SEO ANALYTICS

Date

01/08/2021   24/08/2021

Topic

All

14K
Total Users

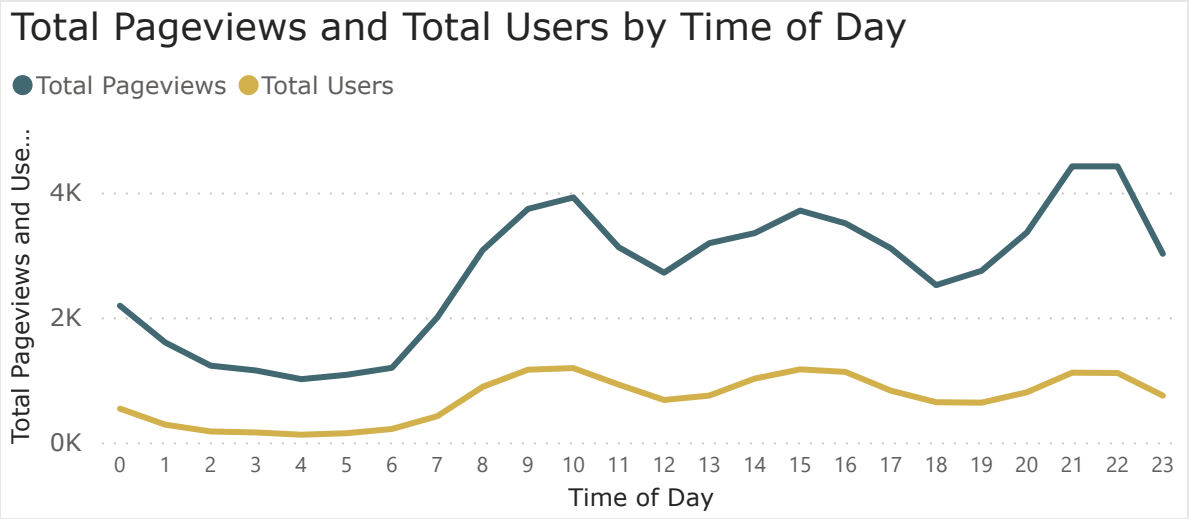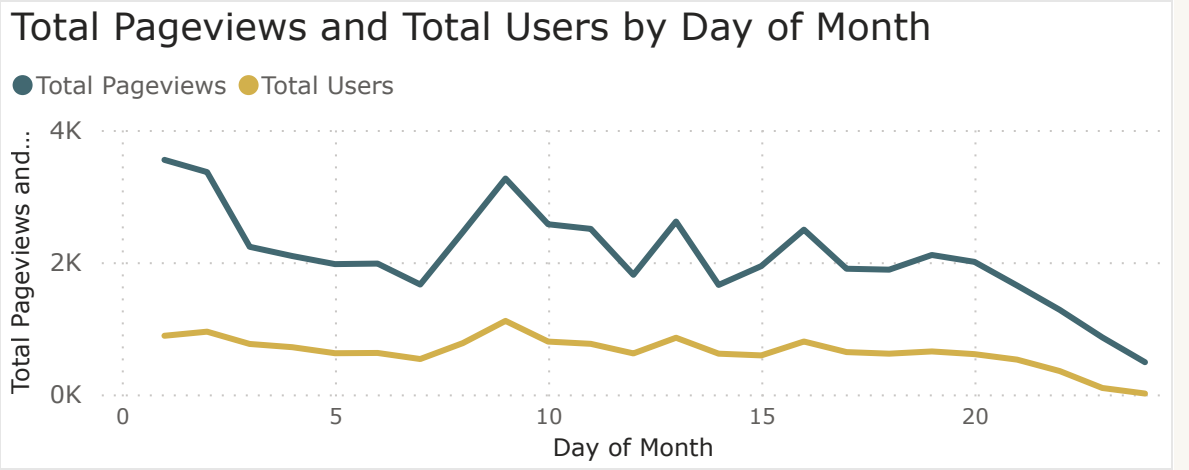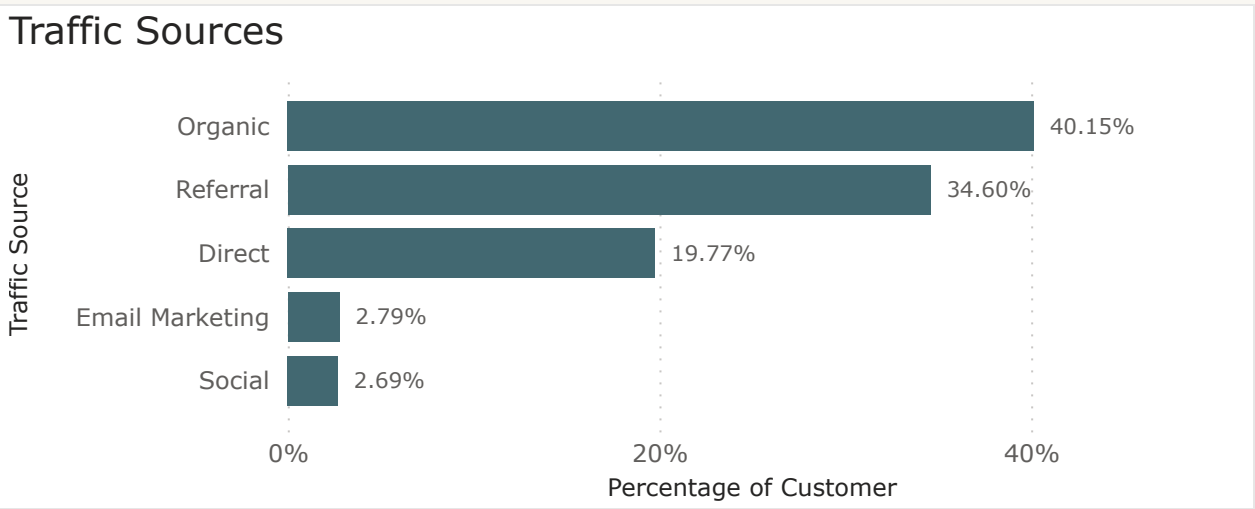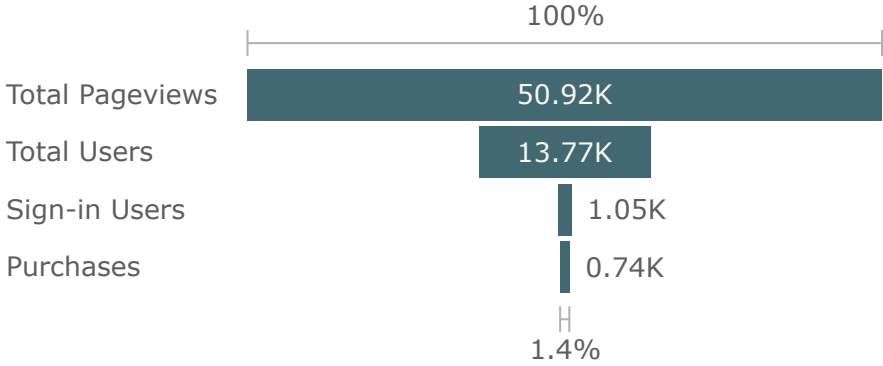## 1.23K
Pageviews Per Day

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

Traffic Source	Percentage
Organic	40.15%
Referral	34.60%
Direct	19.77%
Email Marketing	2.79%
Social	2.69%

Total Pageviews and Total Users by Day of Month

● Total Pageviews ● Total Users

Total Pageviews and Total Users by Time of Day
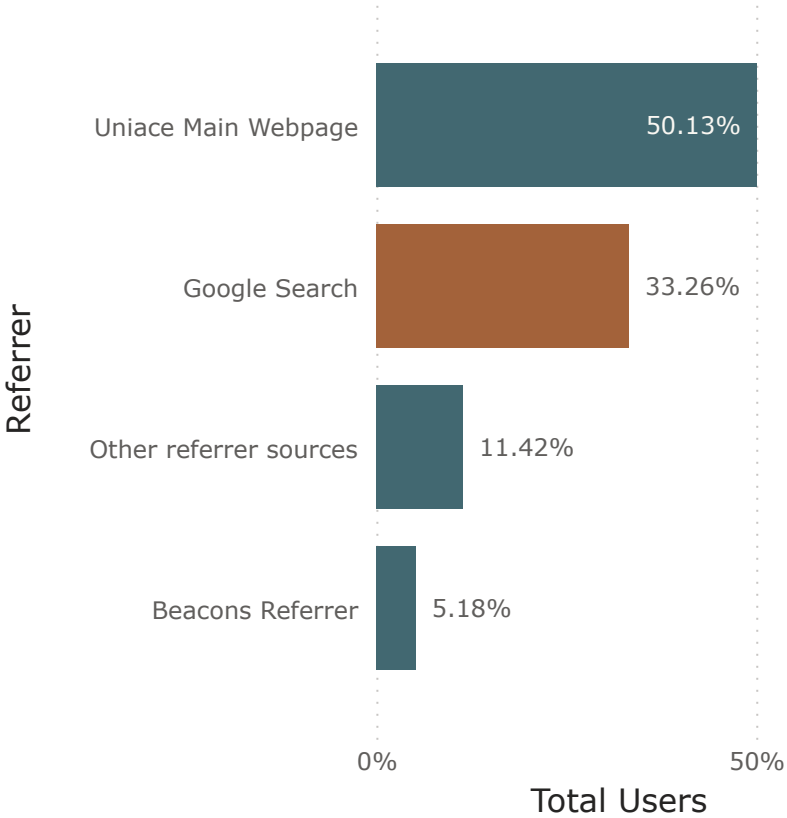
● Total Pageviews ● Total Users

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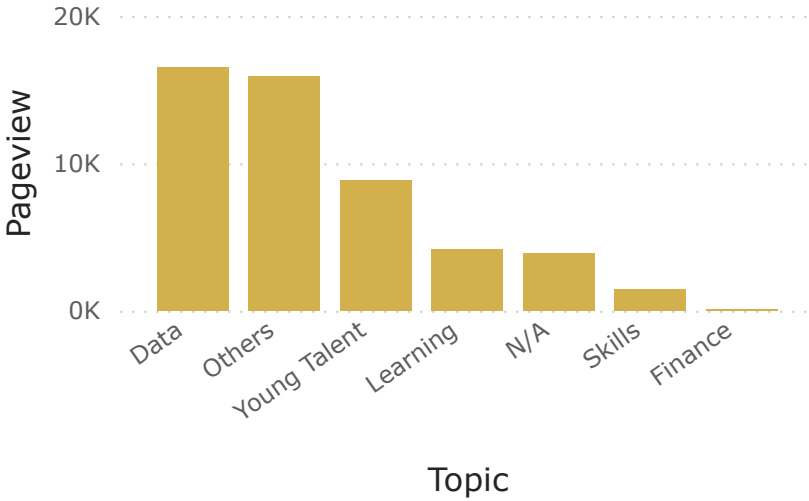
Total Pageviews, Total Users, Sign-in Users and Purchases

100%

Total Pageviews	50.92K
Total Users	13.77K
Sign-in Users	1.05K
Purchases	0.74K

1.4%

Pageview per Topic

20K

10K

0K

Pageview

Data · Others · Young Talent · Learning · N/A · Skills · Finance

Topic

Customer Geography

City	Percentage of Customer
Ho Chi Mi...	42.88%
Hanoi	42.26%
Chicago	4.22%
Da Nang	3.67%
Haiphong	2.59%
Can Tho	1.58%
Thai Nguy...	1.48%
Nha Trang	1.32%

0%   50%

Percentage of Customer

Main Referral Sources

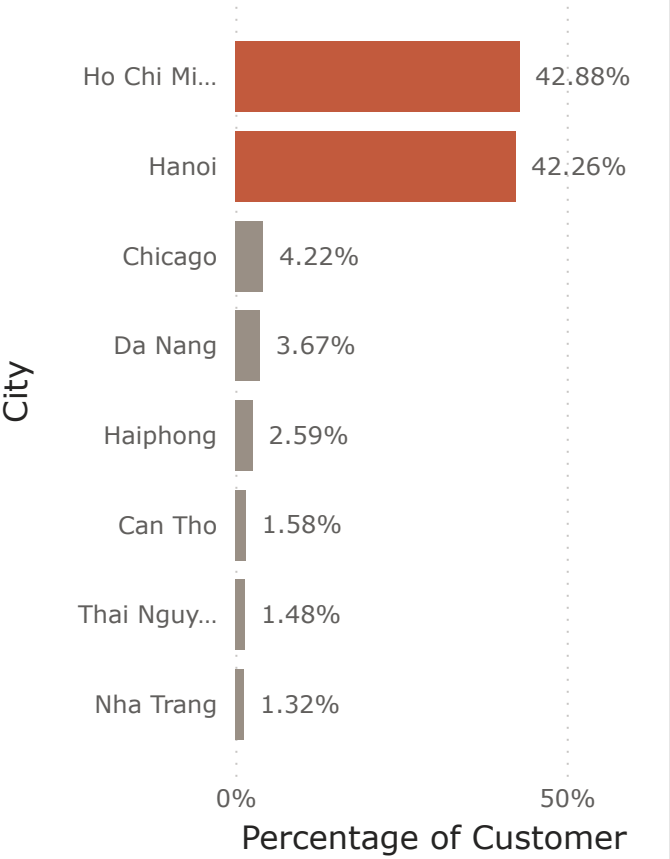| Referrer	Total Users
Uniace Main Webpage	50.13%
Google Search	33.26%
Other referrer sources	11.42%
Beacons Referrer	5.18%

0%   50%

Total Users

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 Category

● Unknown ● Student ● Work

0.87K (5.66%)

14.25K (93.06%)