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

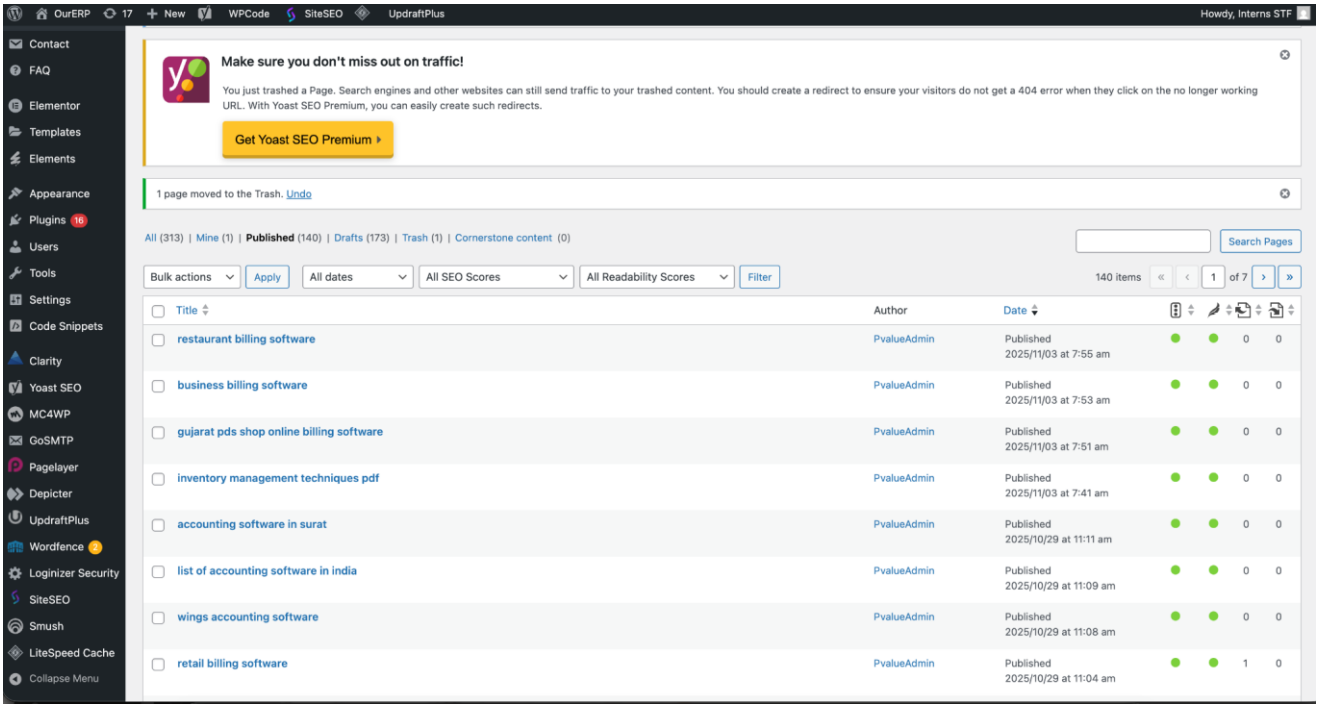
2. Objectives

- 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

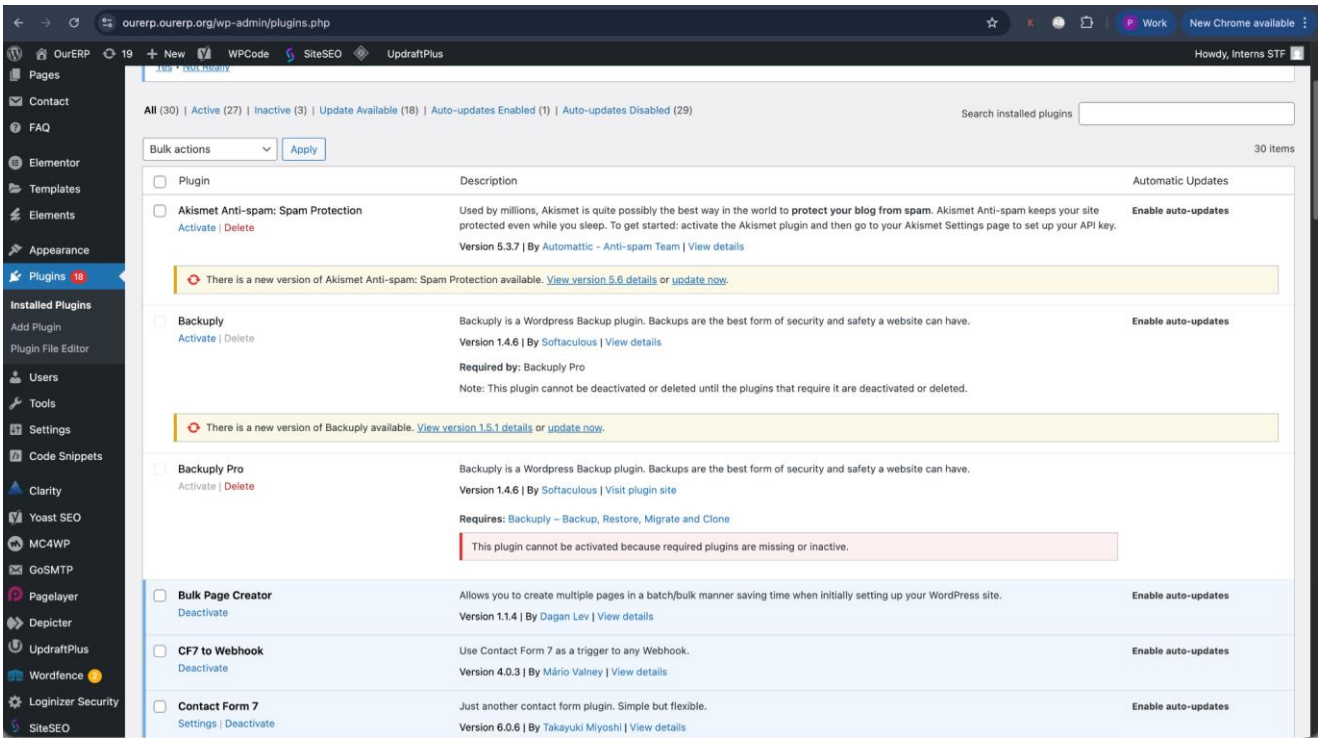
3. Content Writing & Webpage Management

- 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.

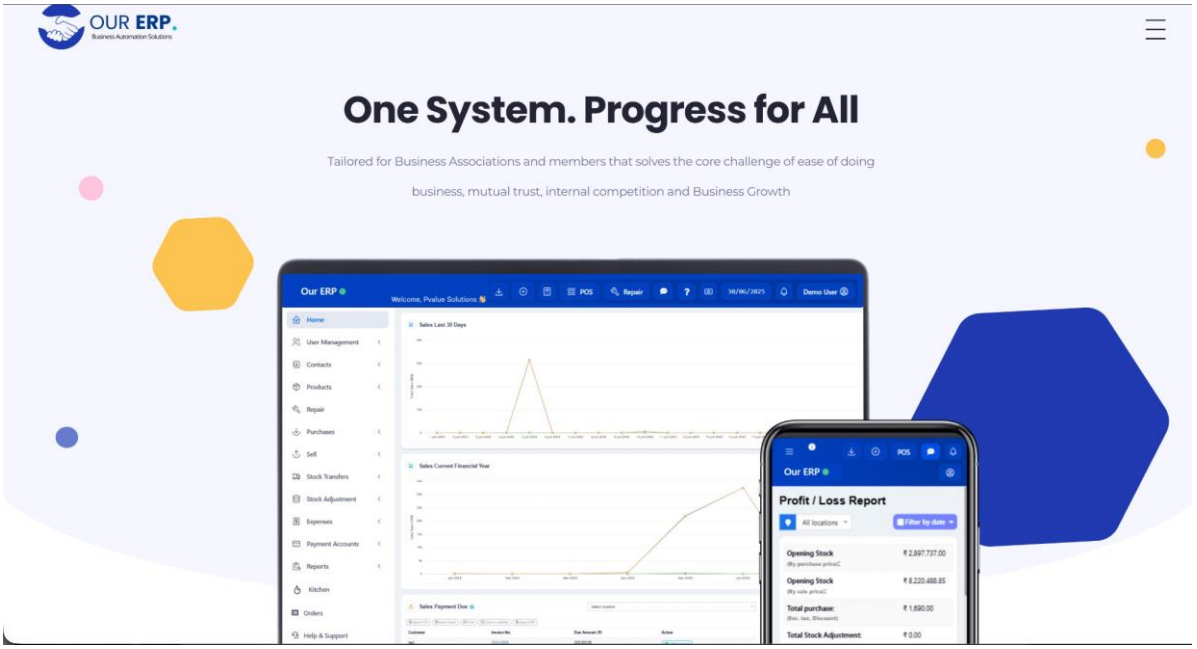
Created landing pages through cms platform like ‘word press’



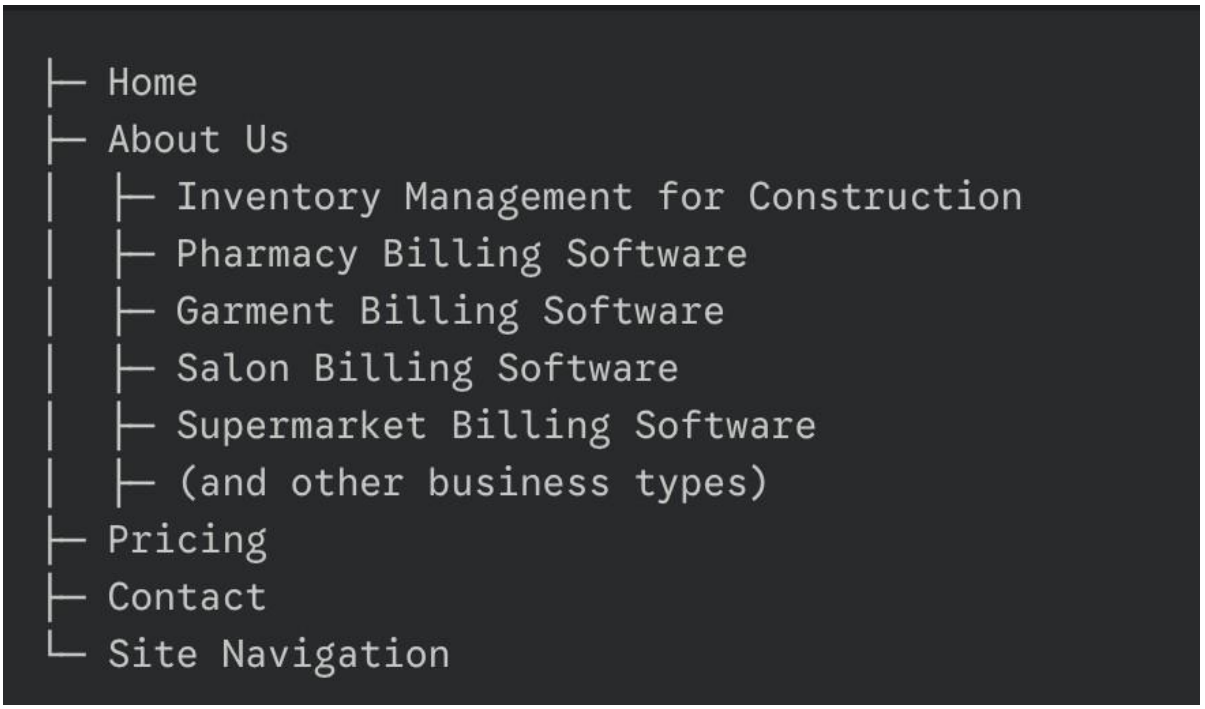
Plug-ins installed.



Home page


OUR ERP.
Business Automation Solutions
One System. Progress for All
Tailored for Business Associations and members that solves the core challenge of ease of doing
business, mutual trust, internal competition and Business Growth
Our ERP
Profit / Loss Report

HOME PAGE STRUCTURE



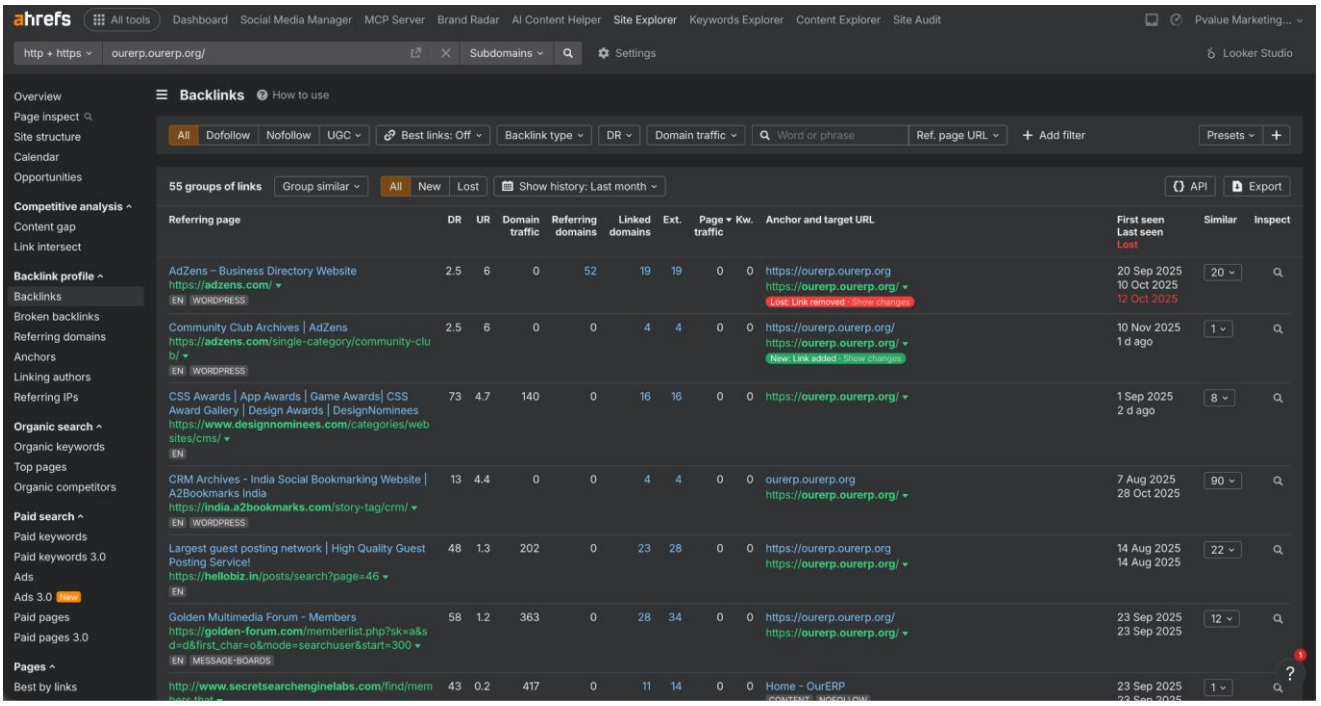
4. SEO Strategy & Implementation

- Conducted keyword research and competitor analysis.

	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**



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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.

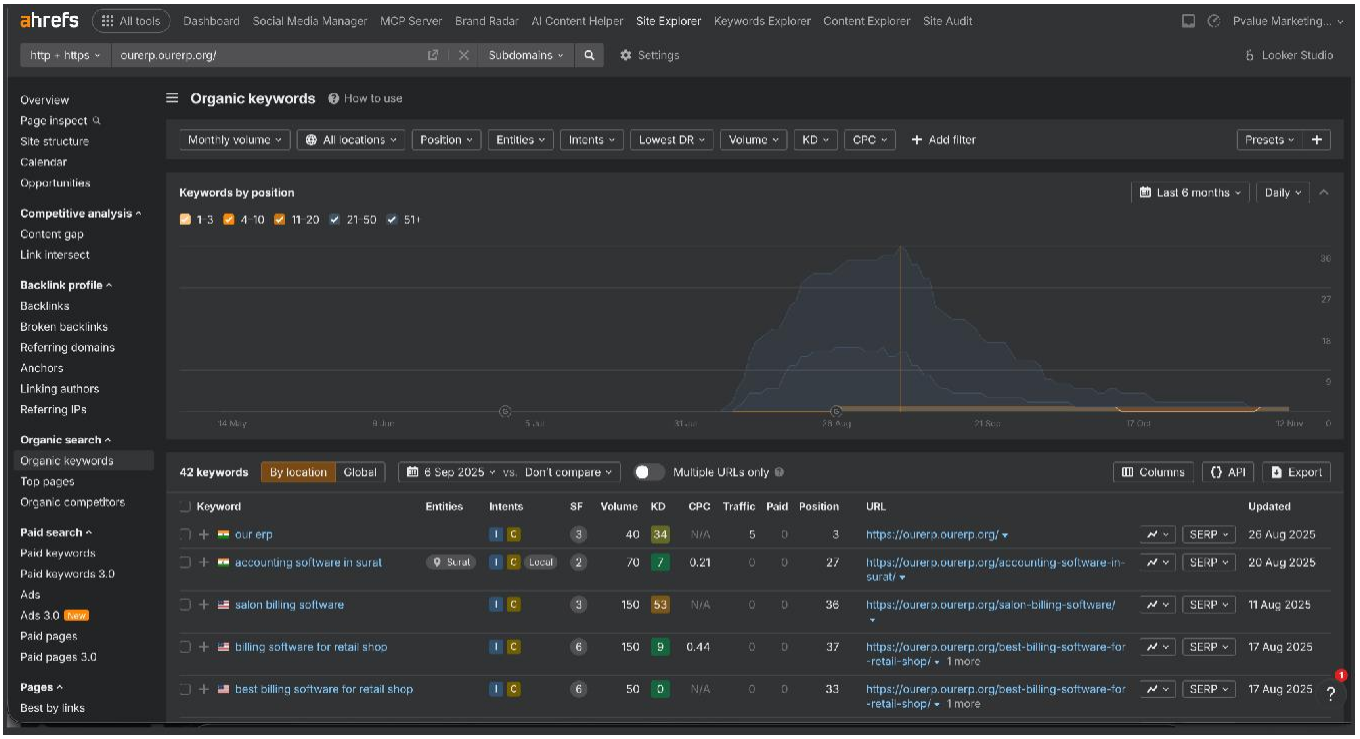
Detailed Guest Post Records

1.Publishing Website name : Medium

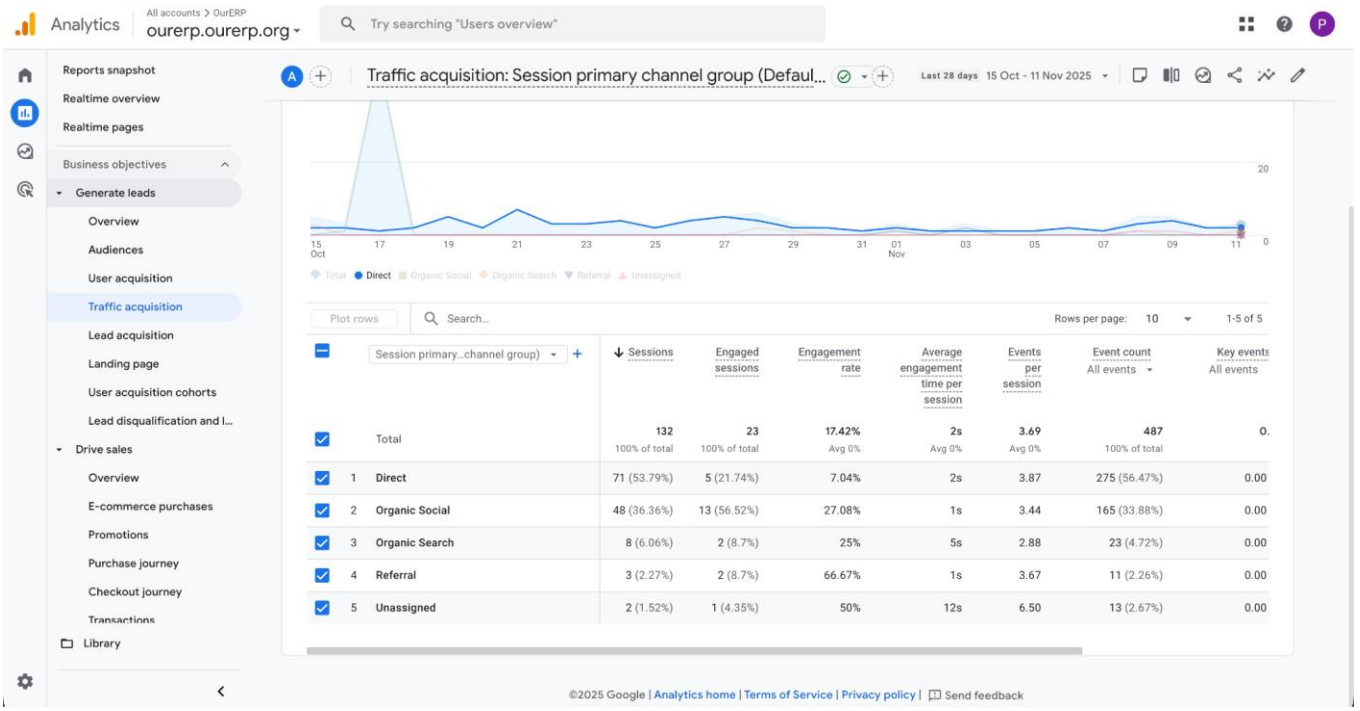
- **Website URL:** https://medium.com/
- **Domain Authority (DA): 95**
- **Status:** approved
- **Live Link (if published):** https://medium.com/@support_95342/streamline-your-business-operations-with-ourerp-a-comprehensive-erp-solution-40fa7ac467c
- **Target URL (our Website):** https://ourerp.ourerp.org

Key Metrics:

- **Keyword Rankings**



- **Organic Traffic Growth**



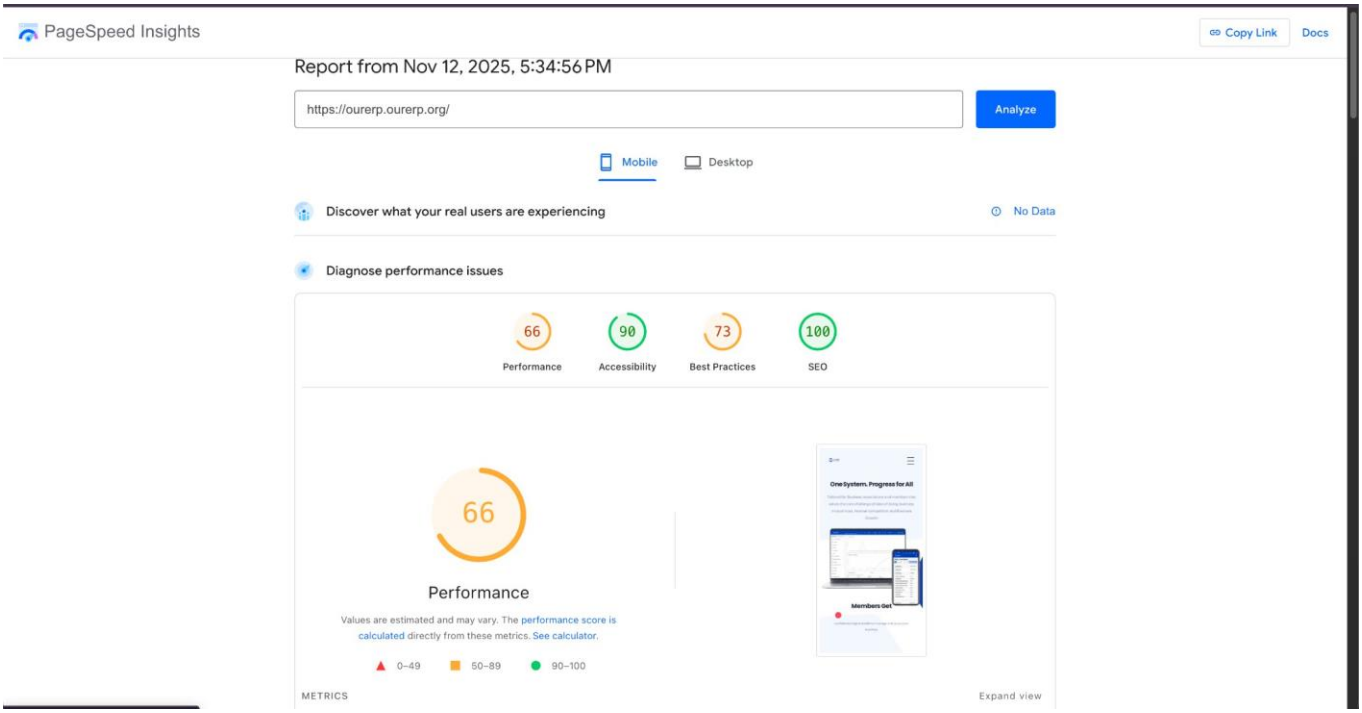
Organic Google search Clicks: 8

Organic Google search impression: 2324

Active user: 108

Engagement rate: 25 %

- **Page Load Time Improvements (link)**



5. Ads Campaign Management

A. Google Ads:

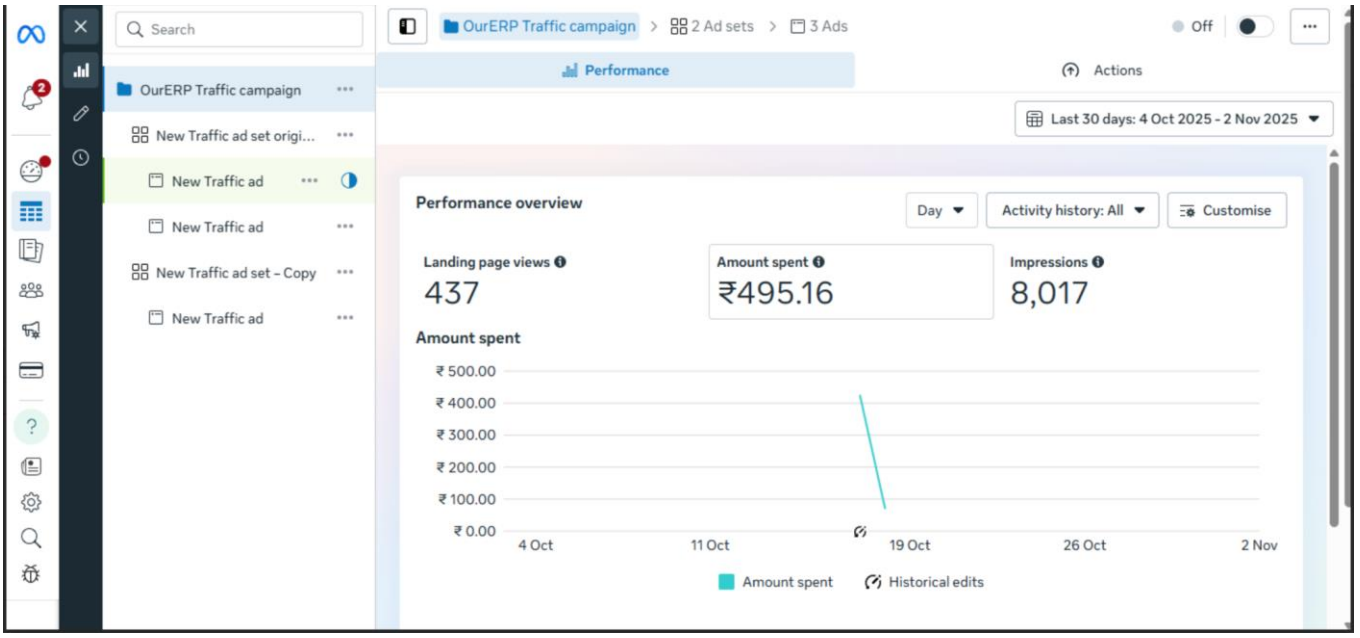
No Google ads run for this project

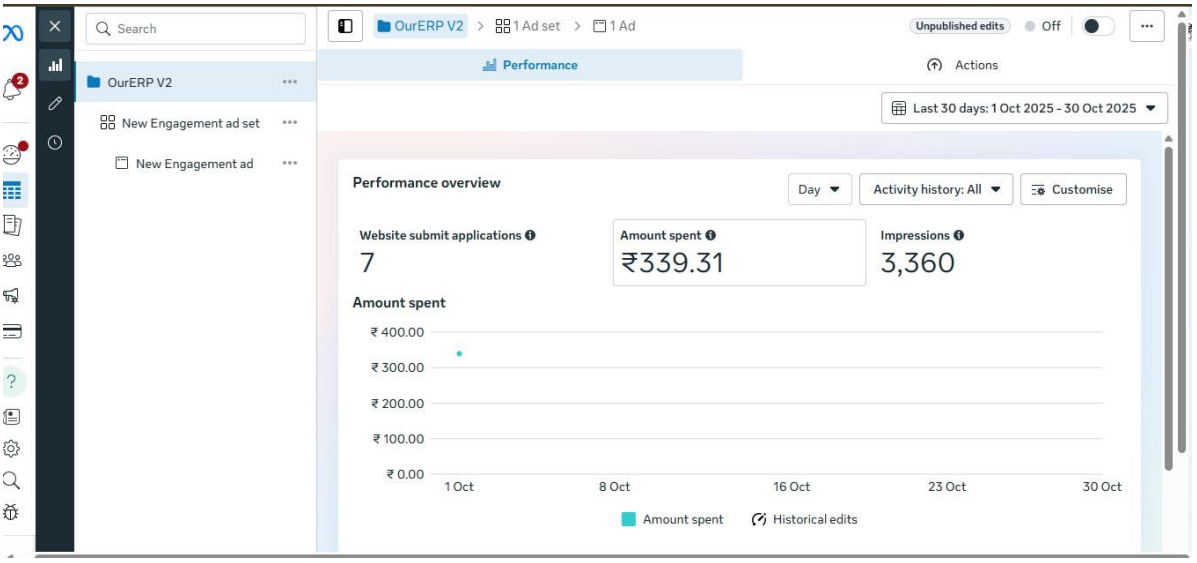
B. Meta Ads (Facebook/Instagram):

- 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 ₹



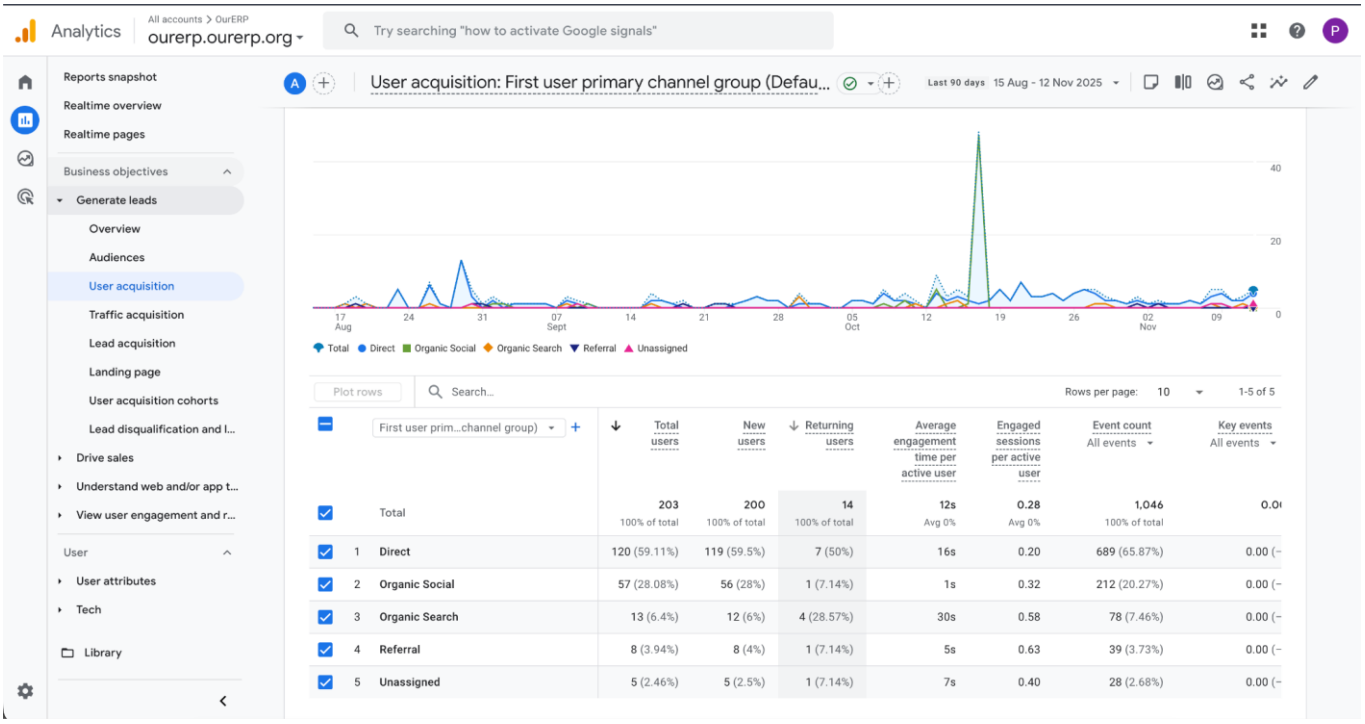

Search
OurERP V2
New Engagement ad set
New Engagement ad
OurERP V2
1 Ad set
1 Ad
Unpublished edits
Off
Performance
Actions
Last 30 days: 1 Oct 2025 - 30 Oct 2025
Performance overview
Day
Activity history: All
Customise
Website submit applications
7
Amount spent
₹339.31
Impressions
3,360
Amount spent
₹ 400.00
₹ 300.00
₹ 200.00
₹ 100.00
₹ 0.00
1 Oct
8 Oct
16 Oct
23 Oct
30 Oct
Amount spent
Historical edits

6. Traffic and engagement analysis

Google Analytics (GA4)

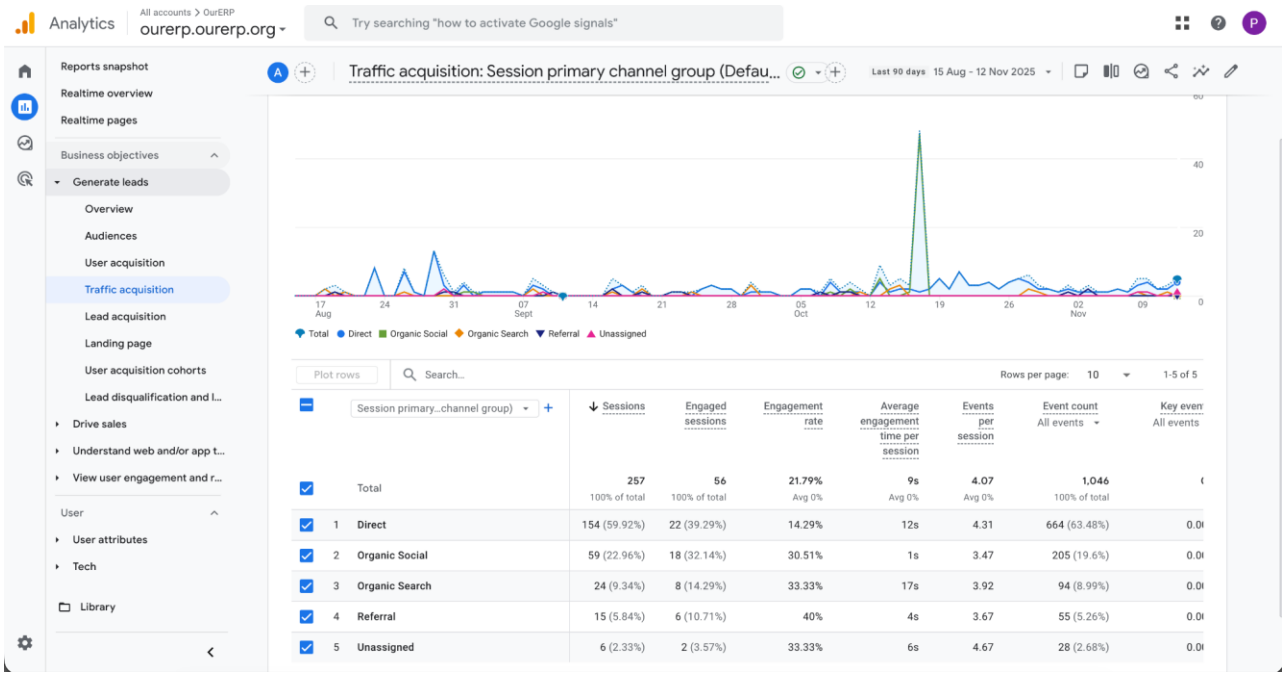
- **Audience Overview:** Active Users

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



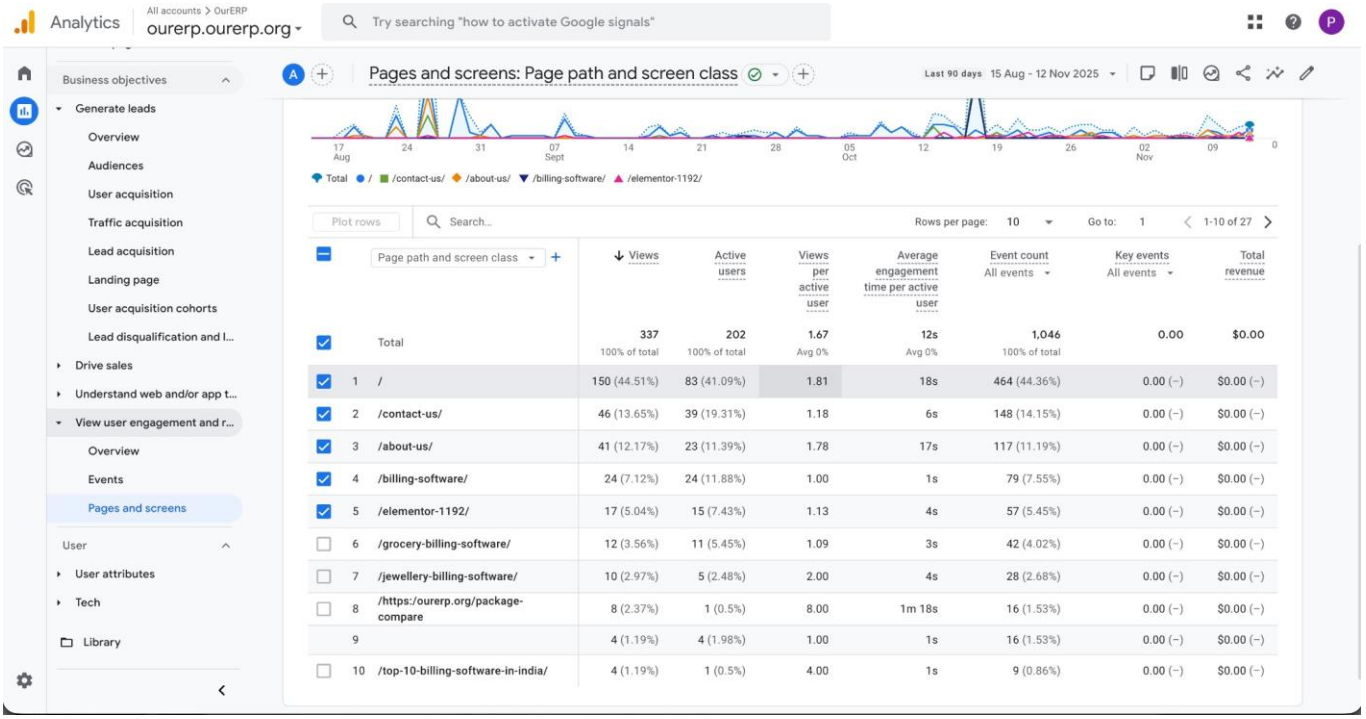
- **Traffic Acquisition Summary**

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



- **User Engagement Metrics**

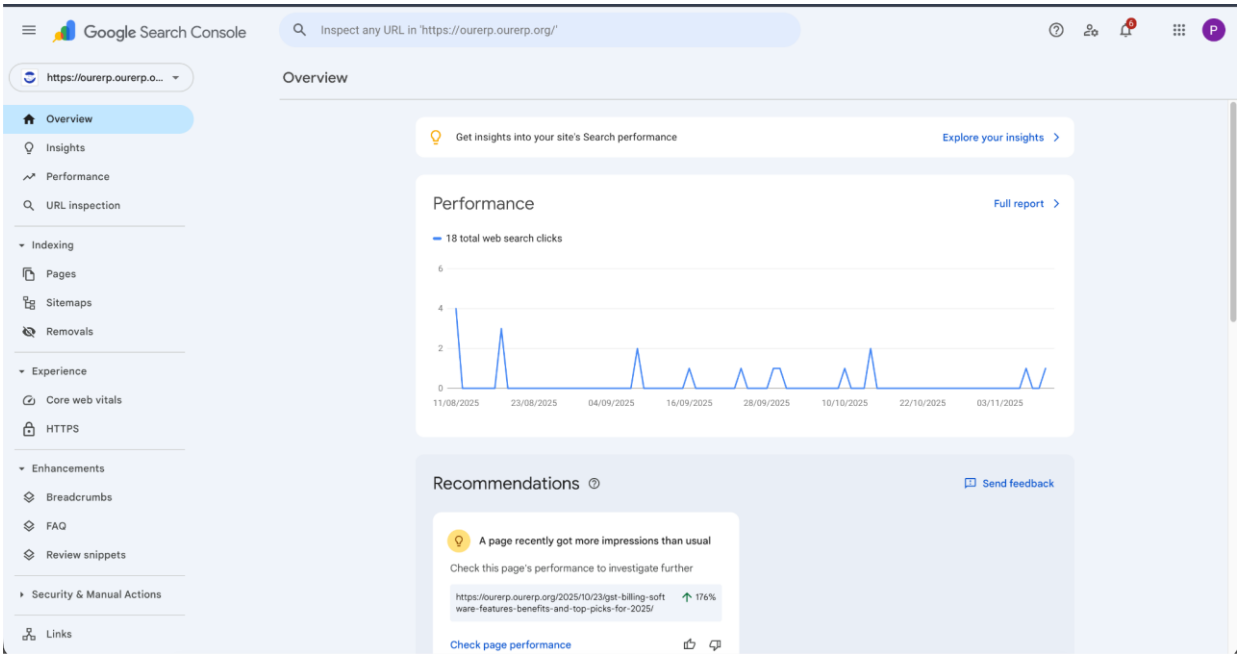
A screenshot of the 'Engagement' overview, highlighting key metrics such as the 60.14% Engagement Rate, Average Engagement Time, and Views per User.



Google Search Console (GSC)

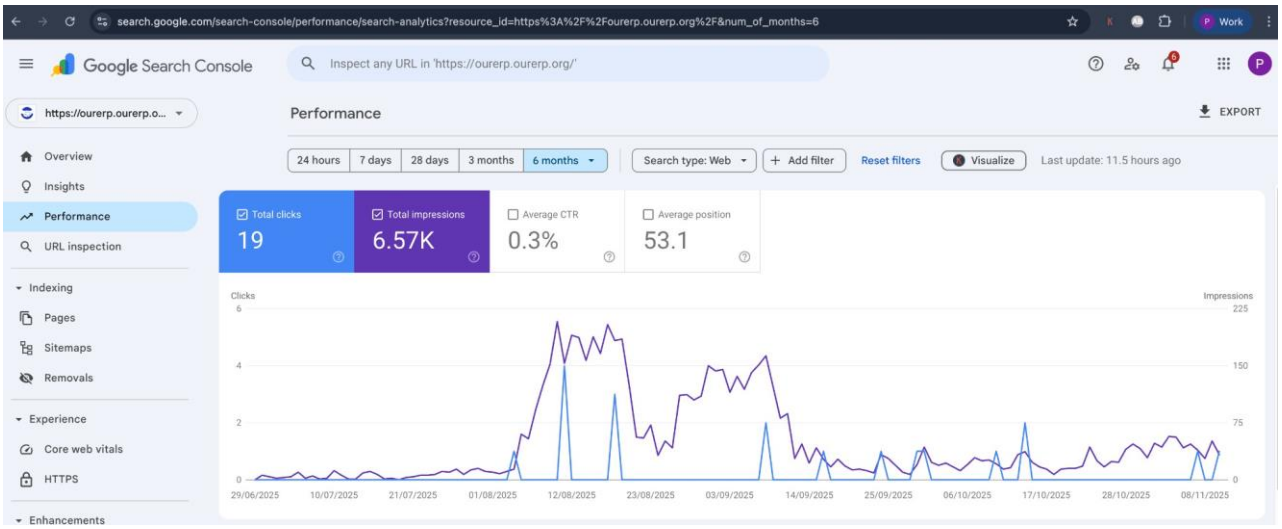
- **GSC Performance: Overview**

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

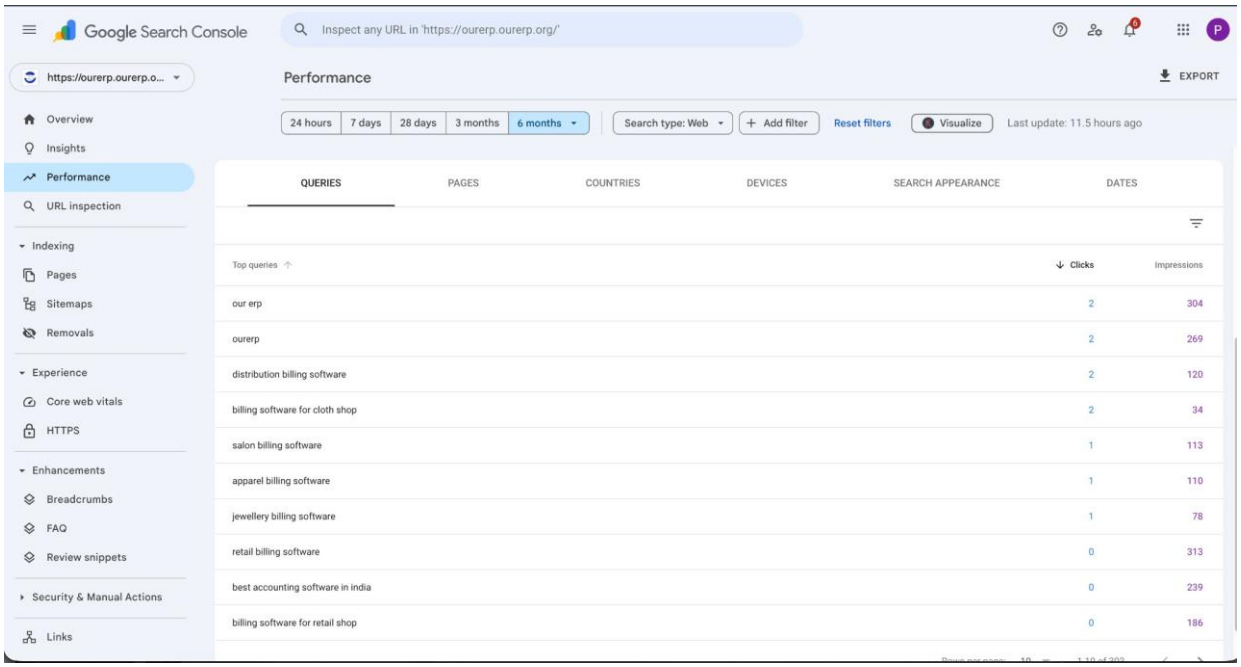


- **GSC Performance: Queries & Clicks**

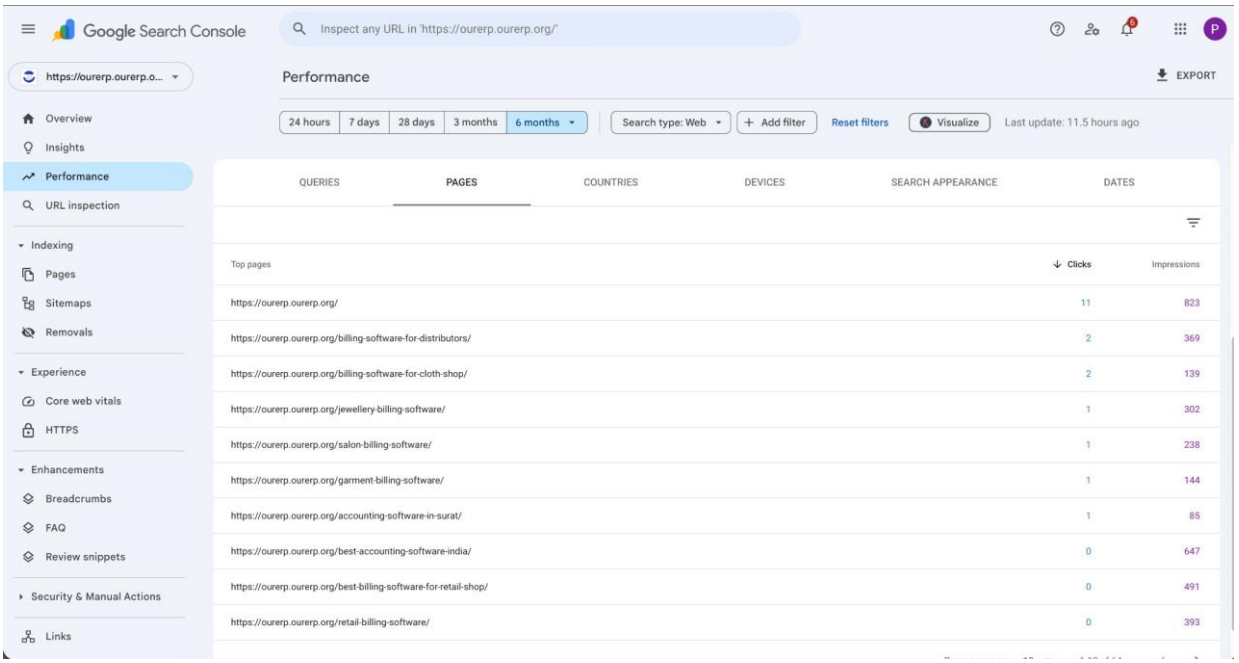
A detailed screenshot from the 'Performance' report showing the top queries driving traffic, which supports the 1,692 organic clicks and 174.3k



Queries

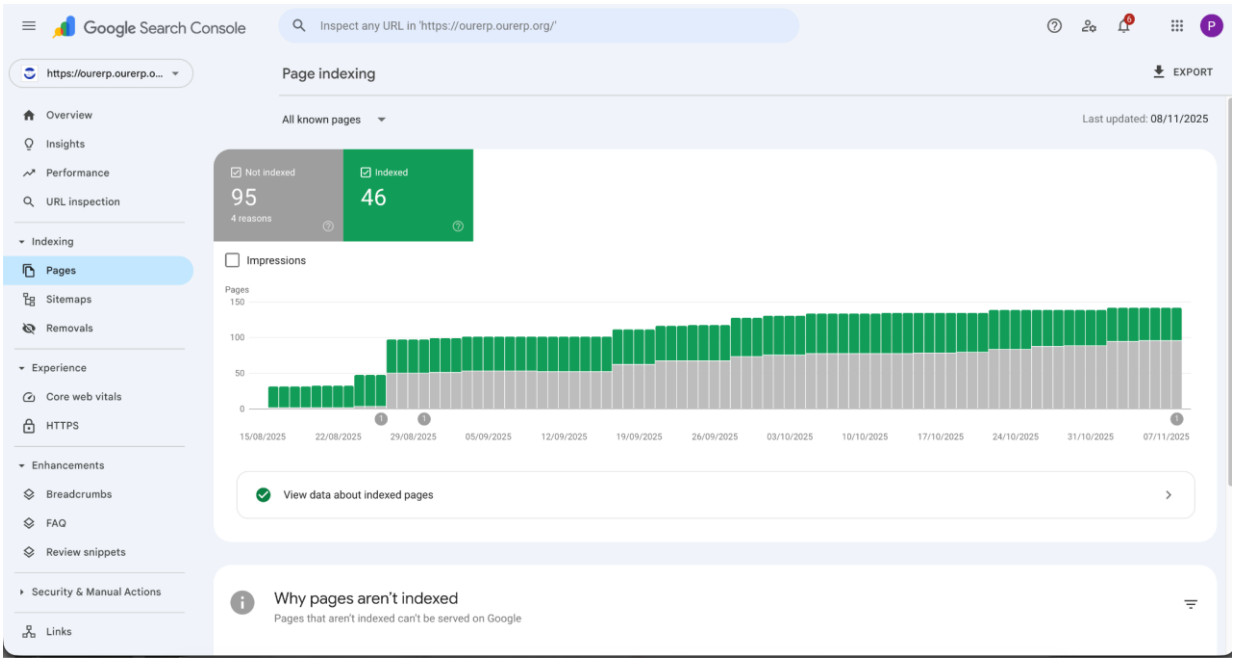


Pages


Google Search Console
Inspect any URL in 'https://ourerp.ourerp.org/'
https://ourerp.ourerp.o...
Performance
EXPORT
Overview
Insights
Performance
URL inspection
Indexing
Pages
Sitemaps
Removals
Experience
Core web vitals
HTTPS
Enhancements
Breadcrumbs
FAQ
Review snippets
Security & Manual Actions
Links
24 hours
7 days
28 days
3 months
6 months
Search type: Web
Add filter
Reset filters
Visualize
Last update: 11.5 hours ago
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

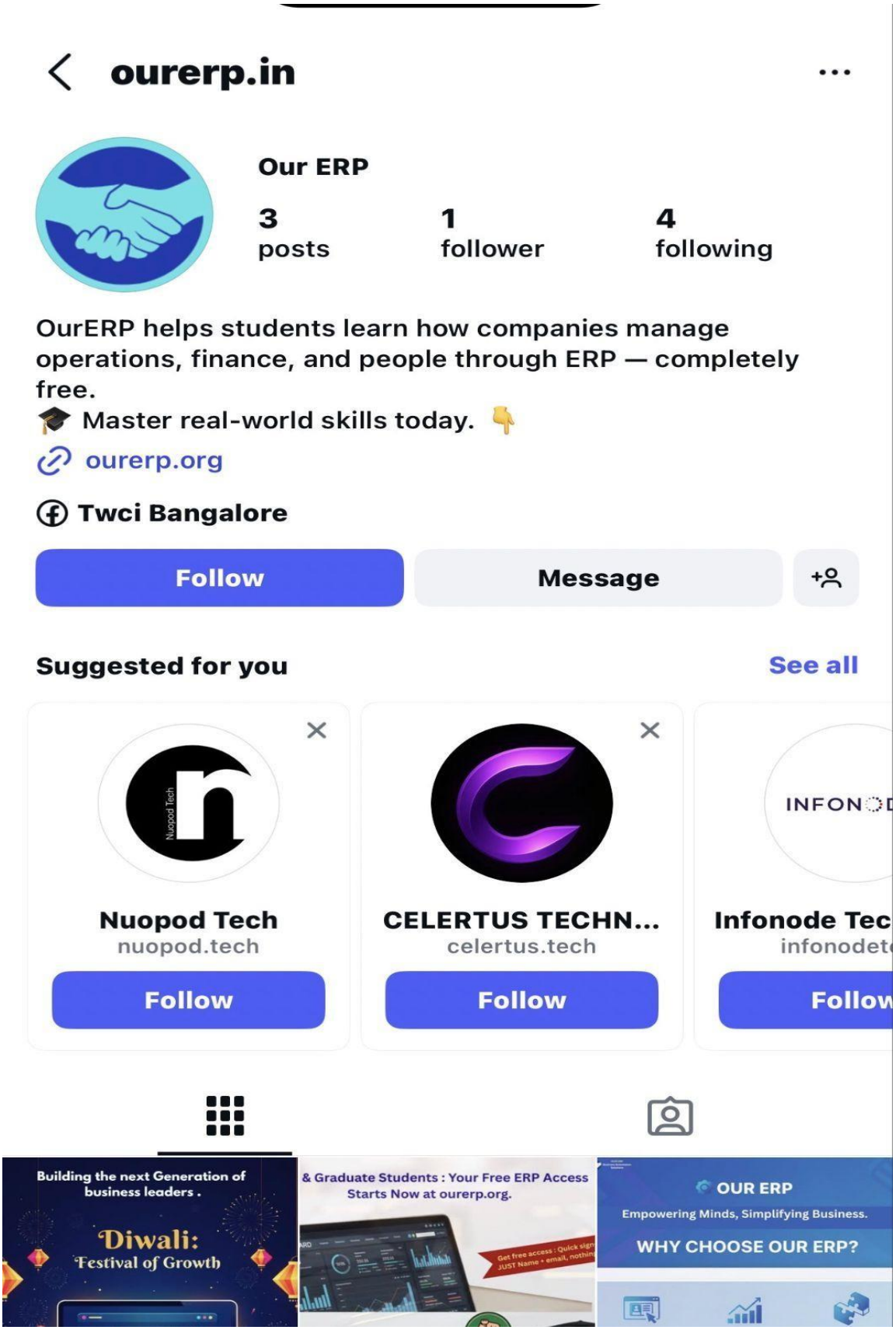
- **GSC Page Indexing**

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)


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.
ourerp.org
Twci Bangalore
Follow
Message
Suggested for you
See all
Nuopod Tech
nuopod.tech
Follow
CELERTUS TECHN...
celertus.tech
Follow
Infonode Tec
Follow
Building the next Generation of business leaders .
Diwali:
Festival of Growth
& Graduate Students : Your Free ERP Access Starts Now at ourerp.org.
OUR ERP
Empowering Minds, Simplifying Business.
WHY CHOOSE OUR ERP?

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