

UNIACE

SEO ANALYTICS

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I. Introduction

A. Objective

This report provides an in-depth look at the effectiveness of the Search Engine Optimization (SEO) strategy of UNIACE, an online learning platform, which aims to not only enhance the business's position on search engines but also improve user experience and optimize interaction on the business website.

The data for analysis is data of interactions arising on the UNIACE website in August 2021.

B. Scope

This report will focus on:

- The overview
- The traffic analysis over time
- The content analysis
- The user analysis

II. Analysis

A. The overview

Total Views	Unique Pageview	Total Registered	Sign Up Rate (%)	Orders Sold
59035	14955	2438	16.30%	615

The website uniace.vn from August 1, 2021 to August 24, 2021 had the following performance metrics:

- Number of website visits: **59,035**
- Number of visitors (unique pageview): **14,955**
 - ➔ A large volume of engagement will come from certain users
- Number of registered users: **2,438** with a sign up rate of **16.30%**
 - ➔ There needs to be a program to attract more users to sign up
- Number of orders sold: **615** with a conversion rate of **1.04%**

B. The traffic analysis over time

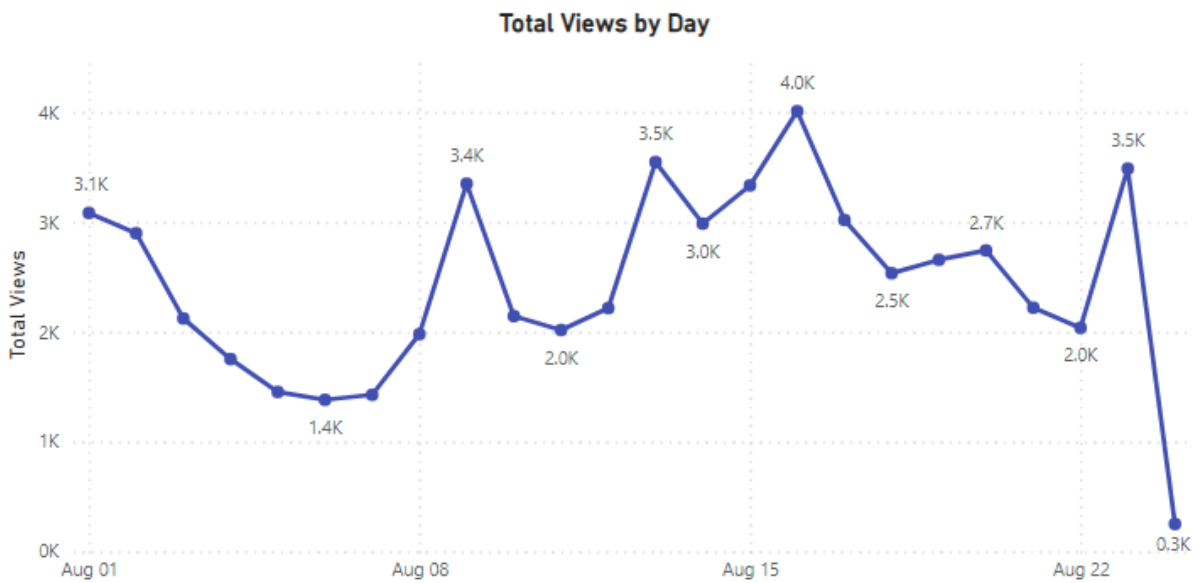


Figure 1: Total views by Day

During the period from August 1 to August 24, the website had an average of about 2460 visits a day.

The figures do not change too much from one day to the next, with a peak of 4,000 visits on August 16. August 16 is the day when articles about Uniace's Young Talents program increased significantly.

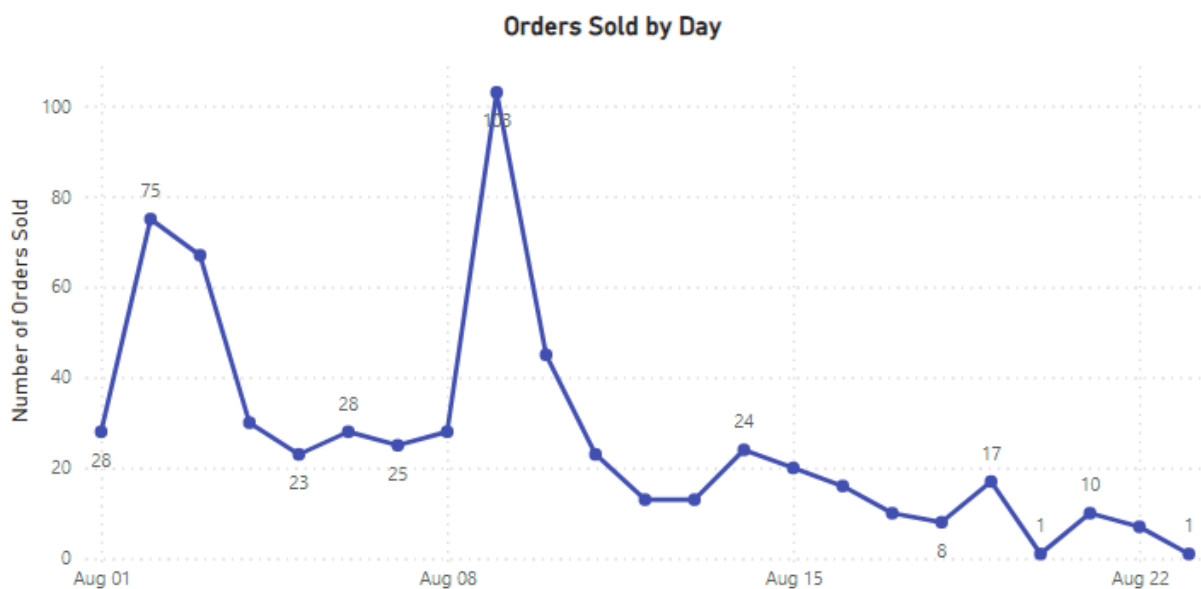


Figure 2: Orders sold by Day

With the total number of 610 orders sold, August 09 is the day with the highest number of orders sold, reached 103 orders sold.

The number of completed orders is often high during the first few days of the week, with most coming from data analysis courses. Orders come from normal users as well as students, without workers present.

C. The content analysis

Table 1: Number of visits according to the content

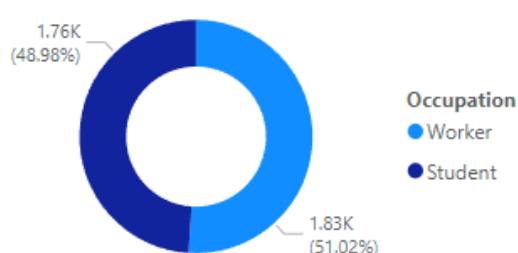
Name	TotalAccess
Unique Analytics Center for Everyone - uniace.vn	4376
Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	3720
Chương Trình Young Talent Program - Uniace Việt Nam	2987
Cách lấy dữ liệu từ bảng này sang bảng khác trong Excel	2300
TÀI KHOẢN - uniace.vn	1836
Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel	1789
Chương Trình Young Talent Program - Uniace Việt Nam	1735
Young Talent Program (Private) - uniace.vn	1673
Khóa học phân tích dữ liệu online (Data analytics)	1203
Cách lấy dữ liệu từ bảng này sang bảng khác trong Excel	1174
Total	22793

The contents in the top 10 have quite similar content and are related to the data field. The Young Talent Program is a program launched by Uniace that also brings great traffic.

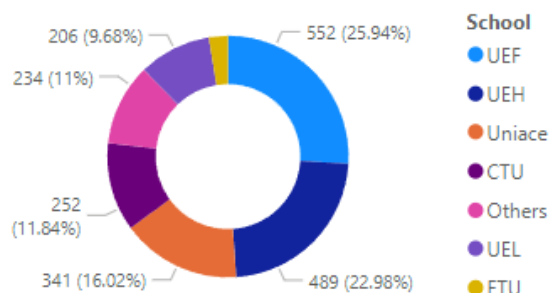
➔ Uniace still promotes its strength in Data content, in addition to the effectiveness of the Young Talent program.

D. The user analysis

Total Users by Occupation



Total Percentage by School



Among registered users, the number of "Worker" users accounts for 51.02% and the number of "Student" users accounts for 48.98%, among which the schools with the most are UEF (552 users), UEH (489 users) and Uniace (341 users).

➔ Content that attracts students in the IT and Finance fields.

TOP 10 USERS WITH HIGHEST COMPLETED ORDERS

Email	Complete Order
thngan.bo@gmail.com	17
yenphat149@gmail.com	16
vothingocthao2001@gmail.com	12
teolu2001@gmail.com	10
dodaccaoc0509@gmail.com	8
eternalinspiner02@gmail.com	8
hienphan.300801@gmail.com	8
ngockhanh.nkn27@gmail.com	8
tran.annathanhvan@gmail.com	8
Total	103

TOP 10 USERS WITH MOST ACCESS

Email	TotalAccess
kieuanh4003@gmail.com	1048
vothingocthao2001@gmail.com	627
hoangyen4394@gmail.com	622
nm.hoang19@gmail.com	605
hieubh19@uef.edu.vn	530
baongandong@gmail.com	477
hieudiu.31191025944@st.ueh.edu.vn	439
uniace6@outlook.com	409
ha.hth@outlook.com.vn	406
phuongtuyen250902@gmail.com	374
Total	5537

Data shows that users who order the most are not necessarily those who visit the most. Most people watch free content, not paid content.

III. Summary

Summing up the period from August 1, 2021 to August 24, 2021, Uniace site attracts relatively good traffic and organic searches, but just a small number of new registered customers and the conversion rate is still quite small. need a program to attract more users to sign up.

The content that users follow is mainly about topics on data analysis, skills such as Excel, Power Bi,... Need to develop more diverse contents in this area, may concern Python, Cloud, Big data, etc.

Finally, last month, the Young Talent Program campaign also contributed to the majority of user visits, which is a positive sign showing the effectiveness of this campaign.