



PORTFOLIO CASE STUDY

B2B SAAS SEO CONTENT STRATEGY

OneShell

SEO Strategy • Content Architecture • AI Search Optimization

A full-funnel organic growth strategy designed to build topical authority, capture B2B search demand, and create pathways from search visibility to product discovery and conversion.

Nanditha Vasudev

SEO Content Strategist | AI Search Optimizer | Technical Writer

B2B SaaS SEO Content Strategy: OneShell

OneShell is an AI-powered ERP and business management platform designed to help businesses manage functions such as inventory, sales, procurement, billing, accounting, CRM, and operations within an integrated system. The platform also provides industry-specific ERP solutions tailored to specialized operational requirements, including solutions for sectors such as plywood and timber, jewellery, manufacturing, and retail.

Objective

To build a scalable SEO content strategy that positions OneShell as a trusted ERP and business management software provider, increases visibility across traditional and AI-powered search, attracts qualified B2B decision-makers, and guides them from informational searches to product evaluation and demo/contact conversion.

Executive Summary

Problem

OneShell has a strong ERP offering, but its website lacks a structured content ecosystem targeting key ERP, business management, inventory, sales, procurement, and buyer-problem searches.

Opportunity

Build topical authority across high-value ERP themes and capture potential buyers at every stage—from businesses struggling with spreadsheets and disconnected systems to those actively evaluating ERP solutions.

Strategy

Create a pillar-and-cluster SEO architecture mapped across TOFU, MOFU, BOFU, and conversion, supported by strategic internal linking, a 90-day content roadmap, and AI search optimization.

Expected Outcome

Increase organic search visibility and qualified B2B traffic while creating clear pathways from informational searches to product discovery, demo requests, and sales enquiries.

Business & Audience Analysis

What OneShell Sells

An integrated ERP and business management platform connecting inventory, sales, procurement, billing, accounting, CRM, and other business operations.

Who It Serves

Growing businesses, including retailers, wholesalers, distributors, and manufacturers, with industry-specific solutions for sectors such as jewellery, plywood and timber, manufacturing, and retail.

Key Problems It Solves

- Disconnected business systems
- Spreadsheet-dependent processes
- Duplicate data entry
- Poor inventory visibility
- Manual and inefficient workflows
- Limited real-time business visibility
- Industry-specific operational complexities

Key Differentiators

- Industry-specific ERP solutions
- All-in-one business management
- Workflow-specific functionality
- Mobile/anywhere access
- GST and Indian-business requirements
- Integrated operational analytics

Position OneShell around both broad ERP capabilities and industry-specific operational expertise to compete beyond generic ERP keywords.
--

Competitive Landscape

Key Competitors

- **Odoo** – Modular, all-in-one ERP
- **ERPNext** – Open-source ERP for SMEs
- **Zoho** – Integrated business software suite
- **TallyPrime** – Accounting, inventory and GST
- **SAP Business One** – ERP for small and midsize businesses
- **Microsoft Dynamics 365** – Enterprise business applications
- **Oracle NetSuite** – Cloud ERP for growing businesses

Rather than competing solely for broad ERP terms, OneShell can build authority around industry-specific workflows, operational challenges, and specialized ERP use cases.

SEO & Content Gap Analysis

AREA	CURRENT GAP	OPPORTUNITY
CORE ERP	No dedicated ERP pillar	Build a comprehensive ERP software hub
INVENTORY	Functionality embedded within existing pages	Create an inventory management pillar + cluster
SALES	No dedicated search-focused pillar	Target sales management and automation searches
PROCUREMENT	Limited standalone search presence	Build purchase/procurement content cluster
TOFU CONTENT	Limited educational content	Target problems such as spreadsheets, manual processes and inventory errors
MOFU CONTENT	Limited evaluation content	Create ERP guides, implementation and solution-selection content
COMPARISONS	Major content gap	Target ERP vs CRM, accounting, inventory software and spreadsheets
INTERNAL LINKING	No clear pillar-to-conversion structure	Build Content → Pillar → Product → Demo pathways

The biggest opportunity is to build a full-funnel content ecosystem that expands OneShell's search visibility while systematically moving prospects from problem awareness to product evaluation.

Keyword & Search Opportunity

KEYWORD CLUSTER	PRIMARY THEME	SUPPORTING KEYWORDS / TOPICS
CORE ERP	ERP Software	Cloud ERP · SME ERP · MSME ERP · Small Business ERP · ERP India
BUSINESS MANAGEMENT	Business Management Software	All-in-One Business Software · Business Automation · Business Operations
INVENTORY	Inventory Management	Stock Management · Multi-Location Inventory · Inventory Tracking · Inventory Automation
SALES	Sales Management	Sales Orders · Sales Tracking · Sales Automation
CRM	CRM	Customer Management · Leads · Customer Data
PURCHASE	Purchase Management	Purchase Orders · Requisitions · Vendors · Procurement
ACCOUNTING & BILLING	Accounting	Billing · GST · Invoicing · Inventory + Accounting
ERP KNOWLEDGE	What Is ERP?	Benefits · Modules · Features · Implementation · Cost
PROBLEM CLUSTER	Manual Processes	Spreadsheets · Duplicate Data · Inventory Errors · Disconnected Systems · Lack of Visibility
COMPARISONS	ERP Comparisons	ERP vs Accounting · ERP vs CRM · ERP vs Inventory Software · Cloud vs On-Premise
ALTERNATIVES	ERP Alternatives	Tally Alternative · Odoo Alternative · ERPNext Alternative · Zoho Alternative

Search Intent & Buyer Journey

Buyer Stage	Funnel	Search Intent	Example Searches	Content Goal
Problem-Aware	TOFU	Understand a business problem	Inventory errors · Manual processes · Spreadsheet problems	Educate & create awareness
Solution-Aware	MOFU	Explore possible solutions	ERP benefits · ERP modules · Business automation · ERP implementation	Introduce ERP as the solution
Product-Aware	BOFU	Evaluate and compare solutions	ERP software · ERP for SMEs · ERP comparisons · Pricing & alternatives	Position OneShell for consideration
Conversion	Conversion	Take action	OneShell demo · Pricing · Implementation	Generate demos & enquiries

Buyer Journey

Problem-Aware → Solution-Aware → Product-Aware → Conversion

Create content for each stage of the buyer journey and progressively guide prospects from identifying an operational problem to evaluating OneShell and requesting a demo.

Topic Cluster Strategy

The content architecture positions **OneShell ERP** as the central commercial topic, supported by interconnected pillar clusters covering core business functions, buyer education, and high-intent evaluation searches.

ONESHELL ERP — CORE TOPICAL AUTHORITY

CORE ERP & BUSINESS MANAGEMENT

ERP Software

↳ Cloud ERP

↳ SME / MSME ERP

↳ Business Management Software

↳ All-in-One Business Software



OPERATIONAL SOLUTION CLUSTERS

Inventory Management

- ↳ Stock Management
- ↳ Inventory Tracking
- ↳ Multi-Location Inventory
- ↳ Inventory Automation

Sales Management

- ↳ Sales Orders
- ↳ Sales Tracking
- ↳ Sales Automation

Purchase Management

- ↳ Purchase Orders
- ↳ Procurement
- ↳ Vendor Management
- ↳ Purchase Automation

Accounting & Billing

- ↳ Billing & Invoicing
- ↳ GST Billing
- ↳ Inventory + Accounting



EDUCATION & DEMAND GENERATION

Business Automation — TOFU/MOFU

- ↳ Manual Processes
- ↳ Spreadsheet Dependency
- ↳ Duplicate Data
- ↳ Business Process Automation

ERP Implementation — MOFU

- ↳ Implementation Process
- ↳ Cost
- ↳ Timeline
- ↳ Challenges



HIGH-INTENT EVALUATION

ERP Comparisons — MOFU/BOFU

- ↳ ERP vs CRM
- ↳ ERP vs Accounting
- ↳ ERP vs Inventory Software
- ↳ Cloud vs On-Premise

ERP Alternatives — BOFU

- ↳ Tally Alternatives
- ↳ Odoo Alternatives
- ↳ ERPNext Alternatives
- ↳ Zoho Alternatives

↓

[ONESHELL PRODUCT / MODULE PAGES → DEMO / SALES ENQUIRY](#)

Each pillar builds authority around a distinct search theme while creating pathways from informational content to commercial pages and ultimately OneShell's product and conversion pages.

90-Day Content Roadmap

The roadmap translates the SEO strategy into a prioritized 90-day execution plan, mapping every content asset to search intent, funnel stage, conversion goal, and internal-linking destination.

Day	Page / Article	Primary Target Keyword	Intent	Funnel	Primary CTA	Internal Links To
1	ERP Software for Growing Businesses	ERP software	Commercial	BOFU	Book a Demo	Homepage, Business Management
3	Business Management Software	business management software	Commercial	BOFU	Explore OneShell	ERP Software, Inventory, Sales
5	Inventory Management Software	inventory management software	Commercial	BOFU	Book a Demo	ERP, Sales, Purchase
8	What Is ERP Software and How Does It Work?	what is ERP software	Informational	TOFU	Explore OneShell ERP	ERP Software, ERP Modules
10	7 Signs Your Business Has Outgrown Spreadsheets	signs your business needs ERP	Informational	TOFU	Explore ERP Software	ERP Software, Business Management

12	ERP Modules Explained: Which Ones Do You Need?	ERP modules	Informational	MOFU	Explore OneShell Modules	ERP, Inventory, Sales, Purchase
15	Sales Management Software	sales management software	Commercial	BOFU	Book a Demo	ERP, Inventory, CRM
17	Purchase Management Software	purchase management software	Commercial	BOFU	Book a Demo	ERP, Inventory
19	Accounting & Billing Software	inventory and accounting software	Commercial	BOFU	Explore OneShell	ERP, Inventory
22	10 Benefits of ERP Software for Growing Businesses	benefits of ERP	Informational	TOFU/M OFU	See How OneShell Works	ERP Software, ERP Modules
24	ERP Features Every Growing Business Should Look For	ERP features	Informational /Commercial	MOFU	Explore OneShell Features	ERP Software, Modules
26	How to Choose the Right ERP Software	how to choose ERP software	Commercial investigation	MOFU	Compare with OneShell	ERP, Cost, Implementation
29	How to Reduce Inventory Errors	how to reduce inventory errors	Informational	TOFU	Explore Inventory Management	Inventory Software, ERP
31	How to Automate Inventory Management	inventory automation	Informational /Commercial	MOFU	See OneShell Inventory	Inventory Software, ERP
33	How to Track Inventory Across Multiple Locations	multi location inventory management	Informational	MOFU	Explore Multi-Store Management	Inventory, existing Multi-Store page
36	Inventory Management vs Stock Management	inventory management vs stock management	Informational	TOFU/M OFU	Explore Inventory Software	Inventory pillar
38	Inventory Management Software vs Spreadsheets	inventory software vs spreadsheets	Comparative	MOFU	Explore OneShell Inventory	Inventory, ERP
40	How to Prevent Stockouts and Overstocking	how to prevent stockouts	Informational	TOFU	Improve Inventory Management	Inventory Software
43	What Is Sales Management Software?	what is sales management software	Informational	TOFU/M OFU	Explore Sales Management	Sales pillar, ERP
45	How to Automate Your Sales Process	sales process automation	Informational	MOFU	Explore OneShell Sales	Sales, ERP
47	How Sales and Inventory Systems Work Together	sales and inventory management system	Commercial/I nformational	MOFU	See Integrated Management	Sales, Inventory, ERP
50	What Is Purchase Management Software?	purchase management software	Informational /Commercial	MOFU	Explore Purchase Management	Purchase pillar, ERP
52	How to Automate Purchase Orders	purchase order automation	Informational	MOFU	Automate with OneShell	Purchase, Inventory
54	Purchase Requisition vs Purchase Order	purchase requisition vs purchase order	Informational	TOFU/M OFU	Explore Purchase Management	Purchase pillar
57	What Is Business Process Automation?	business process automation	Informational	TOFU	Discover OneShell	Business Management, ERP

59	10 Business Processes You Should Automate	business processes to automate	Informational	TOFU	Explore Business Automation	Business Management, ERP
61	How to Eliminate Duplicate Data Entry	reduce duplicate data entry	Informational	TOFU	See Integrated ERP	ERP, Business Management
64	ERP vs Accounting Software	ERP vs accounting software	Comparative	MOFU	Compare OneShell	ERP, Accounting
66	ERP vs CRM: What's the Difference?	ERP vs CRM	Comparative	MOFU	Explore OneShell ERP	ERP, CRM
68	ERP vs Inventory Management Software	ERP vs inventory software	Comparative	MOFU	Explore Integrated ERP	ERP, Inventory
71	Cloud ERP vs On-Premise ERP	cloud ERP vs on premise ERP	Comparative	MOFU	Explore Cloud ERP	ERP Software
73	ERP vs Spreadsheets: When Should You Switch?	ERP vs spreadsheets	Comparative	MOFU	See OneShell ERP	ERP, Business Management
75	ERP Implementation: Complete Guide	ERP implementation	Informational /Commercial	MOFU	Talk to an ERP Expert	ERP, Cost
78	ERP Implementation Steps Explained	ERP implementation steps	Informational	MOFU	Discuss Your Implementation	Implementation pillar, ERP
80	How Much Does ERP Software Cost?	ERP software cost	Commercial	BOFU	Request Pricing	ERP, Implementation
82	How Long Does ERP Implementation Take?	ERP implementation timeline	Commercial/Informational	MOFU/BOFU	Discuss Your Requirements	Implementation, ERP
85	Best ERP Software for Small Businesses: Buyer's Guide	best ERP software for small business	Commercial investigation	BOFU	See OneShell ERP	ERP, Cost, Implementation
87	Tally vs ERP: When Does a Business Need More?	Tally vs ERP	Comparative	BOFU	Explore OneShell	ERP, Accounting
90	OneShell ERP: Demo / Why Choose OneShell	OneShell ERP	Transactional/Branded	Conversion	Book Your Demo	ERP, Inventory, Sales, Purchase, Implementation

Internal Linking & Conversion Strategy

The internal linking architecture connects informational content with commercial pages, ensuring organic traffic has a clear pathway from **problem discovery** → **solution exploration** → **product consideration** → **conversion**.

Example 1 — Inventory

Blog: How to Reduce Inventory Errors



Pillar: Inventory Management Software



Product: OneShell Inventory Management



Conversion: Book a Demo

Example 2 — ERP

Blog: 7 Signs Your Business Has Outgrown Spreadsheets



Pillar: ERP Software for Small Businesses



Product: OneShell ERP



Conversion: Book a Demo

Example 3 — Procurement

Blog: How to Automate Purchase Orders



Pillar: Purchase Management Software



Product: OneShell Purchase Management



Conversion: Request a Demo

Internal links are designed not only to strengthen topical relationships and SEO authority, but also to move visitors intentionally from informational content toward high-value product and conversion pages.

AI Search Optimization

The content strategy is designed to improve OneShell's visibility across both traditional search engines and AI-powered search experiences.

Key Optimization Tactics

- **Answer Blocks** – Provide concise, direct answers to key buyer questions.
- **Question Targeting** – Build content around real questions prospects ask, not keywords alone.
- **Definition-Ready Content** – Clearly explain ERP concepts, features, processes, and terminology.
- **Comparison Content** – Structure clear “X vs Y” content for solution-evaluation queries.
- **FAQs** – Address common buyer questions within relevant pillar and product pages.
- **Proprietary Expertise** – Publish OneShell-specific knowledge, examples, workflows, and insights.
- **Entity Clarity** – Strengthen signals around OneShell, its products, expertise, and market positioning.
- **Expert-Led Content** – Incorporate insights and examples from subject-matter experts.

Create clear, authoritative, answer-focused content that can be easily understood, extracted, and cited by both search engines and AI systems.

Measurement Framework

Performance will be measured against a pre-implementation baseline to determine how the strategy impacts search visibility, traffic, engagement, and conversions over time.

Baseline

Record current organic traffic, impressions, clicks, keyword rankings, indexed pages, and demo/contact conversions.

30 Days — Early Visibility

Track indexing, keyword movement, impressions, and early traffic to newly published content.

60 Days — Search Growth

Measure ranking improvements, organic traffic growth, engagement, and performance of pillar and cluster content.

90 Days — Business Impact

Evaluate qualified organic traffic, movement to product pages, demo/contact enquiries, and conversion performance.

6 Months — Long-Term Growth

Assess sustained rankings, topical authority, organic growth, AI-search visibility, and SEO-driven leads.

Core KPIs: Organic Traffic · Impressions · Clicks · Keyword Rankings · Commercial Page Traffic · Demo/Contact Enquiries · Organic Conversions
--