



SEO ANALYTICS

Reporter: Giap Hoang Long

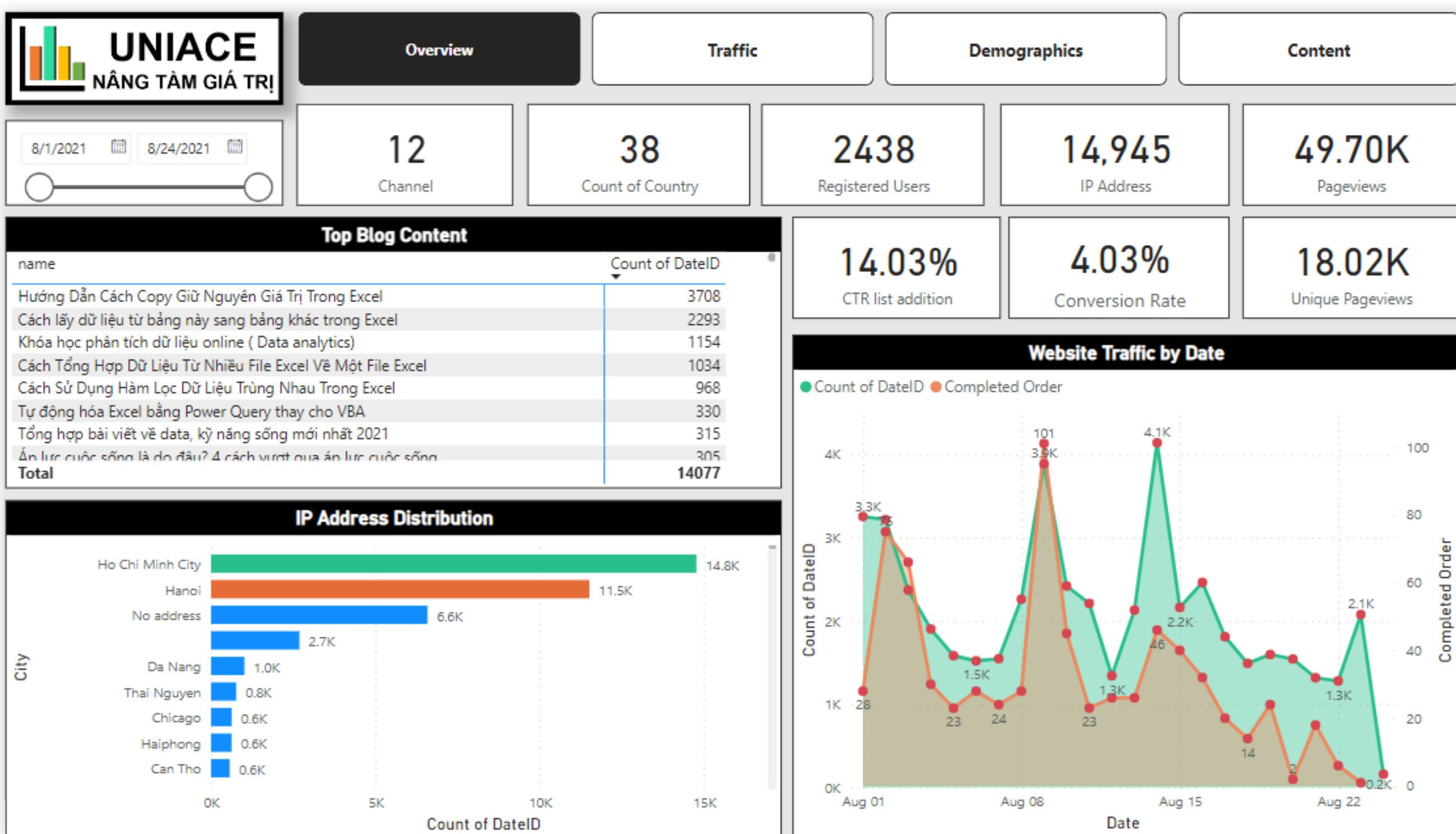
TABLE OF CONTENTS

- Data Mapping
- SEO Overview
- Demographics Summary
- Traffic Analysis
- Content Analysis
- Uniace Marketing Campaign on Facebook 12/8

DATA MAPPING

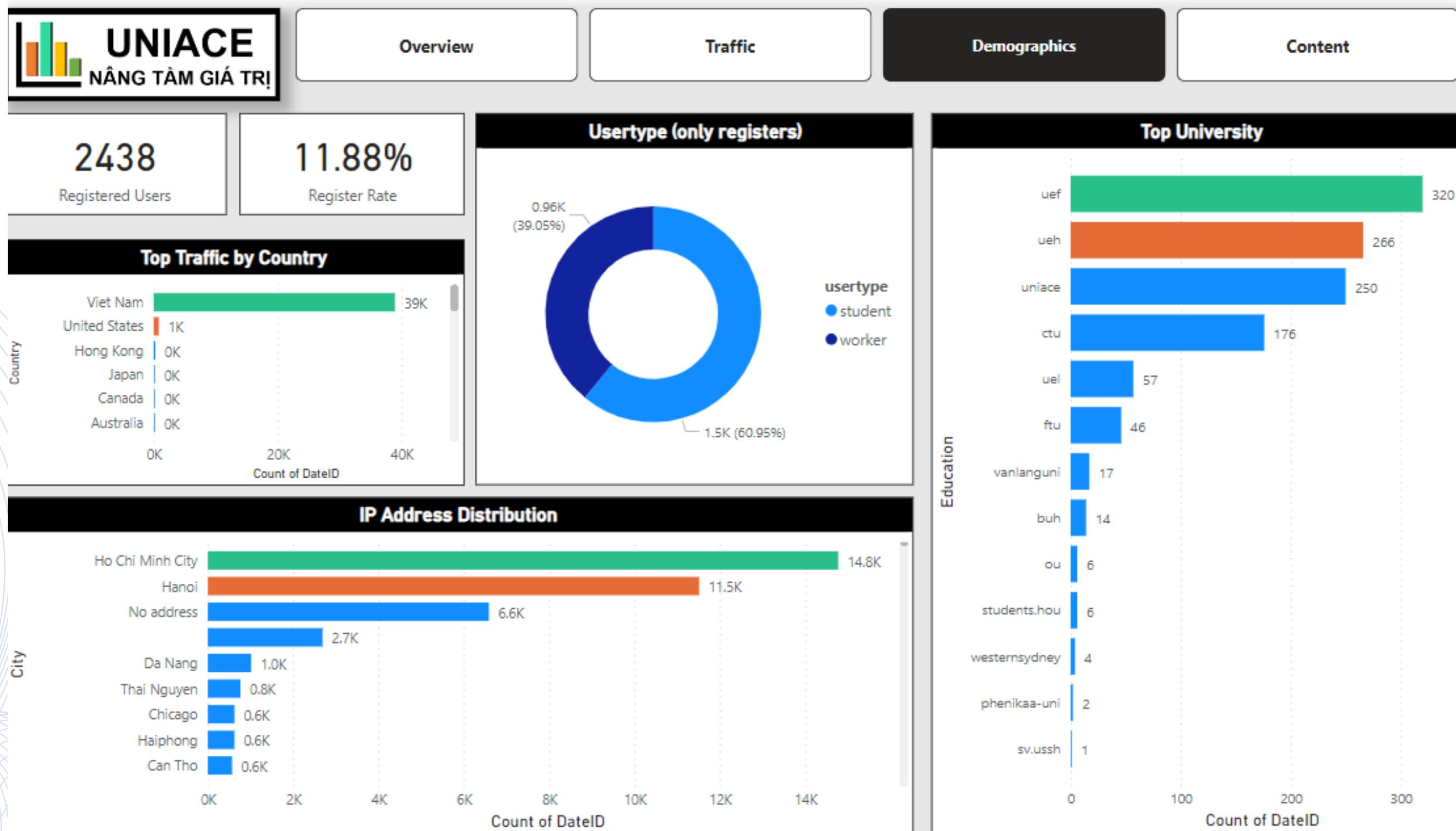
Tên cột	Ý nghĩa	Kiểu dữ liệu	Ví dụ	Các trường dữ liệu mở rộng
Email	Email (tài khoản) của user	Text	Hieubh19@uef.edu.vn	Username: hieubh19 - Domain: uef.edu.vn - Usertype: worker/student - Education: uef/ uel/ ftu...
Type	click vào nội dung nào	Text	page / form/ list addition	
Name	tên bài viết , tên chủ đề	Text	Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	Nội dung: Khóa học/ Dữ liệu/ Kỹ năng...
Title	tương tự như Name	Text	Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	
Ma URL	địa chỉ website	Text	https://uniace.vn/ham-loc-du-lieu-trung-nhau-trong-excel/	
MA Referrer	click vào từ đâu (quảng cáo, SEO)	Text	https://www.google.com/	Channel : Social Network/ Browser/ KOL-KOC platform
ma_path	path của website	Text	/ham-loc-du-lieu-trung-nhau-trong-excel/	
IP Address	địa chỉ IP của người truy cập	Text	125.212.172.76	Country: Vietnam/ United States - City: Ho Chi Minh/Chicago
Date	thời gian diễn ra hành động	Date/Time	8/1/2021 12:00:00 AM	

SEO OVERVIEW



- The data was collected from **1/8/2021 to 24/8/2021**
- The ratio of **Pageview** and **UniquePageview** is **2,75 : 1**
- 14,945 IP Addresses** recorded which came from **38 countries** and **381 cities**. **HCM and HN** were the most traffic.
- Conversion Rate is 4,03%** with **Completed Order** is target value
- Besides, customers had **14,03 % add products to cart**
- The best accessing blog content** in our website is 'Hướng dẫn cách copy giữ nguyên giá trị trong excel'
- The best traffic in August** was **day 14** but the **item sold** was not as good as on **day 9 (best of month)** thought we started the marketing campaign on day 12

DEMOGRAPHICS SUMMARY

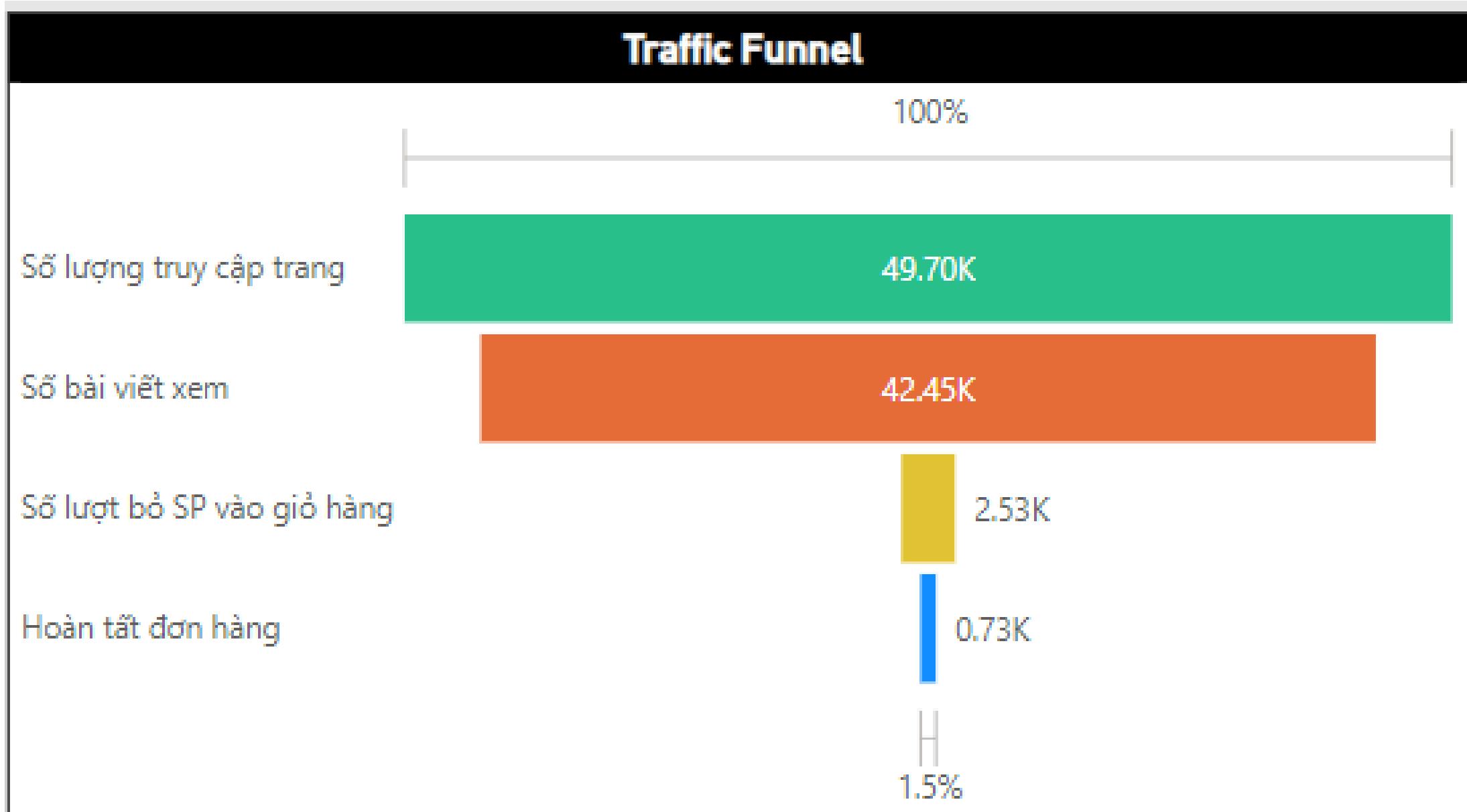


- With **2438 users** logged in by email while using website. We had the **registation rate** for all is **11.88%**. It looks good because the average of this rate is between 2-5%. Hence, we have the top-performing converting
- For registers, they were extracted into 2 types based on their email. **60,95% student and 39,05% worker**
- Except for internal students of center, students from **5 universities such as uef, ueh, ctu, uel and ftu** have more accounts and **4 out of 5 are economic schools**. In HCMC, we should focus on **uel, uef, ueh**. In HN, campaign should focus on **ftu and ueh** students.
- For **US market**, we have alot customers and traffic in **Chicago**

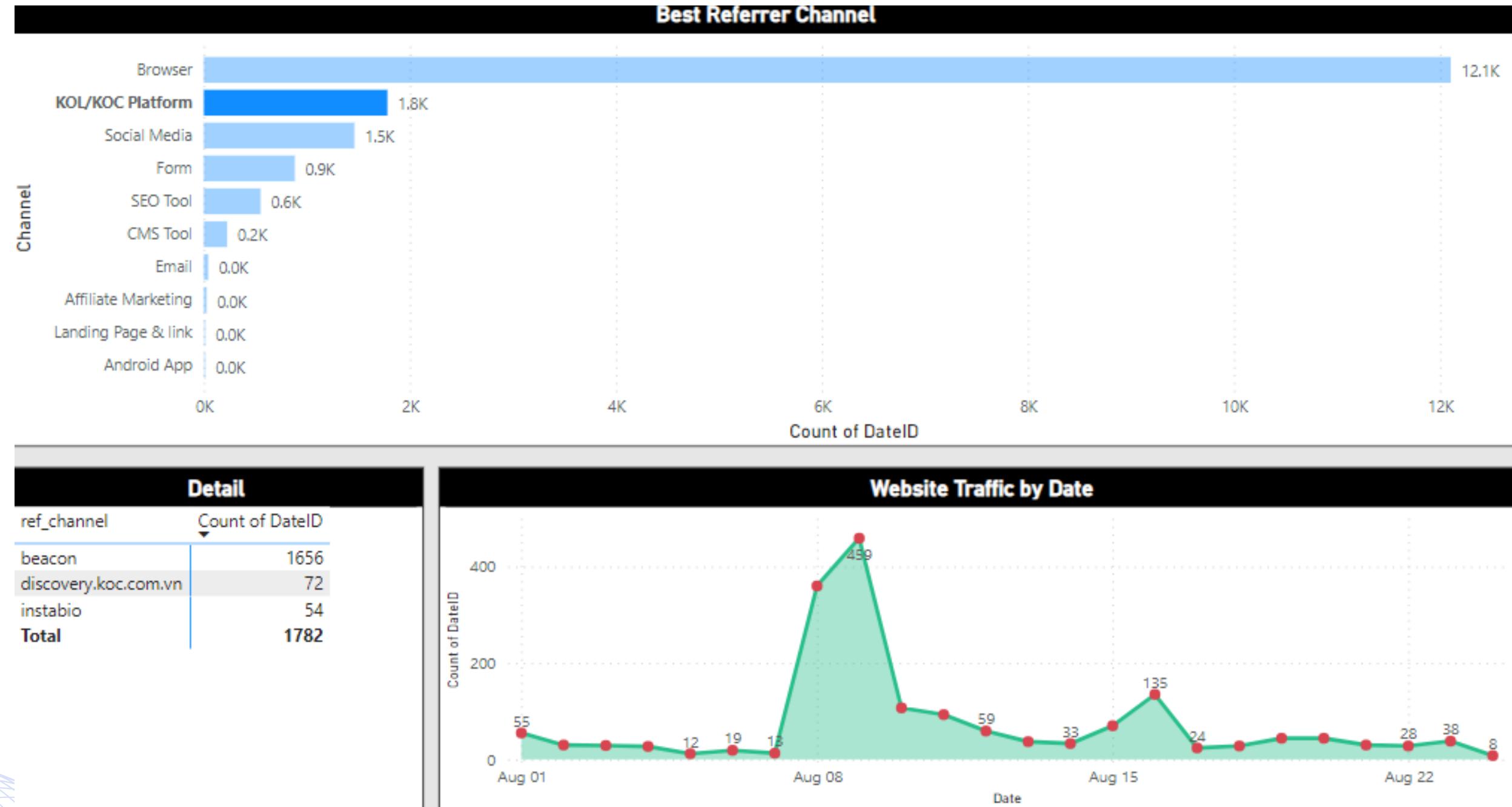
TRAFFIC ANALYSIS

- In 4 steps of the funnel, the number of accessing web to the number of viewing page was normal.
- The number of customers clicked to add products to the cart was 2527 and just 726 orders were finished successfully (28.73% percent of previous step)
- However, Our **customers dropped so much** when they viewed our website and did not add products to cart (**only 5.95%**)

=> Improve the quality of blogs and add more advertisements about courses. Fix the 'add to cart' button suitable for users.



TRAFFIC ANALYSIS

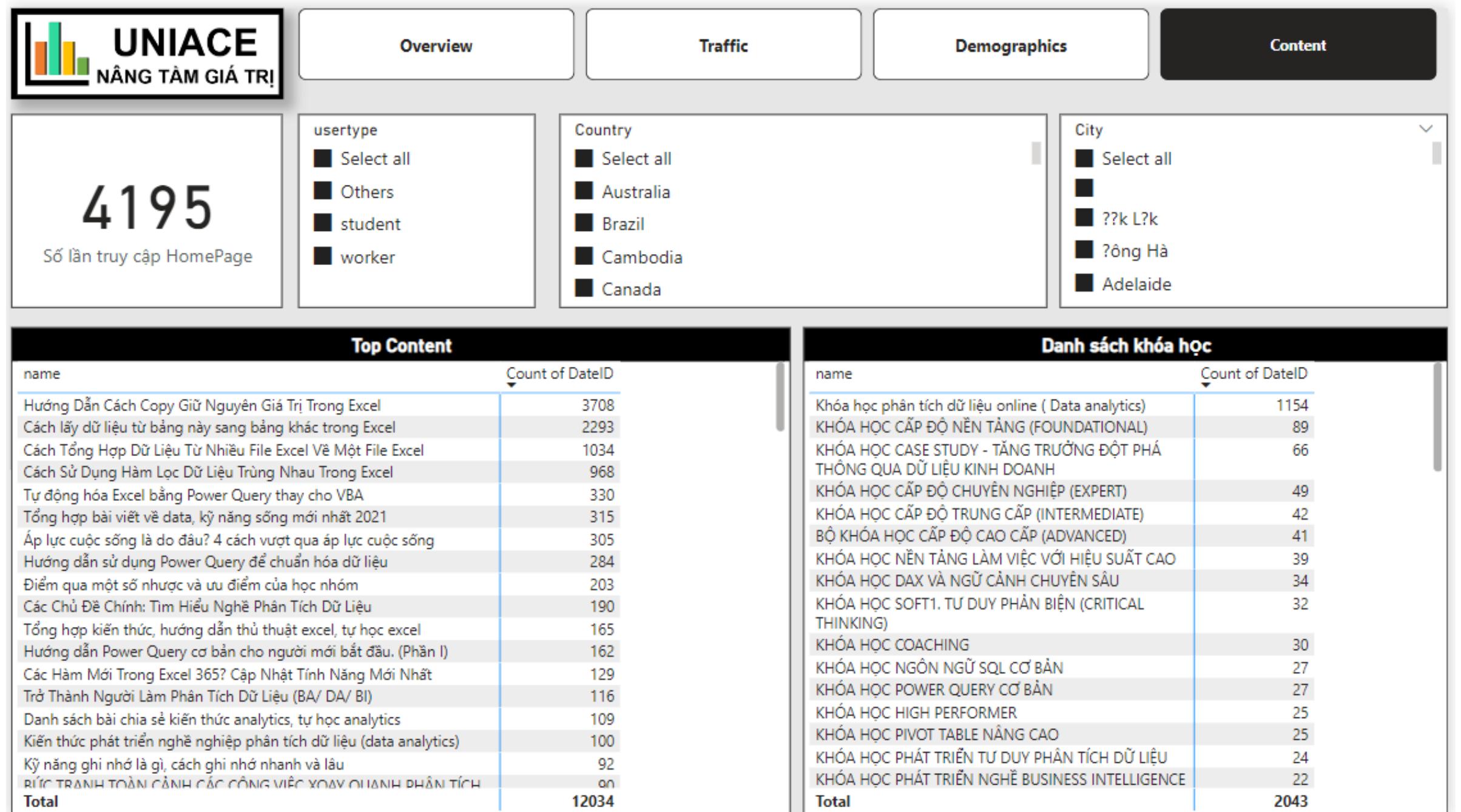


- The traffic recorded by **Browser** was the best.
- The traffic on **August 9** increased dramatically from the **KOL/KOC platform channel** and it brought the **2nd traffic of the month** and the highest number of courses sold (**101 orders**). The main platform, we use was **Beacon**.

=> The marketing project is likely success

In general, this month's traffic fluctuates at **1500 a day** and skyrocketed thanks to 2 marketing campaigns on **8/8 in KOL/KOC's sales channel** and **12/8 Facebook group posts**

CONTENT ANALYSIS



- **Top 5 content that is interested** and read a lot are articles related to **mircosoft excel**.
- **The 3 most popular courses** are the **data analytics online course**, the **foundation course**, and the **case study course**.
- In general, courses related to **language, soft skills and thinking** have **low levels of desire and access**. The same goes for articles about **culture, life skills, and headlines**.

=> Promote **articles on excel skills, articles on potential data industry** because most students and working people focus.
- => **Build holistic development courses on data**, instead of individual skills

CONTENT ANALYSIS

Top Content	
name	Count of DateID
Tổng hợp bài viết về data, kỹ năng sống mới nhất 2021	3
Chia sẻ kỹ năng sống, quản lý thời gian, hiệu suất công việc	2
Cách giới thiệu bản thân sao cho ấn tượng khi phỏng vấn	1
Danh sách bài chia sẻ kiến thức analytics, tự học analytics	1
Kỹ năng ghi nhớ là gì, cách ghi nhớ nhanh và lâu	1
Tổng hợp kiến thức, hướng dẫn tự học Power BI 2021	1
Total	9

Top Content	
name	Count of DateID
BÚC TRANH TOÀN CẢNH CÁC CÔNG VIỆC XOAY QUANH PHÂN TÍCH DỮ LIỆU	7
Danh sách bài chia sẻ kiến thức analytics, tự học analytics	1
TẠI SAO DATA SCIENCE ĐANG DẪN MÃT ĐI VỊ THẾ CỦA NÓ?	1
TÔI KHÔNG LÀM VIỆC VỚI SỔ LIỆU NHIỀU THÌ CÓ THEO ĐUỔI NGHỀ PHÂN TÍCH ĐƯỢC KHÔNG?	1
YÊU CẦU MỚI CỦA VIỆC PHÂN TÍCH – NGHỆ THUẬT KỂ CHUYỆN BẰNG SỔ LIỆU (DATA STORYTELLING)	1
Total	11

usertype

Select all

Others

student

worker

usertype

Select all

Others

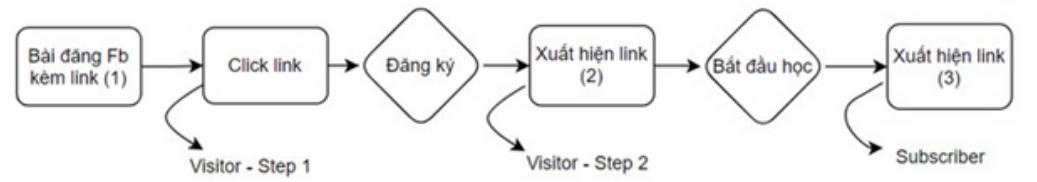
student

worker

- Based on the list of registered customers, it can be seen that **working people** like the content about the **overview, industry introduction and future development prospects of the industry**.
- Meanwhile, **students** like articles about **skills, interviews, knowledge and self-study guides**

12/8 MARKETING CAMPAIGN

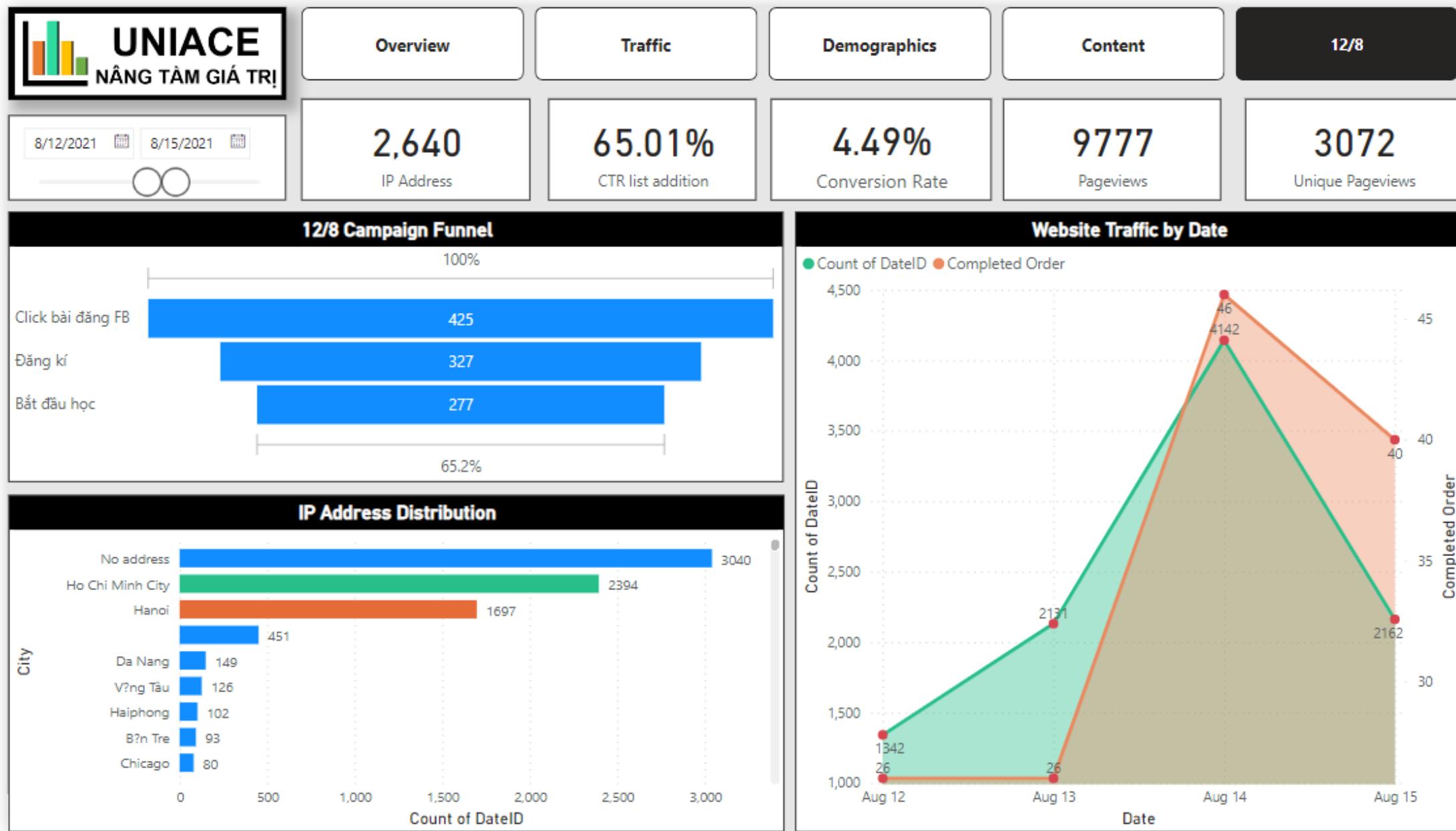
Flow:



Link 1: Visitor - Step 1 https://uniace.vn/vyt/?utm_source=fb&utm_medium=test4&utm_campaign=120821
 Link 2: Visitor - Step 2 <https://uniace.vn/vyt3/>
 Link 3: Subscriber <https://uniace.vn/my-account/my-courses/>

Ghi chú

Số liệu này được tạo ra từ 1 bài viết đăng lên 5 nhóm khác nhau, trong đó có 4 nhóm đăng tối ngày 12.08, 1 nhóm đăng trưa ngày 13.08



- The **marketing campaign** on the evening of **August 12** on **facebook groups** brought **the amount of traffic** to Uniace website **increasing gradually** until the end of August 14 and started to decrease from the 15th. The campaign **brought 112 orders within 3 days 13, 14 , 15**. **Similar to the trend of traffic.**
- Main traffic comes from **HCM and HN** with nearly **10k pageviews** and **3000 unique pageviews**. The **rate of placing an order in the cart** is up to **65.01%**, but the successful **conversion rate** is still maintained at **4.49%**
- Looking at the funnel model from the moment the customer clicks the link to the time the customer starts learning, it can be seen that this is a relatively good campaign when **65% of students start learning out of the number of people**. More than **76% of users register after clicking on the link** and **84.71% of people start learning after registering**. This shows that the **content of the posts is right on the heart and real needs of customers**.
- => The campaign brought about **high enrollment rate, highest monthly traffic and normal customer behavior**. However, **the campaign was not as effective as the campaign using the KOL/KOC platform on 8/8** when the number of orders was higher (**101 on 9/8 vs 46 on 14/8**).