



UNIACE SEO ANALYTICS

Metric Description

Click to rate: Tỷ lệ click

Traffic: Lượt truy cập

Conversion: Tỷ lệ chuyển đổi

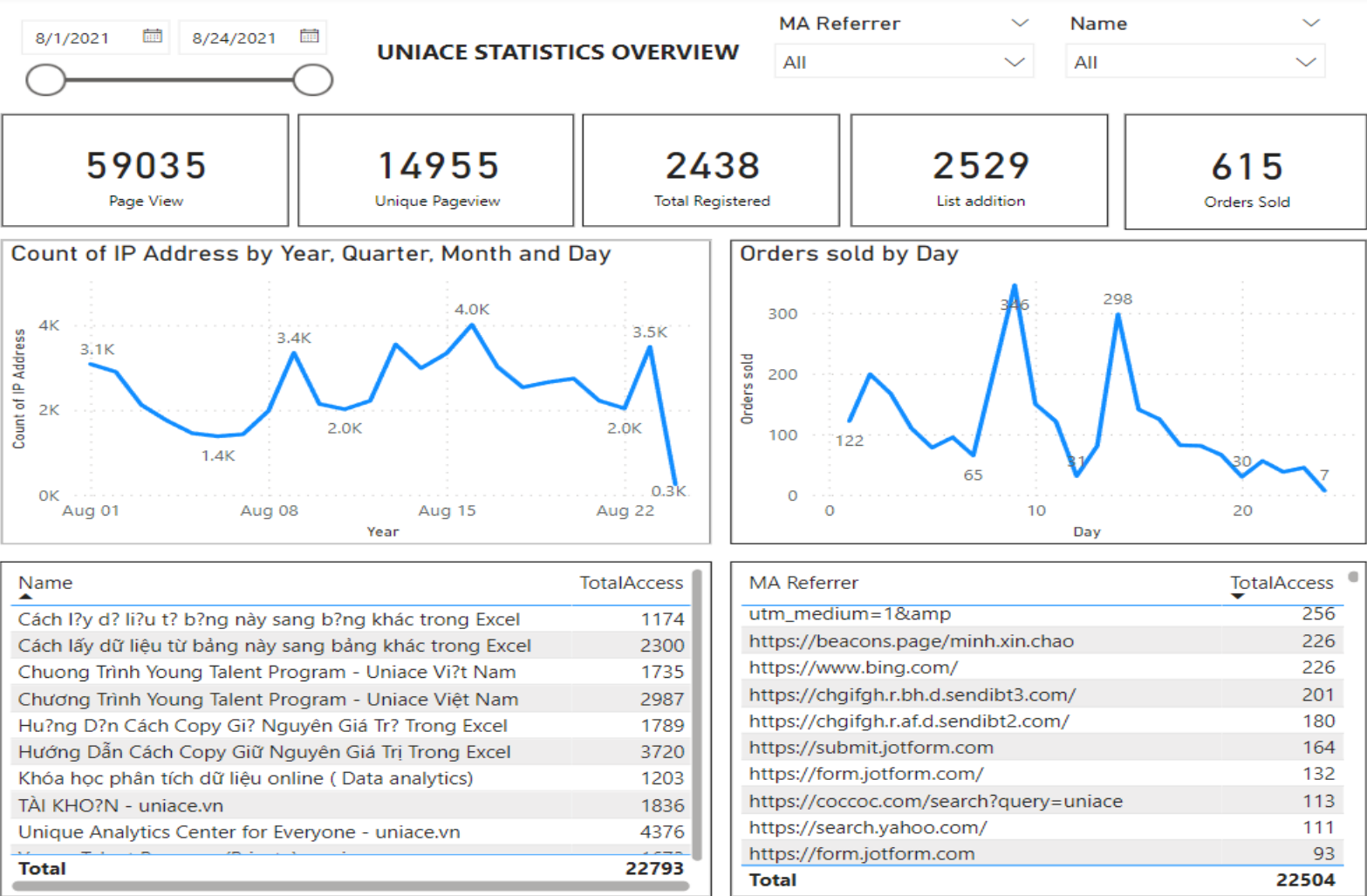
Domain authority: Category

Pageviews: Lượt truy cập vào page

Unique Pageviews: Lượt truy cập unique vào page (count distinct)

Impression: Số lần hiện ra pop up , quảng cáo

SEO Overview



Count of IP Address by Year, Quarter, Month and Day

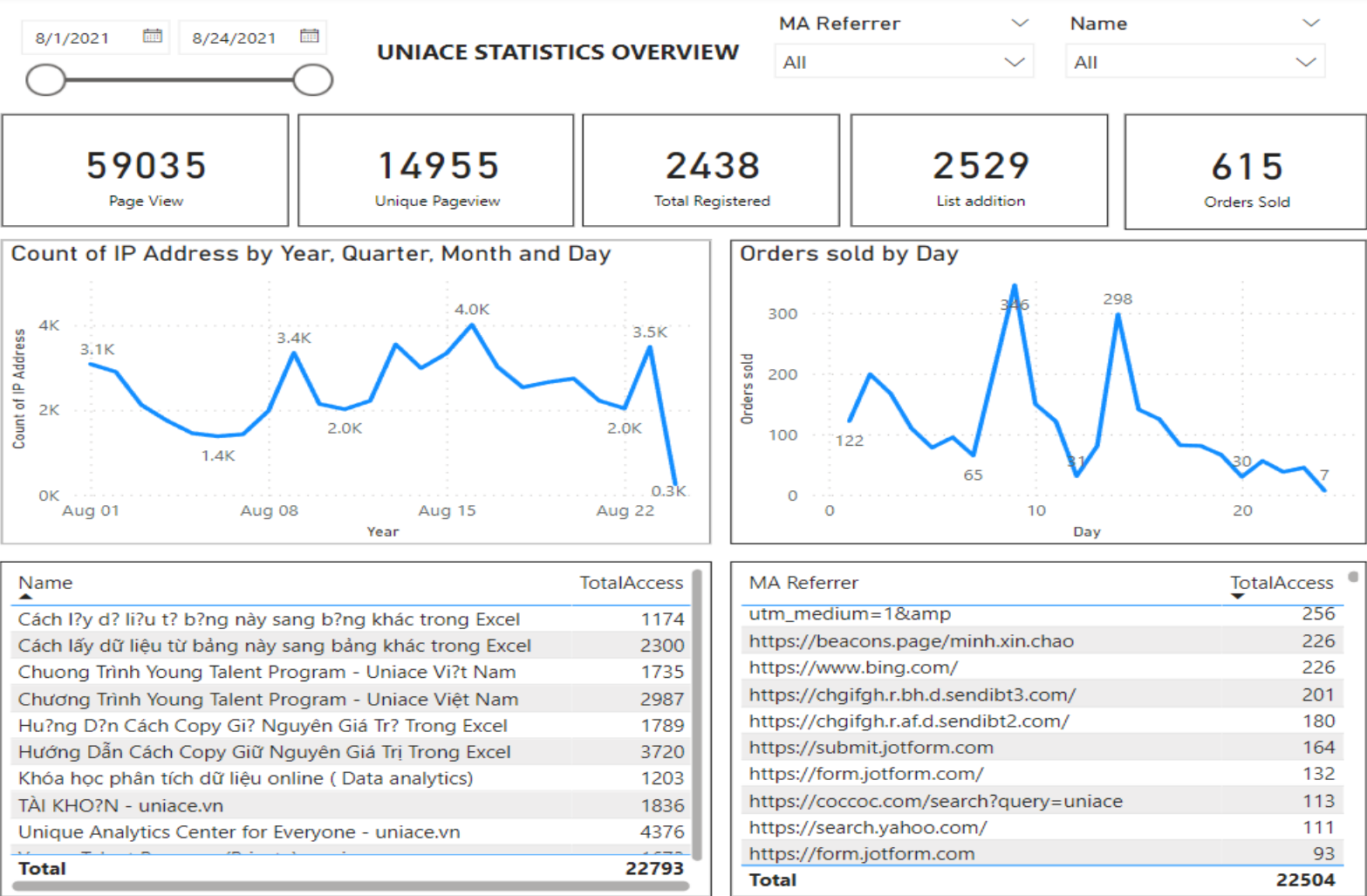
Orders sold by Day

Name	TotalAccess
Cách l?y d? li?u t? b?ng này sang b?ng khác trong Excel	1174
Cách lấy dữ liệu từ bảng này sang bảng khác trong Excel	2300
Chương Trình Young Talent Program - Uniace Vi?t Nam	1735
Chương Trình Young Talent Program - Uniace Việt Nam	2987
Hu?ng D?n Cách Copy Gi? Nguyên Giá Tr? Trong Excel	1789
Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	3720
Khóa học phân tích dữ liệu online (Data analytics)	1203
TÀI KHO?N - uniace.vn	1836
Unique Analytics Center for Everyone - uniace.vn	4376
Total	22793

MA Referrer	TotalAccess
utm_medium=1&mp	256
https://beacons.page/minh.xin.chao	226
https://www.bing.com/	226
https://chgifgh.r.bh.d.sendibt3.com/	201
https://chgifgh.r.af.d.sendibt2.com/	180
https://submit.jotform.com	164
https://form.jotform.com/	132
https://coccoc.com/search?query=uniace	113
https://search.yahoo.com/	111
https://form.jotform.com	93
Total	22504

The ratio of 1:3.95 between page views and unique pageviews indicates that, on average, each unique visitor views multiple pages during their visit. This suggests that visitors are engaging with the content and exploring the website further, potentially indicating a positive user experience and relevant content offerings.

SEO Overview



Count of IP Address by Year, Quarter, Month and Day

Year	Count of IP Address
Aug 01	3.1K
Aug 08	1.4K
Aug 15	4.0K
Aug 22	0.3K

Orders sold by Day

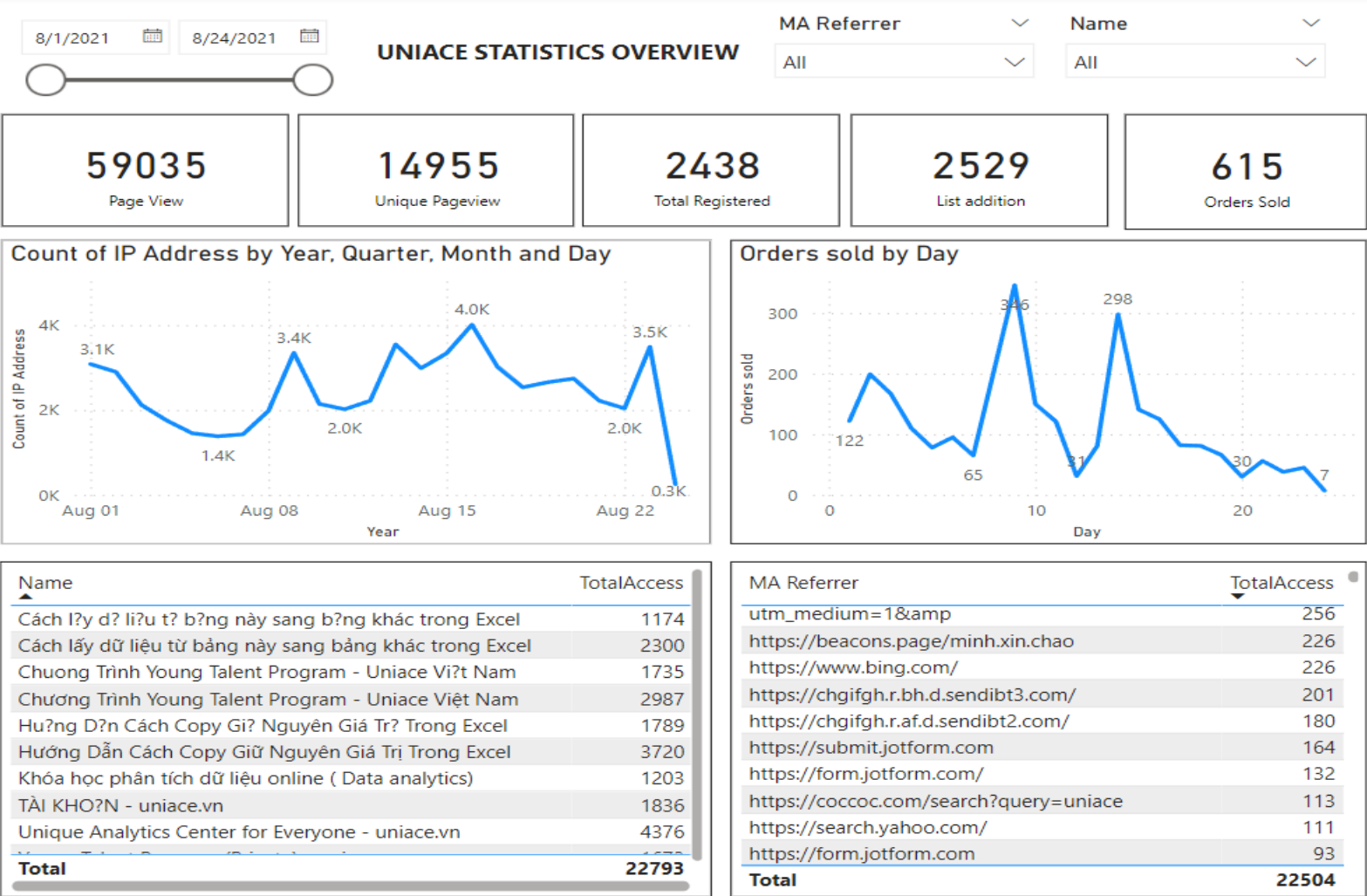
Day	Orders sold
0	122
1	200
2	150
3	100
4	80
5	100
6	65
7	346
8	150
9	100
10	30
11	298
12	150
13	100
14	80
15	60
16	40
17	30
18	20
19	10
20	7

Name	TotalAccess
Cách l?y d? l?u t? b?ng này sang b?ng khác trong Excel	1174
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MA Referrer	TotalAccess
utm_medium=1&mp	256
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https://www.bing.com/	226
https://chgifgh.r.bh.d.sendibt3.com/	201
https://chgifgh.r.af.d.sendibt2.com/	180
https://submit.jotform.com	164
https://form.jotform.com/	132
https://coccoc.com/search?query=uniace	113
https://search.yahoo.com/	111
https://form.jotform.com	93
Total	22504

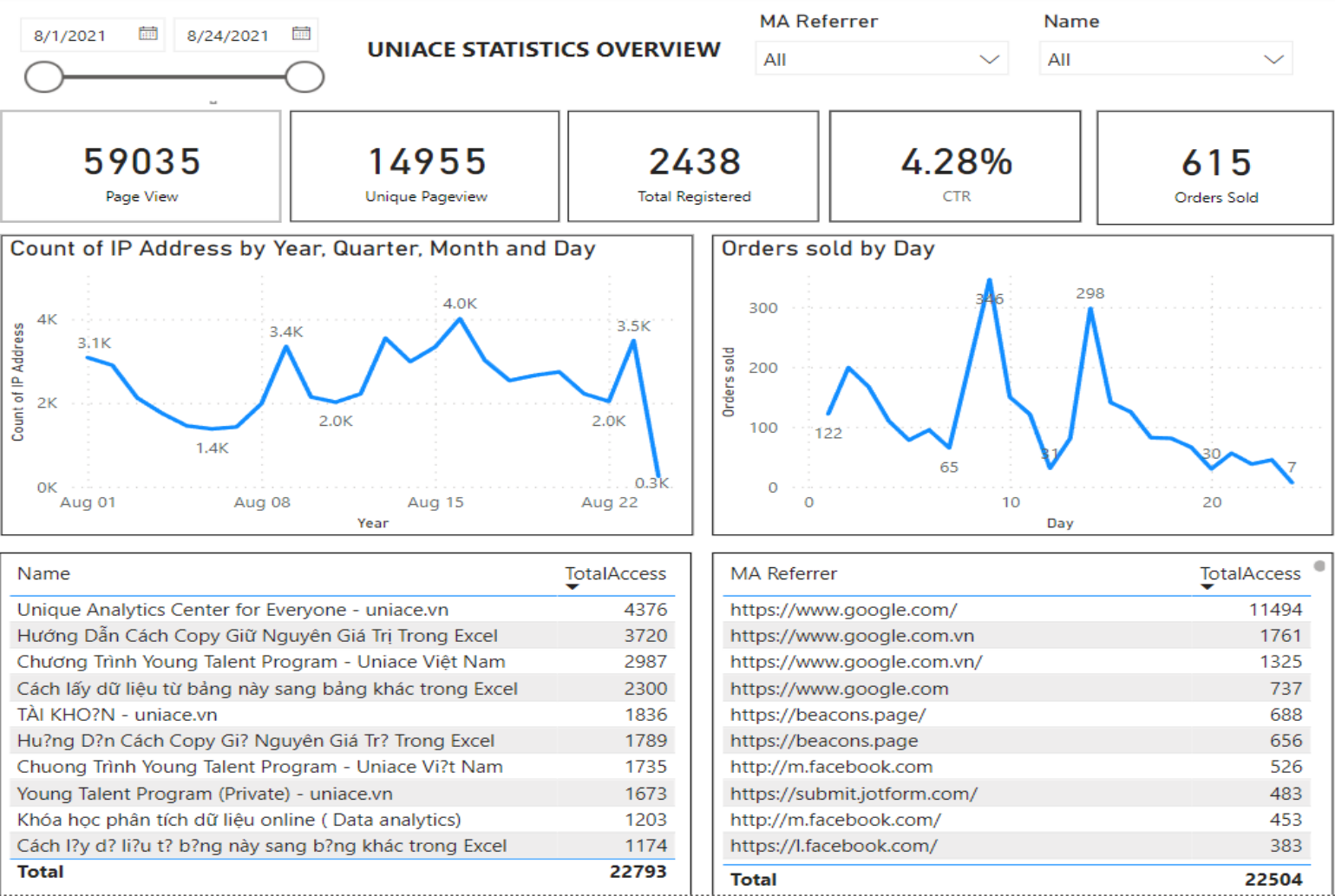
With a login rate of 16.3%, it can be inferred that a considerable portion of the website's visitors find value in accessing secured areas or personalized features that require authentication. This highlights the importance of providing a seamless login experience and maintaining the security of user accounts.

SEO Overview



Conversion Rate: The conversion rate of 4.11% indicates the percentage of visitors who successfully complete a desired action, such as making a purchase, subscribing to a service, or filling out a form. A higher conversion rate suggests that the website's design, user experience, and persuasive elements are effective in motivating visitors to convert, which is a positive indicator for achieving business goals.

SEO Overview



The CTR of 4.28% signifies the proportion of visitors who click on links, ads, or CTAs relative to the total number of views or impressions. A higher CTR indicates a compelling call-to-action and engaging content, as it demonstrates that a significant portion of visitors are motivated to interact further with the websit

Report on SEO Performance on August

Name	TotalAccess
Unique Analytics Center for Everyone - uniace.vn	4376
Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	3720
Chương Trình Young Talent Program - Uniace Việt Nam	2987
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	1735
Young Talent Program (Private) - uniace.vn	1673
Khóa học phân tích dữ liệu online (Data analytics)	1203
Total	22793

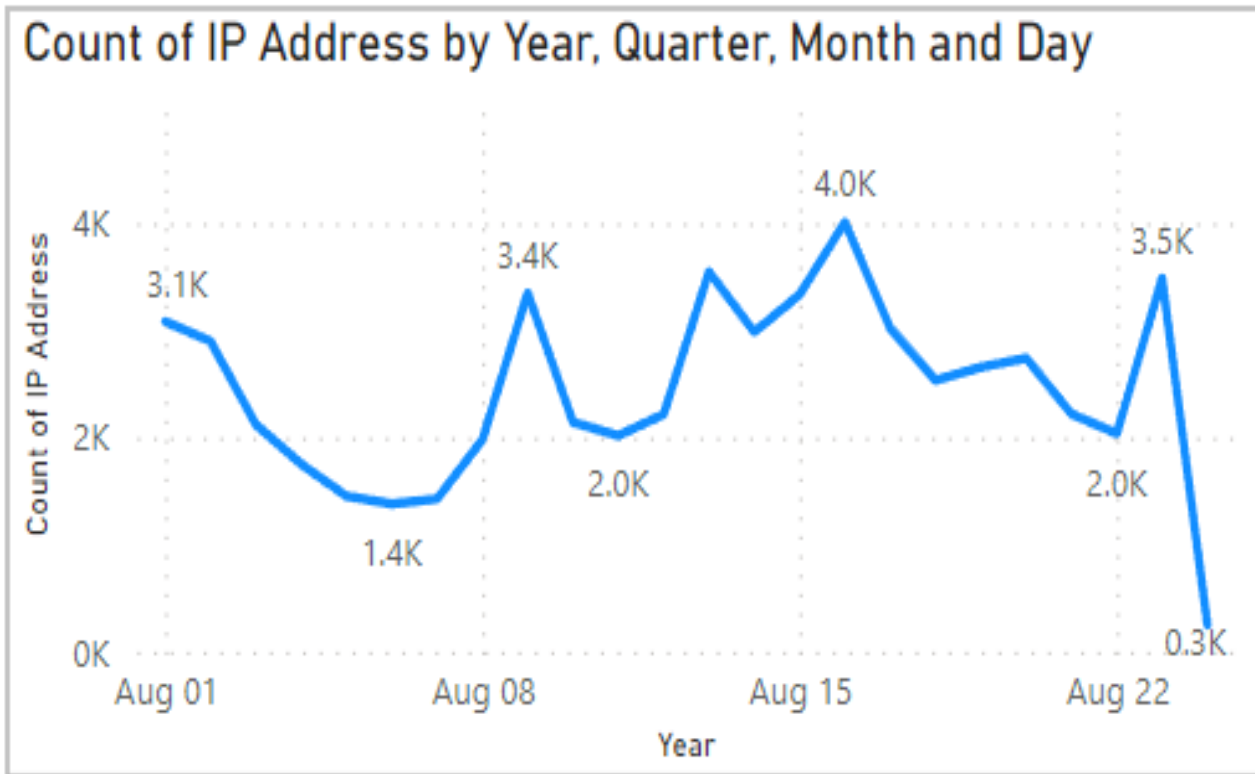
Finding 1: The analysis reveals that the top 10 items attracting the highest traffic predominantly consist of content centered around the subject of Data Analytics.

Report on SEO Performance on August

MA Referrer	TotalAccess
https://www.google.com/	11494
https://www.google.com.vn	1761
https://www.google.com.vn/	1325
https://www.google.com	737
https://beacons.page/	688
https://beacons.page	656
http://m.facebook.com	526
https://submit.jotform.com/	483
http://m.facebook.com/	453
https://l.facebook.com/	383
Total	22504

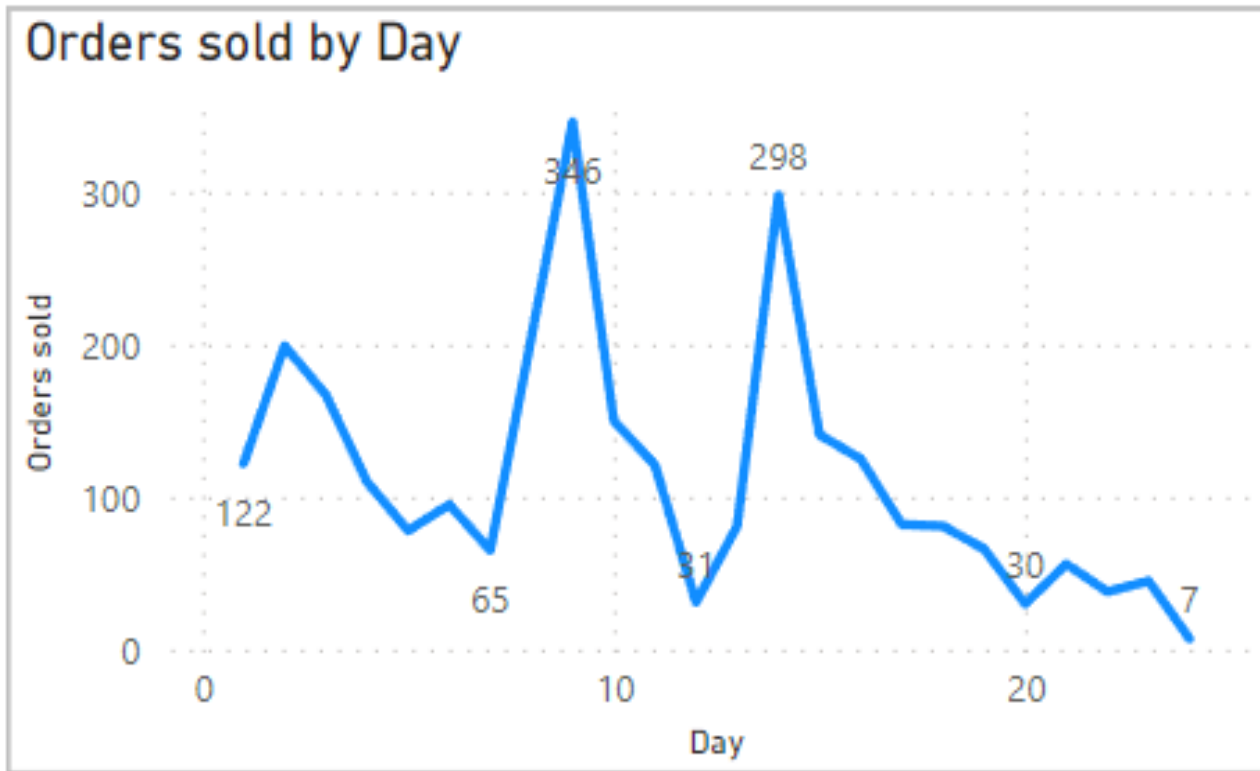
Finding 2: Among the primary sources of incoming traffic, Google emerges as the dominant referrer, driving a significant volume of visitors. Following closely behind is Facebook, which contributes to traffic through its post engagements, both via link referrals and interactions with sign-in forms or website articles.

Report on SEO Performance on August



Finding 3: The analysis reveals a discernible trend of gradual traffic decline observed throughout the month of August. This indicates a notable decrease in website visitors over the course of the month, suggesting the need for further investigation into potential underlying factors contributing to this decline.

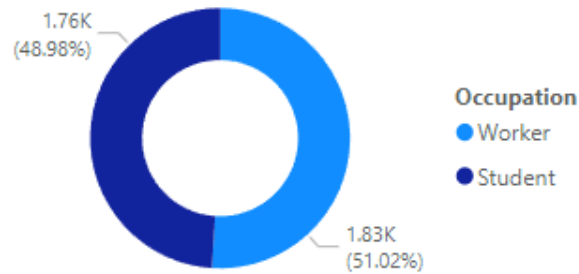
Report on SEO Performance on August



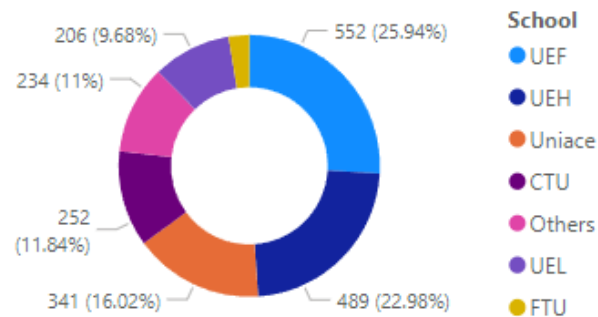
Finding 4: Despite the overall downtrend in traffic observed throughout the month, an insightful revelation emerges: the Sold Items exhibit noticeable spikes in sales on specific days in the middle of August. This indicates that despite the decrease in overall website visitors, certain days experienced heightened purchasing activity, suggesting the presence of external factors or targeted marketing efforts that successfully drove conversions during those periods.

Report details on Users on August

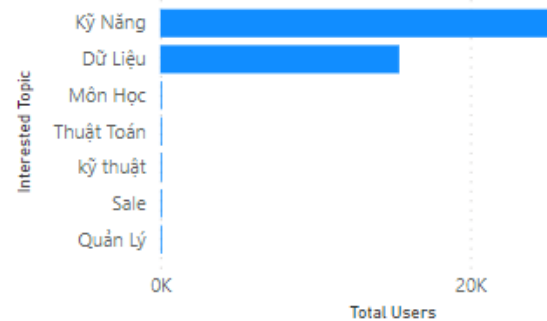
Total Users by Occupation



Total Percentage by School



Total Users by Interested Topic



Finding 5: The analysis of Uniace's user demographics reveals that over 50% of the website's access comes from students, while employed individuals account for nearly 50% of the remaining traffic. Interestingly, employed users exhibit a strong interest in skill-related content, while students are more engaged with articles related to "Data."

Among the student group, those from UEF and UEH universities display a proactive attitude towards learning, with UEF students comprising the most interactive segment on the Uniace website

Summary

1. The page view to unique pageview ratio of indicates a healthy level of engagement, with visitors exploring multiple pages during their visits.
2. The login rate signifies the value visitors place on accessing restricted areas or personalized features, highlighting the importance of enhancing the login experience and leveraging user accounts.
3. The click-through rate (CTR) of suggests the effectiveness of calls-to-action and the overall appeal of the website's content, as it entices a significant portion of visitors to interact further.
4. With a conversion rate of the website demonstrates success in motivating visitors to complete desired actions, indicating a positive user experience and effective persuasive elements.
5. Although there is a general downtrend in traffic throughout August, the analysis reveals specific days in the middle of the month where the website experiences peak sales of sold items. This suggests the presence of targeted marketing efforts or external factors driving conversions during those periods.

Some suggestions for growth in the future

1. Content Optimization: Further enhance the content by providing in-depth articles and resources on topics that cater to both students and employed individuals, focusing on skill-related content for the latter and data-centric articles for the former.
2. Targeted Marketing: Develop targeted marketing campaigns tailored to specific user segments, such as employed professionals and students, leveraging their distinct preferences and interests.
3. User Engagement: Encourage increased interaction and engagement by offering interactive features, quizzes, forums, or discussions related to data and skill development, thus fostering a sense of community.
4. SEO Enhancement: Conduct thorough keyword research and optimize content with relevant keywords to improve organic visibility and attract targeted traffic.
5. Partnerships and Collaborations: Explore partnerships with universities or educational institutions, organizing webinars or guest lectures to increase brand exposure and attract more students to the platform.
6. Personalization: Leverage user data and behavior to offer personalized recommendations, tailored content, and targeted promotions to enhance the user experience and increase customer satisfaction.

The End

