

# SAMPLE

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# Competitive SEO Report

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## FIVE INDUSTRY-LEADING COMPANIES

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This report highlights organic search rankings at the keyword level for enterprise-level industry leaders on Google and Bing.

# About This Report

This report shows how Microsoft.com compares to other top players in the Enterprise Resource Planning (ERP) space in organic search for the most frequently searched ERP Keywords.

**Keyword**

Google erp solutions

Web News Images Videos Maps More Search tools

About 46,700,000 results (0.77 seconds)

**POS. 2** **ERP Software - Enterprise Resource Planning | Oracle**  
<https://www.oracle.com/.../enterprise-resource-planni...> Oracle Corporation  
 Learn how Oracle Enterprise Resource Planning (ERP) can equip your workforce with modern ERP software and ... Modern ERP Cloud Solutions Infographic ...

**POS. 4** **What is ERP (Enterprise resource planning)? - NetSuite**  
[www.netsuite.com/portal/resource/articles/erp/what-is-erp.shtml](https://www.netsuite.com/portal/resource/articles/erp/what-is-erp.shtml) NetSuite  
 Get a deeper understanding of how ERP solutions can transform your business with this informative article.

**POS. 9** **Enterprise Resource Planning (ERP) Software - Sage ERP ...**  
[www.sage.com/us/erp](https://www.sage.com/us/erp) Sage Group  
 Our comprehensive business management and enterprise resource planning (ERP) solutions, available in the cloud and on premise, provide everything you ...

**POS. 10** **Enterprise Resource Planning (ERP) Business Solutions ...**  
<https://www.microsoft.com/en-us/.../erp.aspx> Microsoft Corporation  
 Connect your entire business with Enterprise Resource Planning (ERP) business solutions from Microsoft for small businesses to global enterprises.

**Competitors**

**Target Site**

**Enterprise resource planning (ERP)** is business-management software—typically a suite of integrated applications—that an organization can use to collect, store, manage and interpret data from many business activities, including: product planning, cost, manufacturing or service delivery, marketing and sales.

**Enterprise resource planning - Wikipedia, the free ...**  
[https://en.wikipedia.org/wiki/Enterprise\\_resource\\_planning](https://en.wikipedia.org/wiki/Enterprise_resource_planning) Wikipedia

**Enterprise resource planning - Wikipedia, the free ...**  
[https://en.wikipedia.org/wiki/Enterprise\\_resource\\_planning](https://en.wikipedia.org/wiki/Enterprise_resource_planning) Wikipedia  
 Enterprise resource planning (ERP) is business-management software—typically a suite of integrated applications—that an organization can use to collect, store, manage and interpret data from many business activities, including: product planning, cost, manufacturing or service delivery, marketing and sales.

**What is Enterprise Resource Planning (ERP)? Webopedia**  
[www.webopedia.com/TERM/E/ERP.html](http://www.webopedia.com/TERM/E/ERP.html)  
 Enterprise resource planning (ERP) is business process management software that allows an organization to use a system of integrated applications to manage the business and automate many back office functions related to technology, services and human resources.

**What is ERP | Enterprise Resource Planning | SYSPRO ...**  
<https://www.syspro.com/product/what-is-erp> Syspro  
 An ERP System automates and integrates core business processes. ... Business Solutions; Manufacturing Management · Distribution Management · Financial ...

**ERP Software | ERP Systems | ERP Solutions |**  
[panorama-consulting.com/erp-software/](http://panorama-consulting.com/erp-software/)  
 ERP software selection and implementation provided by ERP experts. We deliver ERP systems with real ROI and real enterprise resource planning solutions.

**Enterprise Software Solutions - Leading ERP ... - Aptean**  
[www.aptean.com/solutions/application/erp-solutions](http://www.aptean.com/solutions/application/erp-solutions) Aptean  
 Aptean offers integrated Enterprise Resource Planning (ERP) solutions that help businesses operate more effectively and see the big picture—so they can make ...

**What is ERP - SearchSAP - TechTarget**  
[searchsap.techtarget.com/definition/ERP](https://searchsap.techtarget.com/definition/ERP)  
 ERP (enterprise resource planning) is an industry term for the broad set of activities supported by multi-module application software that helps a manufacturer or ...

**People also ask**

- What is Enterprise Resource Planning?
- What is SAP ERP system?

## Companies Featured in this report:

**Target Site:**  
Microsoft.com

**Competitors:**  
Netsuite  
Oracle  
SAP  
Sage

Here is an example of how Microsoft.com, the target site, and its competitors appear within Google's organic search results for a certain keyword query.

*Disclaimer:*  
 This report, while using accurate data yielded from standard industry SEO analytics tools, is a sample report representing a snapshot in time. Information yielded in this report is publicly available information. Companies mentioned in this report are not Overdrive Interactive clients and the selection of these companies is not meant to be an endorsement or imply that these are the only Enterprise Resource Planning (ERP) companies within the space.

# Report Summary

The charts below show the high level stats related to Microsoft’s presence (and comparative presence) for Enterprise Resource Planning (ERP) keywords.

The following information is a snapshot of search volume and search position data captured over a month’s period. Query volume data and search engine results are updating on a regular basis, therefore current reported results in this analysis are subject to change. (Details for each chart can be found within the following pages of this report.)

## Keyword Search Frequency Analysis

The top 50 Terms in the ERP space receive **9,231,360** annual searches according to Google.

TOP KEYWORDS	ANNUAL GOOGLE SEARCH FREQUENCY
<b>TOTAL</b>	<b>9,231,360</b>
erp	6,600,000
erp software	594,000
enterprise resource planning	266,400
erp systems	217,200
what is erp	217,200
open erp	217,200
open source erp	79,200

(See full report on next page)

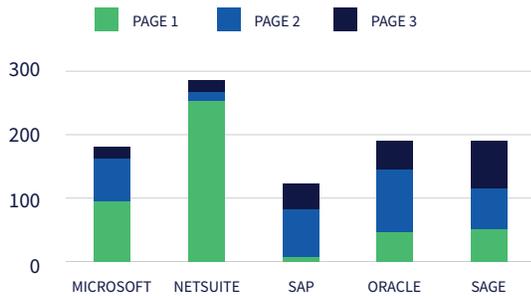
## Target Visibility

Microsoft.com receives 1 first place ranking, and 40 Page 1 rankings, in the major search engines, including Google and Bing.

First Place Rankings	1
Top Ten Rankings	40
Top Twenty Rankings	57
Top Thirty Rankings	64

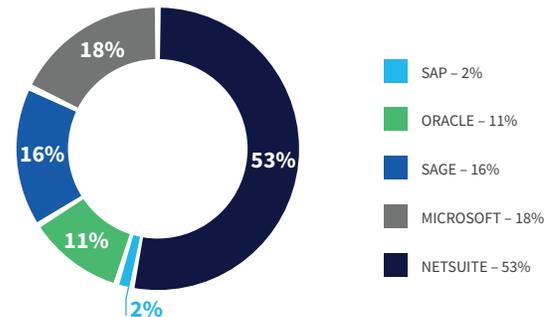
## Competitive Rankings

Microsoft has the 3rd highest presence in search rankings for the top 50 search terms in ERP.

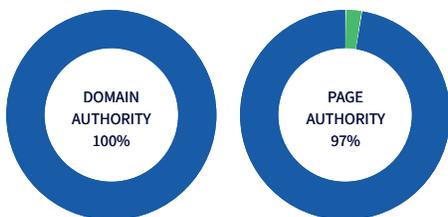


## Share of Voice

According to Overdrive Interactive’s SOV calculations, Microsoft’s SOV in the ERP space as compared to its competitors is 18%.



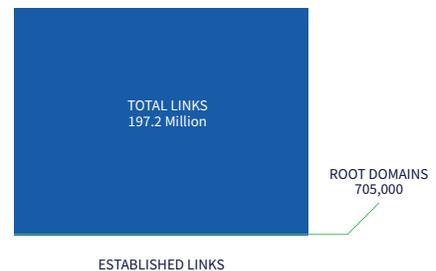
## Page Authority



## Spam Score



## Page Links Metrics



Above are the page authority metrics as reported by MOZ. Domain and page authorities are typically calculated by a MOZ algorithm that combines inbound links and social media presence.

# Keyword Search Frequency Analysis

The terms below are the top 50 searched ERP keywords and their annual search volume, as according to Google. These terms are responsible for over 9 million searches per year by business consumers seeking ERP solutions.

TOP KEYWORDS	ANNUAL GOOGLE SEARCH FREQUENCY
<b>TOTAL</b>	<b>9,231,360</b>
erp	6,600,000
erp software	594,000
enterprise resource planning	266,400
erp systems	217,200
what is erp	217,200
open erp	217,200
open source erp	79,200
erps	79,200
erp open source	52,800
erp implementation	43,200
cloud erp	43,200
erp solutions	34,800
what is erp system	34,800
what is an erp system	34,800
what is erp software	22,800
erp modules	22,800
erp online	22,800
crm erp	19,200
erp cloud	19,200
erp training	19,200
erp solution	15,600
enterprise resource planning system	12,000
erp enterprise resource planning	12,000
what is enterprise resource planning	12,000
opensource erp	12,000
web erp	12,000
erp vendors	10,560
erp applications	10,560
enterprise resource planning systems	10,560
erp software companies	10,560
erp softwares	10,560
erp for small business	10,560
erp tools	10,560
erp system examples	10,560
erp software list	10,560
enterprise resource planning software	8,640
erp application	8,640
erp packages	8,640
online erp	8,640
open source erp software	8,640
erp integration	8,640
erp accounting software	7,080
erp program	7,080
saas erp	7,080
erp saas	7,080
top erp systems	7,080
examples of erp systems	7,080
best erp	7,080
erp examples	7,080
cloud based erp	7,080

# ERP Search Rankings Report For Microsoft.com

The following report shows where Microsoft.com appears in organic search rankings for Google and Bing. For the purpose of this report, we only show the first 3 pages of rankings.

## How to Read This Report

The detail level reports on the following pages show how the target keywords are ranked in the search engines for Microsoft.com. This report includes a list of the top ERP keywords sorted in descending order of search volume, Microsoft's position in the search results for that keyword, what page of the search results the keyword is ranking on, and the url associated with the ranking report. In the next section you can find the report showing how the keywords are ranked for each of the leading five companies.

KEYWORD	POSITION	PAGE	URL (Nov)
erp software companies	Not top 30	Not top 3 Pages	
erp business solutions	2	Page 1	https://www.microsoft.com/en-us/dynamics/erp.aspx
erp tools	10	Page 1	https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx

The screenshot shows a Google search for "erp business solutions". The search results page displays several organic results and ads. A red box highlights the second organic result: "Enterprise Resource Planning (ERP) Business Solutions ...". This result is from Microsoft Corporation and includes the URL "https://www.microsoft.com/en-us/.../erp.aspx". The snippet describes Microsoft Dynamics ERP software as a tool for connecting and managing business operations. The table above the screenshot maps this keyword to a position of 2 on page 1 of search results, with the URL "https://www.microsoft.com/en-us/dynamics/erp.aspx".

The diagram above indicates the specific keyword, the position and search results page associated with this keyword, and the corresponding url connected to the search result.

# Microsoft.com ERP Organic Rankings: Google

This report shows Microsoft's page and position rank within Google search for the top 50 terms, as well as the page url ranking for that keyword. The position chart above the report sums up all of Microsoft's results within the specified page positions.

POSITION 1	PAGE 1	PAGE 2	PAGE 3
1	12	9	2

KEYWORD	POSITION	PAGE	URL (Nov)
erp	14	Page 2	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>
erp software	Not top 30	Not top 3 pages	
enterprise resource planning	8	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
erp systems	11	Page 2	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
what is erp	7	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
open erp	Not top 30	Not top 3 pages	
open source erp	Not top 30	Not top 3 pages	
erps	Not top 30	Not top 3 pages	
erp open source	Not top 30	Not top 3 pages	
erp implementation	Not top 30	Not top 3 pages	
cloud erp	Not top 30	Not top 3 pages	
erp solutions	10	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>
what is erp system	7	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
what is an erp system	5	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
what is erp software	19	Page 2	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>
erp modules	Not top 30	Not top 3 pages	
erp online	15	Page 2	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>
crm erp	24	Page 3	<a href="https://www.microsoft.com/en-us/dynamics/">https://www.microsoft.com/en-us/dynamics/</a>
erp cloud	Not top 30	Not top 3 pages	
erp training	Not top 30	Not top 3 pages	
erp solution	15	Page 2	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
enterprise resource planning system	8	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
erp enterprise resource planning	7	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
what is enterprise resource planning	7	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
opensource erp	Not top 30	Not top 3 pages	
web erp	Not top 30	Not top 3 pages	
erp vendors	Not top 30	Not top 3 pages	
erp applications	11	Page 2	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
enterprise resource planning systems	9	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
erp software companies	Not top 30	Not top 3 pages	
erp softwares	Not top 30	Not top 3 pages	
erp for small business	1	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/erp-small-midsize-business.aspx">https://www.microsoft.com/en-us/dynamics/erp-small-midsize-business.aspx</a>
erp tools	10	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
erp system examples	Not top 30	Not top 3 pages	
erp software list	Not top 30	Not top 3 pages	
enterprise resource planning software	8	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
erp application	18	Page 2	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>
erp packages	20	Page 2	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>
online erp	18	Page 2	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>
open source erp software	Not top 30	Not top 3 pages	

## Microsoft.com ERP Organic Rankings: Google (continued)

KEYWORD	POSITION	PAGE	URL (Nov)
erp integration	Not top 30	Not top 3 pages	
erp accounting software	Not top 30	Not top 3 pages	
erp program	29	Page 3	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>
saas erp	Not top 30	Not top 3 pages	
erp saas	Not top 30	Not top 3 pages	
top erp systems	Not top 30	Not top 3 pages	
examples of erp systems	Not top 30	Not top 3 pages	
best erp	Not top 30	Not top 3 pages	
erp examples	Not top 30	Not top 3 pages	
cloud based erp	Not top 30	Not top 3 pages	

# Microsoft.com ERP Organic Rankings: Bing

This report shows Microsoft's page and position rank within Bing search results, as well as the page url ranking for that keyword. The position chart above the report sums up all of Microsoft's results within the specified page positions.

POSITION 1	PAGE 1	PAGE 2	PAGE 3
0	9	3	3

KEYWORD	POSITION	PAGE	URL (Nov)
what is erp	7	Page 1	<a href="http://www.microsoft.com/en-us/dynamics/erp-ax-overview.aspx">http://www.microsoft.com/en-us/dynamics/erp-ax-overview.aspx</a>
open erp	Not top 30	Not top 3 pages	
open source erp	Not top 30	Not top 3 pages	
erps	Not top 30	Not top 3 pages	
erp open source	Not top 30	Not top 3 pages	
erp implementation	Not top 30	Not top 3 pages	
cloud erp	Not top 30	Not top 3 pages	
erp solutions	3	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>
what is erp system	Not top 30	Not top 3 pages	
what is an erp system	25	Page 3	<a href="http://www.microsoft.com/en-us/dynamics/erp.aspx">http://www.microsoft.com/en-us/dynamics/erp.aspx</a>
what is erp software	23	Page 3	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>
erp modules	Not top 30	Not top 3 pages	
erp online	Not top 30	Not top 3 pages	
crm erp	Not top 30	Not top 3 pages	
erp cloud	Not top 30	Not top 3 pages	
erp training	Not top 30	Not top 3 pages	
erp solution	15	Page 2	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>
enterprise resource planning system	2	Page 1	<a href="http://www.microsoft.com/en-us/dynamics/erp.aspx">http://www.microsoft.com/en-us/dynamics/erp.aspx</a>
erp enterprise resource planning	4	Page 1	<a href="http://www.microsoft.com/en-us/dynamics/erp.aspx">http://www.microsoft.com/en-us/dynamics/erp.aspx</a>
what is enterprise resource planning	16	Page 2	<a href="https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx">https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx</a>
opensource erp	Not top 30	Not top 3 pages	
web erp	Not top 30	Not top 3 pages	
erp vendors	Not top 30	Not top 3 pages	
erp applications	Not top 30	Not top 3 pages	
enterprise resource planning systems	6	Page 1	<a href="http://www.microsoft.com/en-us/dynamics/erp.aspx">http://www.microsoft.com/en-us/dynamics/erp.aspx</a>
erp software companies	Not top 30	Not top 3 pages	
erp softwares	Not top 30	Not top 3 pages	
erp for small business	20	Page 2	<a href="http://www.microsoft.com/en-us/dynamics/erp.aspx">http://www.microsoft.com/en-us/dynamics/erp.aspx</a>
erp tools	7	Page 1	<a href="http://www.microsoft.com/en-us/dynamics/erp.aspx">http://www.microsoft.com/en-us/dynamics/erp.aspx</a>
erp system examples	Not top 30	Not top 3 pages	
erp software list	Not top 30	Not top 3 pages	
enterprise resource planning software	8	Page 1	<a href="http://www.microsoft.com/en-us/dynamics/erp.aspx">http://www.microsoft.com/en-us/dynamics/erp.aspx</a>
erp application	Not top 30	Not top 3 pages	
erp packages	Not top 30	Not top 3 pages	
online erp	Not top 30	Not top 3 pages	
open source erp software	Not top 30	Not top 3 pages	
erp integration	Not top 30	Not top 3 pages	
erp accounting software	Not top 30	Not top 3 pages	
erp program	8	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>
saas erp	Not top 30	Not top 3 pages	

## Microsoft.com ERP Organic Rankings: Bing (continued)

KEYWORD	POSITION	PAGE	URL (Nov)
erp saasv	Not top 30	Not top 3 pages	
top erp systems	Not top 30	Not top 3 pages	
examples of erp systems	Not top 30	Not top 3 pages	
best erp	Not top 30	Not top 3 pages	
erp examples	Not top 30	Not top 3 pages	
cloud based erp	Not top 30	Not top 3 pages	
erp benefits	29	Page 3	<a href="http://www.microsoft.com/global/en-us/dynamics/RichMedia/ErpBenefitsCalc/indexNAV.html">http://www.microsoft.com/global/en-us/dynamics/RichMedia/ErpBenefitsCalc/indexNAV.html</a>
list of erp software	Not top 30	Not top 3 pages	
erp ii	Not top 30	Not top 3 pages	
erp software solutions	8	Page 1	<a href="https://www.microsoft.com/en-us/dynamics/erp.aspx">https://www.microsoft.com/en-us/dynamics/erp.aspx</a>

# Competitive “ERP” Search Ranking

This report includes a list of the top 50 ERP keywords sorted in descending order of search volume and the position rank for each of the 5 leading ERP companies for that keyword.

## How to Read This Report

The reports on the following pages show how the target keywords are ranked in the search engines for each of the companies within this report. The diagram below explains the sources for the position ranking for a specific keyword, however these urls are not listed in the following pages.

GOOGLE	NETSUITE	SAP	ORACLE	SAGE	MICROSOFT
KEYWORD	POSITION	POSITION	POSITION	POSITION	POSITION
erp software implementation	1	Not top 30	Not top 30	Not top 30	Not top 30
erp business solutions	5	12	Not top 30	8	2
small erp	14	Not top 30	Not top 30	16	2

The screenshot shows a Google search for "erp business solutions". The search results are as follows:

- ERP Business Solutions** (Ad) - www.epicor.com/ERP - Rank 1 (highlighted)
- ERP Business Solutions - sbsgroupusa.com** (Ad) - www.sbsgroupusa.com/ - Rank 2 (highlighted)
- Top 20 ERP Software - CompareERPSoftware.com** (Ad) - www.compareerpsoftware.com/Top20ERP - Rank 3 (highlighted)
- Enterprise resource planning - Wikipedia, the free ...** - Rank 4 (highlighted)
- Enterprise Resource Planning (ERP) Business Solutions ...** (Ad) - https://www.microsoft.com/en-us/.../erp.aspx - Rank 5 (highlighted)
- What is Enterprise Resource Planning (ERP)? Webopedia** - Rank 6 (highlighted)
- What is ERP | Enterprise Resource Planning | SYSPRO ...** - Rank 7 (highlighted)
- What is ERP (Enterprise resource planning)? - NetSuite** (Ad) - www.netsuite.com/portal/resource/articles/erp/what-is-erp.shtml - Rank 8 (highlighted)
- ERP (Enterprise Resource Planning) System, ERP Software ...** (Ad) - www.netsuite.com/portal/products/netsuite/erp.shtml - Rank 9 (highlighted)

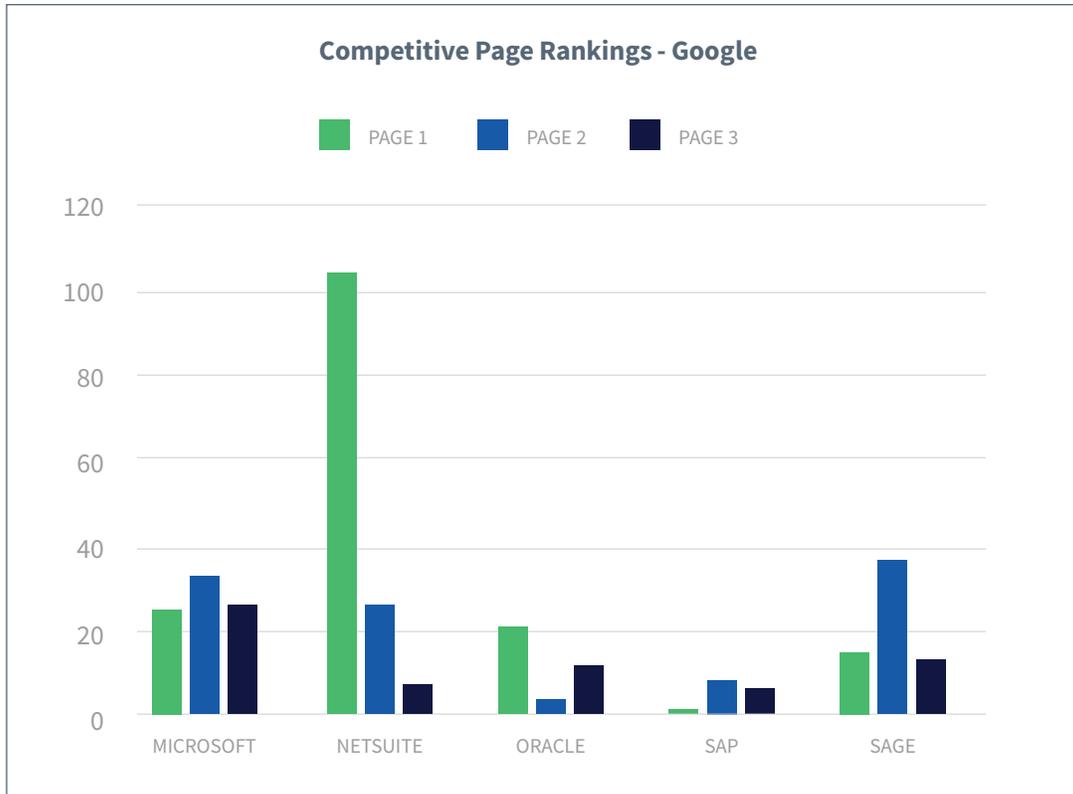
On the right side of the search results, there are several advertisements:

- Business Solutions** (Ad) - www.google.com/business-solutions - Rank 10 (highlighted)
- ERP Consulting Partner** (Ad) - www.armaninollp.com/ms-erp-partner - Rank 11 (highlighted)
- Top ERP Software Options** (Ad) - www.findaccountingsoftware.com/ - Rank 12 (highlighted)
- Top Quality ERP Solutions** (Ad) - www.iqms.com/ERP+Business+Solutions - Rank 13 (highlighted)
- NetSuite®-Leader in ERP** (Ad) - www.netsuite.com/ - Rank 14 (highlighted)
- Top 20 ERP Software** (Ad) - www.business-software.com/Top20ERP - Rank 15 (highlighted)
- Infor ERP Solutions** (Ad) - go.infor.com/erpsuccess - Rank 16 (highlighted)

Blue lines connect the rank numbers in the table above to the corresponding search results in the screenshot. For example, rank 5 in the table points to the Microsoft advertisement in the search results.

# Competitive Visibility: Google

This report shows the page and position rank for all five ERP companies within Google search results. For the purpose of this report, we only show metrics on the first 3 pages of rankings. As you can see in the overviews in the charts below, Netsuite clearly is dominating Google search for the top 50 ERP keywords. On the following pages you will find the detailed report showing the page rankings for each company per individual keyword.



As shown below, Netsuite holds the prominent placements for ERP keywords, beating its competitors.

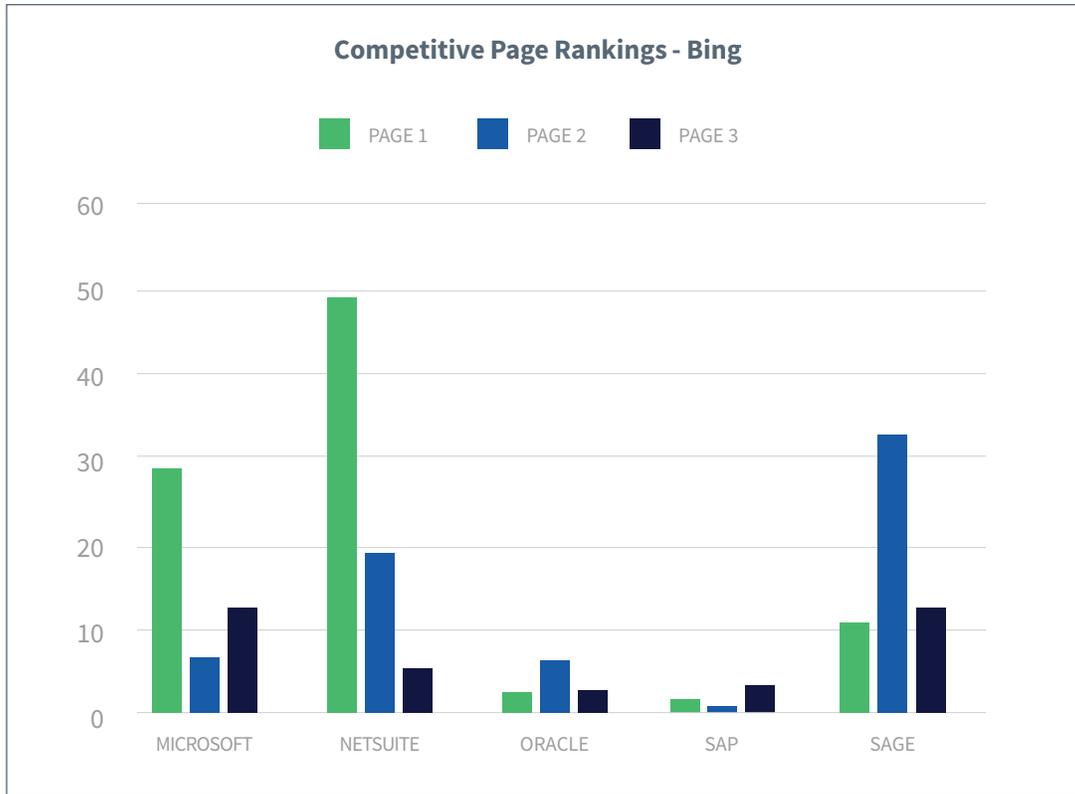
GOOGLE	NETSUITE	SAP	ORACLE	SAGE	MICROSOFT
KEYWORD	POSITION	POSITION	POSITION	POSITION	POSITION
erp	3	Not top 30	13	10	14
erp software	7	Not top 30	23	17	Not top 30
enterprise resource planning	5	Not top 30	10	19	8
erp systems	8	Not top 30	18	19	11
what is erp	3	Not top 30	23	Not top 30	7
open erp	Not top 30				
open source erp	Not top 30				
erps	8	Not top 30	Not top 30	Not top 30	Not top 30
erp open source	Not top 30				
erp implementation	2	Not top 30	Not top 30	Not top 30	Not top 30

## Competitive Visibility: Google (continued)

GOOGLE	NETSUITE	SAP	ORACLE	SAGE	MICROSOFT
KEYWORD	POSITION	POSITION	POSITION	POSITION	POSITION
cloud erp	3	Not top 30	Not top 30	Not top 30	Not top 30
erp solutions	4	Not top 30	5	9	10
what is erp system	5	Not top 30	17	22	7
what is an erp system	5	Not top 30	15	21	5
what is erp software	5	Not top 30	16	20	19
erp modules	Not top 30				
erp online	14	Not top 30	Not top 30	4	15
crm erp	10	Not top 30	Not top 30	Not top 30	24
erp cloud	4	Not top 30	Not top 30	Not top 30	Not top 30
erp training	Not top 30				
erp solution	8	Not top 30	14	17	15
enterprise resource planning system	4	Not top 30	12	20	8
erp enterprise resource planning	5	Not top 30	14	20	7
what is enterprise resource planning	5	Not top 30	14	20	7
opensource erp	Not top 30				
web erp	Not top 30				
erp vendors	Not top 30				
erp applications	6	Not top 30	9	21	11
enterprise resource planning systems	5	Not top 30	13	17	9
erp software companies	18	Not top 30	Not top 30	13	Not top 30
erp softwares	7	Not top 30	19	17	Not top 30
erp for small business	10	Not top 30	Not top 30	18	1
erp tools	7	Not top 30	Not top 30	Not top 30	10
erp system examples	3	Not top 30	Not top 30	Not top 30	Not top 30
erp software list	Not top 30				
enterprise resource planning software	5	Not top 30	10	12	8
erp application	7	Not top 30	6	Not top 30	18
erp packages	10	Not top 30	Not top 30	Not top 30	20
online erp	12	Not top 30	Not top 30	5	18
open source erp software	Not top 30				
erp integration	Not top 30				
erp accounting software	1	Not top 30	Not top 30	3	Not top 30
erp program	5	Not top 30	9	17	29
saas erp	17	Not top 30	Not top 30	Not top 30	Not top 30
erp saas	14	20	Not top 30	Not top 30	Not top 30
top erp systems	24	Not top 30	Not top 30	Not top 30	Not top 30
examples of erp systems	5	Not top 30	Not top 30	Not top 30	Not top 30
best erp	11	Not top 30	Not top 30	Not top 30	Not top 30
erp examples	5	Not top 30	Not top 30	Not top 30	Not top 30
cloud based erp	3	Not top 30	Not top 30	Not top 30	Not top 30

# Competitive Visibility: Bing

This report shows the page and position rank for all five ERP companies within Bing search results. For the purpose of this report, we only show metrics on the first 3 pages of rankings. As you can see in the overviews in the charts below, Netsuite is on top within Bing search for the top 50 ERP keywords. On the following pages you will find the detailed report showing the page rankings for each company per individual keyword within Bing.



Bing results are similar to the other search engines, with Netsuite holding the top spots for high ranking ERP keywords.

GOOGLE	NETSUITE	SAP	ORACLE	SAGE	MICROSOFT
KEYWORD	POSITION	POSITION	POSITION	POSITION	POSITION
erp	10	Not top 30	Not top 30	Not top 30	5
erp software	Not top 30	Not top 30	Not top 30	Not top 30	23
enterprise resource planning	5	Not top 30	8	Not top 30	Not top 30
erp systems	Not top 30	Not top 30	Not top 30	Not top 30	4
what is erp	10	Not top 30	Not top 30	4	7
open erp	Not top 30				
open source erp	Not top 30				
erps	Not top 30				
erp open source	Not top 30				
erp implementation	2	Not top 30	Not top 30	Not top 30	Not top 30

## Competitive Visibility: Bing (continued)

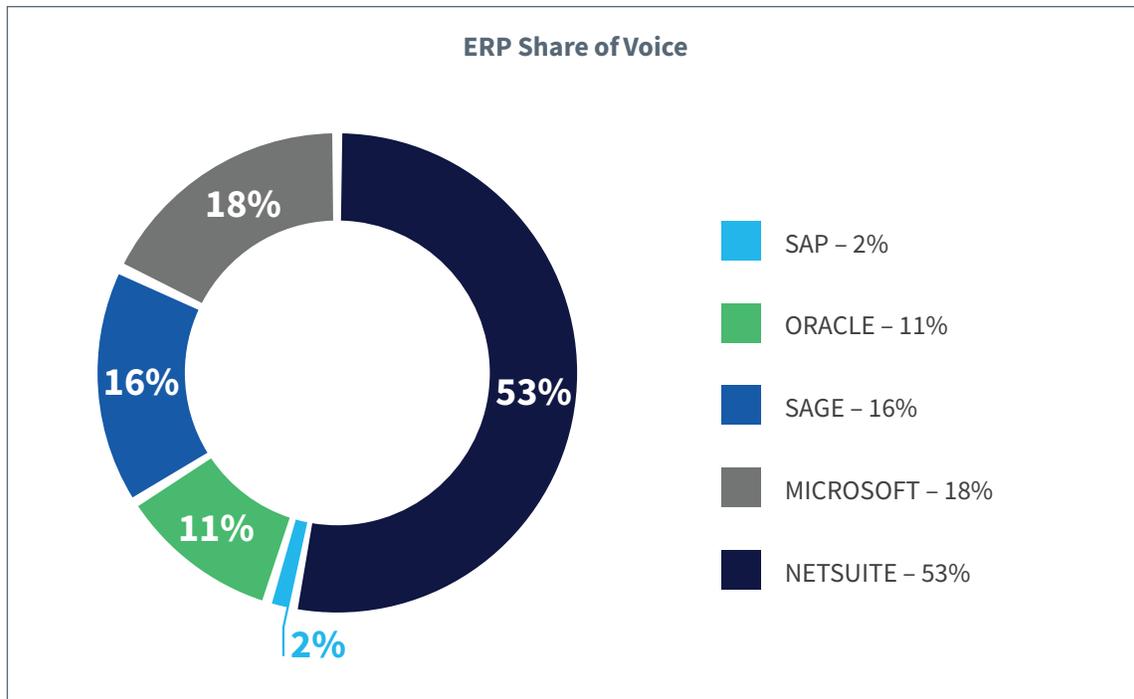
GOOGLE	NETSUITE	SAP	ORACLE	SAGE	MICROSOFT
KEYWORD	POSITION	POSITION	POSITION	POSITION	POSITION
cloud erp	2	Not top 30	18	Not top 30	Not top 30
erp solutions	9	Not top 30	Not top 30	6	3
what is erp system	6	Not top 30	Not top 30	Not top 30	Not top 30
what is an erp system	Not top 30	Not top 30	Not top 30	10	25
what is erp software	Not top 30	Not top 30	Not top 30	Not top 30	23
erp modules	Not top 30	Not top 30	Not top 30	9	Not top 30
erp online	Not top 30				
crm erp	Not top 30	Not top 30	Not top 30	27	Not top 30
erp cloud	7	Not top 30	Not top 30	Not top 30	Not top 30
erp training	Not top 30				
erp solution	6	Not top 30	Not top 30	Not top 30	15
enterprise resource planning system	Not top 30	Not top 30	Not top 30	8	2
erp enterprise resource planning	Not top 30	Not top 30	Not top 30	12	4
what is enterprise resource planning	6	Not top 30	Not top 30	Not top 30	16
opensource erp	Not top 30				
web erp	Not top 30				
erp vendors	Not top 30	Not top 30	Not top 30	16	Not top 30
erp applications	18	Not top 30	16	Not top 30	Not top 30
enterprise resource planning systems	Not top 30	Not top 30	Not top 30	13	6
erp software companies	Not top 30				
erp softwares	Not top 30	Not top 30	Not top 30	27	Not top 30
erp for small business	Not top 30	9	Not top 30	18	20
erp tools	29	Not top 30	Not top 30	4	7
erp system examples	4	Not top 30	Not top 30	Not top 30	Not top 30
erp software list	Not top 30				
enterprise resource planning software	7	Not top 30	17	11	8
erp application	6	Not top 30	9	Not top 30	Not top 30
erp packages	12	Not top 30	Not top 30	Not top 30	Not top 30
online erp	Not top 30				
open source erp software	Not top 30				
erp integration	Not top 30	Not top 30	26	Not top 30	Not top 30
erp accounting software	5	Not top 30	Not top 30	3	Not top 30
erp program	3	Not top 30	Not top 30	12	8
saas erp	14	Not top 30	Not top 30	Not top 30	Not top 30
erp saas	17	Not top 30	Not top 30	25	Not top 30
top erp systems	Not top 30				
examples of erp systems	Not top 30	29	Not top 30	Not top 30	Not top 30
best erp	3	Not top 30	Not top 30	26	Not top 30
erp examples	23	24	Not top 30	Not top 30	Not top 30
cloud based erp	3	Not top 30	Not top 30	Not top 30	Not top 30

# Share of Voice

The following SOV analysis scores the major competition in this report against each other based on their organic search engine presence. Unlike the previous competitive report, this comparative score bases a company's SOV on factors that go beyond simple rankings.

These factors include:

- + The search volume (the number of times a keyword is search per year) of the keywords they are ranking for
- + The position for that particular keyword
- + The current share of search audience by a given search engine



The SOV (Share of Voice) formula is :

$$\text{KEYWORD} \times \text{VOLUME} \times \text{RANK VALUE} \times \text{ENGINE VALUE} = \text{SCORE}$$

The cumulative score of each competitor is then summed into a total. A comparative share of that total represents their SOV.

# Web Presence Authority

This section looks into a number of factors to show which of the five ERP companies has the greatest web presence authority, as determined by domain and page authority and established links.

ERP COMPANY	DOMAIN AUTHORITY	PAGE AUTHORITY	ESTABLISHED LINKS
Netsuite	82	58	3.2 Million
Oracle	100	83	172.6 Million
SAP	95	75	18.2 Million
Sage	79	57	61.3 Million
Microsoft	100	97	197.2 Million

## Domain Authority

Based on a potential score of 100, domain authority is Moz's calculated metric for how well a given domain is likely to rank in Google's search results. It is based off data from the Mozscape web index and includes link counts, MozRank and MozTrust scores, and dozens of other factors. It uses a machine learning model to predictively find an algorithm that best correlates with rankings across thousands of search results that we predict against.

## Page Authority

As with domain authority, page authority is based on a potential score of 100 and is Moz's calculated metric for how well a given webpage is likely to rank in Google.com's search results. It's best to use Page Authority (PA) and [Domain Authority](#) (DA) as comparative metrics when doing research in the search results and determining which sites/pages may have more powerful/important link profiles than another. While more specific metrics like [mozRank](#) can answer questions of raw link popularity and link counts can show the raw quantities of pages/sites linking, the authority numbers are high level metrics that attempt to answer the question "How strong are this page's/site's links in terms of helping them rank for queries in Google.com?"

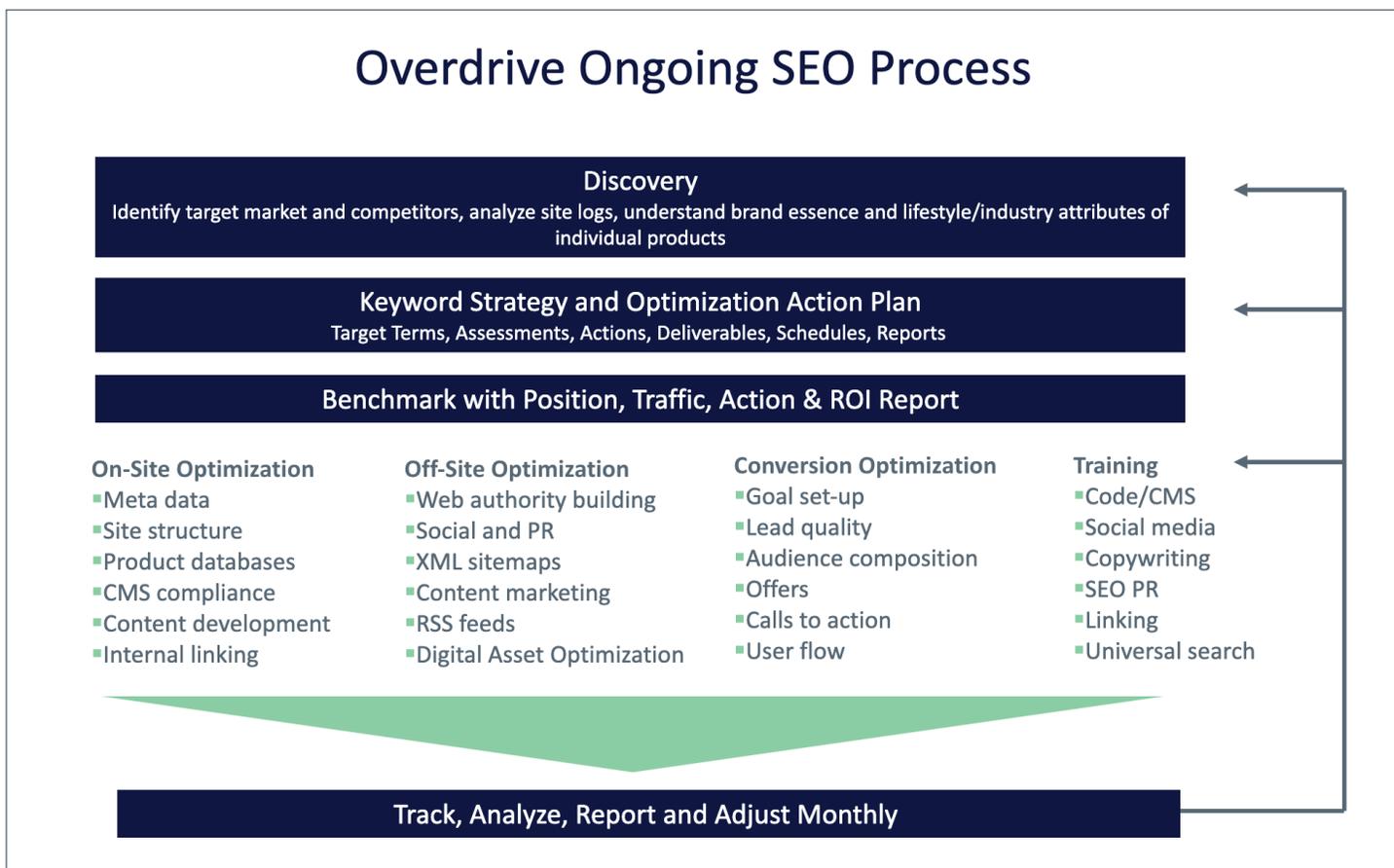
## Established Links

This metric is a total of all site links, including internal, external, followed and not-followed.

# Executive Summary

## Observations:

- + Keywords within the ERP category receive high volume of search queries. The top 50 terms containing ERP, or Enterprise Resource Planning, receive over 9.2 million searches per year, according to Google.
- + While Microsoft has a healthy search presence under the top 50 ERP terms with 40 first page rankings across Google and Bing, Netsuite enjoys a healthy lead with 83 first page rankings.
- + The result of Netsuite’s search presence is a 53% Share of Voice within the search engines, which is significantly higher than Microsoft’s 18% Share of Voice.
- + Microsoft’s lead in Domain Authority, Page Authority, and its million of inbound links give it a distinct advantage over its competition, and significantly increases the probability of overtaking Netsuite in organic search, should it choose to focus SEO efforts in ERP keywords.
- + Overall Microsoft should be strategically utilizing top search terms as a compliment to its branded terms. There are several hundred opportunities to do this in its site’s meta data, headers, copy, alt tags, image names and crosslinking.
- + Microsoft should be implementing a comprehensive SEO program modeled on the chart below.



## Work With Us



[Visit ovrdrv.com/seo](http://ovrdrv.com/seo) to contact us or call at 617.254.5000. We will run through the full implications of this report via an in-person presentation and discussion.

That presentation will feature detailed recommendations that map directly to your marketing priorities.

**We look forward to hearing from you!**

## About Overdrive Interactive

Overdrive is for clients who want performance right now. Clients who want programs that drive sales today while also building value and brand awareness for tomorrow. Clients who don't just want to survive in today's competitive online business climate, but want to truly innovate, transform and thrive. Clients who want to leave the fluff in a jar and focus their efforts and investments on digital marketing that drives real and measurable ROI.

Overdrive possesses the strategic, creative and technical abilities necessary to deliver this kind of performance.

From proven multi-channel online marketing programs to complete corporate branding and marketing we have the skills and experience to make things happen and make them happen fast!

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