

SE



UNIACE SEO ANALYSIS REPORT

Email: quocbao022001@gmail.com

Made by: Doan Quoc Bao

INDEX

SUMMARY 1

OVERVIEW 2

TRAFFIC 3

CUSTOMER PORTRAIT 5

SUMMARY

Overview

There are only 39,917 page visits by account, accounting for about 40% of the total 97,031 visits.

Many customers visit but the course registration rate is only 6.91%

Although there are many visits, only 911 orders are completed.

There are very few visits at the beginning of the month but many purchases, and vice versa.

Traffic

Customers visit the platform at peak time after 8 am.

The source of links to the Uniace page mostly comes from direct and Google.

The most interesting content is: Data Analysis Course, How to use Excel, User Account, and Young Talent Program.

Data Analysis courses, platform courses, Using Tools (PowerBI, Excel), and Young Talent are users' top interests.

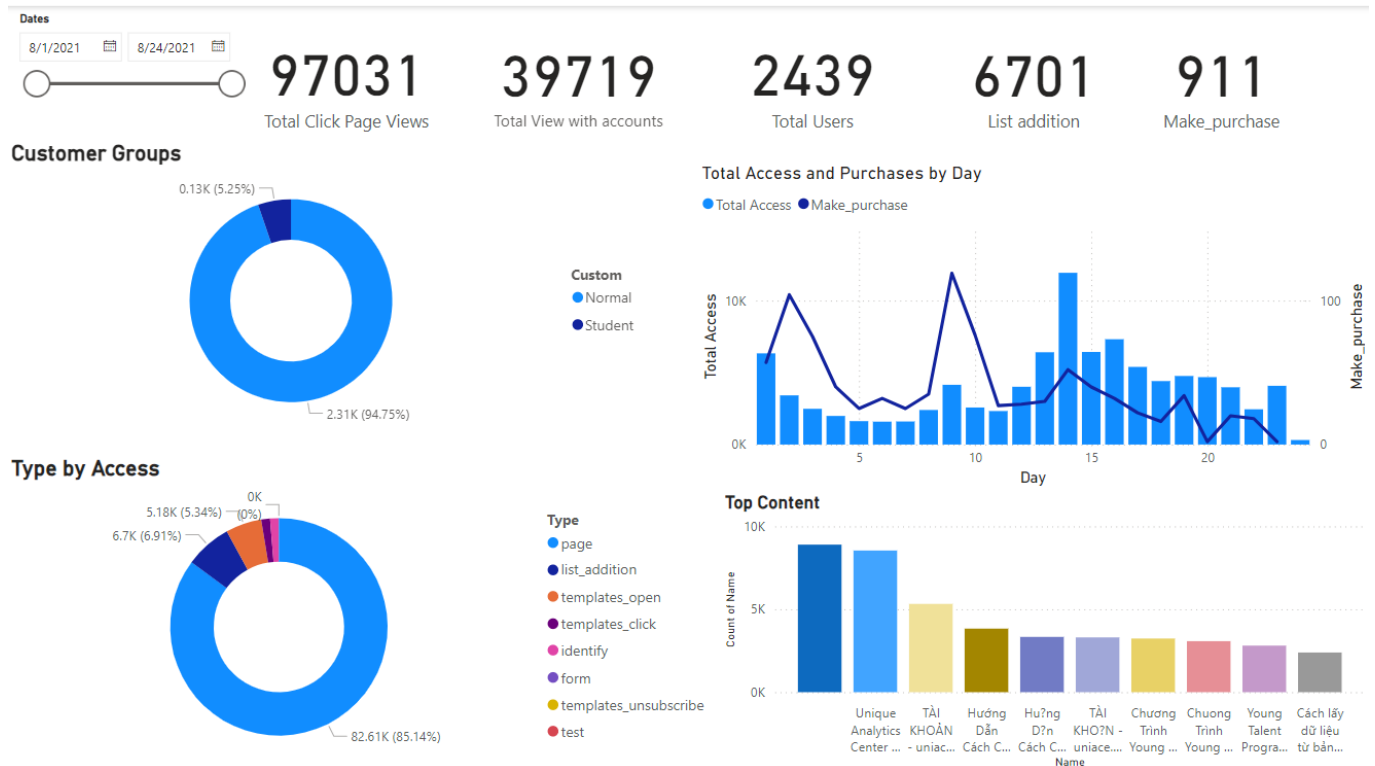
Customer Portrait

The Worker customer group accounts for more than 94.75% in number, Students account for only about 5.25%.

The Student group comes from Universities with Economics as a major.

The customer group that purchases more than 96% comes from the Worker group.

OVERVIEW



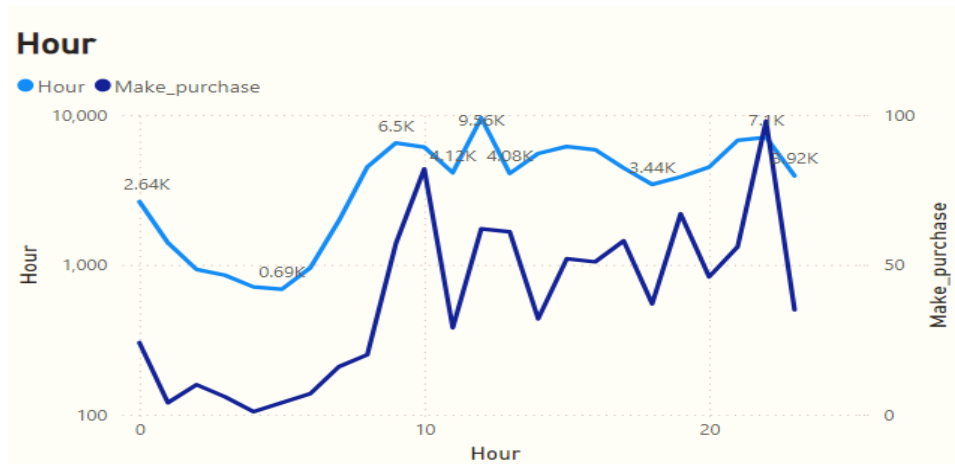
The page collected 97031 view pages in August 2021, with **39719 views having accounts** and accounting for 40% in total. The reason for this figure is relatively low, as only **2,439 unique accounts** accessed the page. Furthermore, these users only generated 6,701 list additions and **completed 911 purchase transactions**. This performance indicates potential concerns regarding user engagement when compared to the number of page views.

Additionally, daily access was in the middle of August, from 12 to 16 August. After that, the number of accesses **declined and peaked on 24 August**. However, customers made **purchases in early August**, specifically on the **2nd and 9th**, with **over 100 purchases per day**. The customers are effectively divided into two groups: **Normal** and **Student**, representing **94.75%** and **5.25%**, respectively. These customers looked for top content: Course, Account, Excel Formular, and Young Talent Program.

Almost all customer clicks were **page access**, which accounted for **85.14%** in total. They only visited the website to read information or misunderstand access, and after that they left the website without accessing more. **Of the total account users, only 6.91% of them registered for the course.** => **The click-through rate to List Addition accounts for being very small.**

⇒ Visits from accounts are low, and the click conversion rate is also low compared to overall visits.

TRAFFIC



Reference	Total
	35985
uniace	31188
google	21132
beaconspace	2644
coccoc	1654
submitjotform	927
lfacebook	591
chgifghrbhdsendibt3	521
chgifghrfdsendibt2	450
formjotform	398
bing	321
Total	97031

The number of users accessing the website is mainly concentrated in the following time frames: 8am - 9am, 11am - 12pm and 8pm - 10pm. These time frames are the time for visitors to rest and start their working day. Through this, the marketing team can run ads on Google, Facebook and Beacons, Coc Coc during these times to increase the attention of users because this is also the time when they buy the most, especially the time frame of 10am and evening.

Most of the time, visitors are interested in **Analytics courses, Excel tutorials and Uniace's Young Talent programs.**

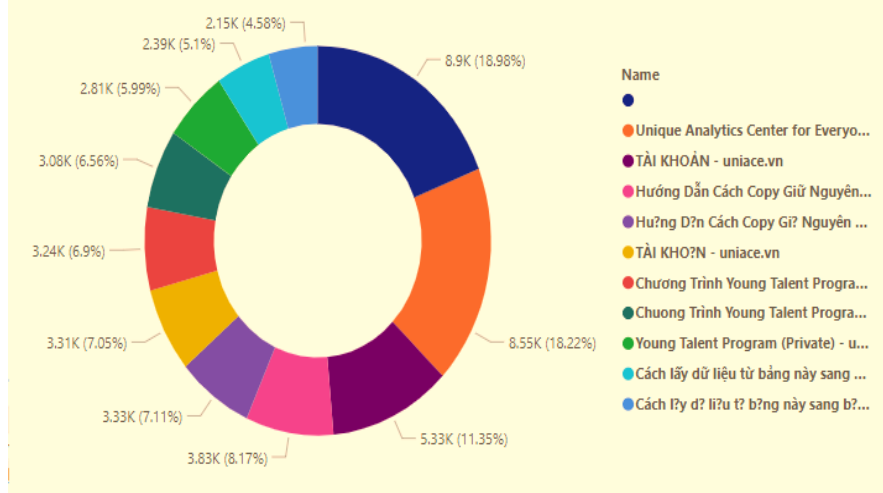
From this data, the Marketing team can run ads for prime time access to Uniace with the hottest content on the platform.

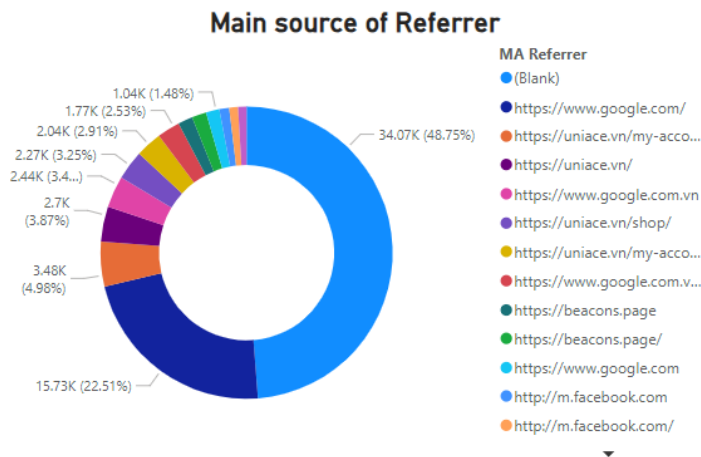
To optimize the quality of access from users, we can rely on the

amount of traffic through the websites leading to the most interested access content at Uniace as follows:

- **Analysis and DA courses:** most accessed from Google, Coccoc.
- **Excel tutorials:** Google source (more than 10k views), and Coccoc.
- **Young Talent program:** Sources from Beacons and Google.

TOP 10 ACTIVITIES/CONTENT





0.069

CTR

0.40

list_add over google

Metrics:

- ❖ **Click Through Rate List_Addition** is only 6.91%, calculated by the number of times users perform List Addition divided by the number of visits to the Uniace page. The List Addition CTR rate is still very low, the effectiveness is not high compared to the number of page visits.
- ❖ **List Addition over Google Rate** is divided by list addition and total MA Referencen from Google, resulting in 40%. The results of running ads to help students register for courses from Google are the most effective, with about 40% of customers registering for courses coming from this source. Although ads from Facebook, Beacon, and Coccoc... account for a low percentage, they also have an important contribution. Therefore, the Marketing team can focus on promoting the campaign to run ads on these platforms, especially Google.

To make the ad campaign more effective, the Marketing team can refer to the following most interesting

Course	Total
Khóa học phân tích dữ liệu online (Data analytics)	1483
DANH SÁCH KHÓA HỌC VỀ KIẾN THỨC NỀN TẢNG TẠI UNIACE	382
KHÓA HỌC YOUNG TALENT	317
DANH SÁCH KHÓA HỌC VỀ CAREER COACH TẠI UNIACE	302
DANH SÁCH KHÓA HỌC VỀ DATA ANALYSIS EXPRESSIONS TẠI UNIACE	296
DANH SÁCH KHÓA HỌC VỀ PHÁT TRIỂN TƯ DUY TẠI UNIACE	274
DANH SÁCH KHÓA HỌC VỀ TRUY CẬP TRON GỐI TẠI UNIACE	222
DANH SÁCH KHÓA HỌC VỀ NGÔN NGỮ LẬP TRÌNH TẠI UNIACE	211
Nội dung khóa học. (6:21 phút) - uniace.vn	154
DANH SÁCH KHÓA HỌC VỀ DASHBOARD TẠI UNIACE	133
DANH SÁCH KHÓA HỌC VỀ POWER BI TẠI UNIACE	108
KHÓA HỌC CẤP ĐỘ NỀN TẢNG (FOUNDATIONAL)	100
DANH SÁCH KHÓA HỌC VỀ POWER PIVOT TẠI UNIACE	79
DANH SÁCH KHÓA HỌC VỀ POWER QUERY TẠI UNIACE	76
KHÓA HỌC CASE STUDY - TĂNG TRƯỞNG ĐỘT PHÁ THÔNG QUA DỮ	70
Total	5318

course content from the most interested user data.:

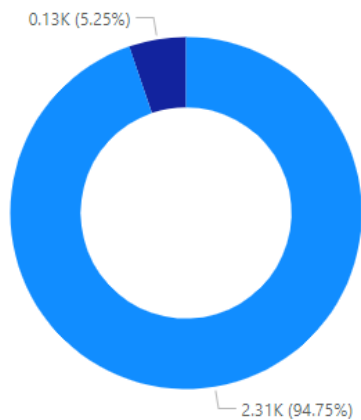
Data Analysis, List of Platform Courses at Uniace, Young Talent Courses, ...

Although it only accounts for a small number of visits to the platform, the core search from Uniace users is Data Analysis Courses, and data analysis tools (PoweBI, Excel, Pivot...).

⇒ The Marketing Team running ads can use Top content, and courses combined with Reference sources like Google, ... to increase SEO effectiveness.

CUSTOMER PORTRAIT

Customer Groups



37082

Total Worker Access

2637

Total Student Access

Portrait
● Worker
● Student

Portrait	Make_purchase
Worker	880
Student	31
Total	911

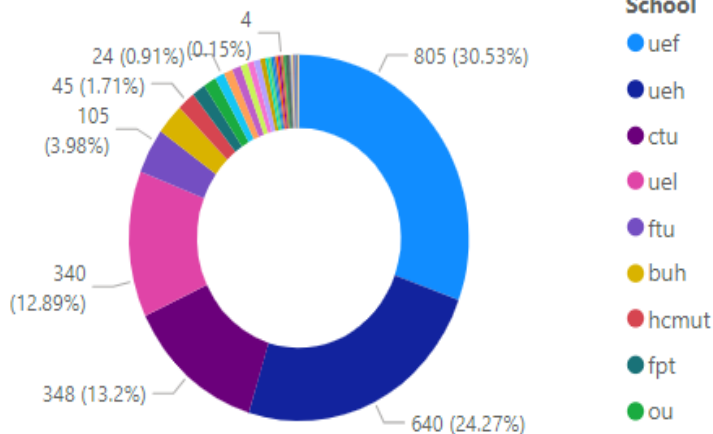
According to the data, the Worker customer group accounts for 94.75% in terms of quantity, and their traffic is 37,082 times on the platform, 14 times higher than the Student group which is only accessing 2,637 times with only 128 students.

In terms of course purchases, the Worker group accounts for 96.6% equivalent to 880 courses, 23.8 times higher than the Student group which only accounts for 3.4% equivalent to 31 course purchases.

The Worker group is dominant in terms of a number of visits, users, and course purchases compared to the Student group. Due to the need for specialization, the Worker group needs to improve their data skills more than the Student group. The marketing team can focus on targeting a wider audience.

SEGMENT STUDENT GROUP BY SCHOOL

Segment by School



For the Student group, we see that this group comes from universities mainly in the Economics group such as: **UEF, UEH, CTU, UEL, FTU...** The reason why the Student group accesses may come from the fact that their major is related to calculations, data and they tend to study more about data analysis than schools in the sociology sector.

⇒ The Marketing Team can focus on running Adds for the Student group, which is the Economics group, as they are more likely to be interested; thereby optimizing SEO better with the target being universities with Economics as a key major.

TOP USER MADE PURCHASE

Email	Make_purchase	Portrait
yenphat149@gmail.com	42	Worker
thngan.bo@gmail.com	36	Worker
dodaccaoc0509@gmail.com	20	Worker
vothingocthao2001@gmail.com	19	Worker
teolu2001@gmail.com	17	Worker
ngockhanh.nkn27@gmail.com	15	Worker
hanahuyinh.598@gmail.com	12	Worker
tran.annathanhvan@gmail.com	12	Worker
vutrang0711@gmail.com	11	Worker
nguyenphuongthao2019st@gmail.com	10	Worker
Total	880	

Email	Make_purchase	Portrait
21001233@student.westernsydney.edu.vn	6	Student
k58.1911120124@ftu.edu.vn	6	Student
1756010049nghia@ou.edu.vn	5	Student
20a46010005@students.hou.edu.vn	4	Student
longnguyen.31201021148@st.ueh.edu.vn	3	Student
tranb1803748@student.ctu.edu.vn	3	Student
030334180112@st.buh.edu.vn	2	Student
leducanhars1112@gmail.com	2	Student
Total	31	

TOP CONTENT OF PURCHASED USERS

Name	Count of Name
	8423
TÀI KHOẢN - uniace.vn	3339
TÀI KHOẢN - uniace.vn	2320
Unique Analytics Center for Everyone - uniace.vn	1510
New Account	1296
young-talent-reactivate	1230
Completed Order	1012
young-talent	944
Chương Trình Young Talent Program - Uniace Việt Nam	419
Chương Trình Young Talent Program - Uniace Việt Nam	340
young-talent-policy	331
Total	37082

Name	Count of Name
	472
TÀI KHOẢN - uniace.vn	224
TÀI KHOẢN - uniace.vn	209
young-talent-reactivate	137
Unique Analytics Center for Everyone - uniace.vn	133
young-talent	49
Completed Order	37
New Account	33
Chương Trình Young Talent Program - Uniace Việt Nam	22
TECH4. PHÂN TÍCH DỮ LIỆU CƠ BẢN BẰNG PIVOTTABLE - uniace.vn	20
Total	2637

Analysis of recent purchasing data and content access trends reveals that customers are predominantly interested in **the Young Talent program and the Unique Analytics course**. These programs stand out as the most attractive options available at Uniace, capturing the attention of our audience.

- ⇒ Given this insight, it is crucial for the marketing team to develop and implement targeted activities and campaigns specifically designed to promote these offerings. This could include online advertisements, social media promotions, email marketing, and engaging content that highlights the benefits and unique features of the Young Talent program and the Unique Analytics course. By focusing on these initiatives, we can significantly enhance user engagement and drive more traffic to these high-demand programs.