


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'

Make sure you don't miss out on traffic!

You just trashed a Page. Search engines and other websites can still send traffic to your trashed content. You should create a redirect to ensure your visitors do not get a 404 error when they click on the no longer working URL. With Yoast SEO Premium, you can easily create such redirects.

[Get Yoast SEO Premium >](#)

1 page moved to the Trash. [Undo](#)

All (313) | Mine (1) | **Published (140)** | Drafts (173) | Trash (1) | Cornerstone content (0)

Search Pages

140 items

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

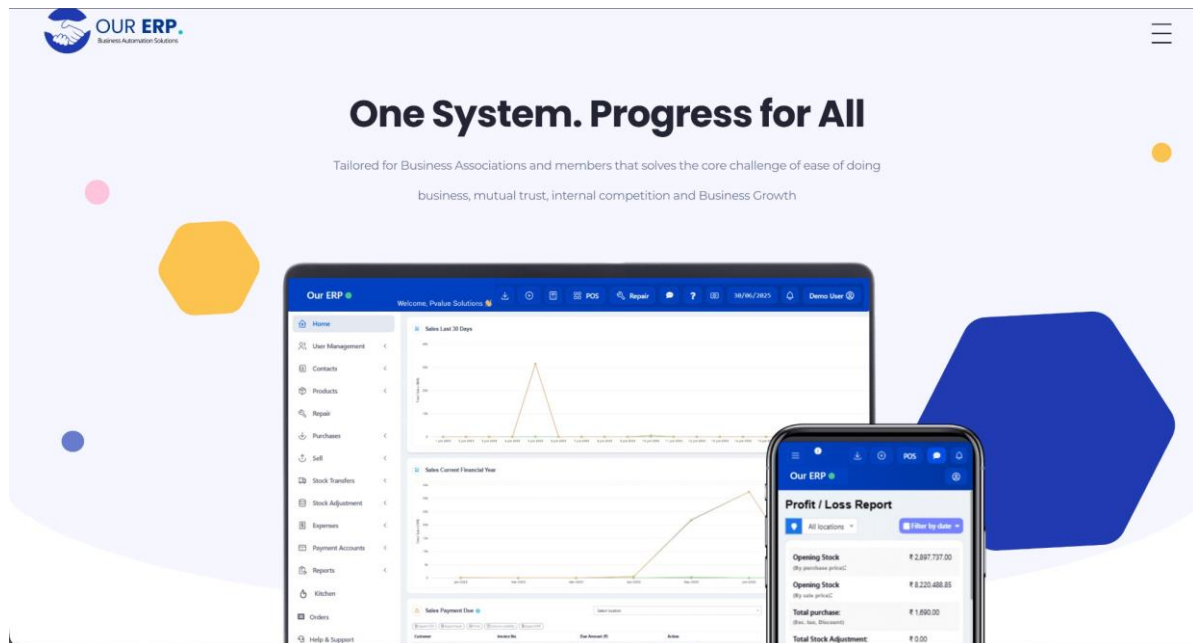
Plug-ins installed.

The screenshot displays the WordPress admin dashboard at the URL `ourerp.ourerp.org/wp-admin/plugins.php`. The left sidebar contains a menu with various options, including 'Plugins' which is highlighted with a red badge indicating 18 items. The main content area shows a list of installed plugins with columns for 'Plugin', 'Description', and 'Automatic Updates'. The plugins listed are:

- Akismet Anti-spam: Spam Protection** (Version 5.3.7): Used by millions, Akismet is quite possibly the best way in the world to protect your blog from spam. It is currently inactive. A notification bar indicates a new version (5.6) is available.
- Backuply** (Version 1.4.6): Backuply is a Wordpress Backup plugin. Backups are the best form of security and safety a website can have. It is currently inactive. A notification bar indicates a new version (1.5.1) is available.
- Backuply Pro** (Version 1.4.6): Backuply is a Wordpress Backup plugin. Backups are the best form of security and safety a website can have. It is currently inactive. A red error message states: 'This plugin cannot be activated because required plugins are missing or inactive.'
- Bulk Page Creator** (Version 1.1.4): Allows you to create multiple pages in a batch/bulk manner saving time when initially setting up your WordPress site. It is currently inactive.
- CF7 to Webhook** (Version 4.0.3): Use Contact Form 7 as a trigger to any Webhook. It is currently inactive.
- Contact Form 7** (Version 6.0.6): Just another contact form plugin. Simple but flexible. It is currently inactive.

The dashboard also shows a search bar for installed plugins and a 'Bulk actions' dropdown menu.

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	Keyword With Commercial Intentions
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**

The screenshot shows the Ahrefs Backlinks report for the domain ourerp.ourerp.org/. The interface includes a sidebar with navigation options like Overview, Page inspect, Site structure, and Competitive analysis. The main content area displays a table of backlinks with columns for Referring page, DR, UR, Domain traffic, Referring domains, Linked domains, Ext. traffic, Page traffic, Kw., Anchor and target URL, First seen, Last seen, Similar, and Inspect.

Referring page	DR	UR	Domain traffic	Referring domains	Linked domains	Ext. traffic	Page traffic	Kw.	Anchor and target URL	First seen	Last seen	Similar	Inspect
AdZens - Business Directory Website https://adzens.com/ [EN] WORDPRESS	2.5	6	0	52	19	19	0	0	https://ourerp.ourerp.org/ https://ourerp.ourerp.org/ Lost Link removed - show changes	20 Sep 2025	10 Oct 2025	20	Q
Community Club Archives AdZens https://adzens.com/single-category/community-club/ [EN] WORDPRESS	2.5	6	0	0	4	4	0	0	https://ourerp.ourerp.org/ https://ourerp.ourerp.org/ New Link added - show changes	10 Nov 2025	1 d ago	1	Q
CSS Awards App Awards Game Awards CSS Award Gallery Design Awards DesignNominees https://www.designnominees.com/categories/web-sites/cms/ [EN]	73	4.7	140	0	16	16	0	0	https://ourerp.ourerp.org/	1 Sep 2025	2 d ago	8	Q
CRM Archives - India Social Bookmarking Website A2Bookmarks India https://india.a2bookmarks.com/story-tag/crm/ [EN] WORDPRESS	13	4.4	0	0	4	4	0	0	ourerp.ourerp.org https://ourerp.ourerp.org/	7 Aug 2025	28 Oct 2025	90	Q
Largest guest posting network High Quality Guest Posting Service! https://heliobiz.in/posts/search?page=46 [EN]	48	1.3	202	0	23	28	0	0	https://ourerp.ourerp.org https://ourerp.ourerp.org/	14 Aug 2025	14 Aug 2025	22	Q
Golden Multimedia Forum - Members https://golden-forum.com/memberlist.php?sk=a&d=d&first_char=o&mode=searchuser&start=300 [EN] MESSAGE-BOARDS	58	1.2	363	0	28	34	0	0	https://ourerp.ourerp.org/ https://ourerp.ourerp.org/	23 Sep 2025	23 Sep 2025	12	Q
http://www.secretsearchenginelabs.com/findmem [EN] BLOG	43	0.2	417	0	11	14	0	0	Home - OurERP CONTENT - WORDPRESS	23 Sep 2025	23 Sep 2025	1	Q

Guest Posting Backlinking Report

Project Name: OurERP

Reporting Period: october

Prepared By: Maheshkumar Intern

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

Summary

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



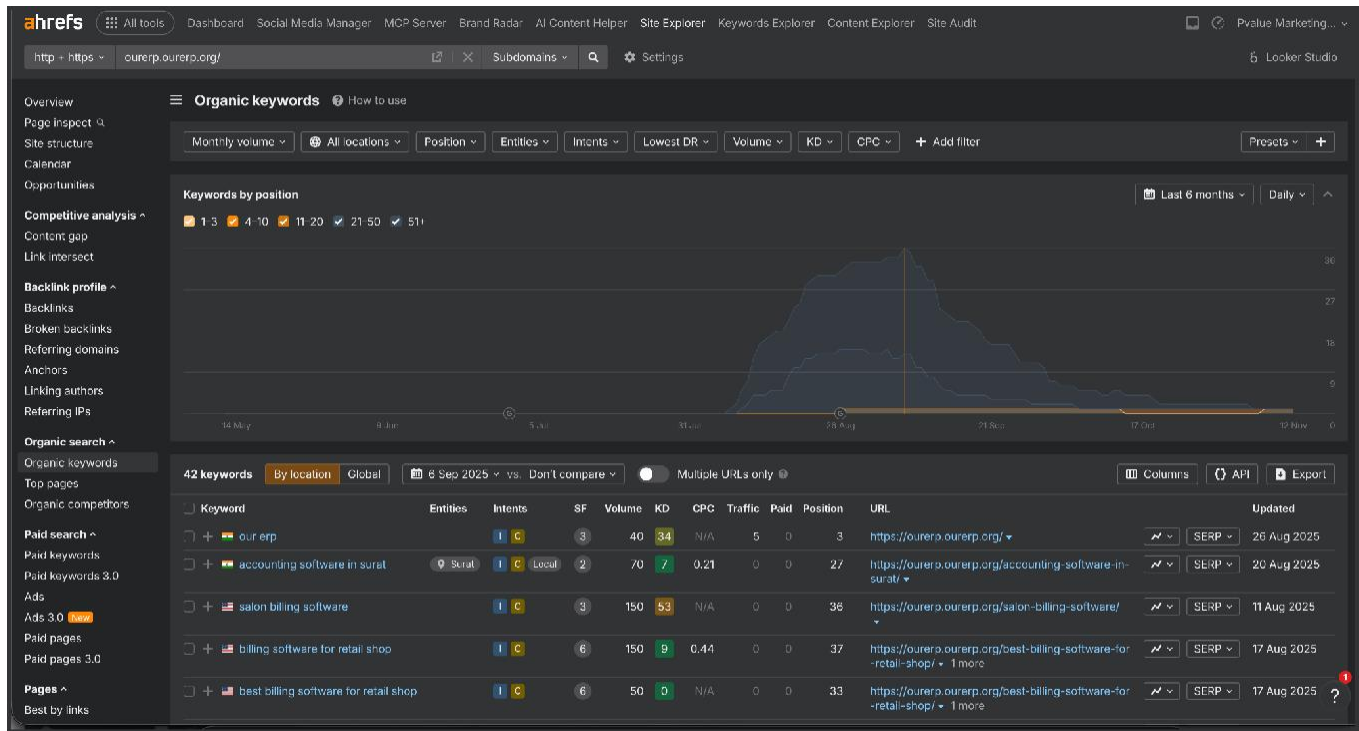
Detailed Guest Post Records

1. Publishing Website name : Medium

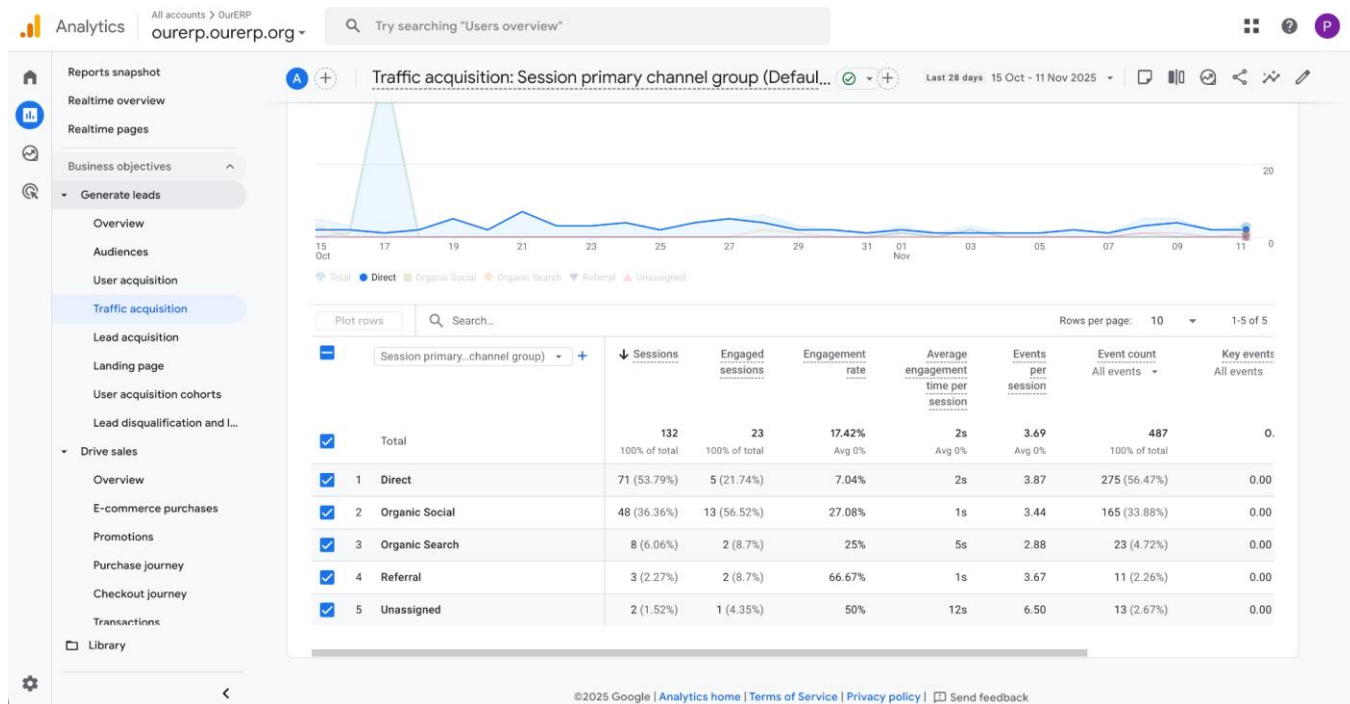
- Website URL: <https://medium.com/>
- Domain Authority (DA): 95
- Status: **approved**
- Live Link (if published):
https://medium.com/@support_95342/streamline-your-business-operations-with-ourerp-a-comprehensive-erp-solution-40fa7ac467c
- Target URL (our Website): <https://ourerp.ourerp.org>

Key Metrics:

- **Keyword Rankings**



• Organic Traffic Growth



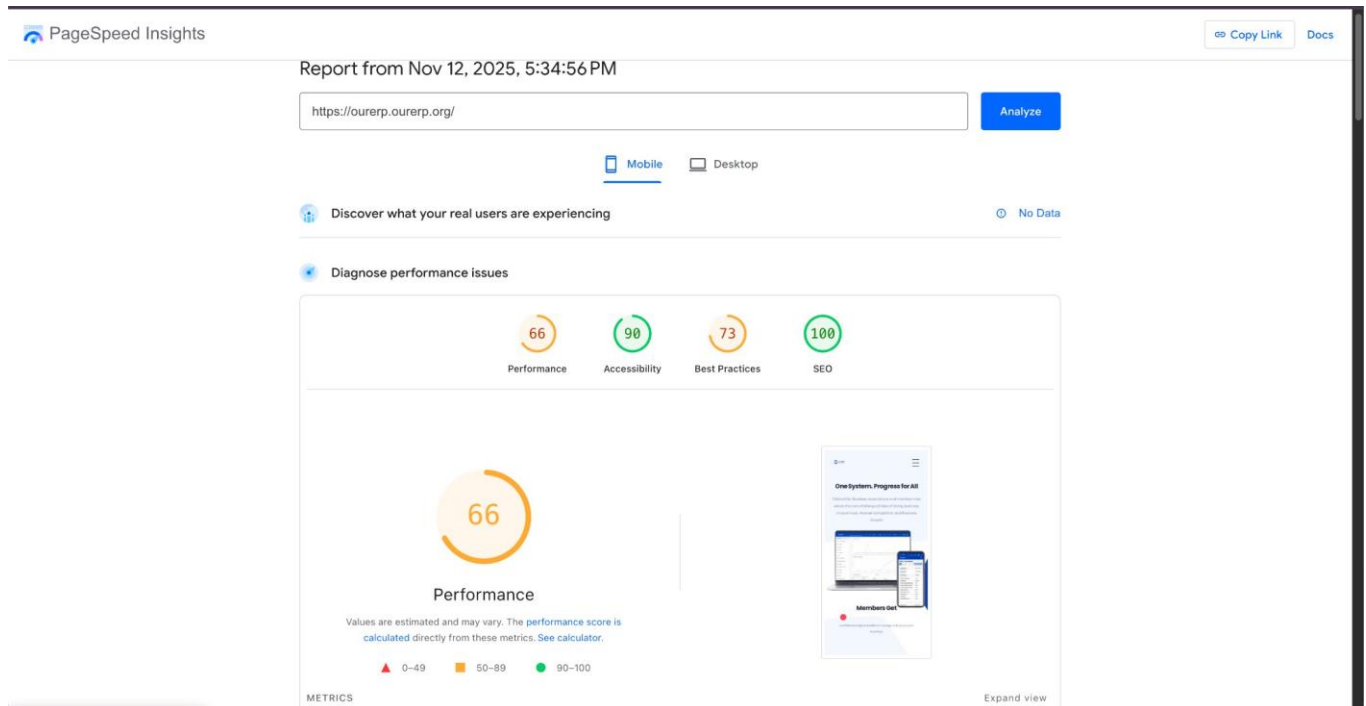
Organic Google search Clicks: 8

Organic Google search impression: 2324

Active user: 108

Engagement rate: 25 %

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



5. Ads Campaign Management

A. Google Ads:

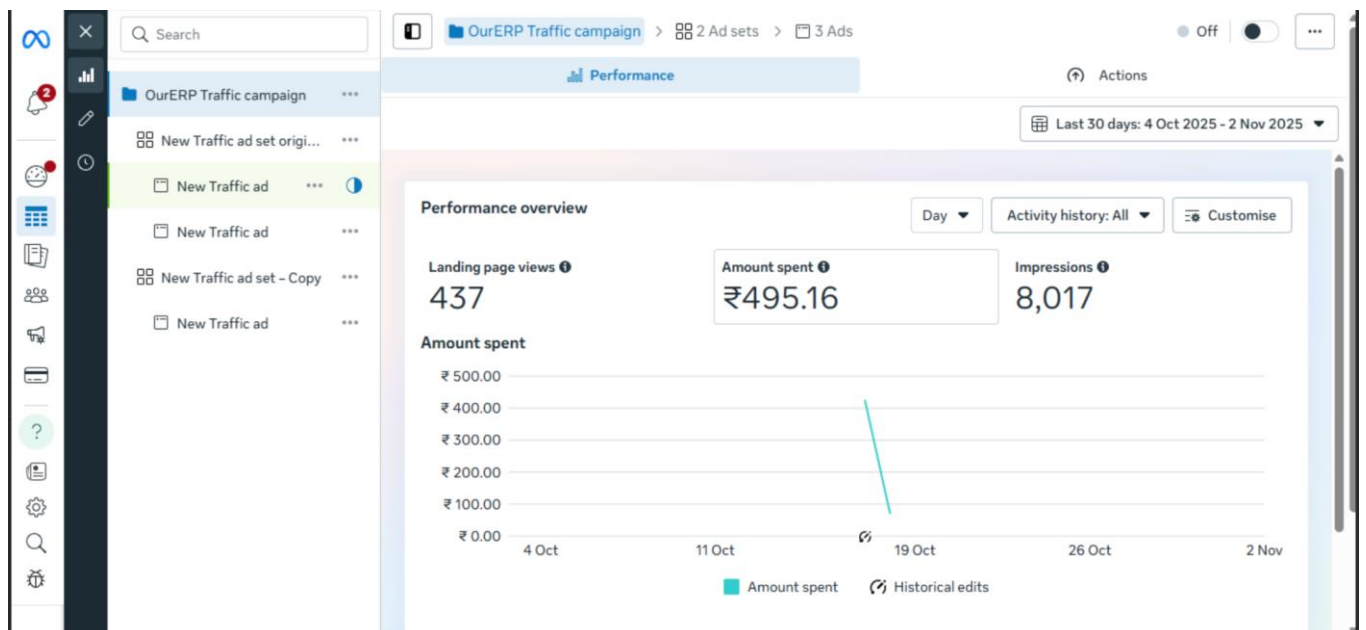
No Google ads run for this project

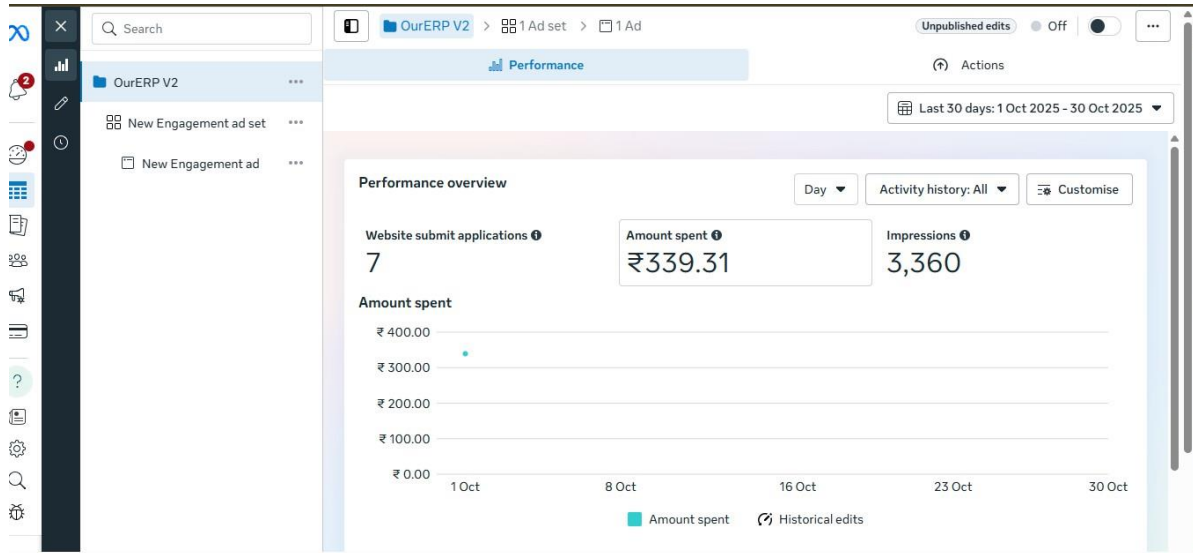
B. Meta Ads (Facebook/Instagram):

- 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 ₹



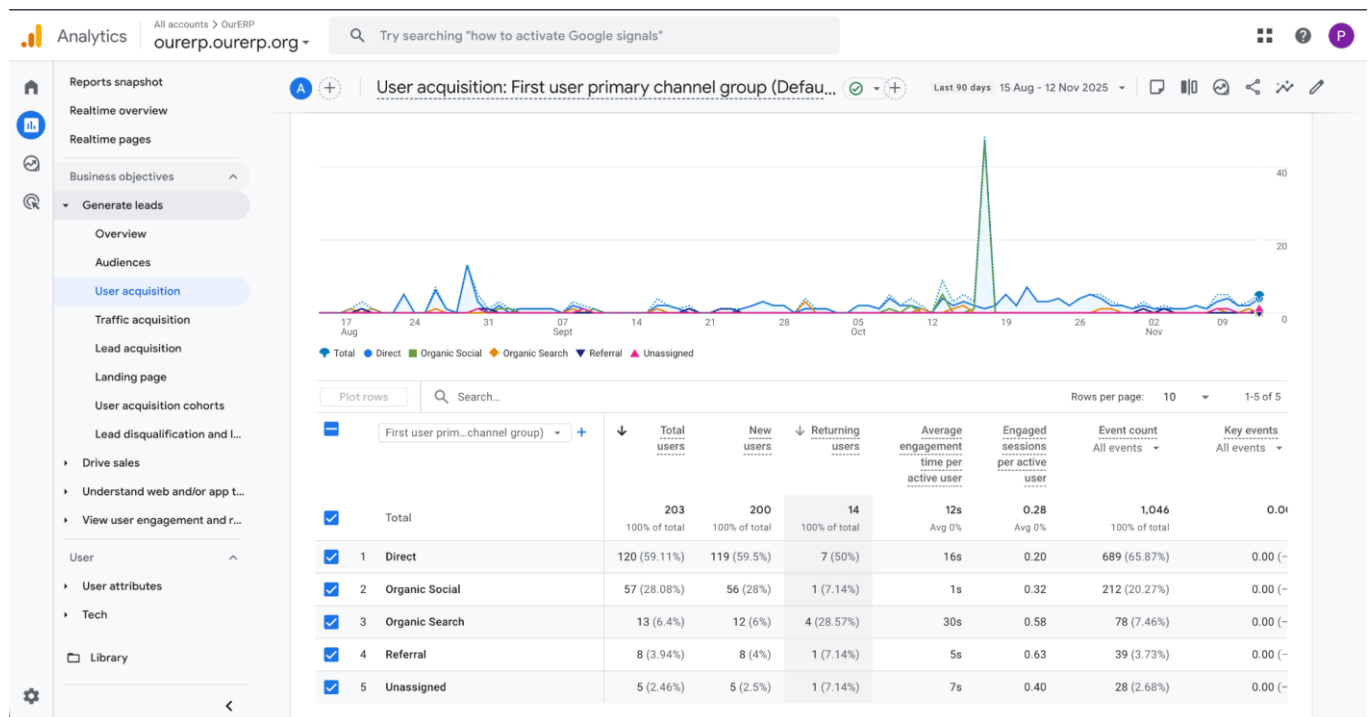


6. Traffic and engagement analysis

Google Analytics (GA4)

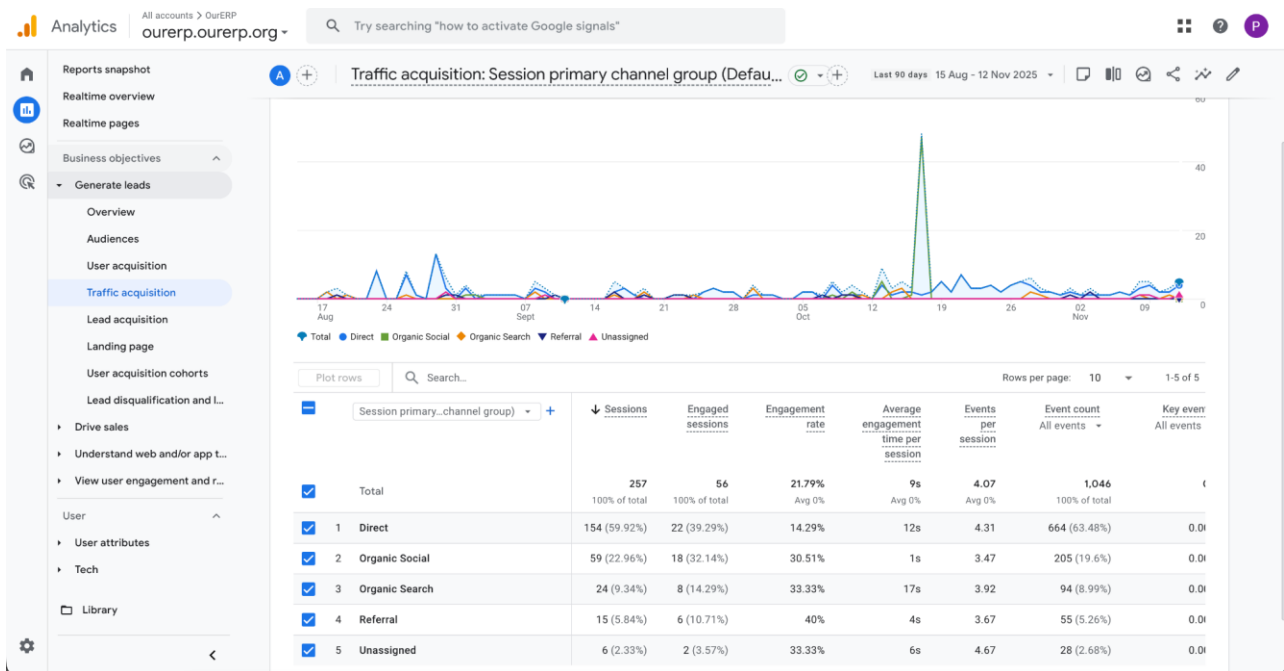
- **Audience Overview: Active Users**

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



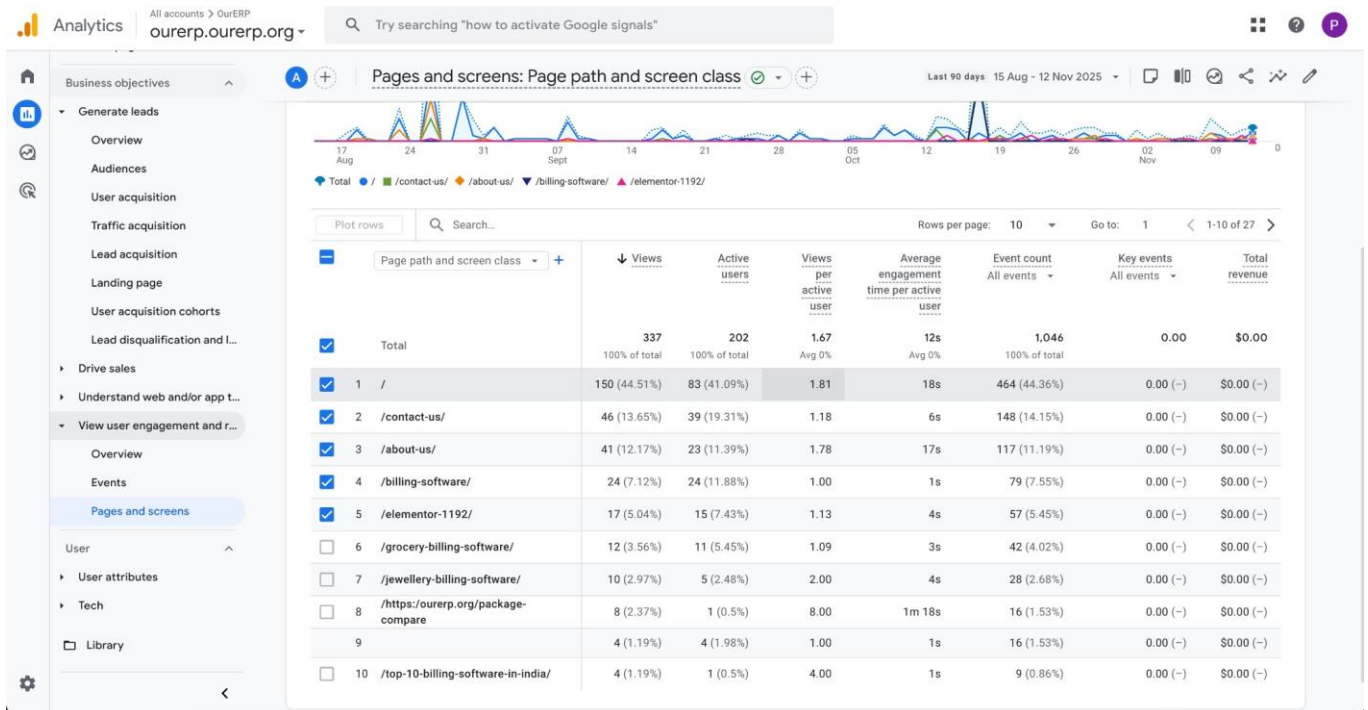
● Traffic Acquisition Summary

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



● User Engagement Metrics

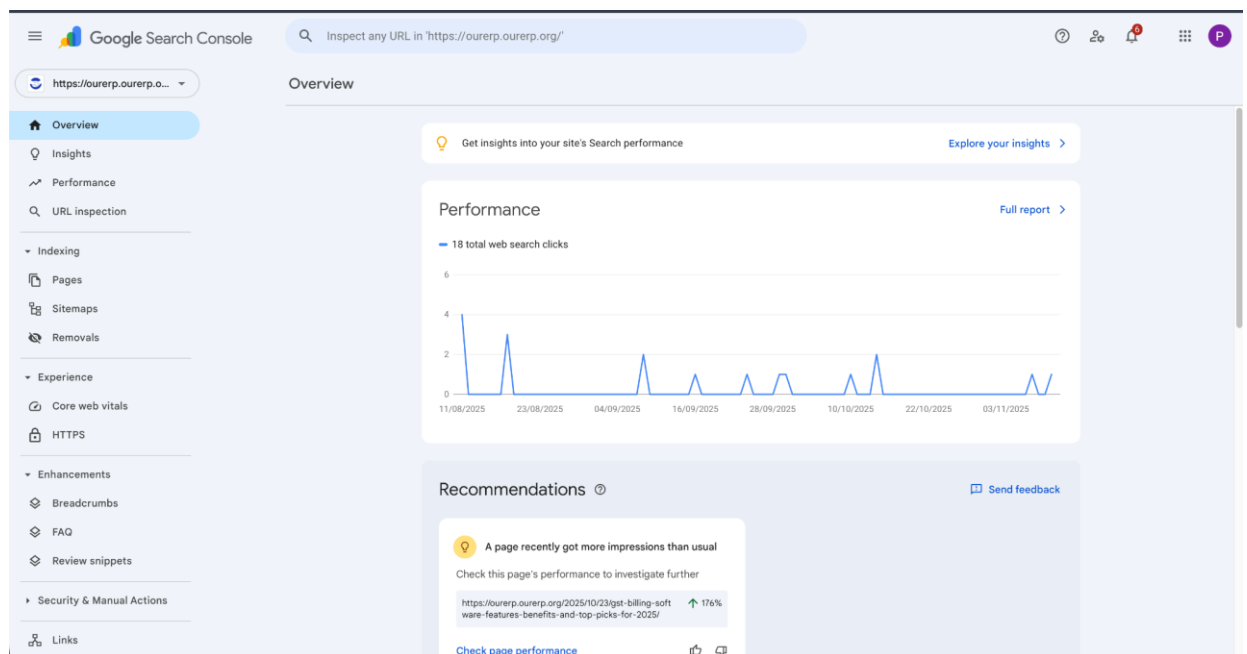
A screenshot of the 'Engagement' overview, highlighting key metrics such as the 60.14% Engagement Rate, Average Engagement Time, and Views per User.



Google Search Console (GSC)

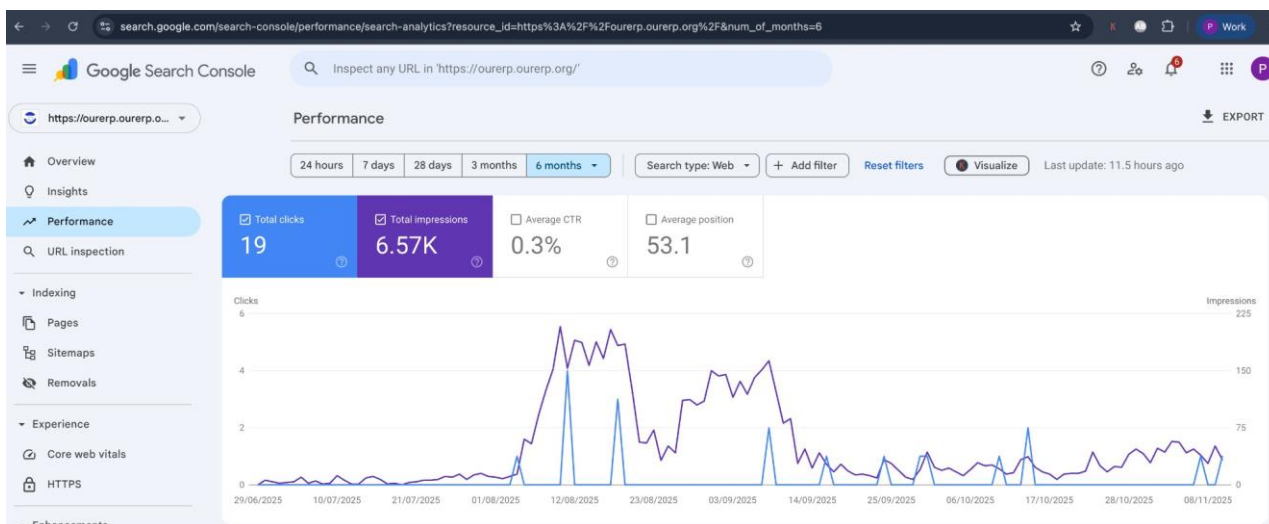
- **GSC Performance: Overview**

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

The screenshot displays the Google Search Console Performance report for the URL 'https://ourerp.ourerp.org/'. The report shows data for the last 6 months, with a search type of 'Web'. The left sidebar lists various sections: Overview, Insights, Performance (selected), URL inspection, Indexing, Pages, Sitemaps, Removals, Experience, Core web vitals, HTTPS, and Enhancements. The main content area features a table of top queries. The table has columns for QUERIES, PAGES, COUNTRIES, DEVICES, SEARCH APPEARANCE, and DATES. The 'QUERIES' column lists the top queries, and the 'DATES' column shows the number of clicks and impressions for each query.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
our erp					2 Clicks, 304 Impressions
ourerp					2 Clicks, 269 Impressions
distribution billing software					2 Clicks, 120 Impressions
billing software for cloth shop					2 Clicks, 34 Impressions
salon billing software					1 Click, 113 Impressions
apparel billing software					1 Click, 110 Impressions
jewellery billing software					1 Click, 78 Impressions
retail billing software					0 Clicks, 313 Impressions
best accounting software in india					0 Clicks, 239 Impressions
billing software for retail shop					0 Clicks, 186 Impressions

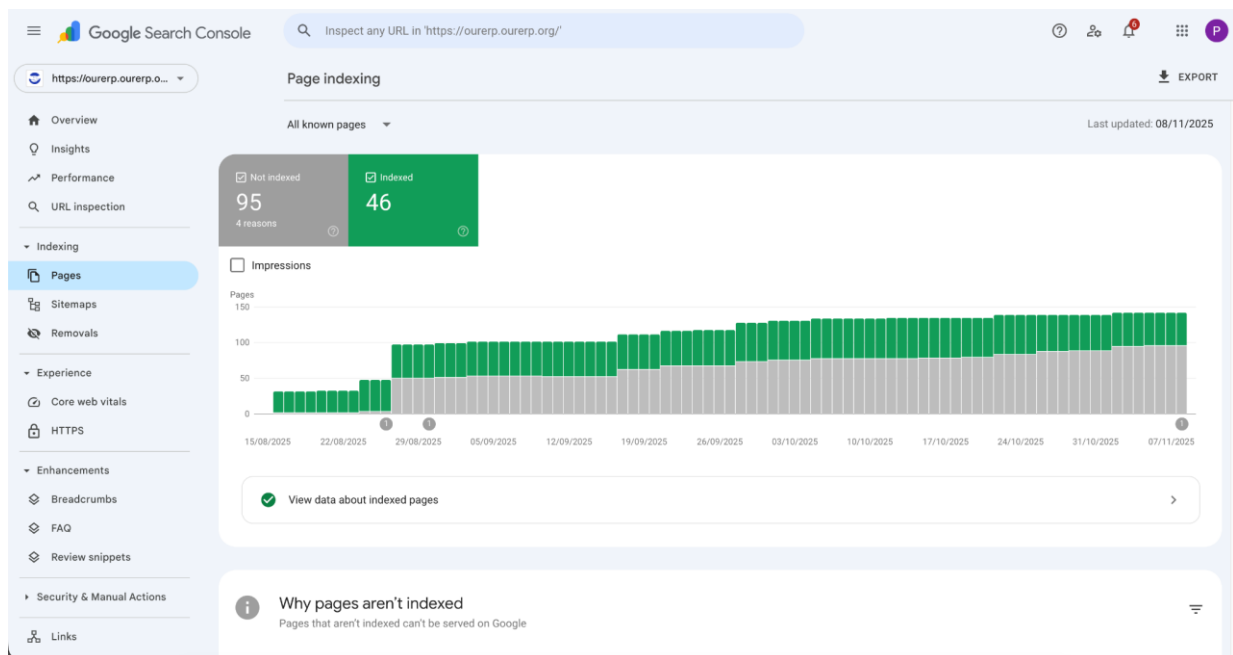
Pages

The screenshot shows the Google Search Console interface for the domain <https://ourerp.ourerp.org/>. The 'Performance' tab is selected, displaying a table of top-performing pages over the last 6 months. The table includes columns for Queries, Pages, Countries, Devices, Search Appearance, and Dates. The 'Top pages' section lists several URLs with their respective Clicks and Impressions.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages					
				↓ Clicks	Impressions
	https://ourerp.ourerp.org/			11	823
	https://ourerp.ourerp.org/billing-software-for-distributors/			2	369
	https://ourerp.ourerp.org/billing-software-for-cloth-shop/			2	139
	https://ourerp.ourerp.org/jewellery-billing-software/			1	302
	https://ourerp.ourerp.org/salon-billing-software/			1	238
	https://ourerp.ourerp.org/garment-billing-software/			1	144
	https://ourerp.ourerp.org/accounting-software-in-surat/			1	85
	https://ourerp.ourerp.org/best-accounting-software-india/			0	647
	https://ourerp.ourerp.org/best-billing-software-for-retail-shop/			0	491
	https://ourerp.ourerp.org/retail-billing-software/			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 [\(link\)](#)




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 to tool 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