



Shiki



2024 UNIACE



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Prepared by
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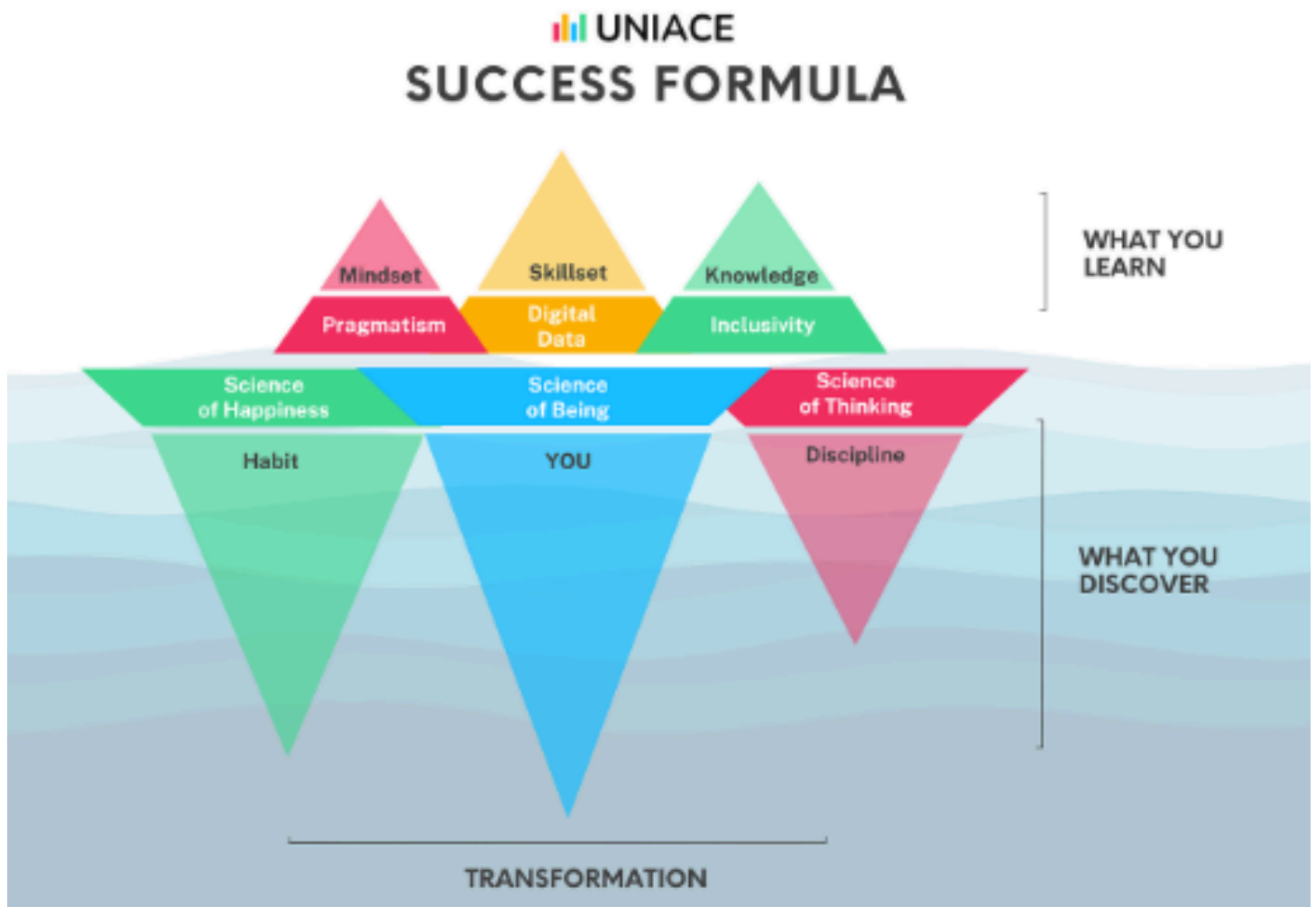
Prepared for
DA GEN 11

Introduction



UNIACE, established in 2017, offers a range of products including short courses, intensive learning paths, life fulfillment, and life coaching. These courses cater to both students and working professionals seeking to enhance their personal value.

UNIACE recently implemented SEO marketing to optimize their website and improve online visibility. This report evaluates the effectiveness of their website advertising across various platforms, such as Google and social media, over the past month.



OVERVIEW

2636

AvgDailyPageView

27

AvgDailyOrderSold

685

AvgDailyUniqueUsers

615

Orders Sold

Over a 25-day SEO marketing campaign, the company experienced significant web traffic, with a total of 65,899 visits to the website. On average, there were 2,636 visits per day from 685 unique visitors.

Despite the high traffic, only 2,439 users registered an account, resulting in a registration rate of 16.31%. Moreover, just 615 users purchased a course, translating to a conversion rate of 4.11%.

In addition, out of the 2,439 users who registered an account, 122 left the website after the day of registration, resulting in a churn rate of 5%.

5.00%

ChurnRate

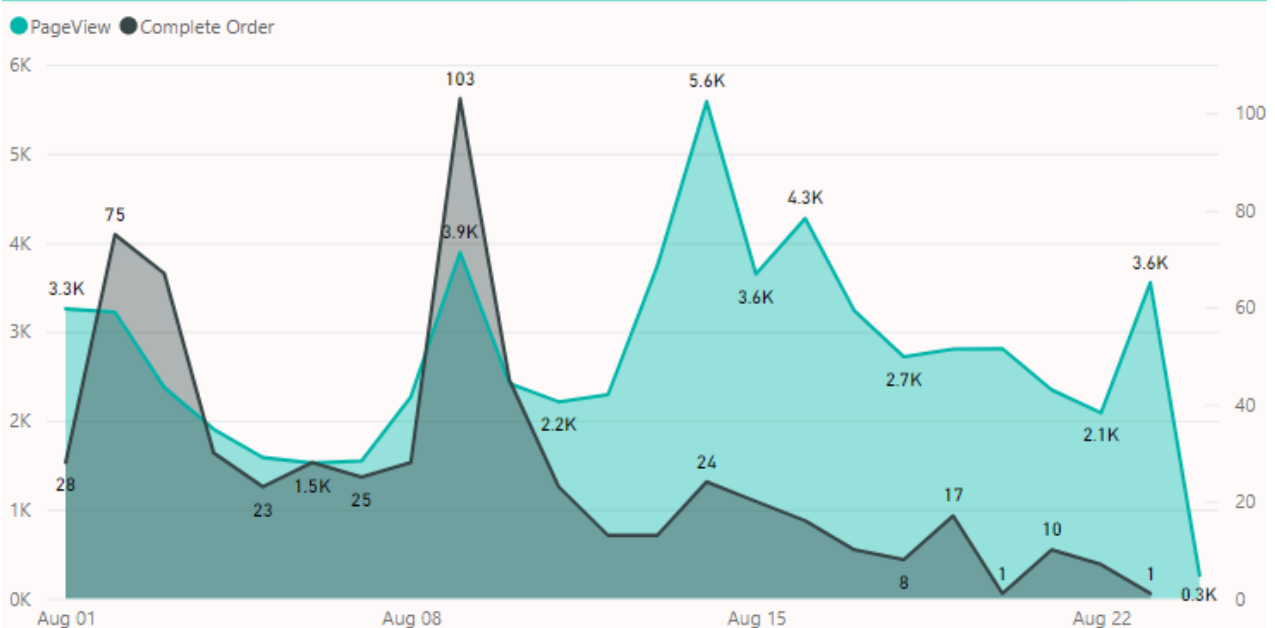
16.31%

Registered Rate

4.11%

Conversion Rate

Website Traffic by Dates



Economics students have a higher return rate to the website compared to engineering students.

NOTES

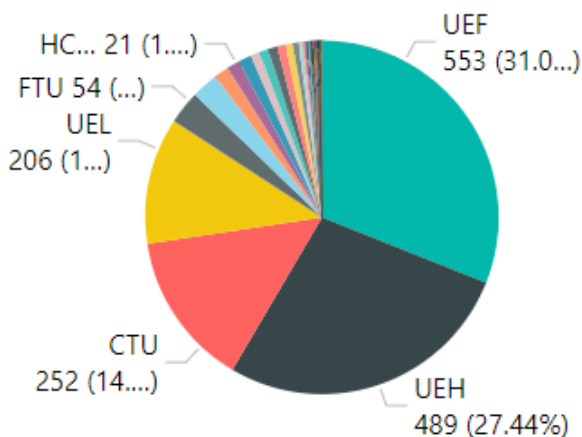
Students: emails containing "edu".

Workers: emails containing "outlook".

Many users with general email addresses, making it difficult to determine if they are students or workers.

PageView by School over 25 days

School ● UEF ● UEH ● CTU ● UEL ● FTU ● BUH



87

Students

22.66%

StudentsChurnRate

20

StudentsOrdersSold25days

22.99%

StudentsConversionRate

Student Access Rate: 2.5% for students with "edu" emails, from 36 different schools.

Primary Training Focus: Data Analyst roles.
Engineering students are often pre-trained in coding at their schools.

=> Access Rates: Higher for economics universities (UEF, UEH, UEL, FTU) compared to technical schools.

29 students left the website after the day of registration, resulting in a churn rate of 22.66%. Conversion rate 22.99%

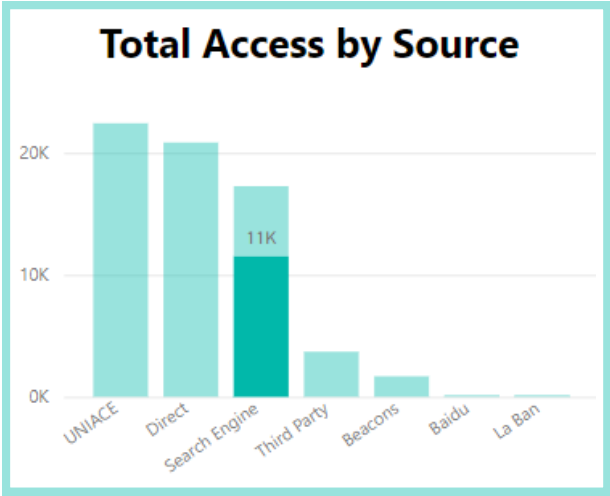
TOP 10 User with highest access over 25 days

Email	PageView
kieuanh4003@gmail.com	1055
hoangyen4394@gmail.com	836
vothingoethao2001@gmail.com	709
nm.hoang19@gmail.com	605
hieubh19@uef.edu.vn	530
baongandong@gmail.com	477
hieudiu.31191025944@st.ueh.edu.vn	439
uniace6@outlook.com	410
ha.hth@outlook.com.vn	406
phuongtuyen250902@gmail.com	374
Total	5841

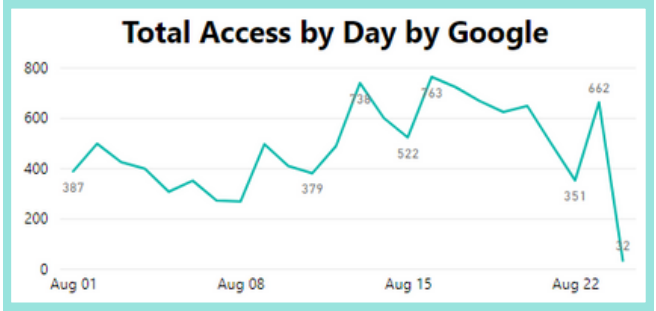
The website has proven extremely useful for many students, especially those from UEF and UEH. One student from each of these universities visited the website nearly 500 times within 25 days during UNIACE's advertising campaign.

Google: The Most Successful Platform for SEO Marketing

There are various ways to access articles on a website, including through search engines, direct traffic, or third-party referrals. Another method is to visit uniace.vn once and then browse other articles within the same website.



Referrer by Total Access	
MA Referrer	PageView
Direct	20840
https://www.google.com/	11494
https://uniace.vn/my-account/my-courses/	2653
https://www.google.com.vn	1761
https://uniace.vn/	1717
https://uniace.vn/shop/	1611
https://uniace.vn/my-account/	1513
https://www.google.com.vn/	1325
https://www.google.com	737
https://beacons.page/	688
Total	65899



Top Posts by Search Engine - Google	
Name	PageView
Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	3646
Cách lấy dữ liệu từ bảng này sang bảng khác trong Excel	2302
Cách Tổng Hợp Dữ Liệu Từ Nhiều File Excel Về Một File Excel	991
Unique Analytics Center for Everyone - uniace.vn	958
Cách Sử Dụng Hàm Lọc Dữ Liệu Trùng Nhau Trong Excel	864
Chương Trình Young Talent Program - Uniace Việt Nam	344
Hướng dẫn sử dụng Power Query để chuẩn hóa dữ liệu	286
Áp lực cuộc sống là do đâu? 4 cách vượt qua áp lực cuộc sống	260
Điểm qua một số nhược và ưu điểm của học nhóm	174
KHÓA HỌC YOUNG TALENT	171
Hướng dẫn Power Query cơ bản cho người mới bắt đầu. (Phần I)	153
Các Hàm Mối Trong Excel 365? Cập Nhật Tính Năng Mới Nhất	136
Chương Trình Young Talent Program - Uniace Việt Nam	126
Total	11454

Top Posts	
Name	PageView
Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	5509
Unique Analytics Center for Everyone - uniace.vn	4376
none	4017
Cách lấy dữ liệu từ bảng này sang bảng khác trong Excel	3474
Chương Trình Young Talent Program - Uniace Việt Nam	2527
Chương Trình Young Talent Program - Uniace Việt Nam	2207
Khóa học phân tích dữ liệu online (Data analytics)	1740
Young Talent Program (Private) - uniace.vn	1673
Cách Tổng Hợp Dữ Liệu Từ Nhiều File Excel Về Một File Excel	1580
Total	60295

Search Engines: Google's Dominance

Search engines are the primary tools used by marketers for advertising, with Google, Edge, and Firefox being the most popular options. In Vietnam, Google has consistently held a dominant position over other search engines.

=> Among the total traffic for three articles about Excel, 66% originated from Google, far surpassing other sources.

=> Google's dominance is further evident when examining overall traffic sources. Google accounts for 66% of total search engine traffic and 17.45% of overall website traffic.

Google traffic consistently increases from the beginning to the middle of a month and gradually decreases towards the end of a campaign.

DA Online Course: High Traffic and Bookmarks but Low Retention Rate

Over 25 days

1740

PageView

760

TotalUniqueUser

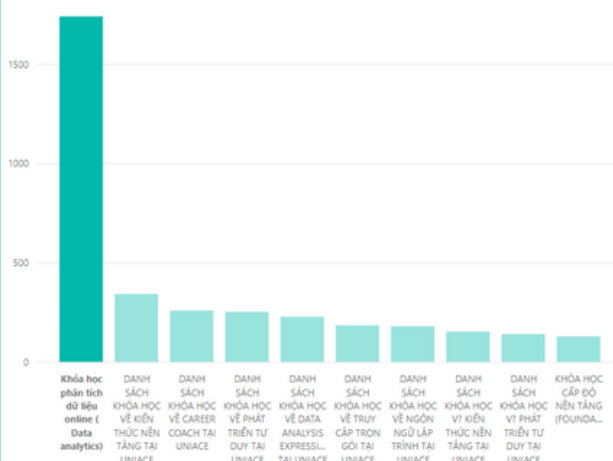
68.37%

ChurnRate

Referrer by Total Access of Khoá học phân tích dữ liệu online

MA Referrer	TotalAccess
Direct	1473
https://www.google.com/	65
https://uniace.vn/	30
https://uniace.vn/shop/	20
https://www.google.com.vn/	16
https://uniace.vn/my-account/downloads/	14
https://www.google.com.vn	14
https://uniace.vn/about-us/	12
Total	1740

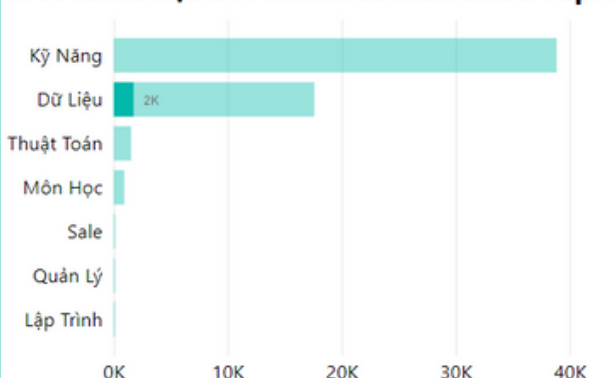
Top 10 Courses with highest access



Total Access by Day of Khoá học DA Online



% of Khoá học DA Online in Interested Topic



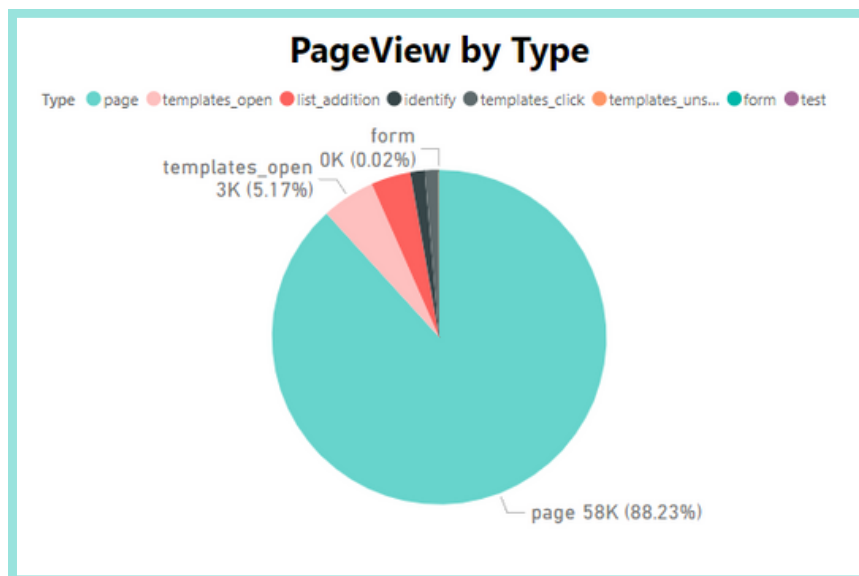
UNIACE offers a variety of courses, but the DA Online course is particularly prominent on the website, with 1,740 visits from 760 different users. Notably, 1,473 of these visits were direct, indicating that users likely bookmarked the course for quick access.

Data Analytics (DA) was a highly popular field in 2021, and the market was saturated with many centers and online courses. Therefore, users might have simply clicked on the course upon seeing advertisements.

=> SEO Marketing Campaign:

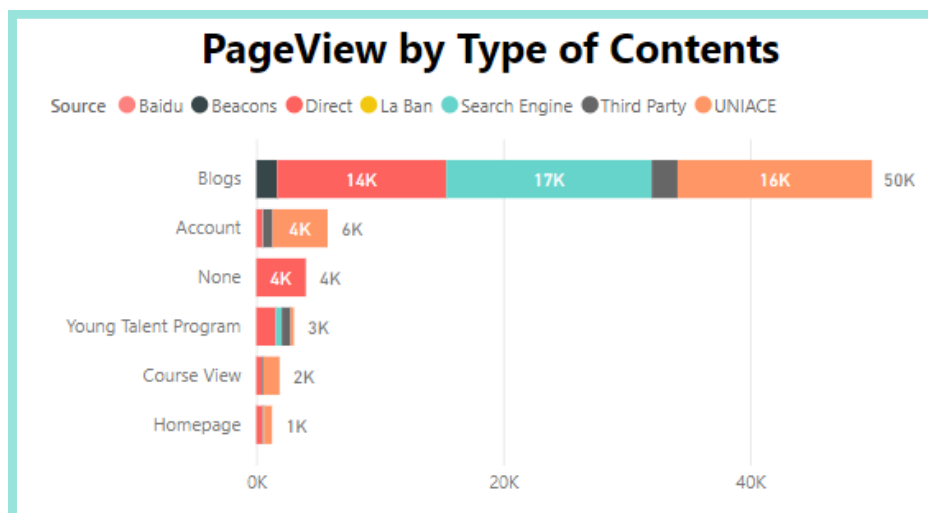
- The first day of the SEO marketing campaign recorded the highest number of visits, with 234.
- However, the high dropout rate suggests that the course content might be insufficient or too simple, as the number of visits gradually declined towards the end of the month.

Among the blogs (most traffic-driven for the website), Excel-related contents received most views from users

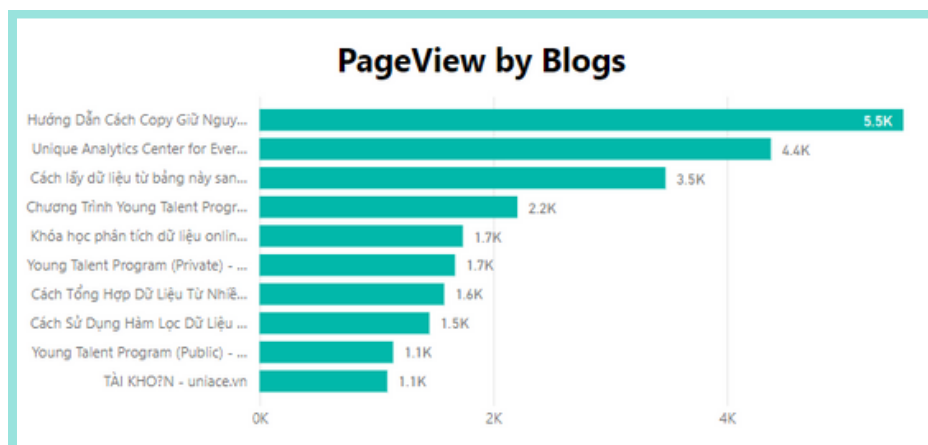


88% of users only visited the homepage, merely browsing posts without intending to explore the courses or other sections of the website.

Among the content viewed by users, blogs were the most accessed type, with nearly 50,000 visits, significantly surpassing other content types.



This also underscores the effectiveness of advertising through search engines compared to other platforms.



Notably, Excel-related posts garnered particular attention, with 4 out of the top 10 most viewed blogs being about Excel.

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THANK YOU

