



# REPORT OF UNIACE COMPANY ON SEO MARKETING CAMPAIGN (1/8/2021-24/8/2021)

**Author :**  
Bui Le Thuy Trang

# INTRODUCTION

On August 1, Uniace company launched an SEO marketing campaign to attract the company's products to more customers. After 24 days the SEO campaign ends and this report is generated to evaluate the effectiveness of the campaign

Usage metrics:

Total pageview: Pageview traffic

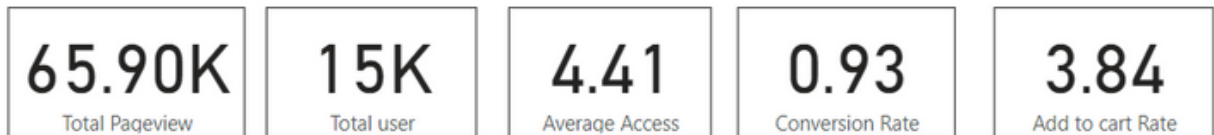
Average access: Average access per user

Conversion rate: ratio between users who completed orders and total access

Add to cart rate: Add to cart rate (conversion from page view to cart action)

# OVERVIEW OF THE CAMPAIGN

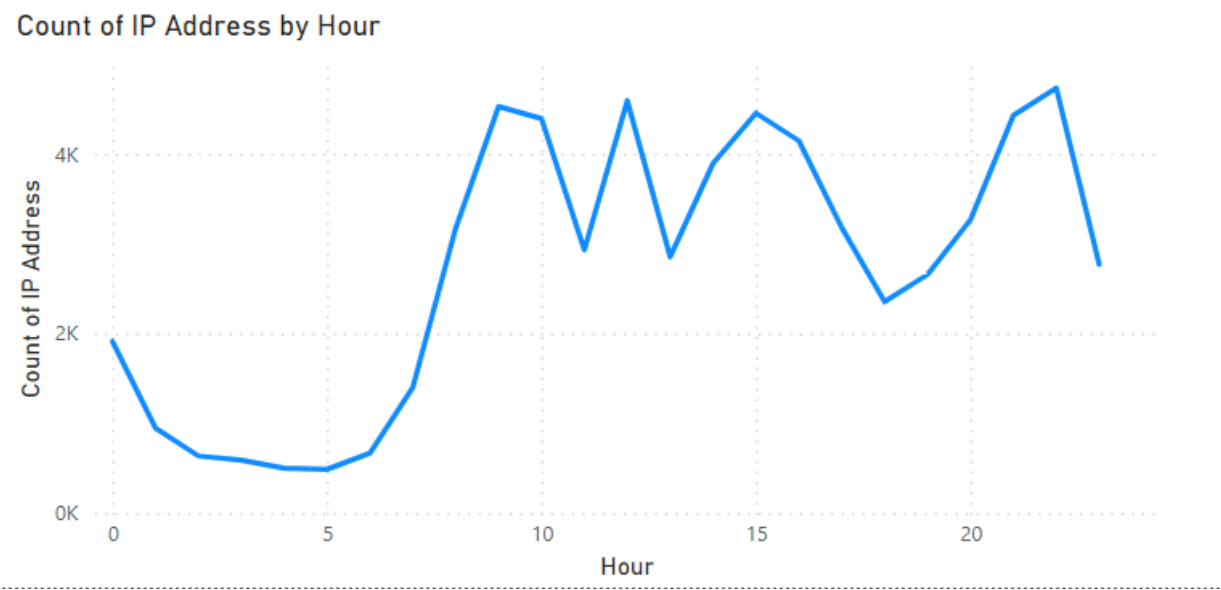
The campaign took place for 24 days from August 1 to August 24 with the following data:



This campaign attracted a large number of visits to the website, this number was nearly 66k. In 24 days, the average number of visits was nearly 4,5 times per user, and the rate of customers add to cart was 3,84%.

A conversion rate of 0,93% means that for a website with an average traffic of 100 visits, approximately 1 order was completed.

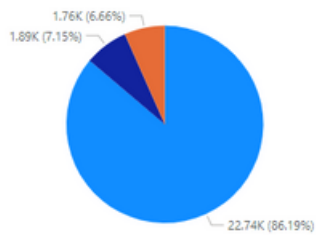
# TRAFFIC BY HOUR



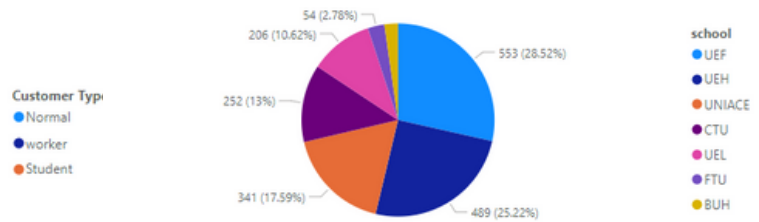
Users often tend to access the time frames: 9-10 am, 12 pm, 3 pm and 10 pm. This is usually a rest and break time for users. Based on this time period, the marketing team can run ads to increase visibility to more users

# TRAFFIC BY SEGMENTATION

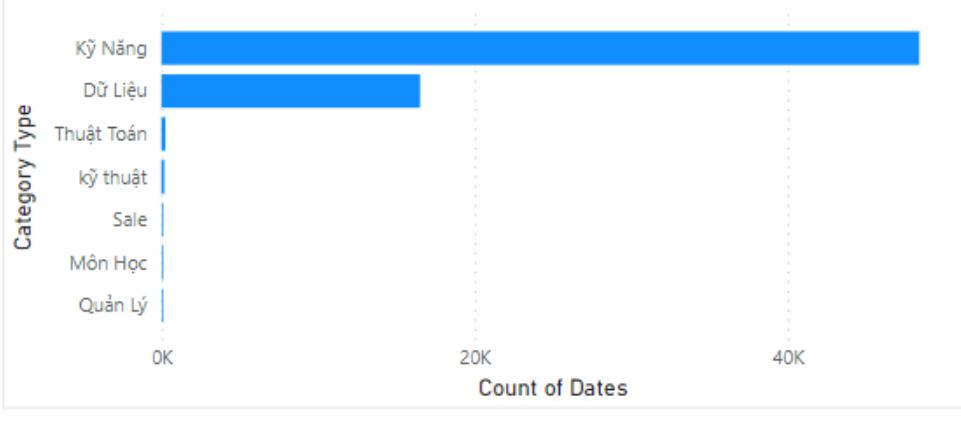
Count of Customer Type by Customer Type



Count of Dates by school



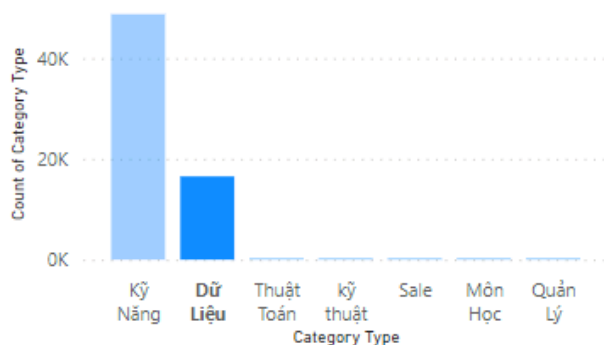
Count of Dates by Category Type



Search trends in all three customer groups will mostly be related to skills. Most of the student customers will come from UEF, UEH, UNIACE, CTU and UEH

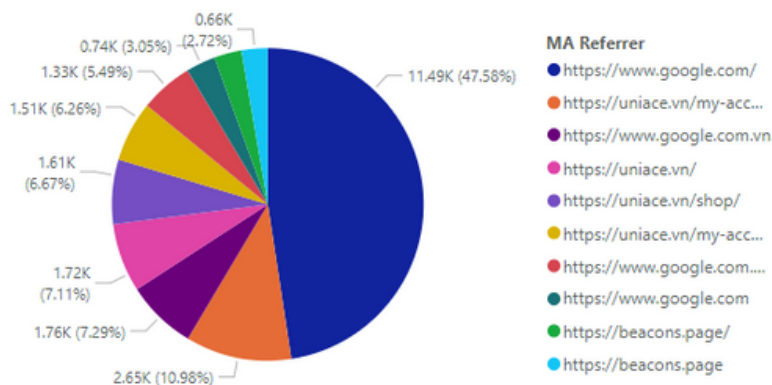
# SEARCH ENGINE, KEYWORDS

Count of Category Type by Category Type



MA Referrer	Count of MA Referrer
https://www.google.com/	8192
https://www.google.com.vn	2983
https://www.google.com.vn/	1070
https://www.google.com	1039
https://www.bing.com/	457
https://uniace.vn/	168
https://search.yahoo.com/	92
https://vn.search.yahoo.com/	70
https://vn.search.yahoo.com/	59
https://uniace.vn/category/excel/	45
Total	14175

Count of MA Referrer by MA Referrer



Users mainly rely on Google for their search needs.

When searching for information related to "Data" content, Google is the top choice for users. This shows a strong preference for Google in addressing these specific queries.

However, if a website lacks engaging content or doesn't provide valuable information, users will be less likely to discover or be interested in the company's keywords. If a website isn't visually appealing or doesn't provide meaningful insights, it may not attract or retain users effectively.