

# UNIACE SEO ANALYTICS

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June 2<sup>nd</sup>

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# Overview

## Uniace Introduction

- Uniace is an online learning platform that connects learning needs, work, and knowledge sharing. Uniace has been conducting in-depth training programs for the younger generation and providing digital transformation solutions for businesses.
- The Uniace.vn website operates like a mini social network integrated with courses. Users can register an account using their email, allowing them to post and interact on the website and participate in free courses. If users want to join more quality courses, they need to subscribe to membership packages or purchase those courses. This report is conducted to evaluate the website's performance based on data collected from August 1, 2022, to August 24, 2022. The report will include various aspects to give businesses a clearer view of customer behavior, search keywords, search engines, etc., to devise suitable marketing campaigns.

## Data Collection

- Data collected from August 1, 2022, to August 24, 2022, includes three different Excel files. The dataset was processed using SQL to eliminate duplicate data, correct erroneous rows and columns, and adjust data types. Additionally, necessary columns were created to facilitate analysis and reporting.

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The final dataset is as follow:

Column Name	Data type	Meaning	Note
Email	Varchar	User's email	Value "0" means the customer did not register
Type	Varchar	Content users cliked on	
Name	Varchar	Post name, topic name	Value "0" means the content accessed by the customer is unknown
MA Referrer	Varchar	Source of accessment	Value "0" means the customer accessed directly, not through a third party
ma_path	Varchar	Website path	
IP Address	Varchar	Visitors' ip address	
Date	Datetime	Date of the action	
Hour	int	Time of the action	

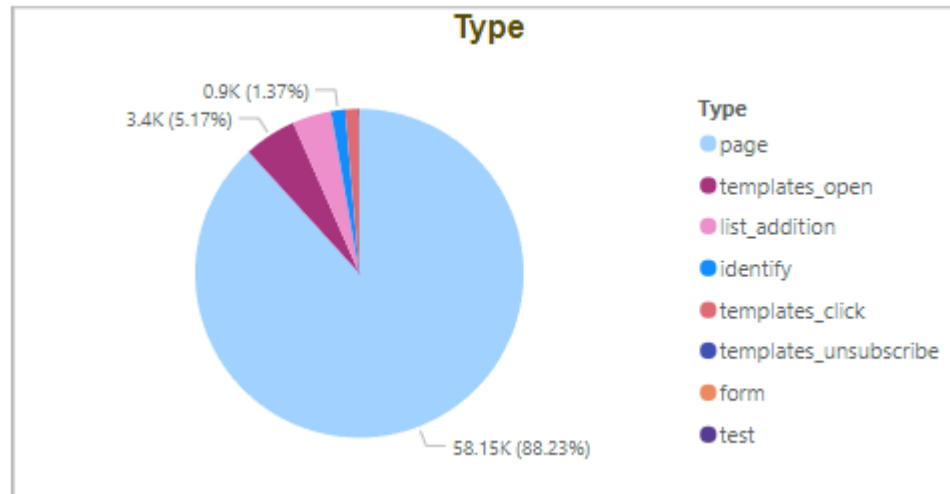
# UniAce Performance

<b>59.04K</b> Số lượt truy cập	<b>14.96K</b> Số người dùng truy cập	<b>2439</b> Số người dùng đăng ký	<b>16.31</b> Registered rate (%)	<b>4.28</b> Add to cart rate (%)
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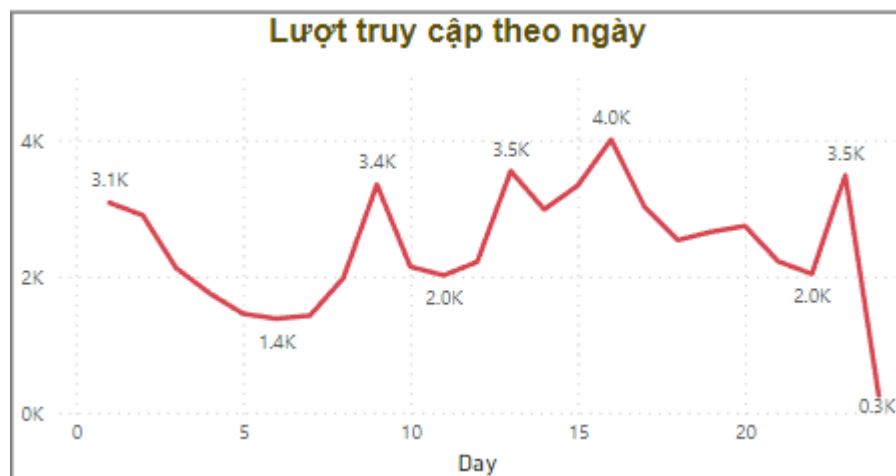
- Total visits: 59.04 thousand
- Total visitors: 14.69 thousand
- Of the 14.69 thousand visitors, 2493 registered, accounting for 16.31% of total visitors.

## Top 10 Nội dung được truy cập nhiều nhất

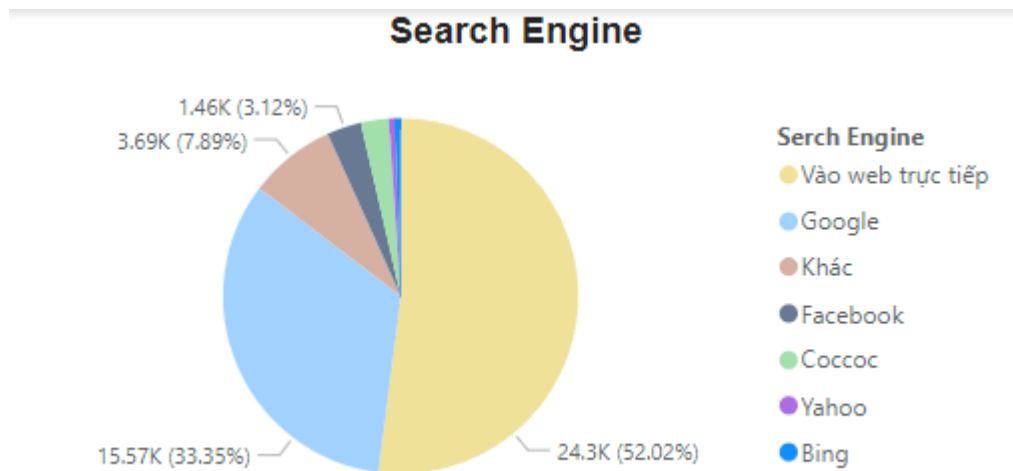
Name	TotalAccess
TÀI KHOẢN - uniace.vn	4855
Unique Analytics Center for Everyone - uniace.vn	4376
0	4016
Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	3720
Chương Trình Young Talent Program - Uniace Việt Nam	2993
Cách lấy dữ liệu từ bảng này sang bảng khác trong Excel	2300
TÀI KHOẢN - uniace.vn	1836
Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	1789
Chương Trình Young Talent Program - Uniace Việt Nam	1741
Young Talent Program (Private) - uniace.vn	1673
<b>Total</b>	<b>29299</b>



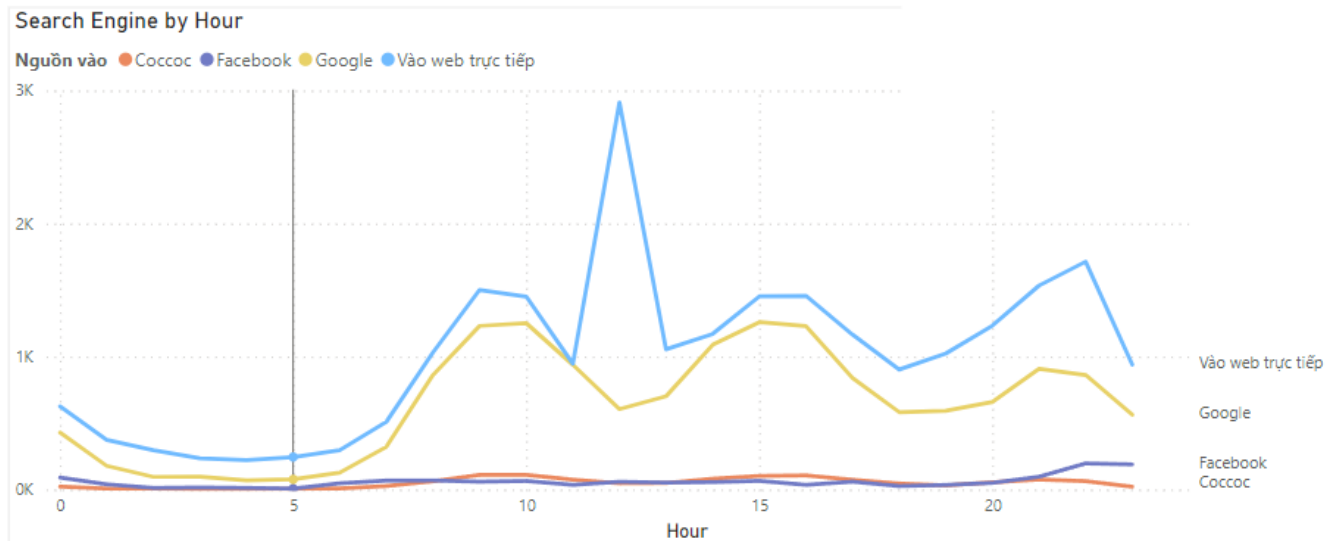
- The most interacted content by users is the homepage, specifically account registration and the introduction of Uniace. Most users spend considerable time interacting with content on the homepage, hence the highest interaction percentage (88.23%) is for the homepage.



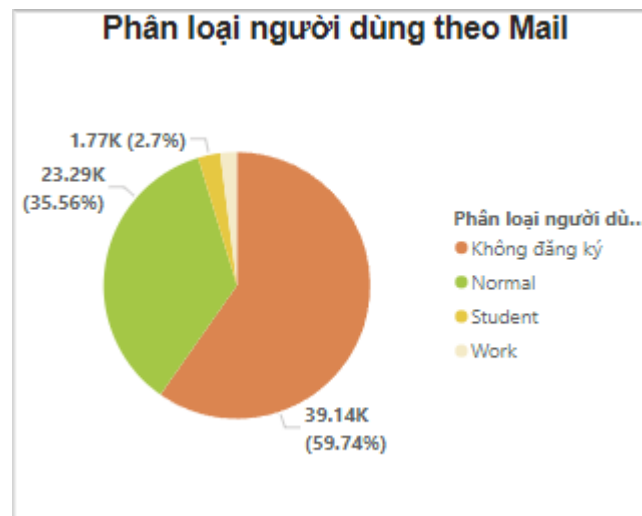
- Highest daily visits: 4k
- Other days' visits range: 2k – 3k
- Lowest daily visits: around 300



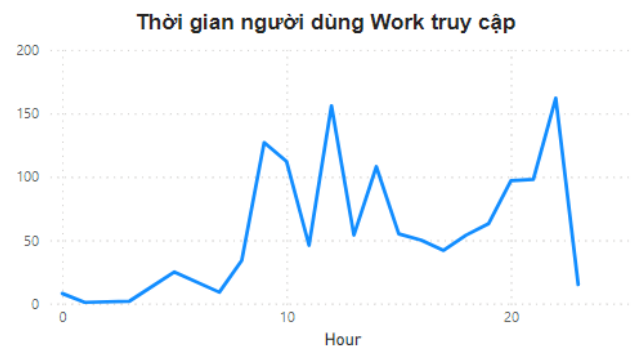
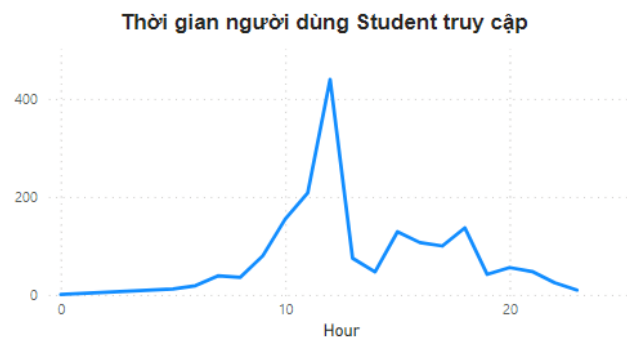
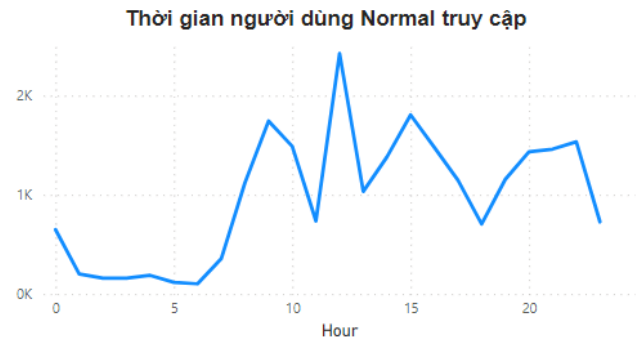
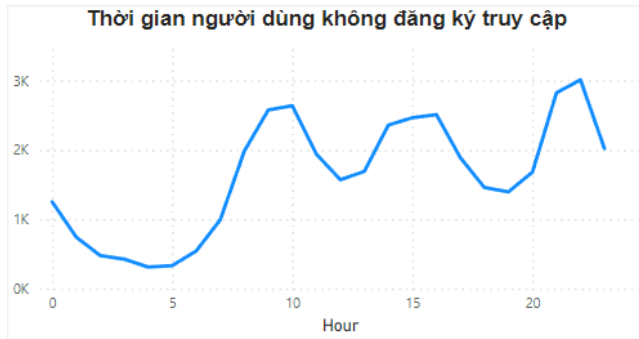
- 52.02% of users access the website directly without any third-party search engine.
- This indicates that most users are already aware of or have used Uniace before.
- Google is the most common tool users use to search for Uniace due to its wide coverage and ease of access.
- Some users know about Uniace through other channels like Facebook or Coccoc, but the number is still limited.
- More effort is needed to reach users through multiple platforms.



- In general, the highest number of users access the website directly during the day.
- The highest number of direct website accesses occurs between 11 AM – 1 PM.
- Google usage ranks second, peaking between 9 AM – 10 AM and 2 PM – 5 PM



- Most users (59.74%) do not register an email when using the Uniace homepage.
- A significant portion of users registers with a normal email, while only a small fraction uses educational (.edu) or work emails (.outlook) to register.



- Users without registration access most from 9 AM - 11 AM, 2 PM - 4 PM, and especially during the rest period from 10 PM - 11 PM.
- 12 PM is the peak access time for Normal, Student, and Work users - a lunch break where users might be browsing through network posts.
- The chart shows that Normal and Work users have similar access times, suggesting that many Normal email users may also be office workers.
- Compared to the Search Engine chart, non-registered users use Google to find the website, whereas other groups tend to access the website directly without third-party intermediaries.



