Uniace Co.

WEBSITE PERFORMANCE REPORT
in August 2021

Prepared by

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Contents

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1. Context of Report:

In August, Uniace website experienced a traffic spike fueled by search engines to different our main sites. The phenomenon has some relations to a new social media campaign launched by marketing team. However, despite strong user acquisition, challenges persist with such problems as high bounce rates and low conversions.

This report provides an in-depth analysis of the **key metrics** related to the performance of the Uniace website during **August 2021**. It aims to evaluate the website's traffic sources, user behavior, page interactions, and conversion performance to identify both strengths and areas for improvement in order to improve the efficacy of our website.

2. Website Traffic:

2.1. Key findings:

2.1.1. Uneven traffic distribution:
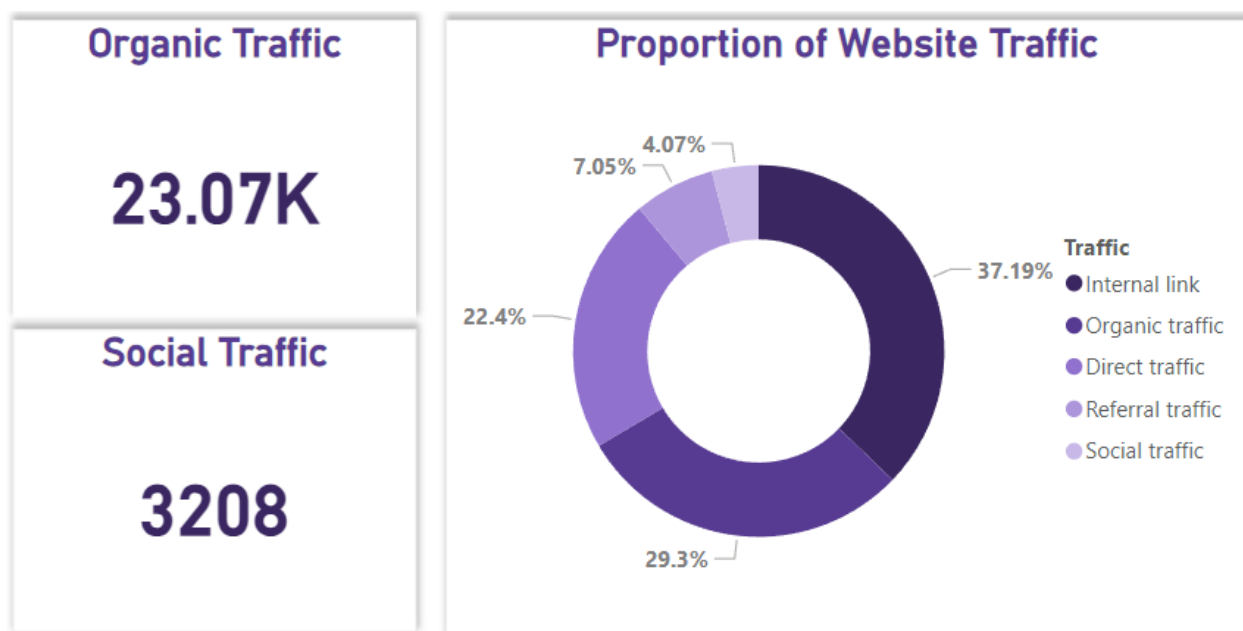
In general, **there is uneven distribution in the number of traffics that each traffic source brings about to website.** Internal link is the source that brings about the most traffic to our webpages (37.3%). This can be attributable to the fact that **our website has a well-structured anchor links system which lead to key pages with relevant content to current page.**

Besides, **Organic traffic and Direct traffic contribute a great multitude of visits**. Such high figure for organic traffic indicate our ongoing success in optimizing search engine, which can include: optimizing keyword cluster, usual new content update as well quality backlinks acquisitions that Google crawler highly assess. Meanwhile, our impressive direct browsing can be a sign of:

+ **Strong Brand Recognition:** In case Uniace has a strong brand awareness, users have a tendency to remember our website and visit it intentionally.

+ **Useful and Evergreen content:** The usual comeback from users may reflect the fact that our content is useful for their purpose and can be reusable many times in necessary case.

2.1.2. Dramatic Increase in website traffics:

From 12 to 14 August 2021, there is a dramatic increase in traffic to our website (nearly 20,000), at the same time, social traffic witnessed a dramatic increase. This is understandable since within these 3 days, marketing team operated a social media campaign with 5 public posts on Facebook introducing about Young Talent Program, which brough about visits from users who felt interested.

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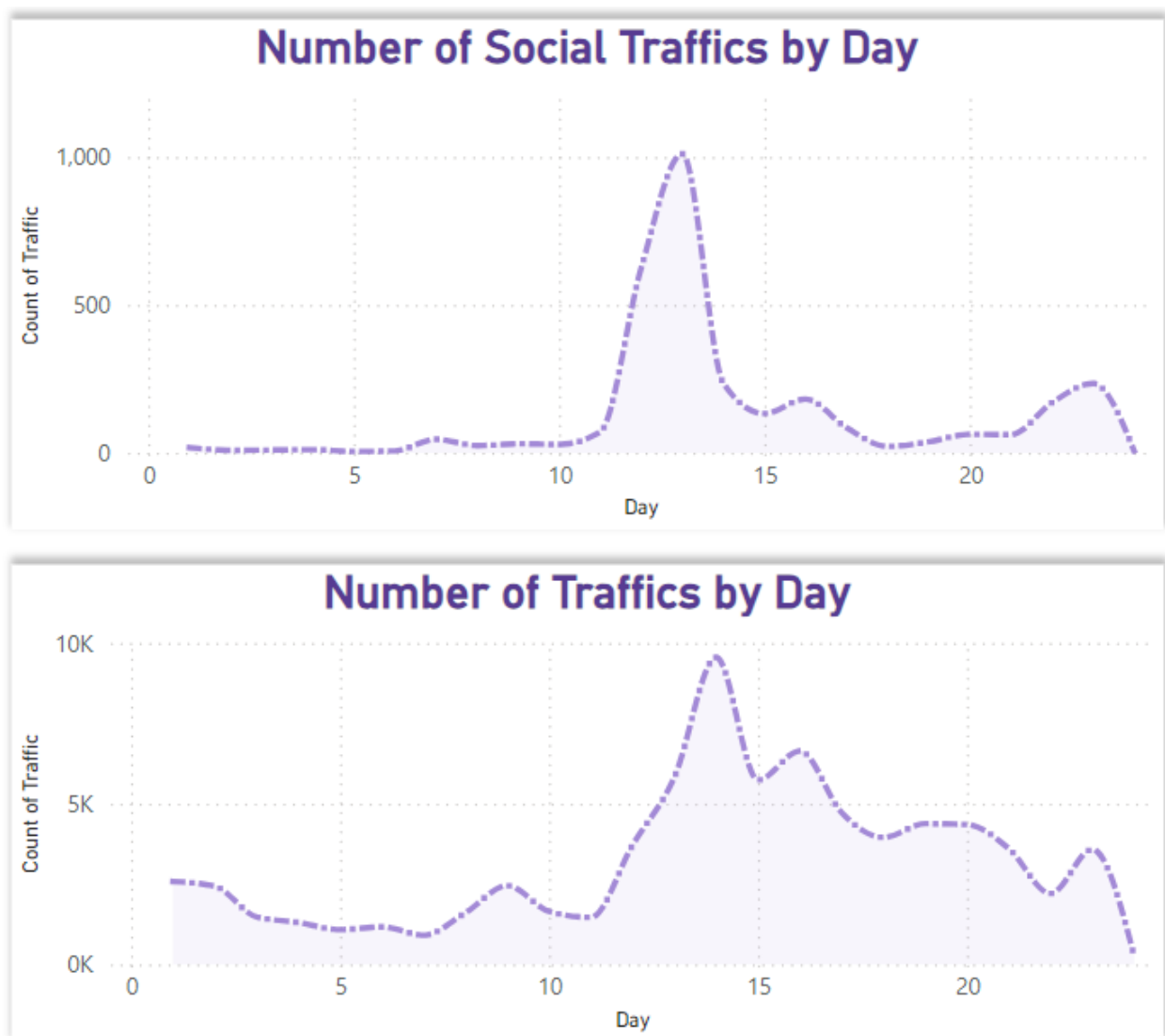
2.1.3. Low Conversion Rate:

In general, **despite having a stable daily visit figure with a 2-day traffic boom thanks to social media campaign, our conversion rate is considerably low** with an average of 0.31%. Especially, the increase in traffic from 12 to 14 August only helped to raise conversion rate in a small ratio, which was comparably lower than some days at the beginning of the month.
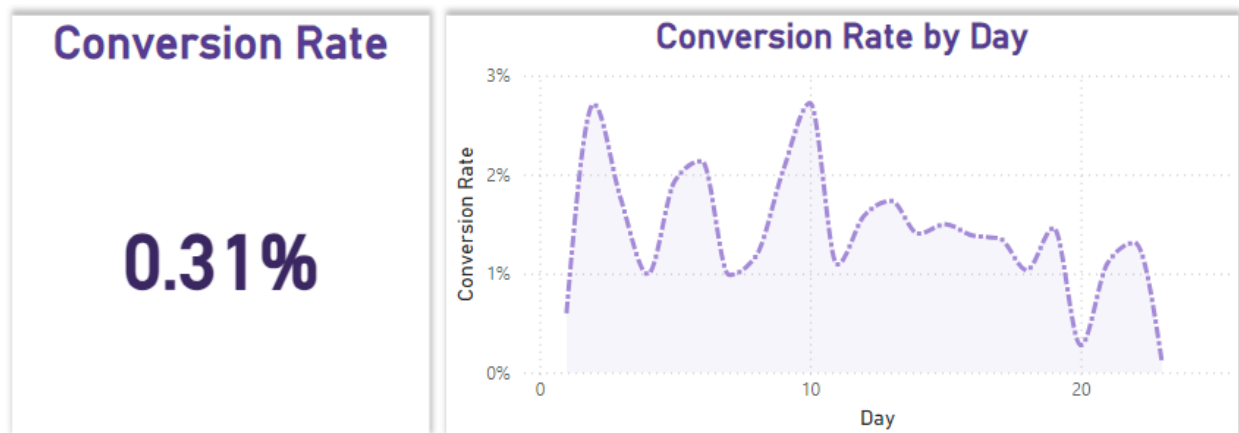
The reason for high traffic with low conversion rate varies. This can be attributable to some possible causes:

- Misaligned User Intent: The content of the page does not match what users are searching for or expecting.
- Poor User Experience (UX): Users may face challenges navigating the page, finding relevant information, or performing the desired action.
- Irrelevant or Weak Call-to-Actions (CTAs): CTAs are not prominent, engaging, or aligned with the user's intent.
- Content Quality Issues: The content might be too generic, unengaging, or fail to provide sufficient value to users.

2.2. Improvements-Required Area:

2.2.1. Making use of social traffic and referral traffic:

Based on pie chart showing proportion of website traffic, **social and referral traffic contribute only a small portion of total visits. However, both these two sources show a large potential for driving traffic**.

Page Name	Number	Referrer Link
Chương Trình Young Talent Program - Uniace Việt Nam	8	https://www.youtube.com/
DANH SÁCH KHÓA HỌC VỀ POWER QUERY TẠI UNIACE	15	https://www.youtube.com/
Unique Analytics Center for Everyone - uniace.vn	3	https://www.tiktok.com
Chương Trình Young Talent Program - Uniace Việt Nam	54	https://www.facebook.com/
Danh sách top 6 cách tạo ấn tượng ban đầu với công việc mới	1	https://www.facebook.com/
Kỹ năng ghi nhớ là gì, cách ghi nhớ nhanh và lâu	1	https://www.facebook.com/
Unique Analytics Center for Everyone - uniace.vn	4	https://www.facebook.com/
Total	**3208**	

For social channel, **although our website have traffic from such social platforms as youtube, Tiktok and Facebook, we do not take advantage of these platforms** enough compared to the frequency that users browse these platforms today. Meanwhile, the potential is already reflected in the number of traffic it created in regards of 2-day social media campaign.

Backlinks

147

Referral Traffic

5550

In terms of referral traffic, until now, our websites recorded over 5000 traffics from nearly 150 backlinks that we acquire, equal to 38 traffic per backlink, which is still modest compared to the comparatively high number of backlinks we have. **This reflects the fact that our backlinks are still not from webs that have a high number of traffic or high domain authority with justifed credentiality. Besides, another reason could be our such anchor links points to our broken or outdated content, affecting user experience and traffic counting.**

Based on the situation, some steps that could be suggested for these two sources include:

(1). For Social traffic:

→ Scale up successful cross-platforms campaigns equivalent to our previous 2-day campaigns.

→ Focus on creating shareable content on a regular basis such as infographics, videos or interactive posts tailored to our targeted audience that contain anchor links to our website.

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→ Utilize Paid Social Media Advertising to trigger higher click-through rate and in turn, traffics to our website.

(2) For referral traffic:

→ Target High-Domain authority websites instead of acquiring as much as backlinks as possible.

→ Build Partnerships with relevant sites such as Unigap or MCI to share content and acquire backlinks.

→ Optimize existing backlinks by reaching out to websites linking to outdated or broken content on our domain and requesting them to point to our active, improved content.

2.2.2. Improve Conversion Rate:

Regarding the low conversion rate compared to the number of traffic our website has as well as possible reasons suggested. Some measures should be implemented along customer funnel to realize our conversion goal:

- **Align Content with User Intent**: Conduct keyword analysis and update content to directly address user needs and expectations.
- **Enhance UX**: Simplify navigation, ensure mobile responsiveness, and improve page loading speeds.
- **Improve CTAs**: Make CTAs more visible, engaging, and aligned with user intent, and test different variations.
- **Boost Content Value**: Add multimedia elements, include trust-building features, and regularly update content for relevance.

3. Page Interaction:

3.1. Key Findings:

3.1.1. High Bounce Rate:

In August 2021, **our website experienced a significantly high bounce rate, averaging 64.38%, which is considerably above the recommended threshold of around 40% suggested by Google**.

Bounce Rate by Day

Relation between Traffic Number and Bounce Number
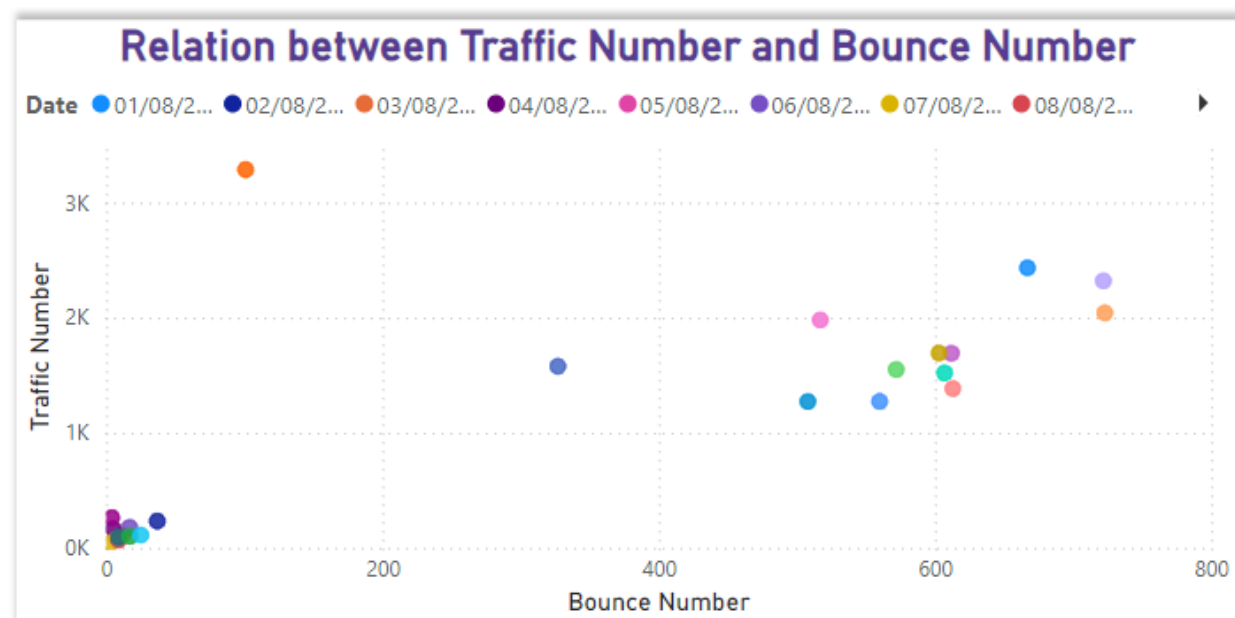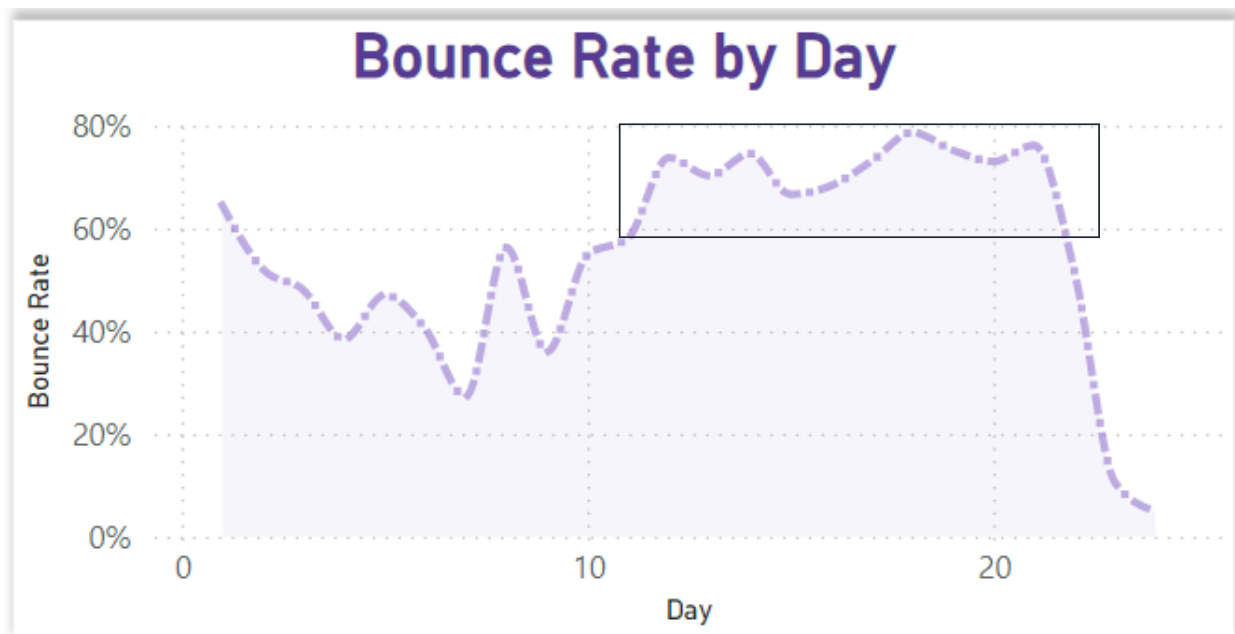
This issue was particularly pronounced during the period from the 12th to the 20th, coinciding with the timeframe when we conducted a social media campaign on Facebook. During this campaign, we observed a dramatic surge in website visits. Interestingly, **the data suggests a potential positive correlation between the bounce rate and the number of visits to our website**, as the days with the highest traffic also recorded the highest bounce rates.

A plausible explanation for this phenomenon could be the influx of non-target users who clicked through anchor links directing them to our website. These users likely exited the site quickly because the content did not align with their expectations or needs.

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Bounce Rate by Page

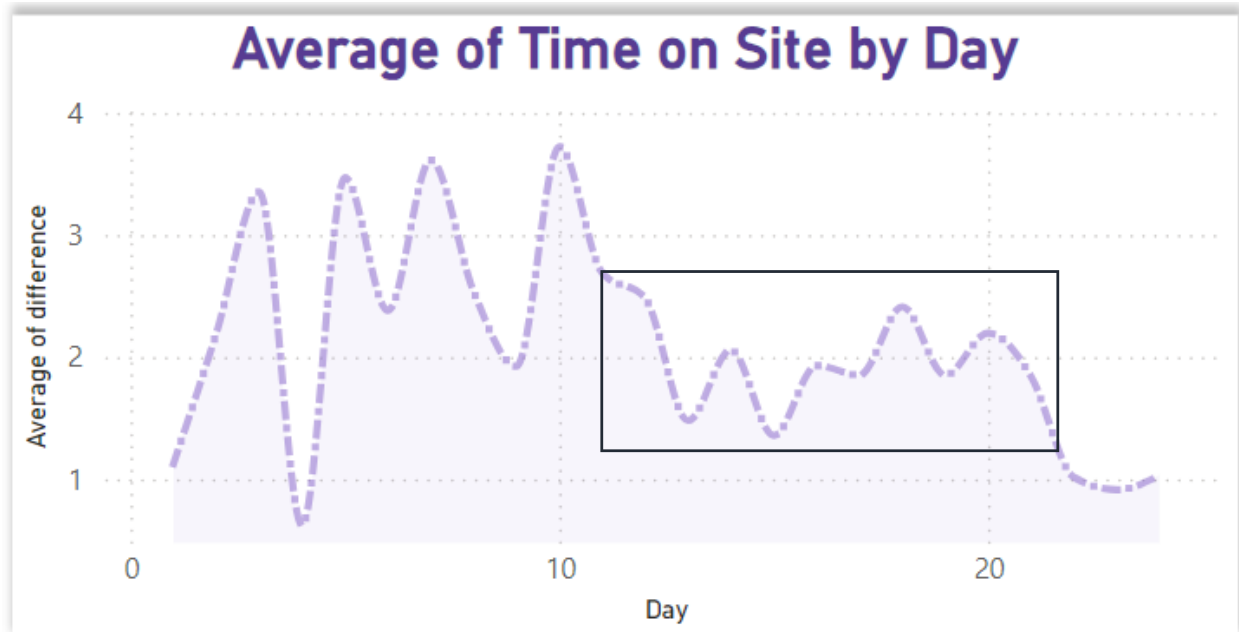| Page Name	Bounce Rate
032 Quản lý ưu tiên (Priority Management) - uniace.vn	100.00%
052 Quản lý cấp trên (Upward Management) - uniace.vn	100.00%
072 Quản lý cảm xúc (Emotion Management) - uniace.vn	100.00%
102 Phân tích mô tả (Descriptive Analytics) - uniace.vn	100.00%
111 Tiêu chuẩn giao tiếp (Visual Guide) - uniace.vn	100.00%
121 Góc nhìn đa chiều (Analytics Dimension) - uniace.vn	100.00%
2020-04-06 - Page 2 of 2 - uniace.vn	100.00%
2020-04-18 - uniace.vn	100.00%
4 Quy tắc tìm thấy ý nghĩa trong công việc mà bạn ghét	100.00%
7 điều bạn nên biết để phát triển bản thân trong công việc	100.00%
Total	**64.38%**

Bounce Rate by Page

Page Name	Bounce Rate
Làm quen với hàm DIVIDE (03:54 phút) - uniace.vn	3.85%
Cách tạo, sửa và xóa các mối liên kết (07:16 phút) - uniace.vn	4.76%
10 Nguyên tắc vàng về dữ liệu (04:26 phút) - uniace.vn	5.00%
Giới thiệu nhanh về các tính năng của Power Query (14:34 phút) - uniace.vn	5.00%
Nhận diện các vấn đề của dữ liệu chưa xử lý. (12:58 phút) - uniace.vn	5.56%
Tạo nhiều pivot cùng trang và lưu ý (4:09 phút) - uniace.vn	5.66%
So sánh Excel Database và SQL Database (03:35 phút) - uniace.vn	5.71%
Cách đặt câu hỏi trước khi tiến hành công việc xử lý dữ liệu. (9:58 phút) - uniace.vn	5.88%
Tạo pivot để làm biểu đồ thẻ. (3:33 phút) - uniace.vn	5.97%
Tạo pivot với formatting tùy biến hàng loạt và conditional formatting (5:07 phút) -	5.97%
Total	**64.38%**

The bounce rate is uneven across our pages, with higher rates on life tips content, which is secondary to our primary data-focused content. This may be because users either find sufficient information on these pages or are not seeking this content. Alternatively, the content may lack engagement or the internal linking system may be ineffective, limiting user navigation and retention.

Meanwhile, almost all pages with low bounce rate concentrates on data tips which guide users to do specific task relating to data. These kinds of content aligh with the domain that our website works in, therefore, meet the need of users who turn for our page for such information. Especially, they are all evergreen content, meaning that users will turn back for them when they forget the knowledge. This partly explains why our direct traffic is high.

3.1.2. Good Pages Per Session but Low On-site Time

In general, **users spend nearly 2 minutes on our website with an average of 2.55 pages per session.** On-site time fluctuates unpredictably within the month and has the tendency to drops down till the end of August.

Noticeably, during the time we operate social media campaign, the time decreases significantly and always remain at low index till the end of the month. This is understandable since **during this time, bounce rate increases, meaning that non-targeted users leave our page soon after being directed to, which culminates with the low on-site time.**

However, such short on-site time and small per session along with large fluctuation could be signals of bad user experience on our webpages, which is also evidently shown through low conversion rate.

3.2. Improvements-Required Area:

Through improving bounce rate, we indirectly try to raise our on-site time and pages per session. From explanation for the significantly high bounce rate, such actions could be implemented:

- **Refine social media campaigns in particular and other marketing campaigns in general** to target relevant audiences and align ad content with landing page offerings.
- **Create targeted landing pages** for campaigns to match user intent and guide them to further engagement.
- **Enhance life tips content** with engaging visuals, multimedia, and additional value like downloadable resources or related articles.
- **Add effective internal links** within life tips pages to encourage users to explore more content on the website.
- **Optimize anchor text and internal linking structure** to improve content discovery and user retention.

- **Promote high-performing evergreen content** through social media, newsletters, and cross-links from other pages.

4. Conclusion:

In conclusion, our website demonstrates notable strengths, particularly in taking advantage of internal links and organic traffic to drive significant visits. However, challenges like uneven traffic distribution, low conversion rates, and high bounce rates indicate areas for improvement. While successful social media campaigns have shown potential for increasing traffic, they need better targeting to convert visitors effectively.

Our key recommendations include aligning content with user intent, optimizing user experience (UX), and refining CTAs to boost conversions. Additionally, improving social and referral traffic through targeted campaigns, high-quality backlinks, and better anchor link management is essential. Addressing these areas will enhance user engagement, increase time on site, and achieve conversion goals more effectively.

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