

SEO ANALYTICS REPORT



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Introduce

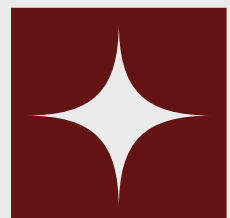
Uniace, an online training system founded in Vietnam, is dedicated to its mission of "Closing the GAP" – bridging the knowledge gap for Vietnamese people in areas such as breakthrough thinking, data, and technology. UNIACE focuses on delivering in-depth training programs for the younger generation and offering digital transformation solutions to businesses across various sectors.

Established in 2017

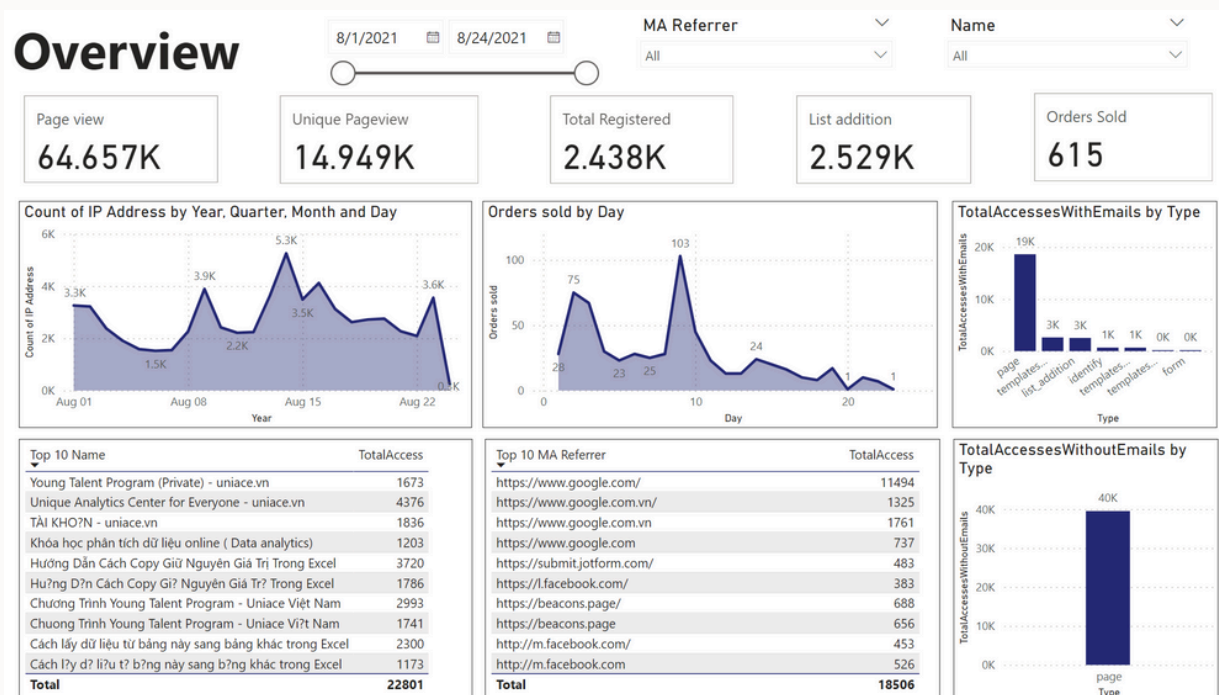


Key Achievements

Each year, UNIACE offers over 1,000 short-term training courses, more than 300 specialized training programs, and 50+ business training projects. Alongside its profitable business operations, UNIACE actively sponsors student clubs at universities nationwide, providing over 100 scholarship packages annually.



Overview of SEO situation

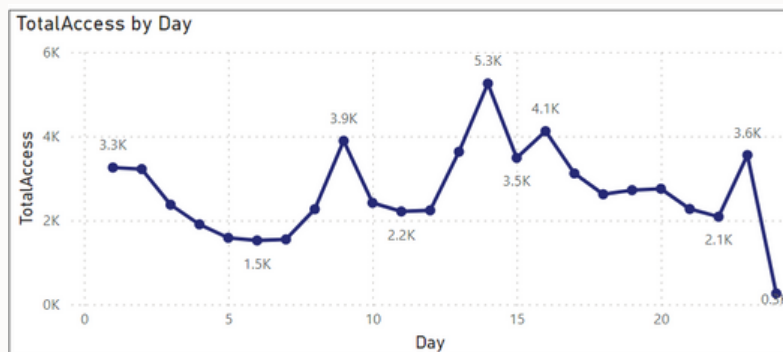


Based on user access data for the Uniace website from **August 1, 2021 to August 24, 2021**

- With a total of **64,657K page views** and **14,949K unique views**, the pages per session ratio is approximately **4.32**, indicating a fairly **good level of user engagement with the content** but the number of registered users was quite low, with only **2,438**, accounting for **3.77%**. The number of order sold was also low with only **615**, accounting for **0.95%**.
- The two line charts reveal noticeable fluctuations in **the number of visits** between days within the month and substantial variations in **the number of orders sold** across those days. Despite an increase in total visits starting from August 9, this growth did not correspond to a rise in the number of orders sold.
- Looking at the top accessed content, it is clear that most users visit the website to explore **courses, study programs, and certain articles**. The marketing team should prioritize **promoting content that performs well in search results** to attract more visitors and potentially boost engagement. The notable difference between total accesses with emails (**19K for pages**) versus without emails (**40K for pages**) reveals a substantial opportunity to enhance user registration and email capture.

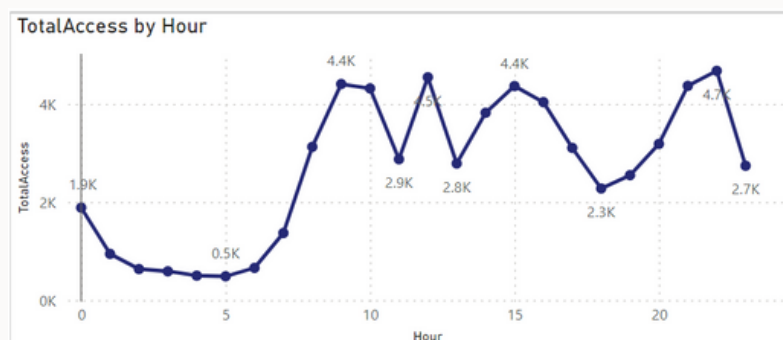
Traffic

Website Traffic by Day



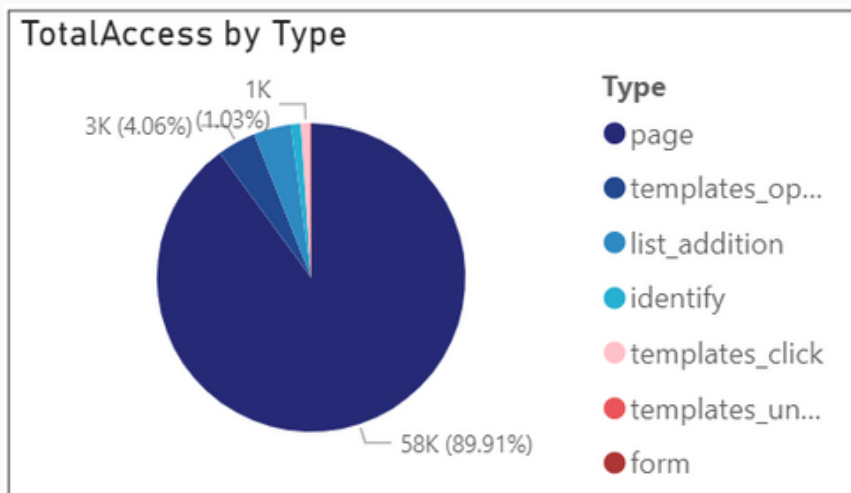
Following the campaign launch on August 7th, website traffic peaked on **August 14th** before gradually declining in the subsequent days. This suggests that the campaign was effective in attracting a higher number of potential customers.

Access by Hour

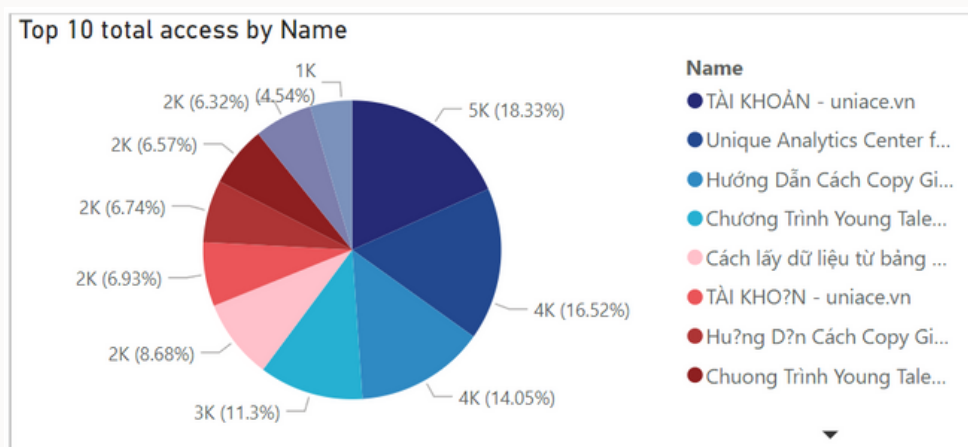


Access times are concentrated during the periods of **8 AM–11 AM, 11 AM–1 PM, 1 PM–4 PM, and 8 PM–11 PM**. This time frame is the time when visitors rest and start their working day. Through that, the **marketing team can run ads** on Google, Facebook and Beacons **during these times** to increase attention from users.

Traffic



The majority of website visitors, approximately **90%**, **do not engage further after landing on the site**. Users tend to quickly skim through the information or may have clicked accidentally. The **list addition**, representing course registrations, **stands at 1000**, which is a relatively small percentage compared to the total number of visits. **The Click-Through Rate (CTR)** for List Addition is calculated as List Addition divided by Page Views, **resulting in 4%**



Most visitors to Uniace's website show interest in content related to **data analytics courses, Excel tutorials, and the Young Talent Program**. The marketing team can use this information to enhance relevant content, ads, and activities that cater to these user preferences.

Traffic

Top 10 MA Referrer	TotalAccess
https://www.google.com/	11494
https://www.google.com.vn/	1325
https://www.google.com.vn	1761
https://www.google.com	737
https://submit.jotform.com/	483
https://l.facebook.com/	383
https://beacons.page/	688
https://beacons.page	656
http://m.facebook.com/	453
http://m.facebook.com	526
Total	18506

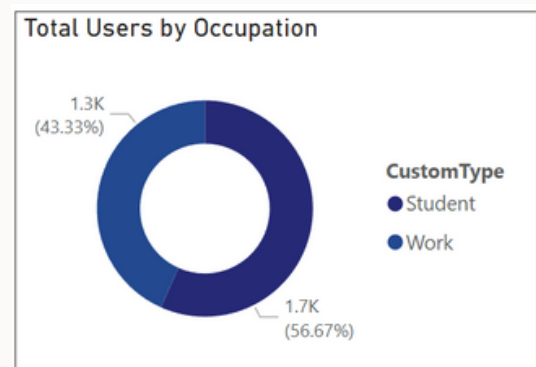
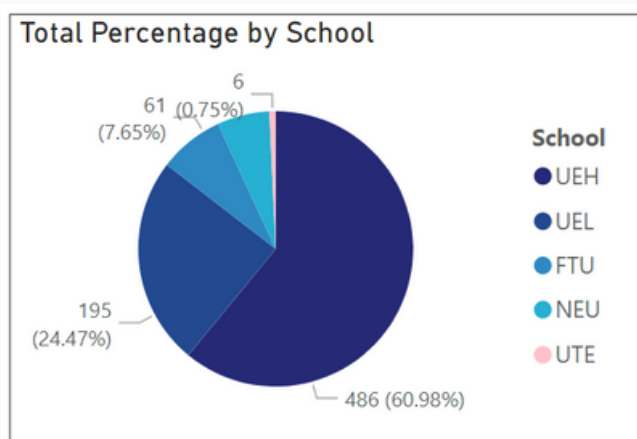
Ref Channel	Total access
Others	23340
Uniace	22609
Google	15574
Beacons	1679
Facebook	1455
Total	64657

According to the two tables, most visitors access the **Uniace website directly, accounting for 35%**. In addition to unknown sources, most users access Uniace's website via **Google, Facebook and Beacons**. Among them, running **ads via Facebook** is the most effective, the rate of access via Facebook and users stopping at **list_addition is 40%**. In comparison, **27% of Beacons and Google contributes 21%**. It can be concluded that the rate of users stopping at list_addition is not high yet, the website can increase recognition by promoting marketing and running ads. Uniace could expand its promotion efforts across additional platforms such as TikTok, LinkedIn, and Threads.

Name	TotalAccess
Khóa học phân tích dữ liệu online (Data analytics)	1203
DANH SÁCH KHÓA HỌC VỀ KIẾN THỨC NỀN TẢNG TẠI UNIACE	340
KHÓA HỌC YOUNG TALENT	308
DANH SÁCH KHÓA HỌC VỀ CAREER COACH TẠI UNIACE	259
DANH SÁCH KHÓA HỌC VỀ PHÁT TRIỂN TƯ DUY TẠI UNIACE	252
DANH SÁCH KHÓA HỌC VỀ DATA ANALYSIS EXPRESSIONS TẠI UNIACE	225
Total	4615

The table above lists the courses that users most frequently search for on Uniace's website. The marketing team can leverage these **top keywords to optimize SEO and enhance visibility for these popular courses**.

Demographic



Among university students, most visits to the website come from those enrolled in top economics universities in southern Vietnam, **including UEH, UEL, FTU, NEU, and UTE**. The remaining visits are from students at other universities. This trend may stem from the strong self-study motivation of students at these prestigious institutions, who are often oriented toward pursuing careers as data analysts. The marketing team can leverage this insight by creating targeted communication campaigns aimed at these **top economics universities** to attract a broader pool of potential customers.

Filtered data reveals that the majority of visitors to the "Uniace" website are students and working professionals. Student traffic accounts for **1.7k, making up 57%**, while working professionals contribute **1.3k, or 43%**. Therefore, the marketing team should focus on optimizing SEO for both student and working professional age groups, particularly in major cities like Hanoi and Ho Chi Minh City.

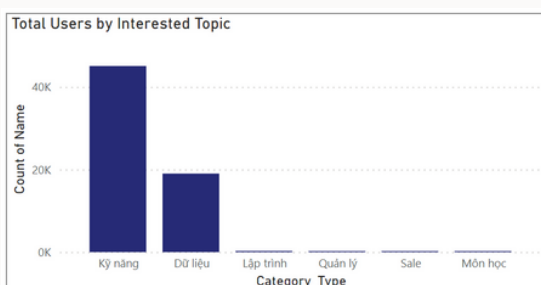
Demographic

Top10 access users

Email	TotalAccess
baongandong@gmail.com	476
ha.hth@outlook.com.vn	400
hieubh19@uef.edu.vn	528
hieudiu.31191025944@st.ueh.edu.vn	430
hoangyen4394@gmail.com	797
kieuanh4003@gmail.com	1053
nm.hoang19@gmail.com	603
phuongtuyen250902@gmail.com	373
uniace6@outlook.com	401
vothingocthao2001@gmail.com	657
Total	5718

Top10 purchased users

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
vutrang0711@gmail.com	8
Total	103



Based on the data from the two tables, we observe a relatively high visit rate; however, customer purchases remain low. To address this, Uniace should implement additional promotional programs and communication campaigns to build customer trust and boost purchase numbers.

In summary, Uniace successfully attracts a diverse demographic, with a strong focus on skills and data-related courses. Given the high interest in skills development, the marketing team should continue to prioritize these courses while also exploring targeted campaigns for the data analytics sector. This demographic analysis reveals opportunities for customized content and promotions aimed at both students and professionals, particularly in major urban areas where the demand for educational and career development resources is significant.

Thank You