



SEO ANALYTICS

Reporter: Nguyen Dang Hoan

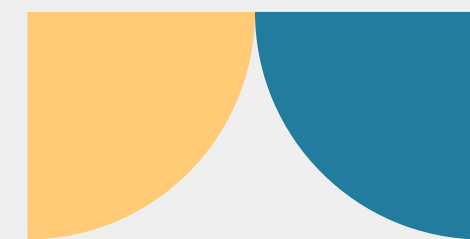


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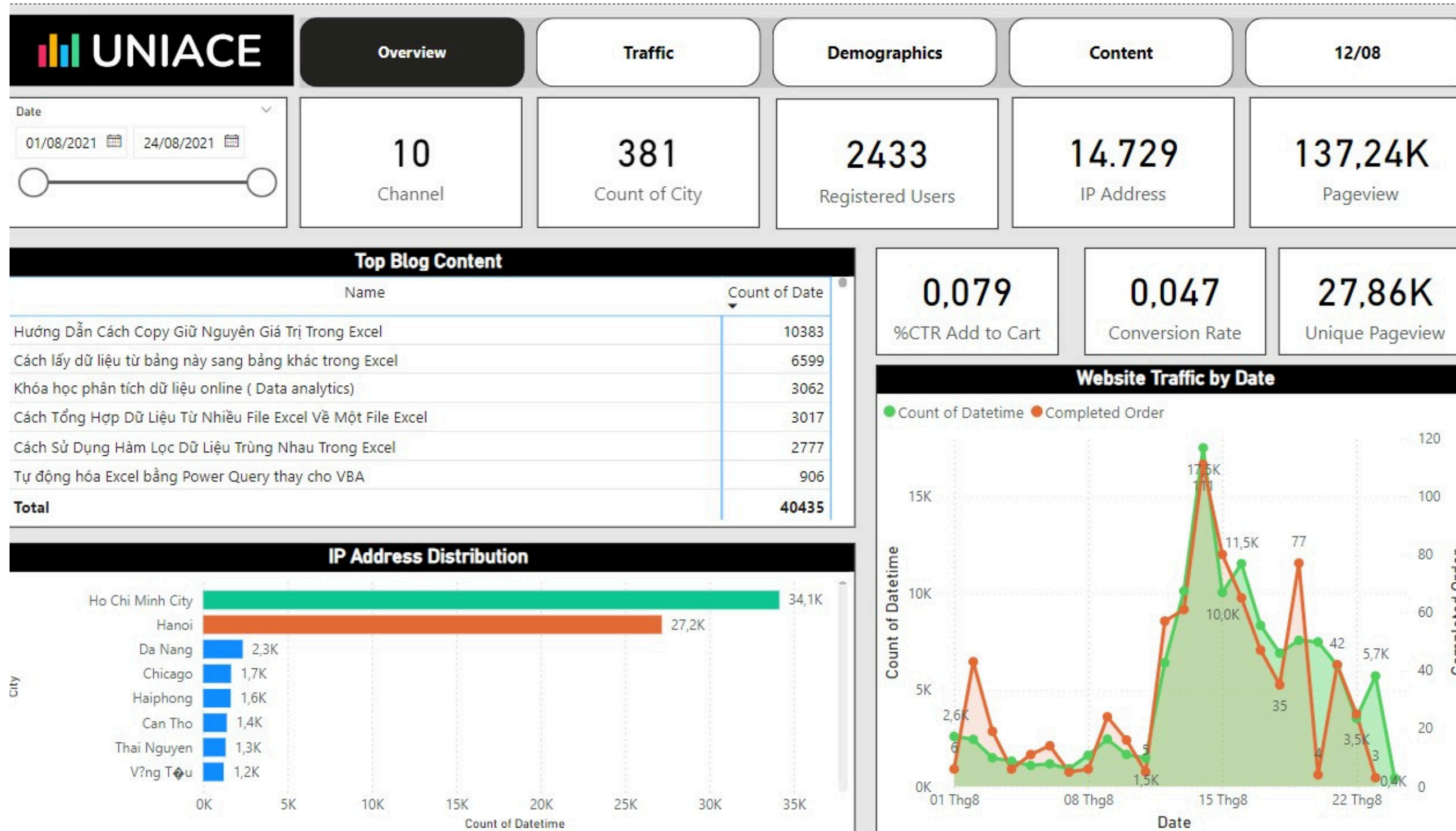
6 - Uniace Marketing
Campaign 12/8



Data Mapping

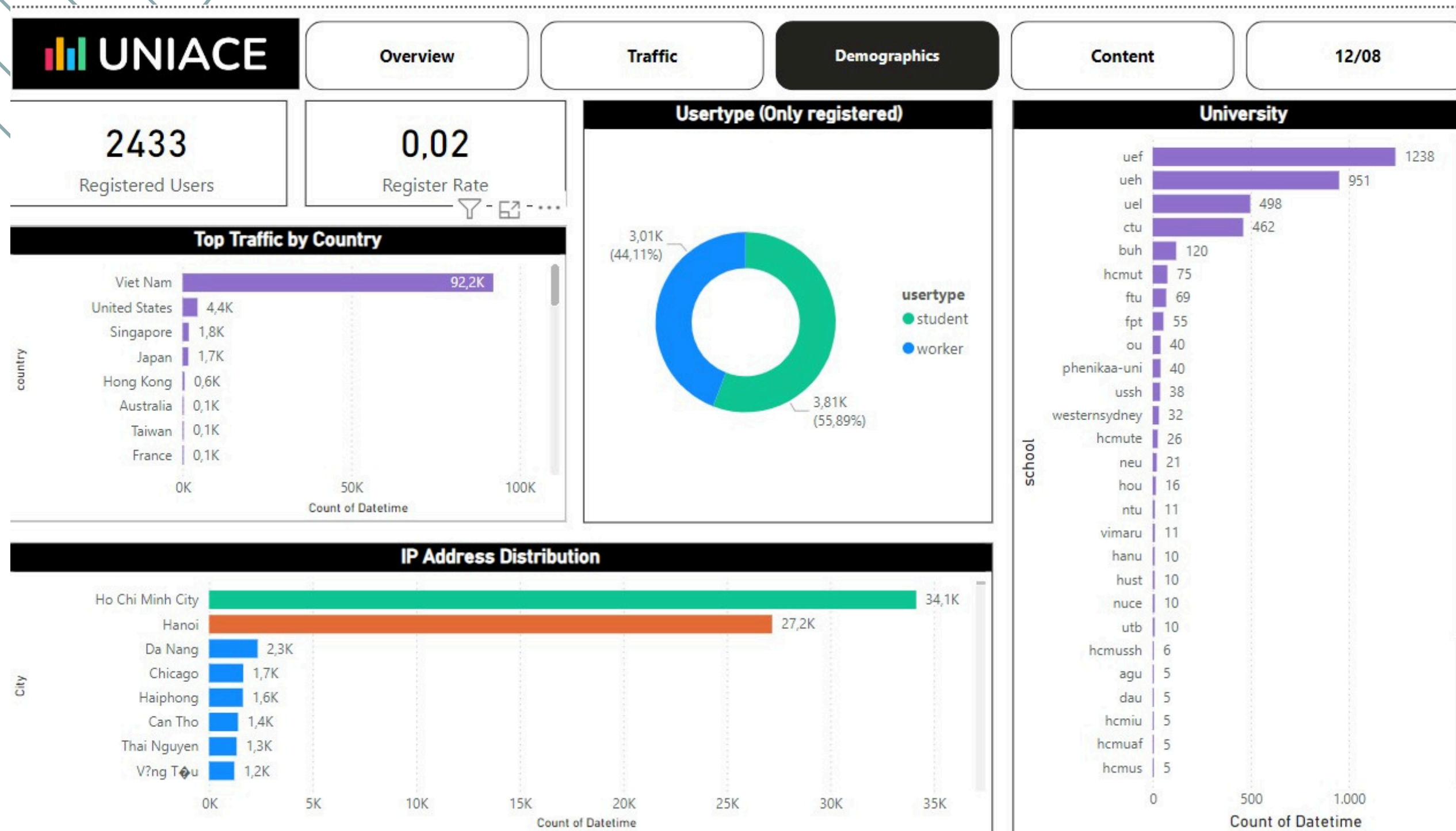
Column name	Meaning	Data type	Example	Extended data
Email	Tài khoản email của khách hàng	Text	hieubh19@uef.edu.vn	Username: hieubh19 - Domain: uef.edu.vn - Usertype: worker/student - School: uef/ uel/ ftu..
Type	click vào nội dung nào	Text	page / form/ list addition	
Name	tên bài viết, tên chủ đề	Text	Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	
Title	tương tự như Name	Text	Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	
MA URL	địa chỉ website	Text	https://uniace.vn/ham-loc-du-lieu-trung-nhau-trong-excel/	
MA Referrer	click vào từ đâu (quảng cáo, SEO)	Text	https://www.google.com/	ref_channel: Social Network/ Browser/ KOL-KOC platform
ma_path	path của website	Text	ham-loc-du-lieu-trung nhau-trong-excel/	
IP Address	địa chỉ IP	Text	125.212.172.76	Country: Vietnam/ United States - City: Ho Chi MINH/Chicago
Datetime	thời gian diễn ra hành động	Date/Time	1/1/2021 12:00:00 AM	Date, Time

SEO Overview



- The data was collected from **1/8/2021** to **24/8/2021**
- The ratio of **Pageview** and **UniquePageview** is **4.92 : 1**
- **14,729 IP Addresses** recorded which came from **38 countries** and **381 cities**. **HCM** and **HN** were the most traffic.
- **Conversion Rate is 4,7%** with Completed Order is target value
- Besides, customers had **7,9% add products to cart**
- **The best accessing blog content** in our website is 'Hướng dẫn cách copy giữ nguyên giá trị trong excel',
- **The top 10 content** blogs with the highest number of visits mostly contain content about **data analysis**.
- **The traffic and the items sold in August** peaked at the **14th**, which could be results from the marketing campaign from day 12.

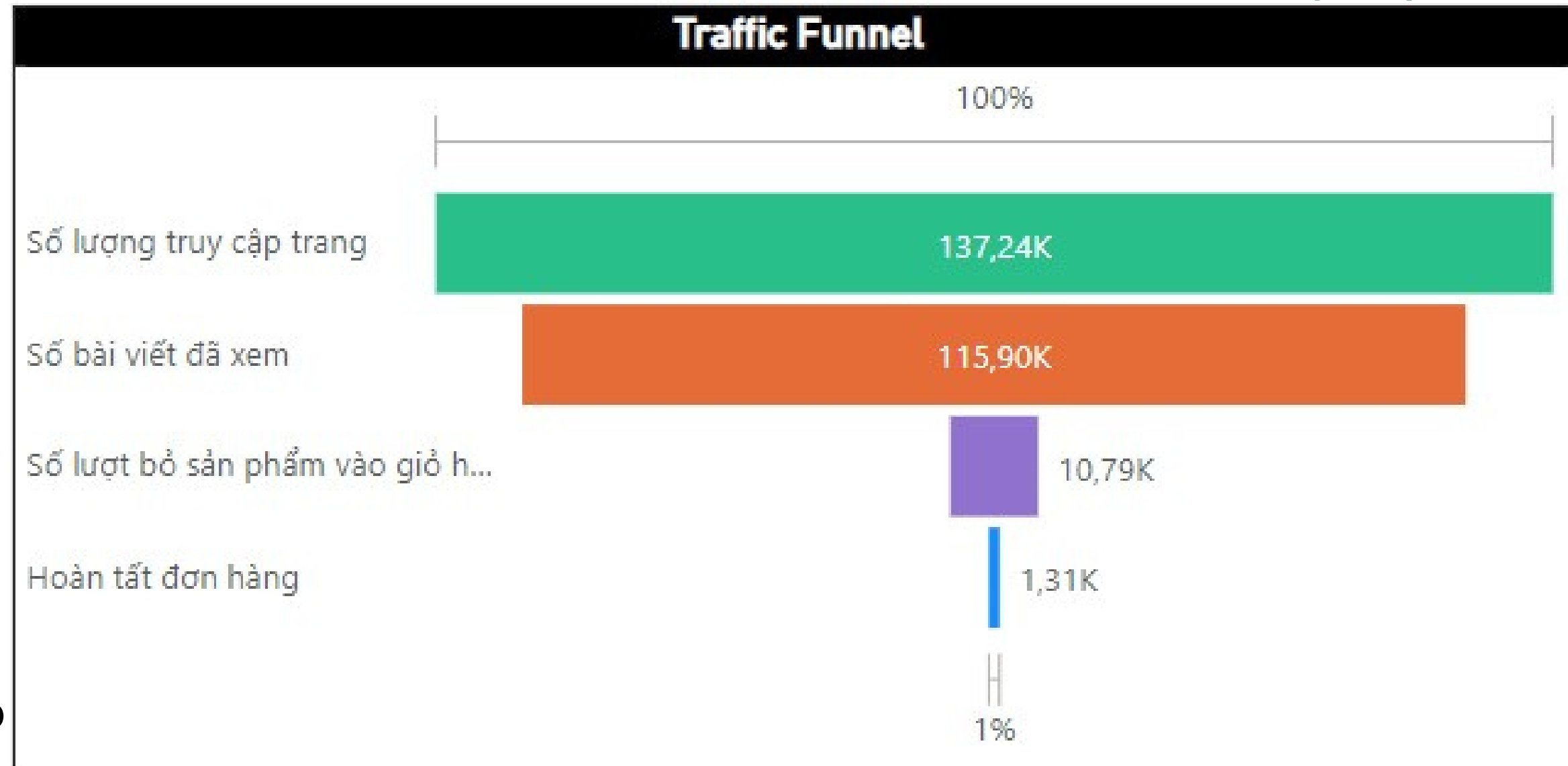
Demographic Summary



- With **2433 users** logged in by email while using website. We had the **registation rate** for all is **2%**. It looks **pretty low** because the average of this rate is between 2-5%.
- For registers, they were extracted into 2 types based on their email. **55,89% student and 44,11% worker**
- Except for internal students of center, students from **5 universities such as uef, ueh, uel, ctu and buh** have more accounts and **4 out of 5 are economic schools in HCMC**. Among them, **Uef students** interacted the most. Therefore, the **students and workers in the North of Vietnam** could be potential customers.
- For US market, we have a lot customers and notable traffic in Chicago

Traffic Analysis

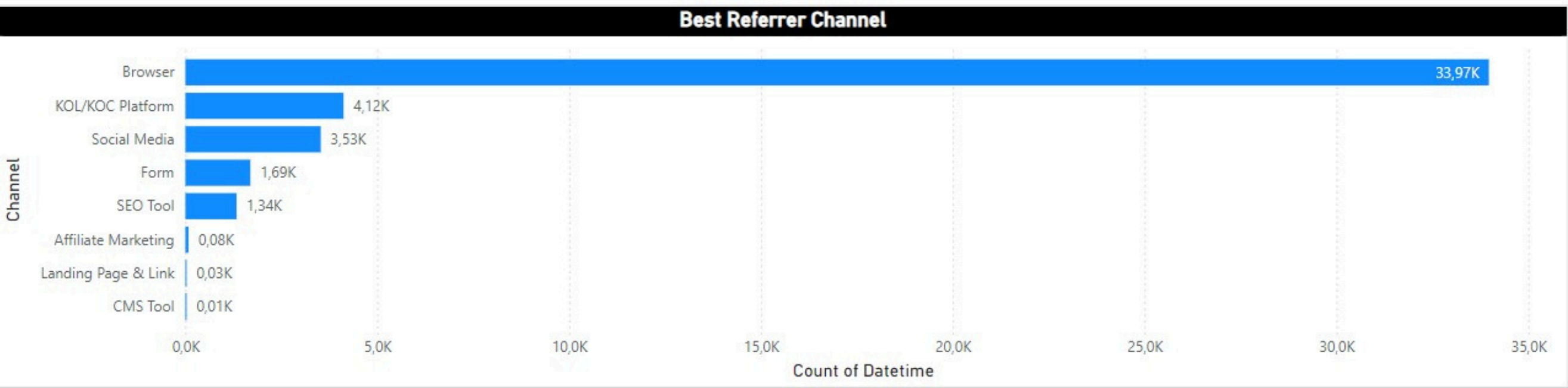
- In 4 steps of the funnel, the number of accessing web to the number of viewing page was normal.
- The number of customers clicked to add products to the cart was 10,79K and just 1,31K orders were finished successfully (12,14% percent of previous step)
- 7,9% add products to cart rate was pretty high figure when compared to the general rate.



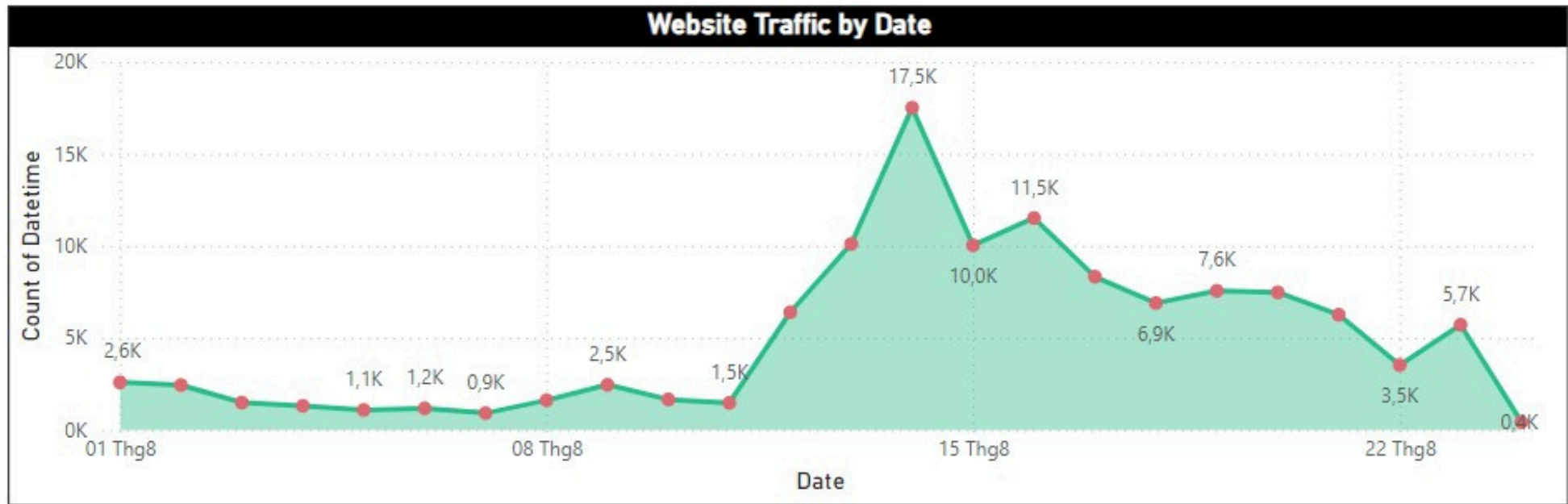
=> Improve the quality of blogs and add more advertisements about courses.
Review 'add to cart' function, interface then make suitable changes.



Traffic Analysis



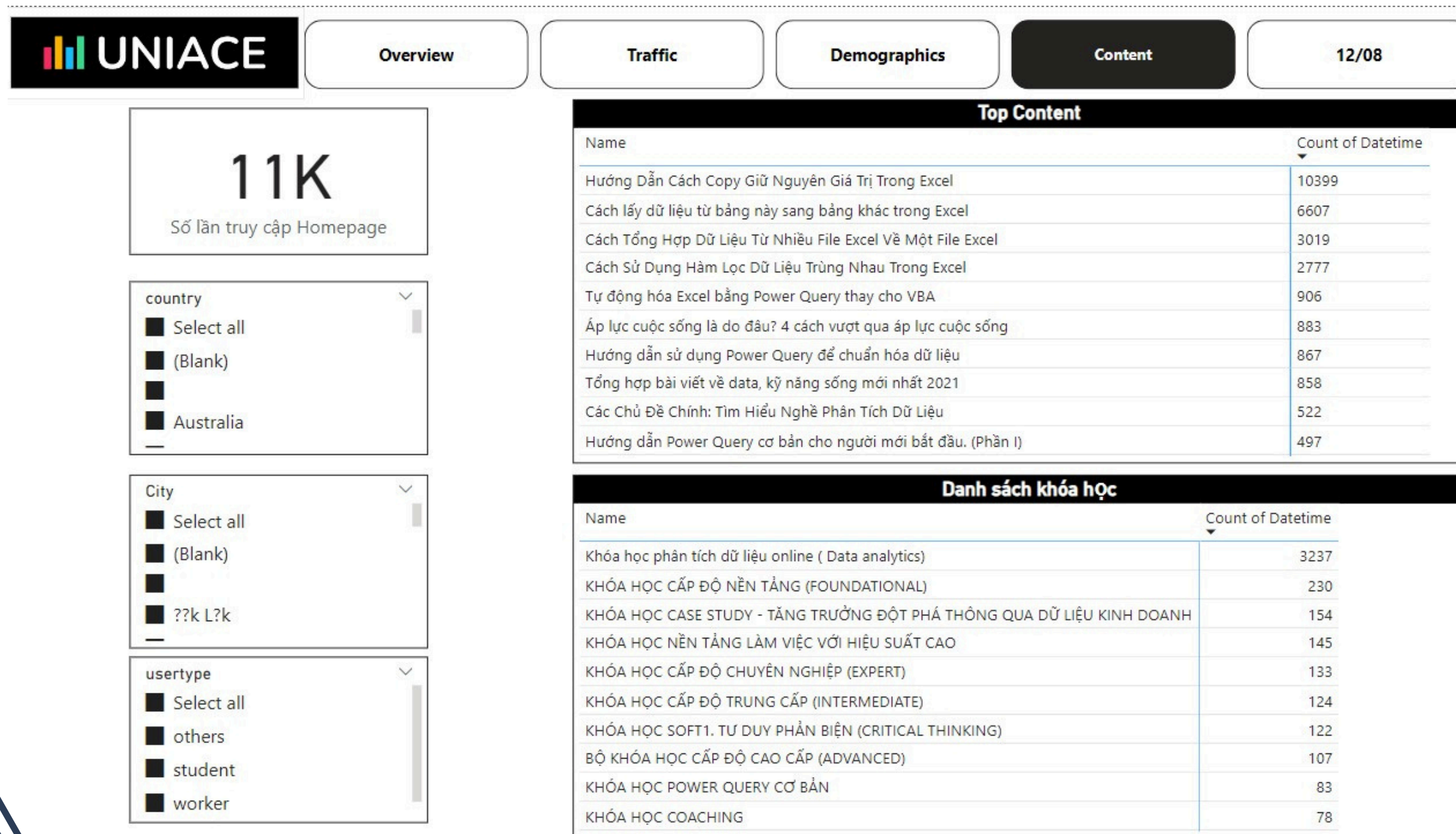
ref_channel	Count of Datetime
uniace.vn	43599
Google	30554
beacons	3783
Facebook	3395
coccoc.com	2428
jotform	1685
sendinblue	1325
yahoo	484
www.bing.com	474
utm_medium=1&utm_source=	435
instabio.co	177
Total	88992



- The traffic recorded by **Browser** was the highest.
- The traffic on August 9 increased dramatically from the KOL/KOC platform channel and it brought the 2nd traffic of the month. The main platform, we use was **Beacon**.
- With Browser users, the main referrer is **Google Search** which counted for **30K/34K**.

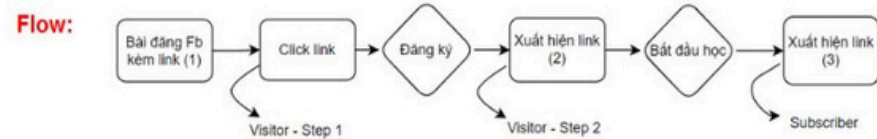
=> The marketing project is likely success
In general, this month's traffic fluctuates at **1500** a day and skyrocketed thanks to 2 marketing campaigns on **8/8** in **KOL/KOC'S sales channel** and **12/8 Facebook group posts**

Content Analysis



- **Top 5** content that is interested and read a lot are articles related to **microsoft excel**.
 - The **3 most popular courses** are the **data analytics online** course, the **foundation** course, and the **case study** course.
 - In general, courses related to **language, soft skills and thinking** have low levels of desire and access. The same goes for articles about **culture, life skills, and headlines**.
- => Promote articles on **excel skills**, **articles on potential data industry** because most students and working people focus.
- => Build **holistic development courses on data**, instead of individual skills

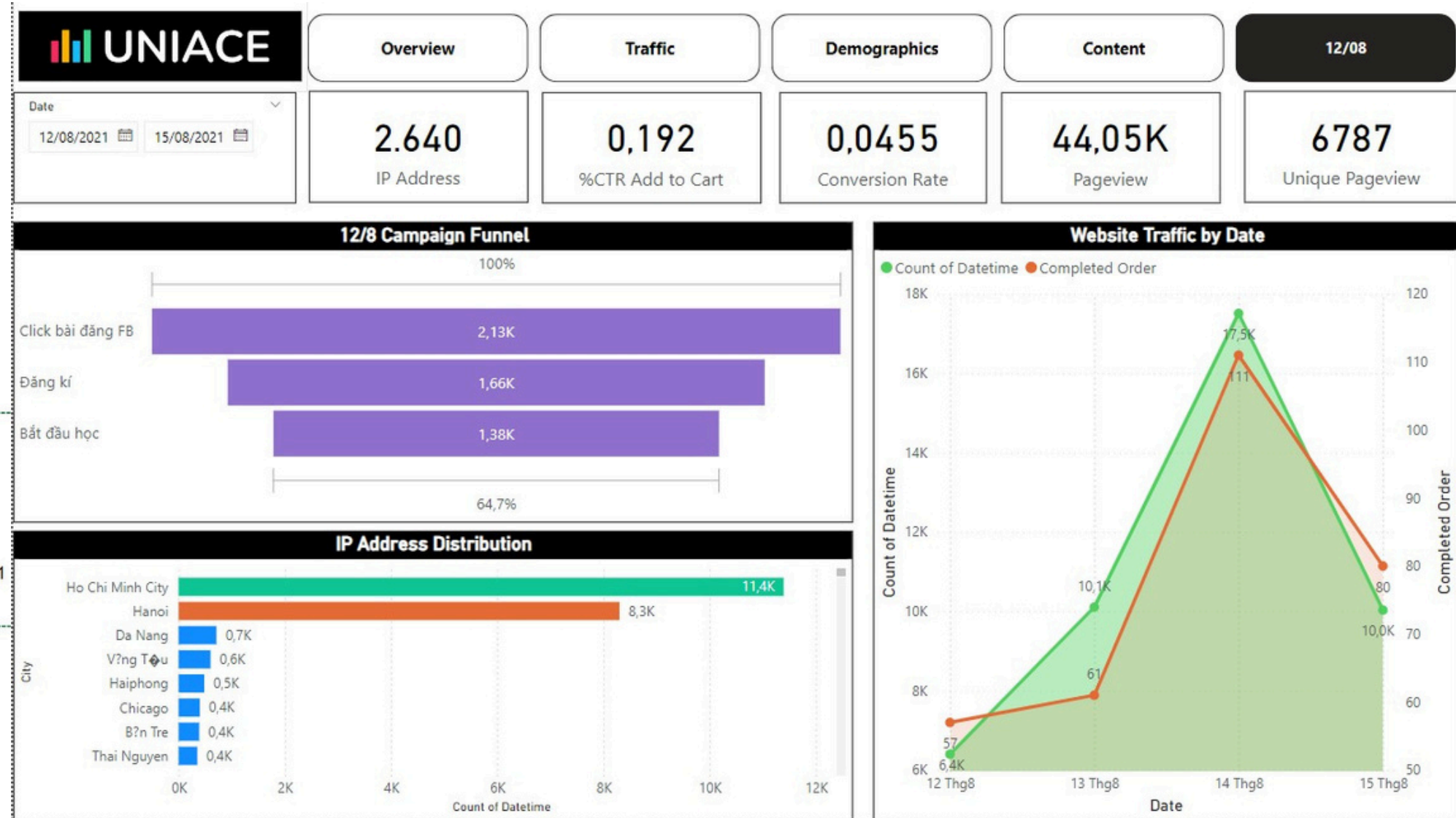
12/8 Marketing Campaign



Link 1: Visitor - Step 1 https://uniace.vn/vyt/?utm_source=fb&utm_medium=test4&utm_campaign=120821
 Link 2: Visitor - Step 2 <https://uniace.vn/vyt3/>
 Link 3: Subscriber <https://uniace.vn/my-account/my-courses/>

Ý nghĩa:
 File data chứa thông tin hành vi tương tác trên website của khách hàng, trong đó:
 1 Cột "MA URL": là nơi chứa đường link phía trên, lưu ý link được chọn từ FB có thể chứa thêm đuôi "&fbclid..." sau đường link số 1
 2 Cột "MA Referrer": là cột chứa đường link trước đó, ví dụ tại đường link số 1, bạn chọn đường link số 2, thì cột "MA Referrer" sẽ chứa thông tin mã url của đường link số 1
 3 Cột "cuid": 1 user nào đó vào trang web sẽ tạo ra 1 "cuid" và "cuid" này không thay đổi trong suốt thời gian user lướt trên web
 4 Cột "Date": là thời gian bạn click vào 1 đường link bất kỳ

Ghi chú
 Số liệu này được tạo ra từ 1 bài viết đăng lên 5 nhóm khác nhau, trong đó có 4 nhóm đăng tối ngày 12.08, 1 nhóm đăng trưa ngày 13.08



- The marketing campaign on the evening of **August 12 on facebook groups** brought the amount of traffic to Uniace website **increasing gradually** until the end of August 14 and started to decrease from the 15th. The campaign brought **252 orders within 3 days 13, 14, 15**. Similar to the trend of traffic.
 - Main traffic comes from **HCM and HN** with nearly **44k pageviews** and **6787 unique pageviews**. The rate of placing an order in the cart is up to **19,2%**, but the successful **conversion rate** decreased slightly to **4,55%**
 - Looking at the funnel model from the moment the customer clicks the link to the time the customer starts learning, it can be seen that this is a relatively good campaign when **64,7% of learners start learning out of the number of people**. More than **78% of users register after clicking on the link** and **83% of people start learning after registering**. This shows that the content of the posts is right on the heart and real needs of customers.
- => The campaign brought about **high enrollment rate, highest monthly traffic** and **normal customer behavior**. In addition, the campaign was **more effective** than the campaign using the KOL/KOC platform on 8/8 where the number of orders was lower (111 on 14/8 vs 24 on 9/8).

The image features a light gray background with the text "THANK YOU" centered in a bold, blue, sans-serif font. The corners are decorated with abstract geometric patterns. The top-left corner has a series of parallel diagonal lines in a light blue-gray color. The top-right corner features a cluster of overlapping semi-circles in yellow, red, teal, and dark blue. The bottom-left corner also has a cluster of overlapping semi-circles in red, teal, and dark blue. The bottom-right corner contains a large, light blue-gray arc with several parallel diagonal lines extending from its base.

THANK YOU