UNIACE
NÂNG TẦM GIÁ TRỊ

SEO ANALYSIS
REPORT

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CONTENT

ABOUT UNIACE

Uniace was founded in 2017 with the first mission of "Close the GAP" - Narrowing the knowledge gap for Vietnamese people in breakthrough thinking, data and technology with the world.
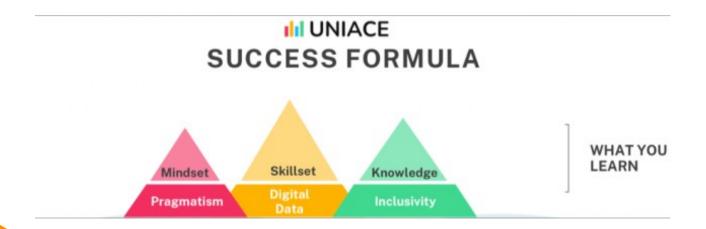
On a journey of more than 7 years of development, UNIACE has been implementing in-depth training programs for the young generation and providing digital transformation solutions for all businesses.

In addition to profitable business activities, UNIACE is also a regular sponsor of student club activities at universities across the country with 100+ scholarship sponsorship packages each year.

Uniace offers 2000+ short-term courses, 800+ intensive training courses, 200+ training programs and corporate projects.
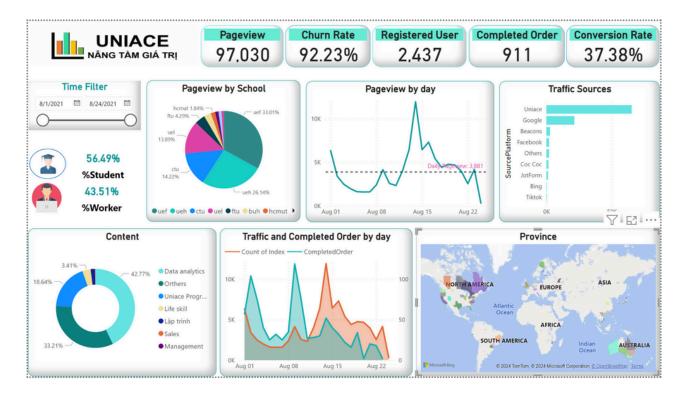
2000+	800+	200+
Short-term training courses	Intensive Training Course	Corporate Partners

This report analyzes the effectiveness of their website advertising in terms of SEO through considering several key metrics.

UNIACE
SUCCESS FORMULA

Mindset · Skillset · Knowledge

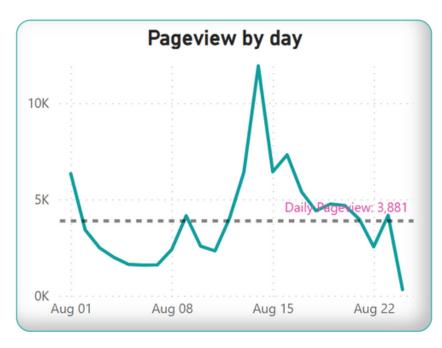Pragmatism · Digital Data · Inclusivity

WHAT YOU LEARN

OVERVIEW

Some key information from Dashboard:

- There were **97,030** page views in period of 24 days from **1/8/2021 to 24/8/2021.**

- On average, there were **3881** page views per day.

- Despite the high page views, only **2,437** users registered an account, resulting in a **registration rate** of about **25%.**

- There were **911** users among 2437 registered users purchased a course, translating to a **conversion rate of 37.38%**.

- There were **103** registered users at the first day(August 1, 2021), but only **8** registered users at the last day(August 24, 2021), resulting in a **churn rate** of **92.23%**.

- About the **churn rate**, we can not conclude anything here, because data got from **1/8/2021 12:00:00AM** to **24/8/2021 7:30:37AM**, there is unfairness about registered users at the first day and last day.

- There was strong fluctuations in page views between days.
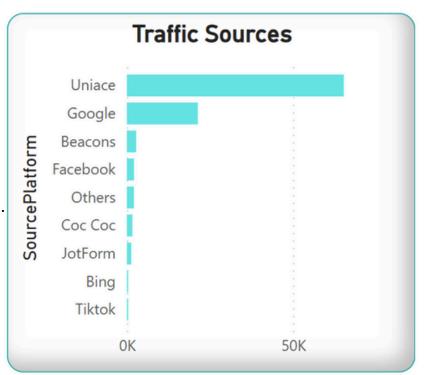
SEO – Search Engine Optimization

Traffic

- Traffic was not stable. There was a significant fluctuation over the period from August 1 to August 24.

- There's a noticeable peak around mid-Campaign which is 3 times higher than the Average page view.

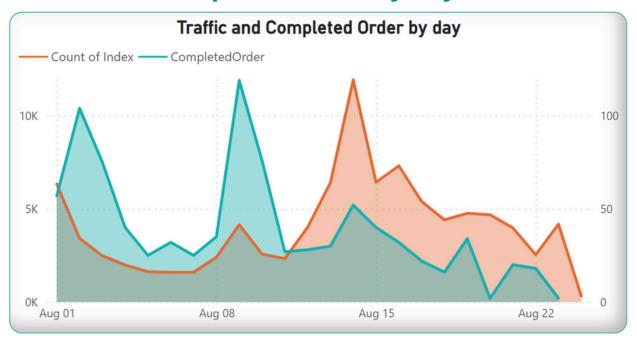- A decline towards the end of the period => Result in Churn rate is high.

Traffic Sources

- **Direct Traffic:** Users primarily access to *Uniace website* directly.

- **Organic Traffic:** via search engines (Google is the most used search engine, Coc Coc, Bing)

- **Referral Traffic:** via links from other websites (Beacons, JotForm). It can be a paid search meaning that a visitor access to Uniace through a sponsored search result link.

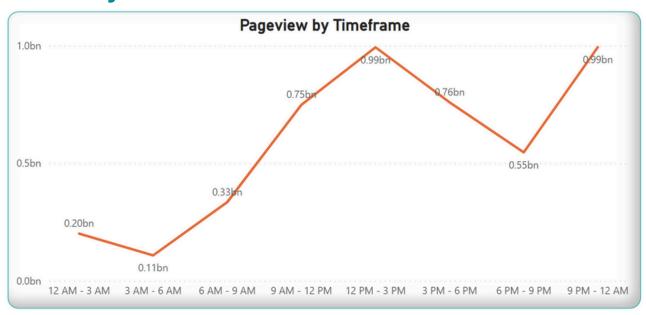- **Social Traffic:** via social media platforms (Facebook, Tiktok).

Traffic and Completed Order by day

- There is a positive correlation between number of completed orders and traffic.

- The higher traffic the more courses sold.

- So the aim is to gain the more page views the better for increasing revenue from selling courses.
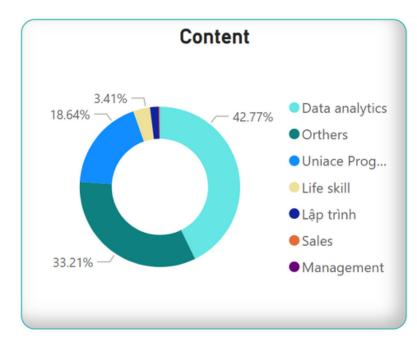
Traffic by time frame

- Traffic is extremely high in rest time (such as late nights and at noon). And drop down in sleeping time and dinner time. This is obvious since most of page views come from users living in Ho Chi Minh city and Ha Noi.

- So Uniace can focus on seeding and increase attention from users in these time frame for pulling more traffic.
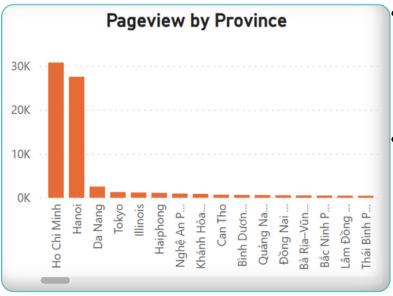
Content

- Data Analytics (DA): takes over 42%, almost half of the content focuses on data analytics. This is true to Uniace mission.

- This suggests a significant emphasis on data-related topics, which could be due to high demand or the strategic importance of data skills in the target audience.

- Others (33.21%): The second-largest category, indicating a diverse range of content that doesn't fit into the specific categories listed. This diversity can be beneficial in attracting a wider audience.

- In addition to profitable business activities, UNIACE is also a regular sponsor of student club activities at universities across the country with 100+ scholarship sponsorship packages each year. This is clear that Uniace Programs takes notable share. This could highlight the importance of these programs in attracting student.

- Life skill, Programing, Sales, Management: These categories have very small percentages, but make diversity of the content for meeting the diverse needs of the audience and pulling traffic
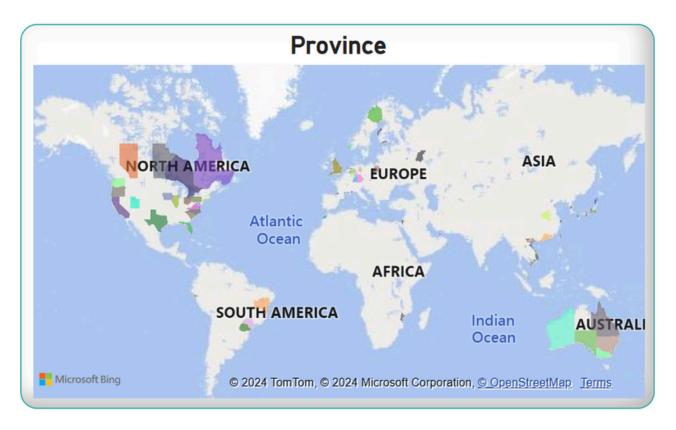
Name	Category	Count of Index
Cách lấy dữ liệu từ bảng này sang bảng khác trong Excel	Data analytics	4538
Cách Sử Dụng Hàm Lọc Dữ Liệu Trùng Nhau Trong Excel	Data analytics	1902
Cách Tổng Hợp Dữ Liệu Từ Nhiều File Excel Về Một File Excel	Data analytics	2070
Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	Data analytics	7167
Khóa học phân tích dữ liệu online (Data analytics)	Data analytics	2476
Unique Analytics Center for Everyone - uniace.vn	Data analytics	8545
HIGH PERFORMER - uniace.vn	Orthers	1620
TÀI KHOẢN - uniace.vn	Orthers	8630
Chương Trình Young Talent Program - Uniace Việt Nam	Uniace Programe	6313
Young Talent Program (Private) - uniace.vn	Uniace Programe	2809

Demographic

Pageview by Province

- Not surprisingly, Ho Chi Minh and Ha Noi take the first and the second largest page views. Can say that almost users access to web page come from Ho Chi Minh or Ha Noi.
- There's an interesting thing that Tokyo(Japan) and Illinois(US state) are two cities which are not belong to Vietnam have a large amount of users interested in Uniace. This is because there're many Vietnamese international students live there.

Province

- Almost the provinces in Viet Nam have user accesses to Uniace web page.
- There is a big amount of users live abroad, they are primarily Vietnamese international students.
- They live in a country that encourages international students to come and study abroad, such as Japan, USA, Australia, Germany.
- So it is useful to focus on Vietnamese international students beside students studying local universities
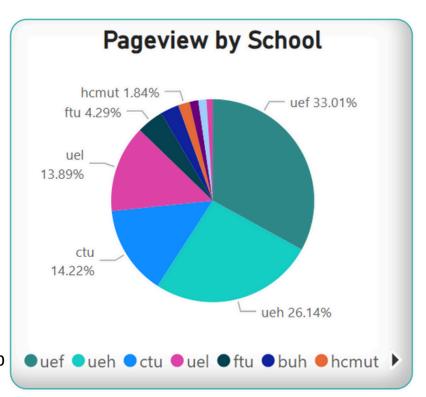
Demographic

56.49%
%Student

43.51%
%Worker

- Students: emails containing ".edu.".
- Workers: emails containing "outlook".
- Many users with general email addresses. So it is hard to determine if they are students or workers.
- Traffic from Student is about 13% higher than Worker. This is the result of scholarship sponsorship packages to Universities

Pageview by School

- hcmut 1.84%
- ftu 4.29%
- uel 13.89%
- ctu 14.22%
- uef 33.01%
- ueh 26.14%

uef ueh ctu uel ftu buh hcmut ▶

- In the group of university students, the majority of page views are from students of top economics universities in southern Vietnam, such as UEF, UEH, CTU, UEL, FTU and HCMUT.

- UEF and UEH combined account for nearly 60% of the total pageviews.

- A very small portion, approximately 8%, consists of students from other universities.

- In addition to content which focuses on data analytics, and almost the students are from economics universities. These show that economics students are oriented to become data analysts.

- This analysis can help understand which schools are most engaged with Uniace's content.

- Marketing team can leverage this insight for promote scholarship sponsorship packages to these Universities. This is a way of advertising for Uniace.

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Thank you!