WEB TRAFFIC AND SEO ANALYSIS REPORT

Prepared By:

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OVERVIEW

Datadive (real name is hidden due to data privacy) is an e-learning website that offers courses and forums for data analysts, data enthusiasts, and new learners. Whether you want to learn the basics of data analysis, explore advanced topics or connect with other data professionals and enthusiasts. Datadive has something for you. Datadive is more than just an e-learning website; it is a community of data lovers who want to share their passion and knowledge.

DATA OVERVIEW

| Column name	Data type	Explanation	Example
email	VARCHAR	Registered email account with which the log is created (can be NULL)	example-email@gmail.com
type	VARCHAR	Type of the log created	page, list_addition
name	VARCHAR	Title of the page	Data Analytics Courses – datadive.com.vn
URL	VARCHAR	URL of the page	https://datadive.com.vn/my-account/
referrer	VARCHAR	URL of the page from which the current page is directed	https://www.google.com
path	VARCHAR	The page's internal path in the website	/my-account/
IP.Address	VARCHAR	IP address of the machine that accessed the site	58.186.193.255
cuid	VARCHAR	"Customer unique ID" given to a particular session	05cc0239-2491-41c9-b4a8-9bd07a06988b
date	DateTime	The date when the log is created	2021-08-12

WEBSITE TRAFFIC OVERVIEW

70,745	14,729	820	3,646	22.49%	2,433	16.52%
Pageviews	Unique pageviews	Clicks	Impressions	CTR	Registered users	Register rate

There are total **70,745 page views** come with **14,729 accesses** representing **14,729 users**. And there are **2,433 users who registered an account**, accounting for **16.52%** of the users

The total number of **ad impressions is 3,646**, and there are **820 clicks**. The **click-through rate** of the ads is **22.49%**

Traffic by date
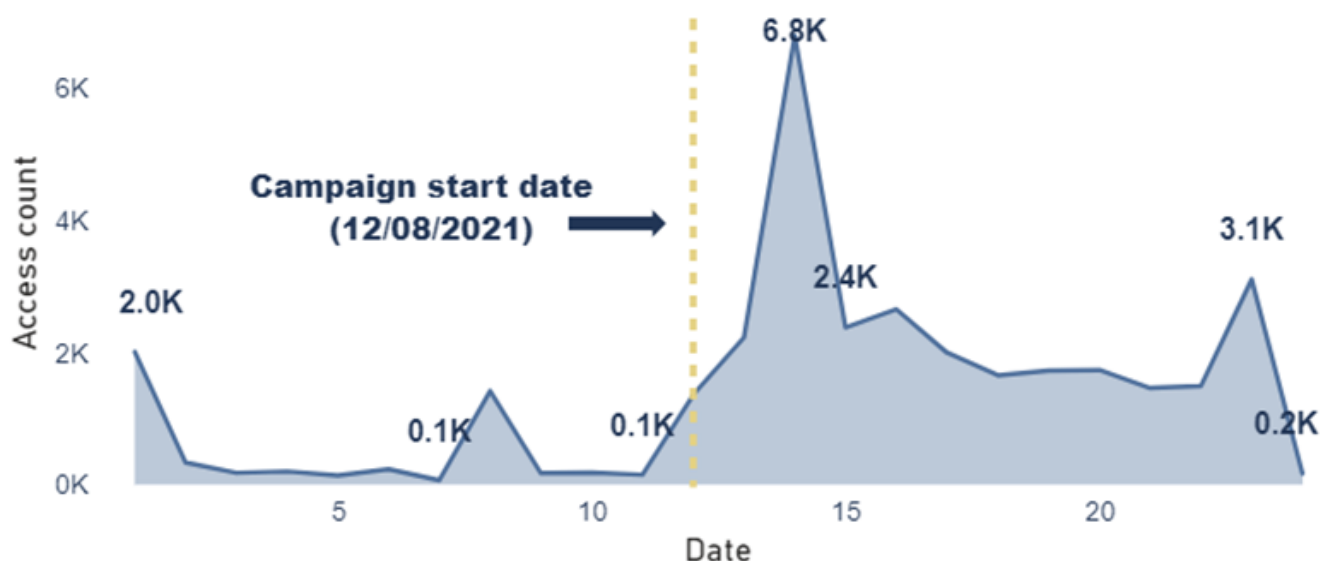
Before the promotion campaign, we only reached a maximum of **2 thousand accesses** per day. But from August 12, 2021 (the start of the campaign), the website's largest traffic reached **6.8 thousand accesses**

Top content with the most views

Top contents with the most view

Title	Views
Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	5031
Cách lấy dữ liệu từ bảng này sang bảng khác trong Excel	3302
Khóa học phân tích dữ liệu online (Data analytics)	1604
Cách Tổng Hợp Dữ Liệu Từ Nhiều File Excel Về Một File Excel	1517
Cách Sử Dụng Hàm Lọc Dữ Liệu Trùng Nhau Trong Excel	1435
Tự động hóa Excel bằng Power Query thay cho VBA	483
Tổng hợp bài viết về data, kỹ năng sống mới nhất 2021	460
Áp lực cuộc sống là do đâu? 4 cách vượt qua áp lực cuộc sống	457
Hướng dẫn sử dụng Power Query để chuẩn hóa dữ liệu	442

Most of the views are related to topics about **Excel skills** and **data analysis**. It can be seen that Datadive users are mainly those **interested in data analysis** and they **work with Excel**
Therefore, Datadive should **develop and focus on content related to Excel skills and data analysis** to attract more target users
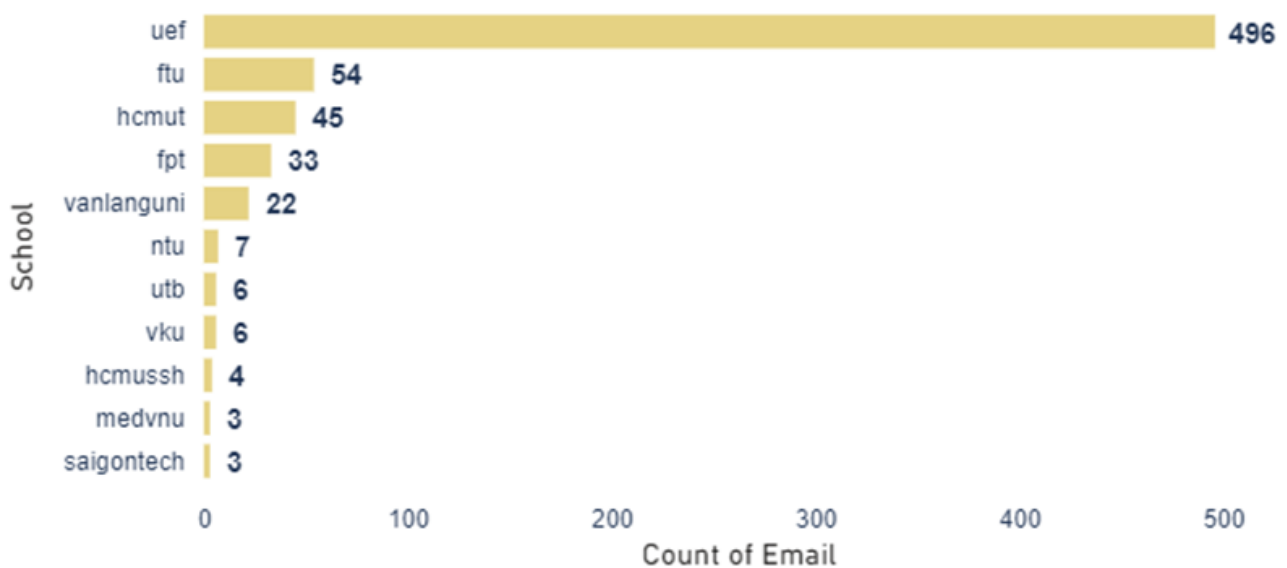
Traffic with registered accounts

Traffic with registered account

28.39K
(40.13%)

42.35K
(59.87%)

● Unregistered
● Registered
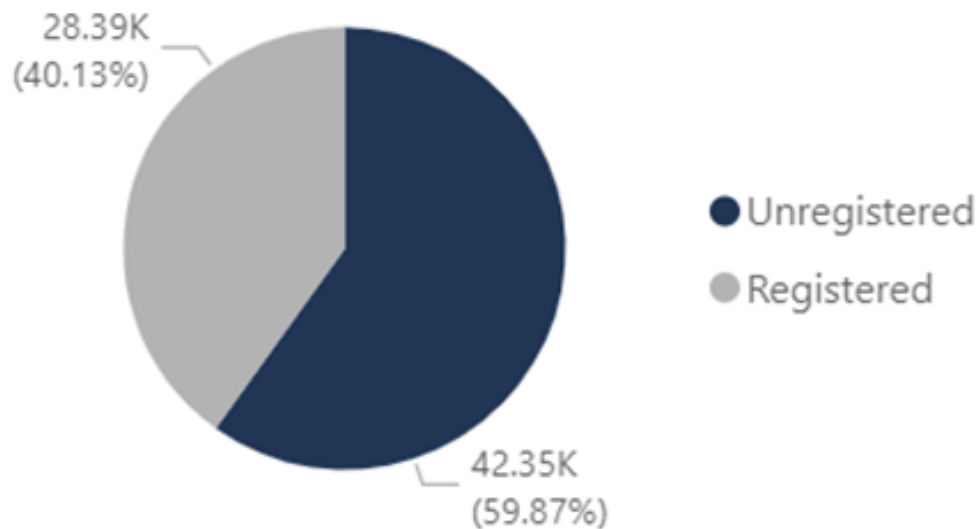
More than **half of the traffic** are users who have **not registered an account**

For registered accounts. We extracted into 2 types: **Student** and **Worker** based on their email domain (most student emails usually have '**edu**'). After the extraction, we have this distribution
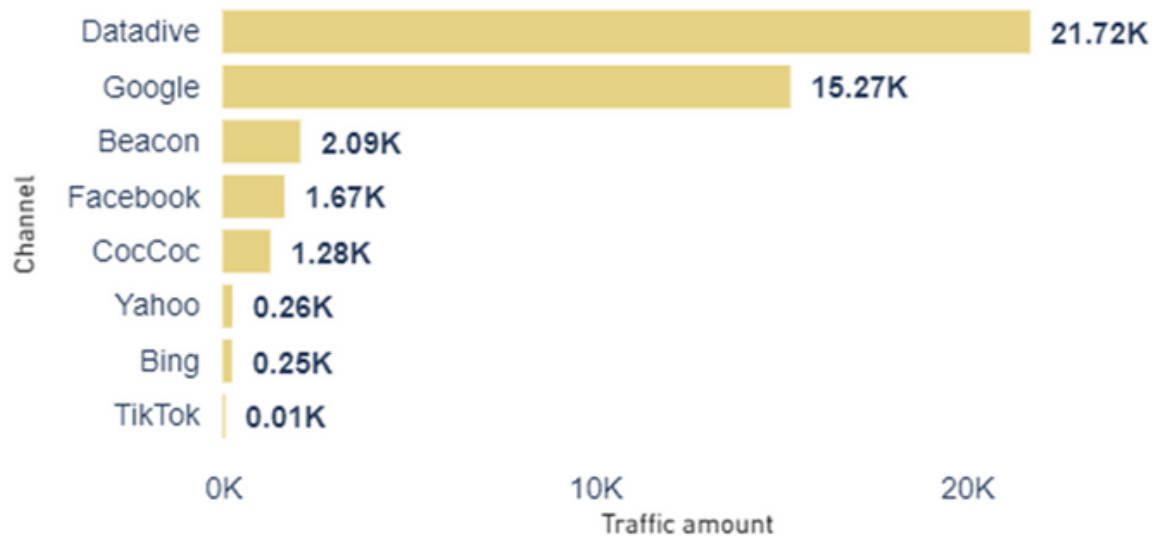
School distribution

School	Count of Email
uef	496
ftu	54
hcmut	45
fpt	33
vanlanguni	22
ntu	7
utb	6
vku	6
hcmussh	4
medvnu	3
saigontech	3

Most student accounts come from universities related to **economics and technology**. So we should focus on students from **UEF, FTU, HCMUT, FPT**

Traffic by refferer

Traffic by channel

Besides traffic from Datadive's website, most of the traffic is directed from **search engines** like **Google, Coccoc, Yahoo or Bing** where Google take the vast majority of traffic
Traffic from **advertising platform** like **Beacon** also accounts for a large number.
Social media is a very effective promotional channel in Vietnam, especially **Facebook and TikTok**. However, the **majority of traffic comes from Facebook**
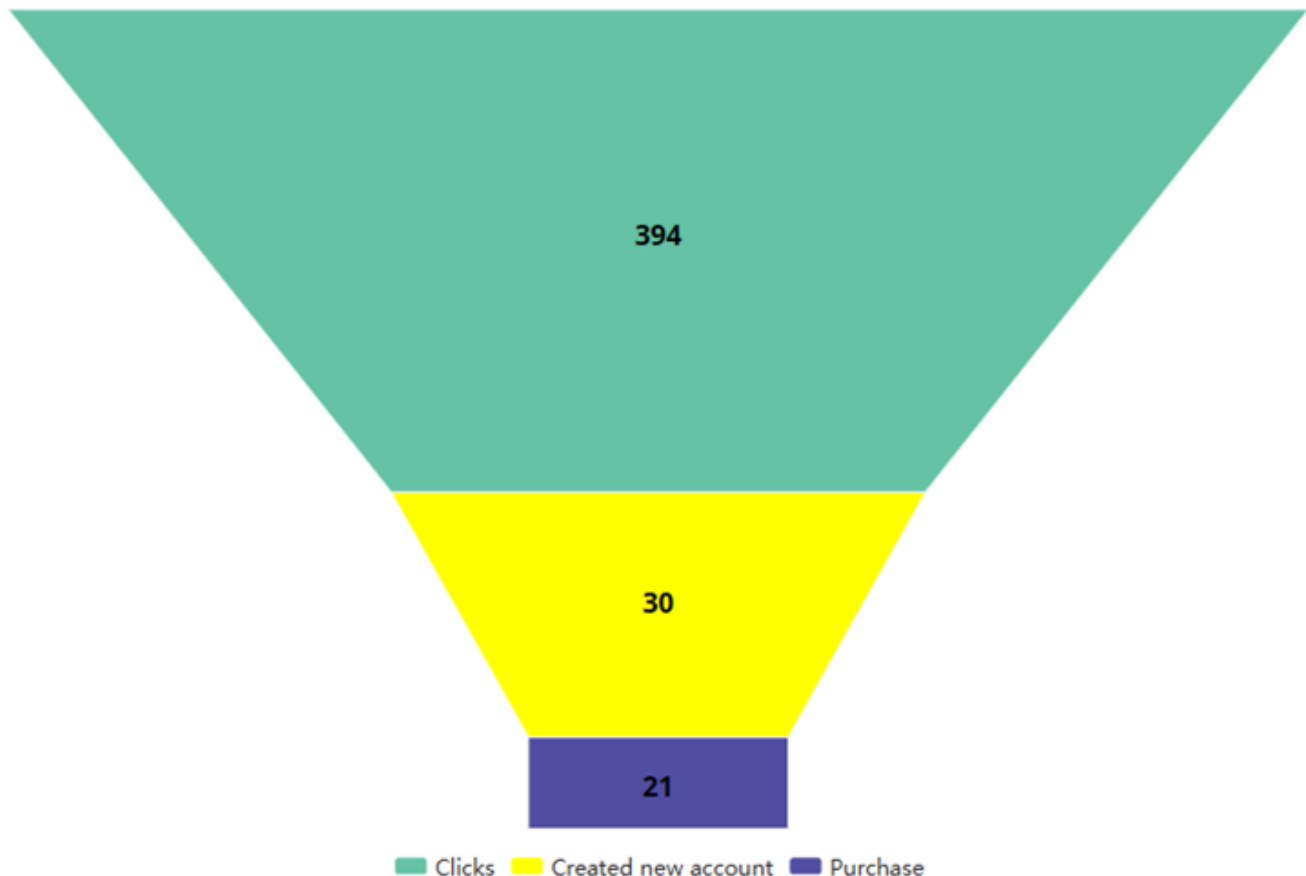
CAMPAIGN ANALYSIS

Traffic from campaign

The campaign was **quite effective**, bringing in a **large amount of traffic**, from 100 to 2000 traffic per day to **a peak of 6.8 thousand traffic** after the start of the campaign

Conversion rate

During the campaign. We **generated 394 clicks** to the website
30 clicks created new account, the **sign up rate is 7.6%**. Out of those, **21 made a purchase**. The **conversion rate is 5.3%**
This means that the promotion campaign is quite effective compared to the standard conversion rate of 2%-5% of a successful campaign

C O N C L U S I O N

- Develop and focus on **content related to Excel skills and data analysis** to attract more target users
- Pay attention to users who are **students of economics and technology universities** such as UEF, FTU, HCMUT, FPT
- **Expand market** to other social media platform like **TikTok** because it is a potential market