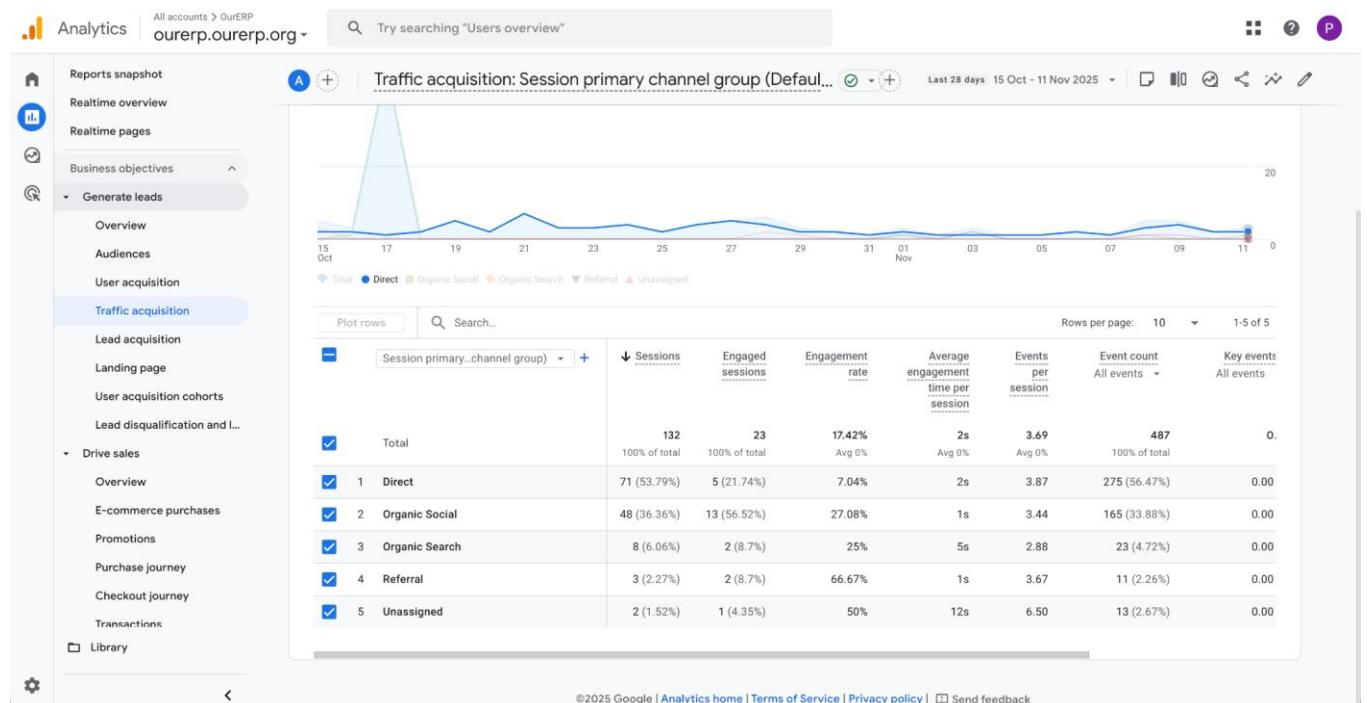
- Website URL: <https://medium.com/>
- Domain Authority (DA): 95
- Status: **approved**
- Live Link (if published):  
[https://medium.com/@support\\_95342/streamline-your-business-operations-with-ourerp-a-comprehensive-erp-solution-40fa7ac467c](https://medium.com/@support_95342/streamline-your-business-operations-with-ourerp-a-comprehensive-erp-solution-40fa7ac467c)
- Target URL (our Website): <https://ourerp.ourerp.org>

## Key Metrics:

- Keyword Rankings



## ● Organic Traffic Growth



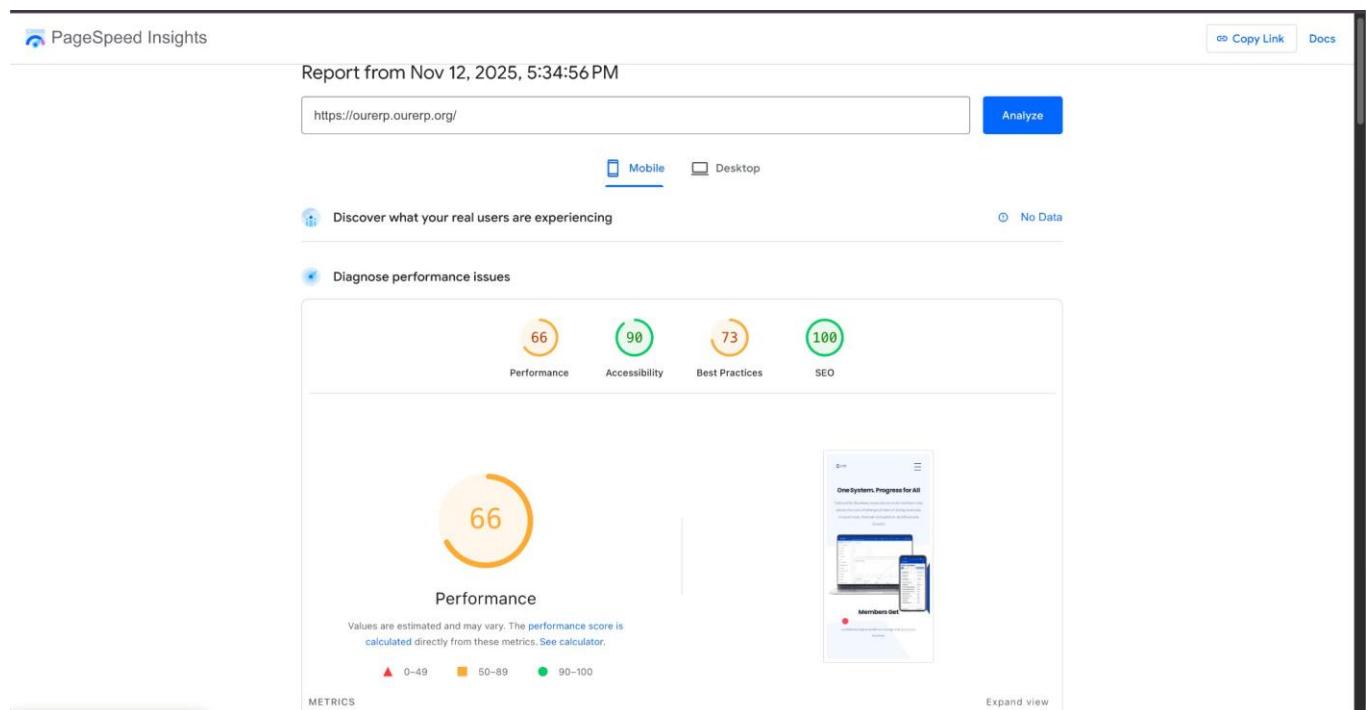
Organic Google search Clicks: 8

Organic Google search impression: 2324

Active user: 108

Engagement rate: 25 %

- **Page Load Time Improvements** ([link](#))



## 5. Ads Campaign Management

### A. Google Ads:

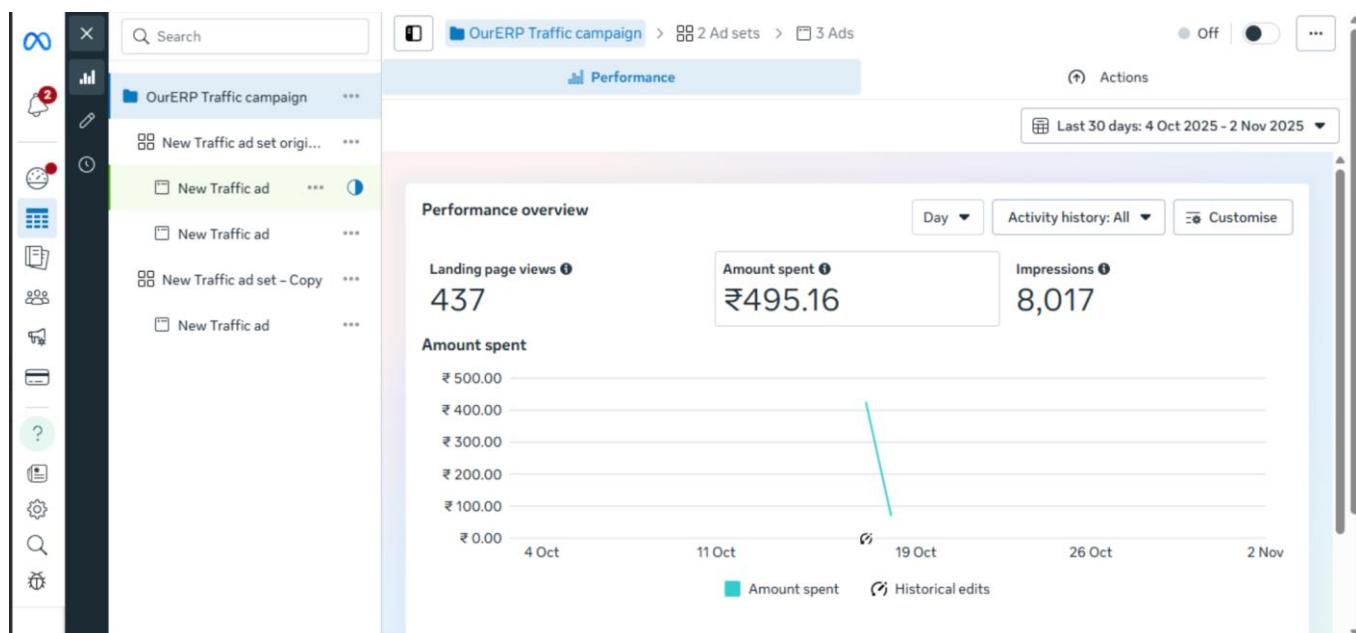
No Google ads run for this project

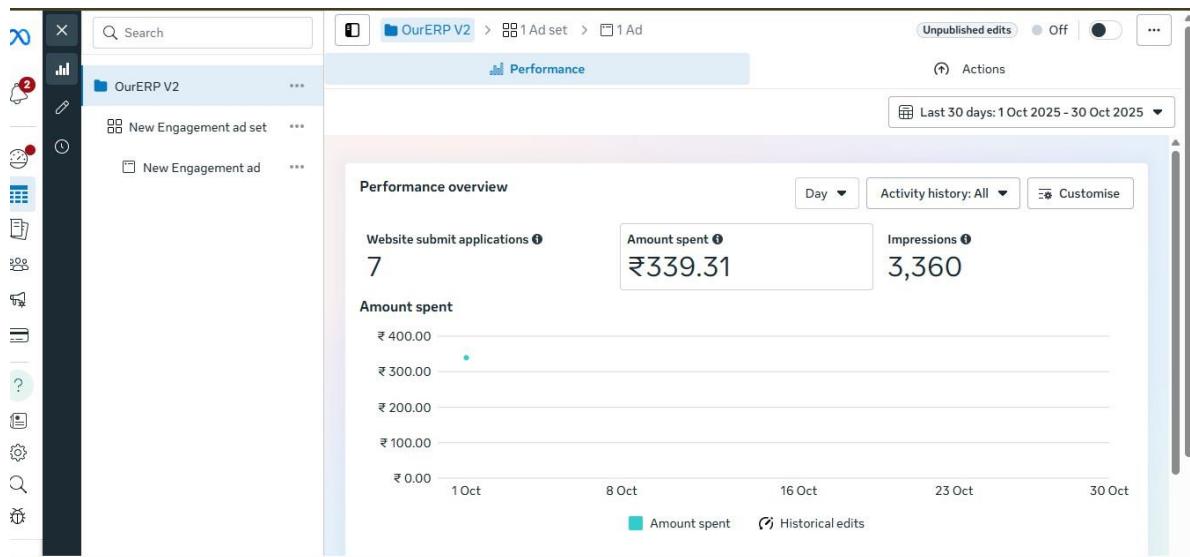
## B. Meta Ads (Facebook/Instagram):

- Developed audience segments and custom creatives
- Managed campaign budget and bid strategies for max ROI

### Key Metrics:

- Impressions : 11.3 K
- Clicks : 2.5 K
- Website submit application : 7
- Avg.CPC : 4.74 ₹



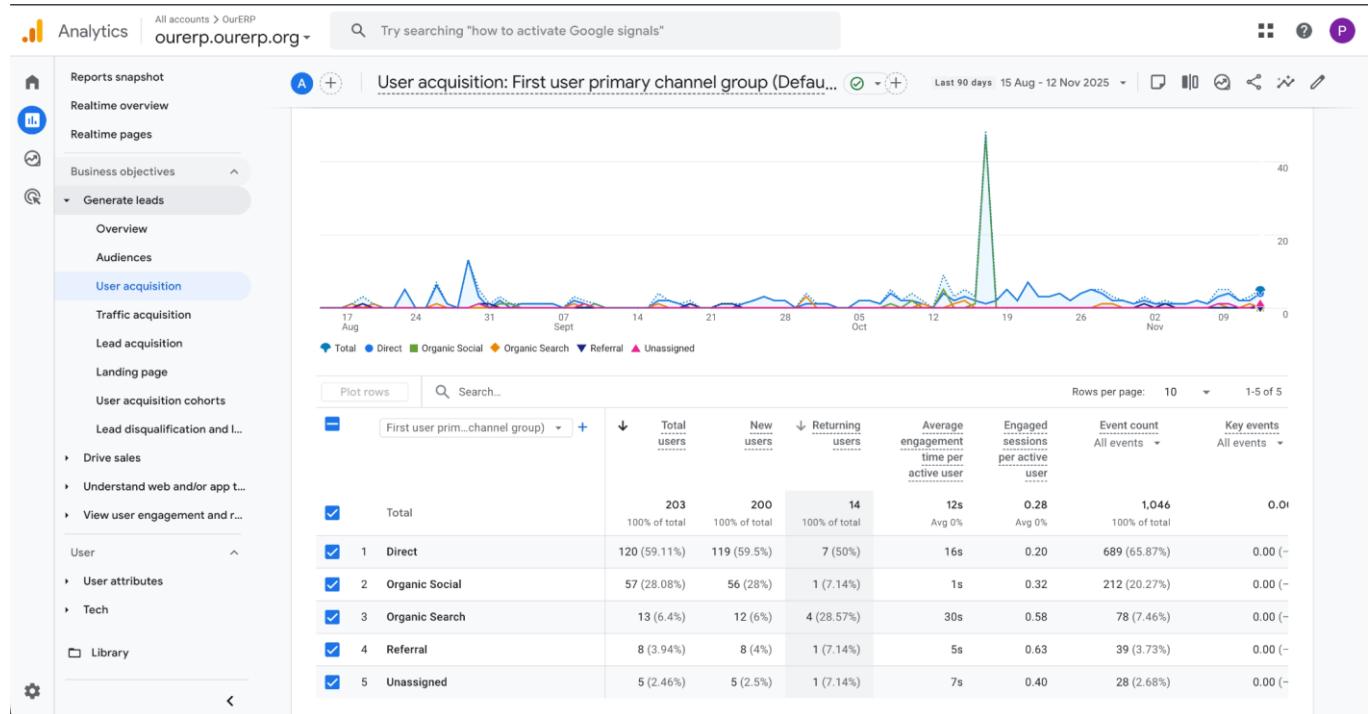


## 6. Traffic and engagement analysis

### Google Analytics (GA4)

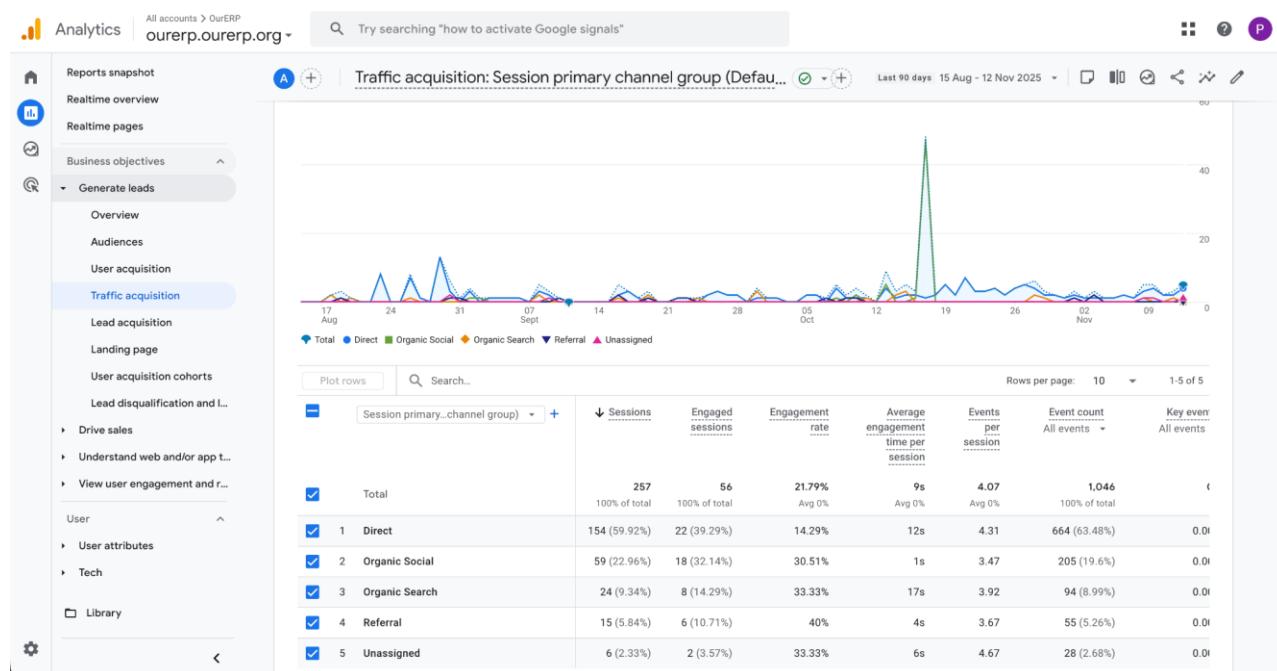
- **Audience Overview: Active Users**

A screenshot of the Google Analytics report showing the number of active users) and user stickiness, demonstrating audience retention.



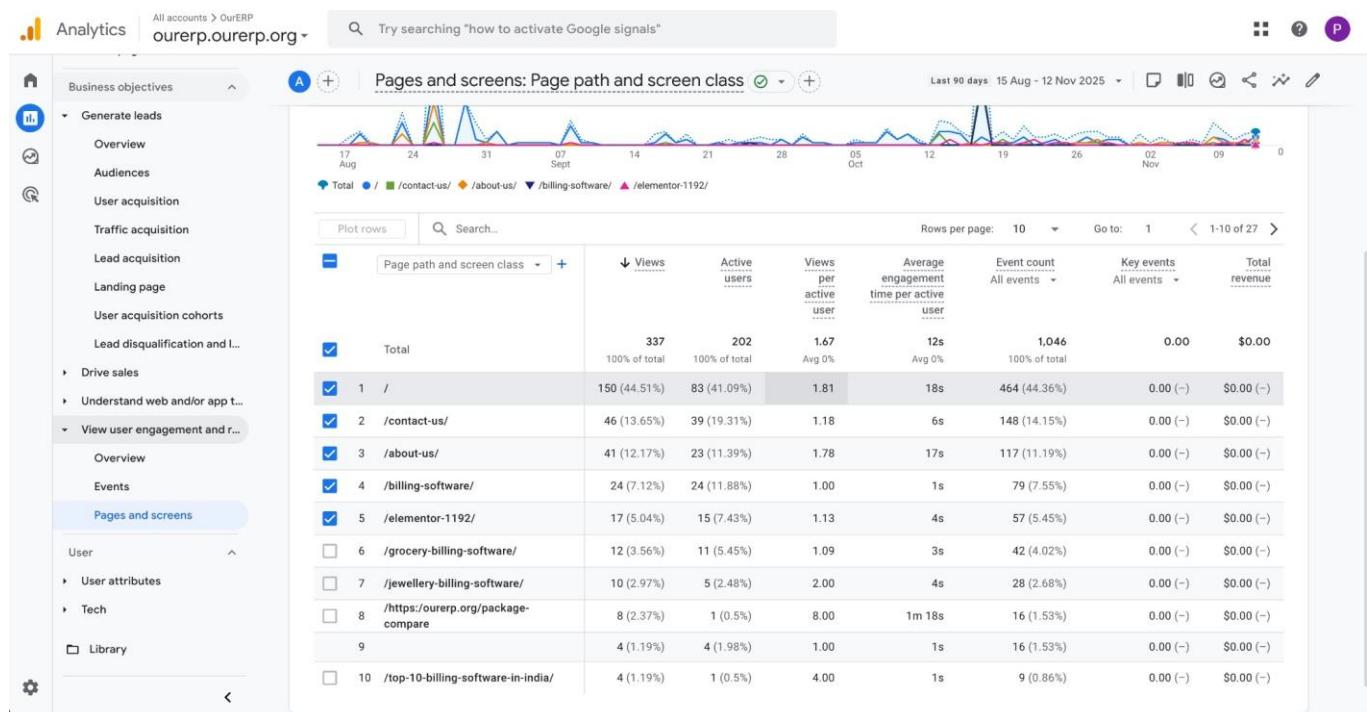
## ● Traffic Acquisition Summary

A screenshot from the 'Traffic Acquisition' report, visually breaking down the sources of website traffic (Organic Search, Direct, Paid Search, Social).



## ● User Engagement Metrics

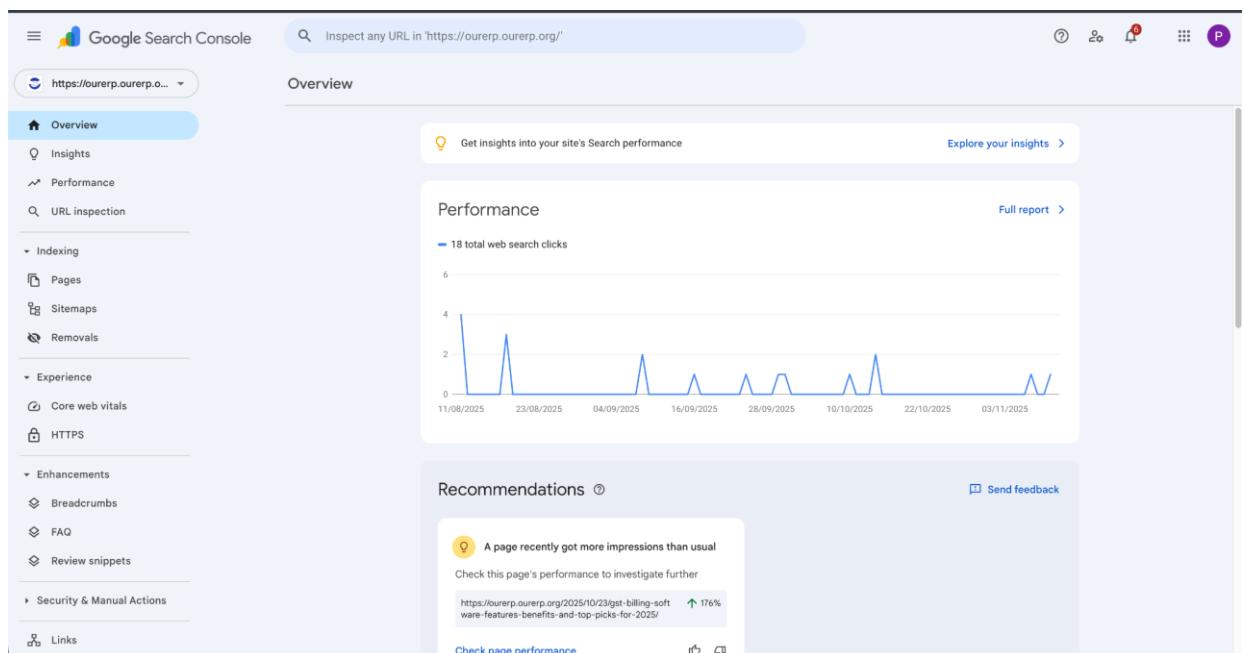
A screenshot of the 'Engagement' overview, highlighting key metrics such as the 60.14% Engagement Rate, Average Engagement Time, and Views per User.



## Google Search Console (GSC)

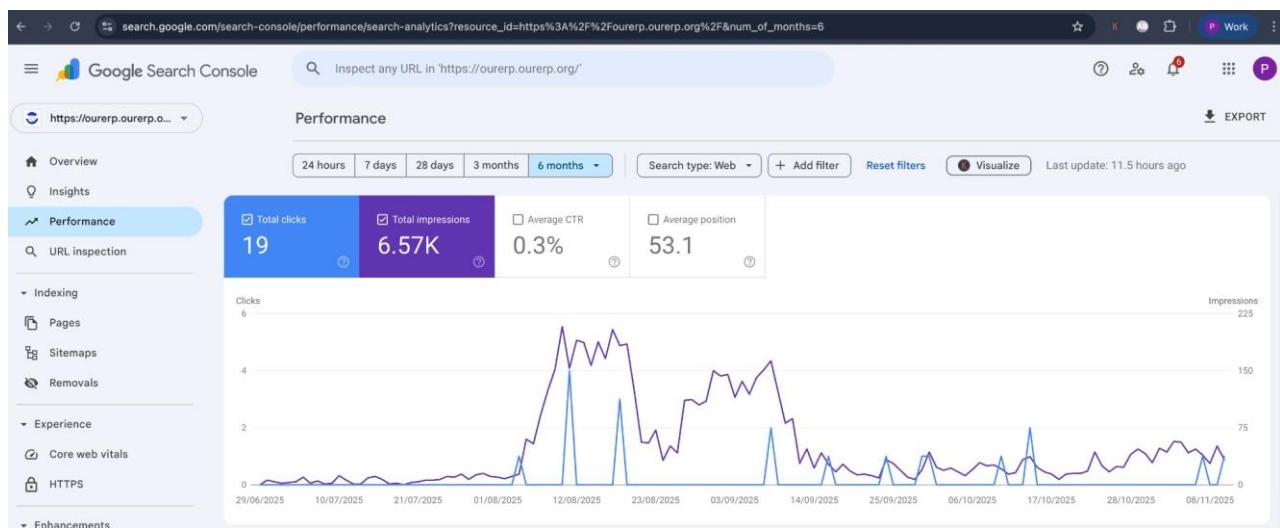
- **GSC Performance: Overview**

A screenshot of the GSC 'Performance' report, showing the high-level chart for total clicks, impressions, CTR, and average position over the project duration.



- GSC Performance: Queries & Clicks

A detailed screenshot from the 'Performance' report showing the top queries driving traffic, which supports the 1,692 organic clicks and 174.3k



## Queries

Performance					
QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
<b>Top queries ↑</b>					
our erp				2	304
ourerp				2	269
distribution billing software				2	120
billing software for cloth shop				2	34
salon billing software				1	113
apparel billing software				1	110
jewellery billing software				1	78
retail billing software				0	313
best accounting software in india				0	239
billing software for retail shop				0	186

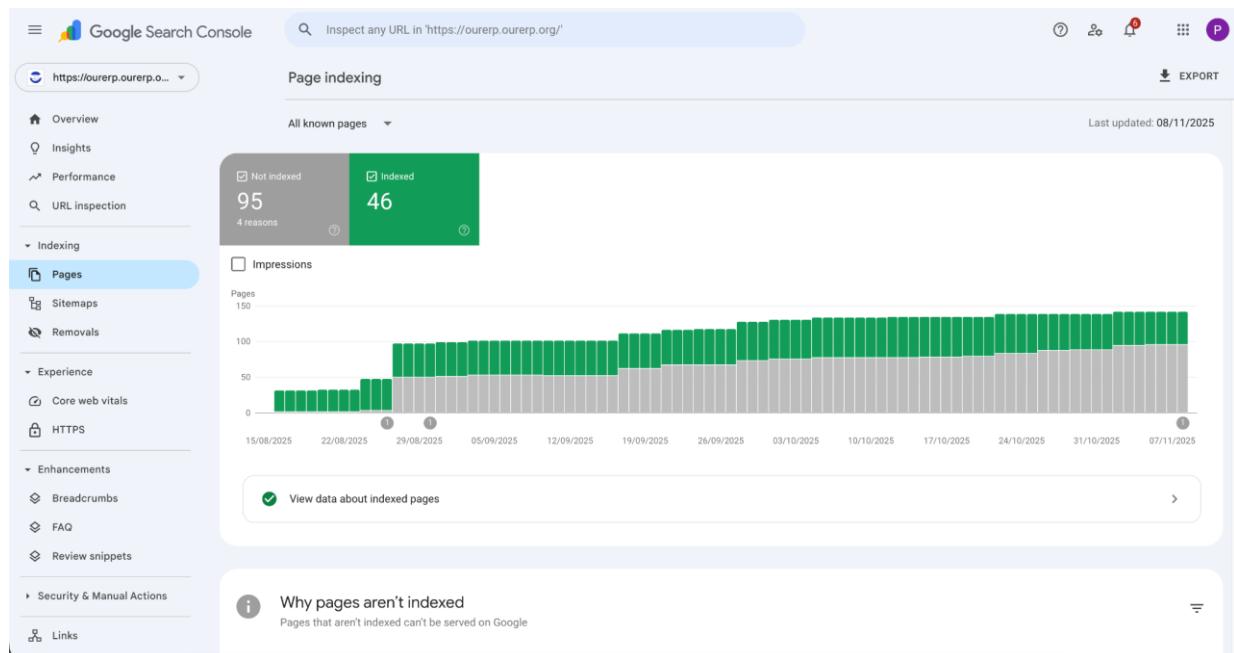
## Pages

The screenshot shows the Google Search Console Performance report for the domain <https://ourerp.ourerp.org/>. The report displays the top pages based on search appearance, with columns for QUERIES, PAGES, COUNTRIES, DEVICES, SEARCH APPEARANCE, and DATES. The data is sorted by Clicks in descending order.

QUERY	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
<a href="https://ourerp.ourerp.org/">https://ourerp.ourerp.org/</a>	11	823			
<a href="https://ourerp.ourerp.org/billing-software-for-distributors/">https://ourerp.ourerp.org/billing-software-for-distributors/</a>	2	369			
<a href="https://ourerp.ourerp.org/billing-software-for-cloth-shop/">https://ourerp.ourerp.org/billing-software-for-cloth-shop/</a>	2	139			
<a href="https://ourerp.ourerp.org/jewellery-billing-software/">https://ourerp.ourerp.org/jewellery-billing-software/</a>	1	302			
<a href="https://ourerp.ourerp.org/salon-billing-software/">https://ourerp.ourerp.org/salon-billing-software/</a>	1	238			
<a href="https://ourerp.ourerp.org/garment-billing-software/">https://ourerp.ourerp.org/garment-billing-software/</a>	1	144			
<a href="https://ourerp.ourerp.org/accounting-software-in-surat/">https://ourerp.ourerp.org/accounting-software-in-surat/</a>	1	85			
<a href="https://ourerp.ourerp.org/best-accounting-software-india/">https://ourerp.ourerp.org/best-accounting-software-india/</a>	0	647			
<a href="https://ourerp.ourerp.org/best-billing-software-for-retail-shop/">https://ourerp.ourerp.org/best-billing-software-for-retail-shop/</a>	0	491			
<a href="https://ourerp.ourerp.org/retail-billing-software/">https://ourerp.ourerp.org/retail-billing-software/</a>	0	393			

## ● GSC Page Indexing

A screenshot of the 'Pages' (Indexing) report, confirming the successful indexing of key service pages and blog posts, which was a core part of the SEO strategy.



## 6. Social Media Management

**Platforms Handled:** Instagram, Facebook [\(link\)](#)

< **ourerp.in** ...



**Our ERP**  
3 posts    1 follower    4 following

OurERP helps students learn how companies manage operations, finance, and people through ERP — completely free.

👉 Master real-world skills today. 👉

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⌚ Twci Bangalore

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[nuopod.tech](http://nuopod.tech)

[Follow](#)

**CELERTUS TECHN...**  
[celertus.tech](http://celertus.tech)

[Follow](#)

**Infonode Tec...**  
[infonode...](http://infonode.com)

[Follow](#)

Building the next Generation of business leaders .

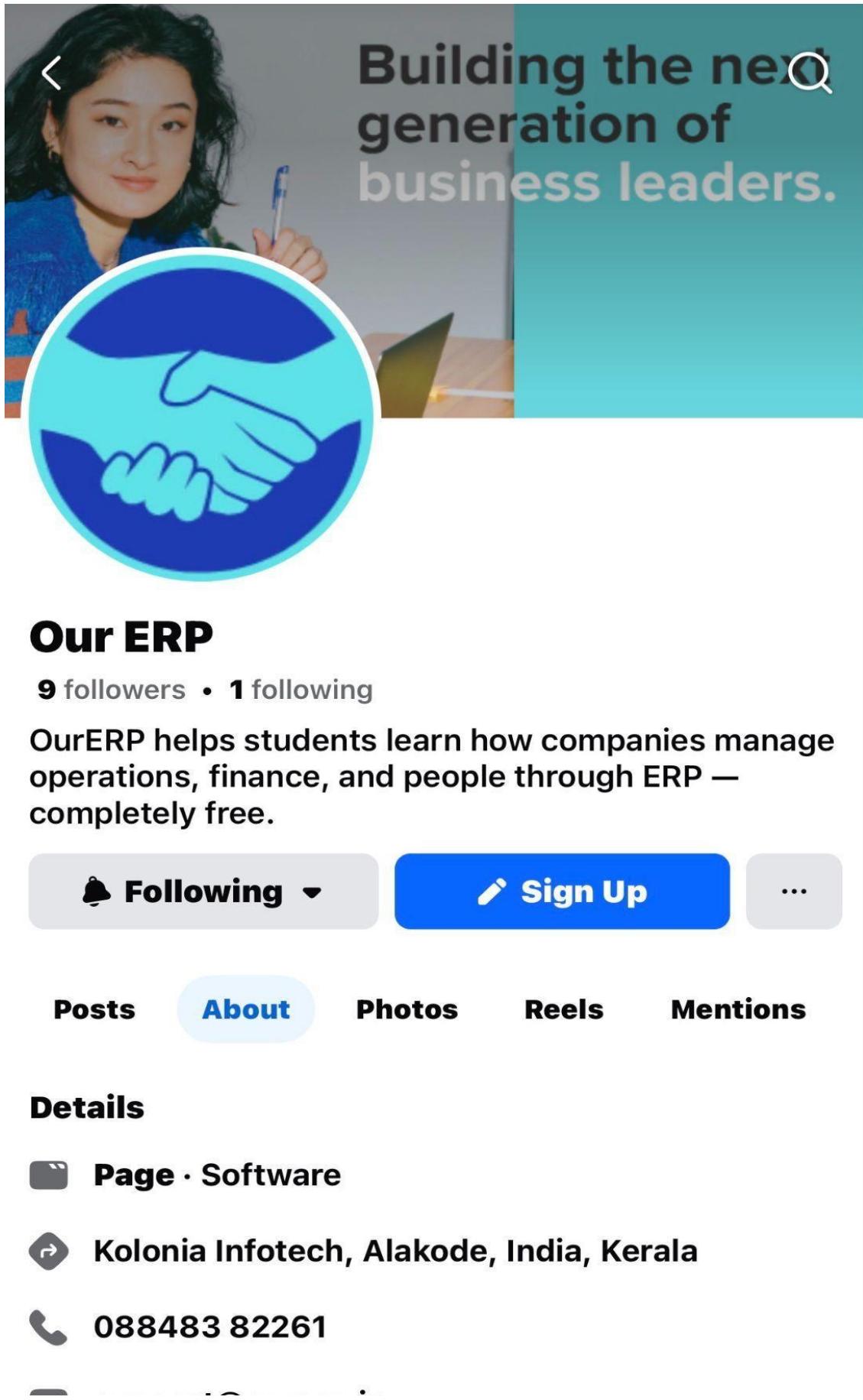
**Diwali:** Festival of Growth

& Graduate Students : Your Free ERP Access Starts Now at [ourerp.org](http://ourerp.org).

Get free access - Quick sign up with JUST Name + email, nothing else!

**OUR ERP**  
Empowering Minds, Simplifying Business.

**WHY CHOOSE OUR ERP?**



**Building the next generation of business leaders.**

## Our ERP

9 followers • 1 following

OurERP helps students learn how companies manage operations, finance, and people through ERP — completely free.

**Following** ▾

**Sign Up**

...

**Posts**   **About**   **Photos**   **Reels**   **Mentions**

### Details

**Page · Software**

**Kolonia Infotech, Alakode, India, Kerala**

**088483 82261**

- Created a monthly content calendar with regular posts, stories, and ad creatives.
- Managed community engagement: replies, comments, DM queries
- Guided growth via targeted campaigns and influencer collaborations

**Key Metrics:**

- Follower Growth
- Engagement Rate
- Post Reach

## 7. Creative Design

- Designed multiple ad creatives for campaigns (static and animated banners)
- Developed social media post templates consistent with brand guidelines
- Produced engaging story and feed banners to boost engagement.
- Used tools like - Canva, vn and Ai Flow

## 8. Achievements & Results

During the internship period (April 2025 – November 2025), the digital marketing strategy for **OurERP** yielded significant improvements in traffic acquisition, brand visibility, and lead generation. Below are the key achievements categorized by domain:

### 1. Paid Advertising Success (Meta Ads)

- **High-Volume Traffic Generation:** Successfully executed Meta (Facebook/Instagram) ad campaigns that delivered **11,300+ Impressions** and drove **2,500+ Clicks** to the website.
- **Cost-Efficiency:** Achieved a highly optimized **Average CPC of ₹4.74**, ensuring maximum reach within the allocated budget.
- **Lead Generation:** The campaigns resulted in **7 direct website application submissions**, validating the quality of the targeted audience segments.

### 2. SEO & Organic Growth

- **Search Visibility:** Established a digital footprint for the domain, achieving **2,324 Organic Google Search Impressions**.
- **Technical SEO Wins:** Successfully indexed key landing pages, service pages, and blog posts via Google Search Console, ensuring the website is crawlable and discoverable.
- **Keyword Strategy:** Implemented on-page optimization (Meta titles, H1/H2 tags) which began driving initial organic traffic (8 clicks) in a competitive B2B ERP market.

### 3. User Engagement & Web Performance

- **Active User Base:** Attracted **108 Active Users** to the platform through a mix of organic and paid channels.
- **Audience Quality:** Maintained a **25% Engagement Rate**, indicating that the content strategy successfully targeted relevant users interested in ERP solutions.
- **Content Deployment:** Successfully built and managed optimized landing pages on **Word Press**, ensuring a seamless user experience.

### . Creative & Brand Consistency

- **Visual Identity:** Designed and deployed a suite of static and animated ad creatives using **Canva, VN, and AI Flow** tools, maintaining consistent brand guidelines across all social platforms.
- **Content Management:** Executed a consistent content calendar that kept social media channels active and engaged with the community.

**Summary:** The project successfully transitioned **OurERP** from a low-visibility state to a platform with over **13,000 combined impressions (Organic + Paid)** and a steady stream of active users, laying a strong foundation for future scaling.

## 9. Skills Honed & Technologies Used

- SEO Tools: Google Search Console, SEMrush, Ahrefs, Google keyword planner
- Ad Platforms: Google Ads, Meta Ads Manager
- Design Tools: Canva, VN And ai flow
- CMS: Word Press
- Analytics: Google Analytics 4, Facebook Insights, facebook ads manager

## 11. Conclusion

This project, spanning from April to November 2025, successfully implemented a comprehensive, multi-channel digital marketing strategy for **OurERP**. The primary objectives—to improve website visibility, drive targeted traffic, and enhance social media engagement—were systematically addressed and achieved.

By managing the full cycle of digital marketing—from keyword research and content creation to ad management and creative design—this project successfully strengthened **OurERP's** digital footprint and established a solid foundation for sustainable online growth.

# Thank You.

I am pleased to present the successful completion of this project, which I personally managed and executed.

**I look forward to discussing these results.**

**Maheshkumar Panchal  
Digital Marketing executive**