



# SEO ANALYSIS

Date

01/08/2021 24/08/2021

Topic

All

14K

Total Users

1.23K

Pageviews Per Day

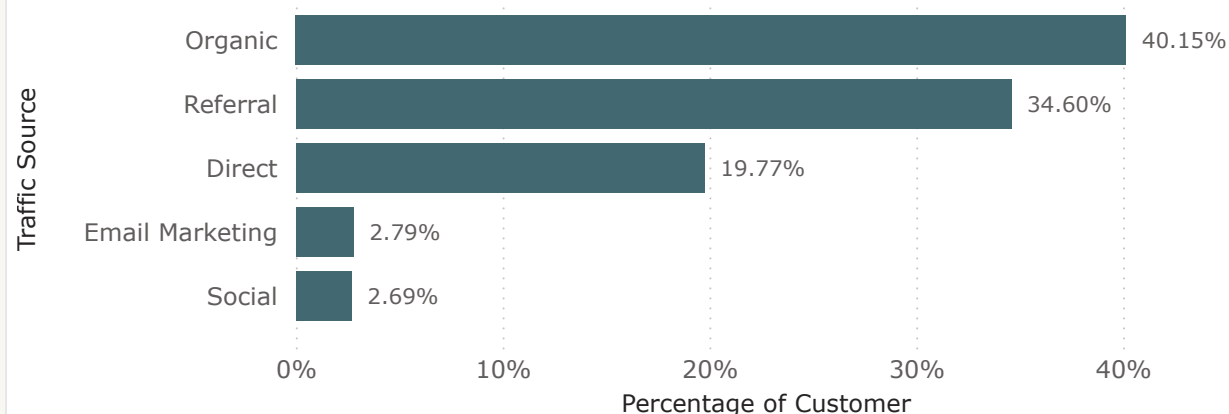
1.04K

Returning Visitors

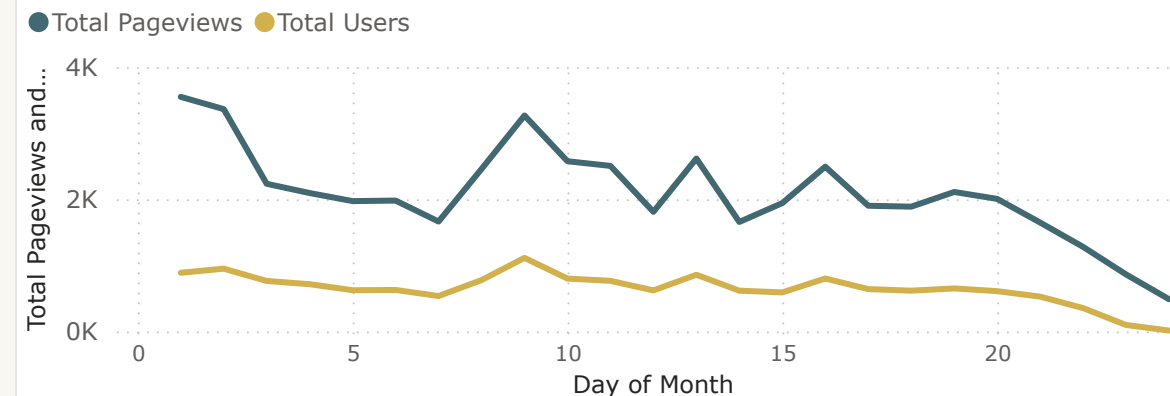
## Uniace Overview:

- Uniace is an online platform dedicated to providing courses, programs, and articles related to Data Analytics (DA) and related topics.
- The analysis focuses on *user behaviors* on the website during August 2021, particularly from the 1st to the 24th.
- Over this period, the website recorded approximately 51k accesses, 14k distinct viewers, with only 2,433 sign-in users.

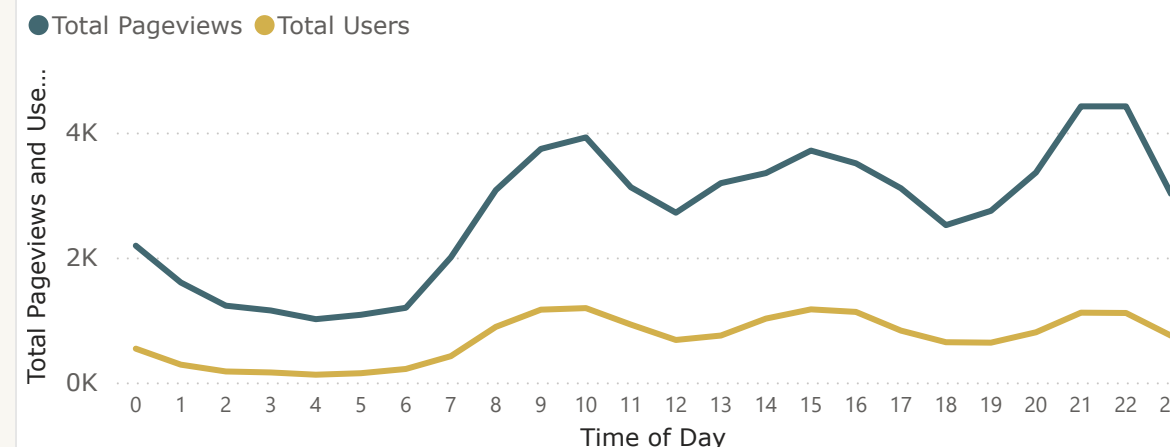
## Traffic Sources



## Total Pageviews and Total Users by Day of Month

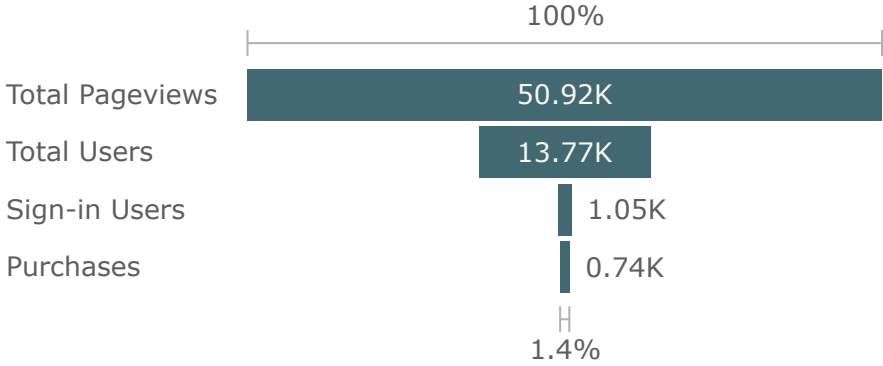


## Total Pageviews and Total Users by Time of Day

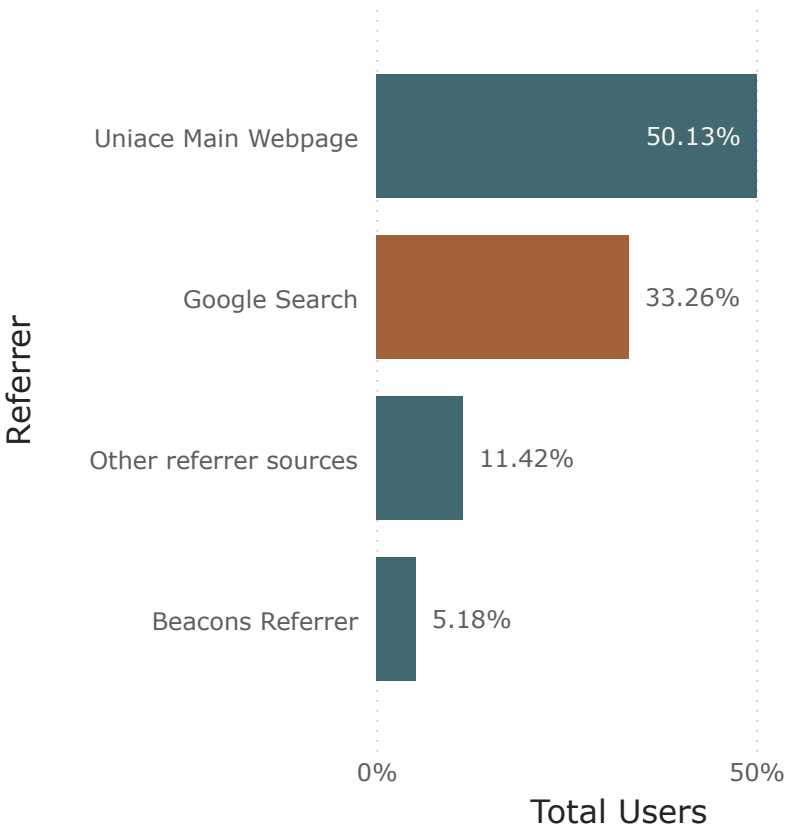


- Marketing team could consider pushing promotions or new activities (courses, articles, etc) in their page during late morning and evening (according to access time frame above) to seeding and increase attention from users.

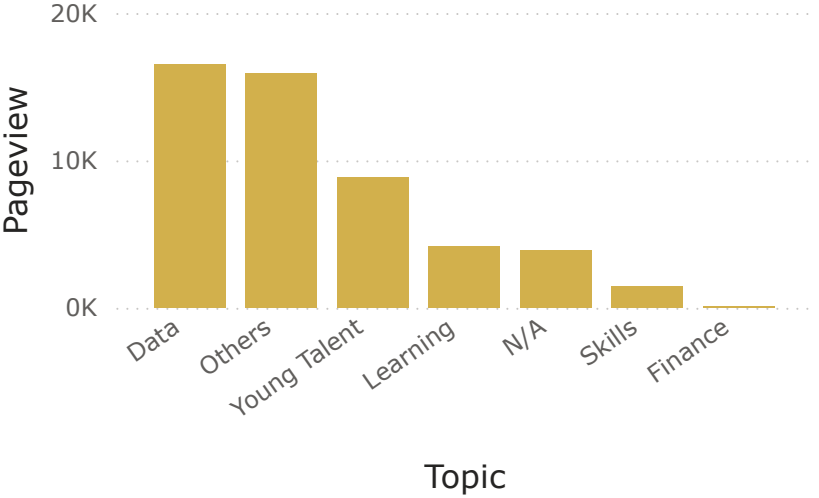
Total Pageviews, Total Users, Sign-in Users and Purchases



Main Referral Sources



Pageview per Topic

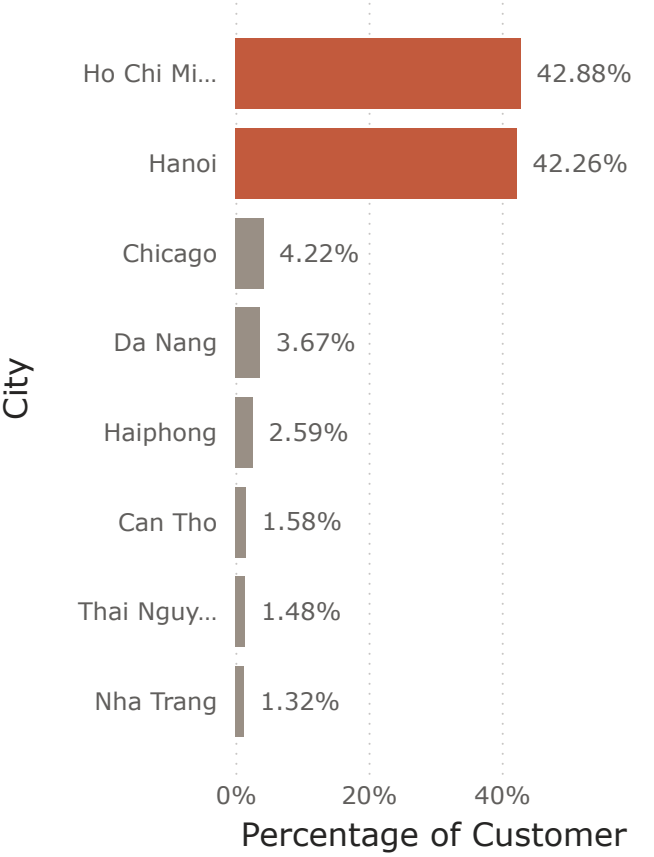


Engagement Insights:

- Visitor Behavior: Many visits to the website tend to be brief, suggesting users may only skim information or click by mistake.
- Conversion Patterns: However, once users engage more deeply, they are more likely to purchase courses and other products (70.124%).
- Popular Topics: Data Analytics content accessed through Google accounts for 38.23% of user interest, followed by the "Young Talent" Campaign through Google (45.27%) and Beacons (7%).

**Marketing Strategy Recommendation:** team may find success by strategically deploying Google Ads during peak engagement times to maximize attention and conversions.

Customer Geography



Customer Category

