

UNIACE

SEO ANALYTICS REPORT

Reporter: Trinh Dinh Tuan

Mục Lục

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1. Introduction

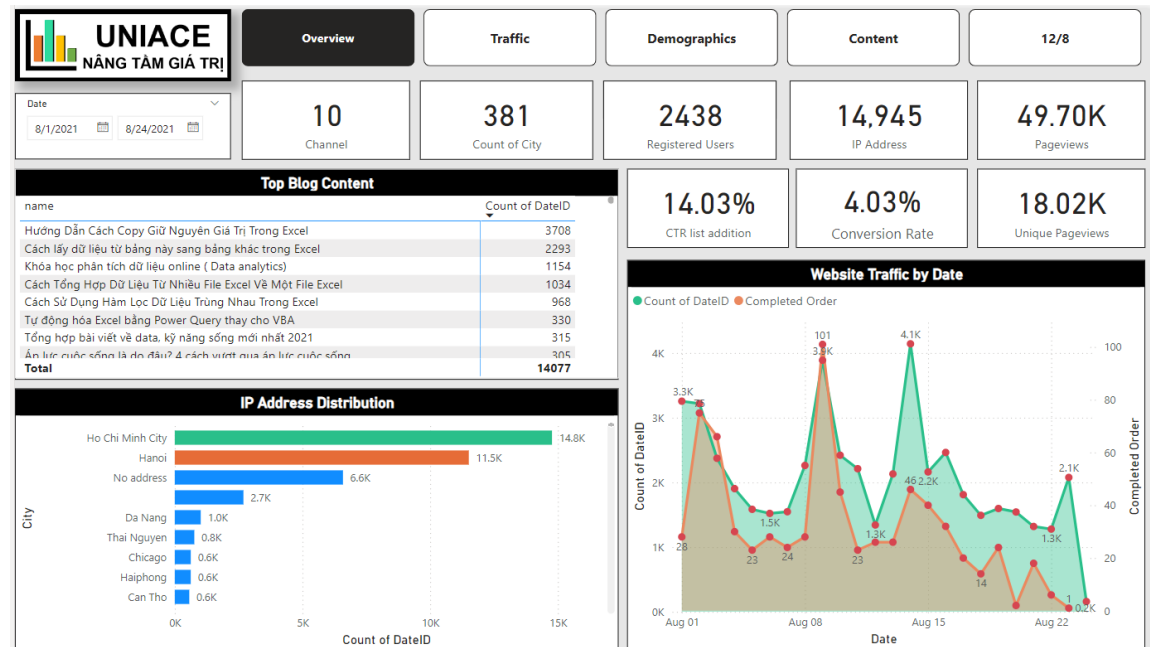
Uniace is an online training platform in Vietnam that offers courses on critical thinking skills and effective data analysis methods tailored to specific industries. In addition to training, Uniace also supports businesses in building the necessary management platforms to support digital transformation.

Following an advertising campaign in August 2021, data was collected on customer interactions with Uniace's website and a comprehensive report was prepared on the website's status and customer service usage trends.

| Column name | Meaning | Data type | Example | Expand data fields |
|-------------|------------------------------------|-----------|---|---|
| Email | Email of user | Text | Hieubh19@uef.edu.vn | - Username: hieubh19 - Domain: uef.edu.vn - Usertype: worker/student - Education: uef/ uel/ ftu... |
| Type | Type of content that user click in | Text | page / form/ list addition | |
| Name | Name of content | Text | Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Exce | - Nội dung: Khóa học/ Dữ liệu/ Kỹ năng... |
| Title | Name of content | Text | Hướng Dẫn Cách Copy Giữ Nguyên Giá Trị Trong Excel | - Channel: Social Network/ Browser/ KOL-KOC platform |
| Ma URL | Website address | Text | https://uniace.vn/ham-loc-du-lieu-trung-nhau-trong-excel/ | |
| MA Referrer | The webpage that sends visitors to | Text | https://www.google.com/ | |
| ma_path | Path of website | Text | /my-account/lost-password/ | |
| IP Address | IP Address of user | Text | 171.251.234.135 | - Country: Vietnam/ United States - City: Ho Chi Minh/Chicago |
| Date | Time of action | Date/Time | 21/08/2021 23:59 | |

2. Overview

- The ratio of **Unique Pageview** and **Pageview** is **1:2,75**
- **14,945 IP Address** recorded which came from **381 cities** (from **38 countries**) while **Ho Chi Minh City** and **Ha Noi** were **the most traffic**
- **Conversion Rate** is **4,03%** with Completed Order is target value. Besides, customers had **14,03% add products to cart**.
- The **best** accessing blog **content** in our website is '**Hướng dẫn cách copy giữ nguyên giá trị trong excel**'
- The **best traffic** in August was day **14** but the **item sold** was not as good as on **day 9 (best of month)** thought we started the marketing **campaign on day 12**



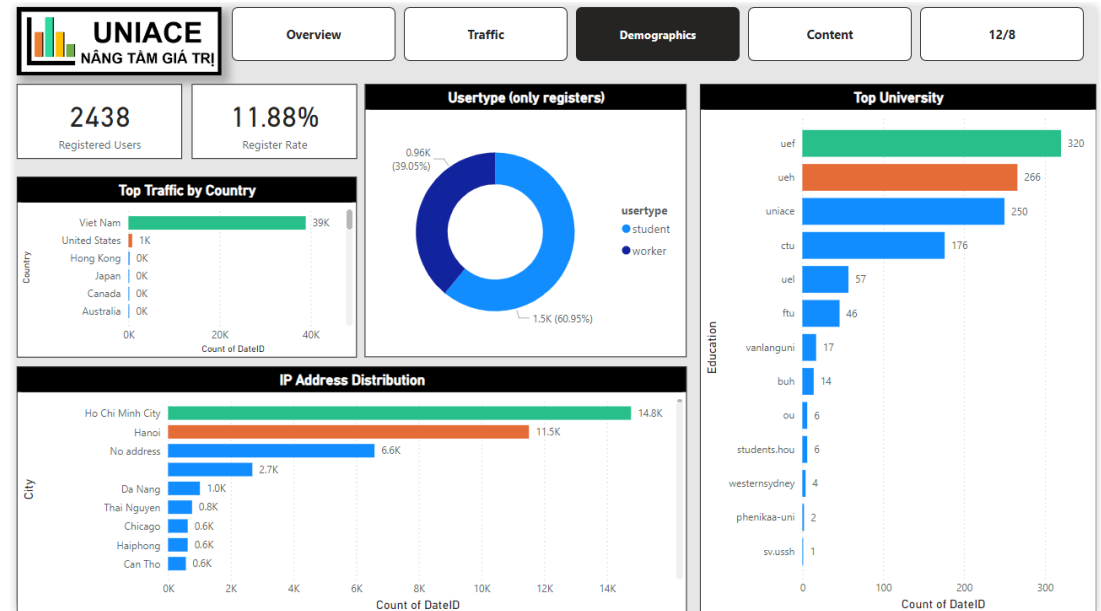
3. Demographics summary

- With **2438** users logged in **by email** while using website. We had the **registration rate** for all is **11,88%**. It looks good because the average of this rate is between 2- 5%. Hence, we have the top performing converting

- For **registers**, they were extracted into 2 types based on their email: **60,95% student** and **39,05% worker**

- Except for internal students of center, students from 5 universities such as **uef, ueh, ctu, uel** and **ftu** have more accounts and 4 out of 5 are **economic schools**. In HCMC, we should focus on **uel, uef, ueh**. In HN, campaign should focus on **ftu** and **ueh** students.

- For **US market**, we have a lot customers and traffic in **Chicago**



4. Traffic Analysis

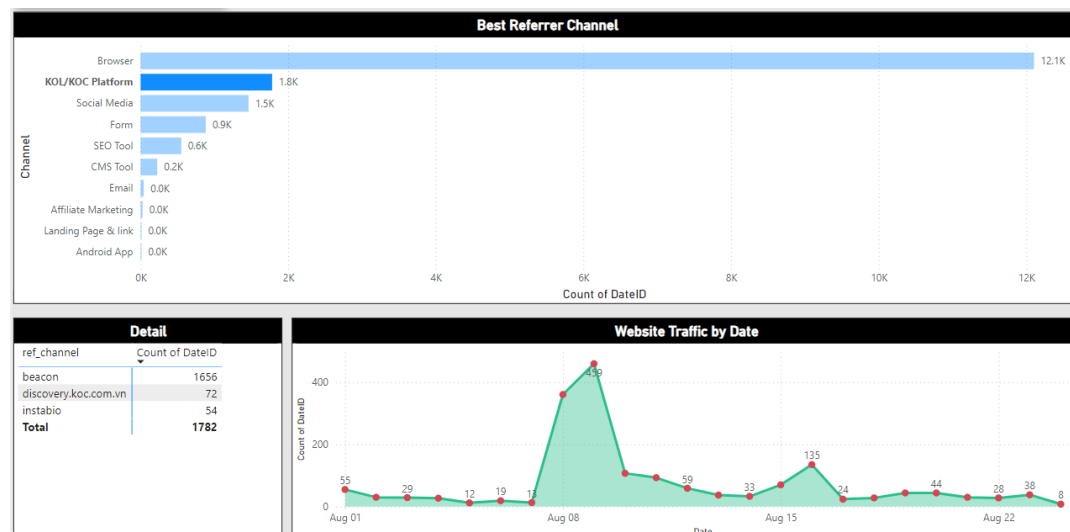
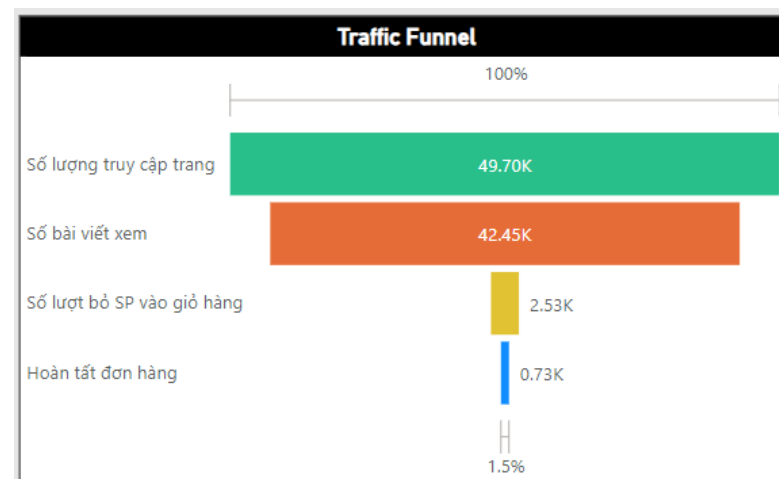
- In 4 steps of the funnel, the number of **accessing web** to the number of **viewing page** was normal. The number of customers clicked to **add products to the cart** was **2527** and just **726 orders** were finished successfully (**28,73%** percent of previous step).

- However, Our customers dropped so much when they **viewed our website** and **did not add products to cart** (only **5.95%**)

=> **Improve the quality of blogs** and add more **advertisements** about courses. Fix the 'add to cart' button suitable for users.

- The **traffic** recorded by **Browser** was the **best**. The traffic on **August 9th** increased dramatically from the **KOL/KOC** platform channel and it brought the **2nd traffic** of the **month** and the **highest number of courses sold (101 orders)**. The main platform, we use was **Beacon**.

=> The marketing project is likely **success**. In general, this month's traffic fluctuates at **1500** a day and sky rocketed thanks to **2 marketing campaigns** on **8/8** in **KOL/KOC's** sales channel and **12/8 Facebook** group posts



5. Content Analysis

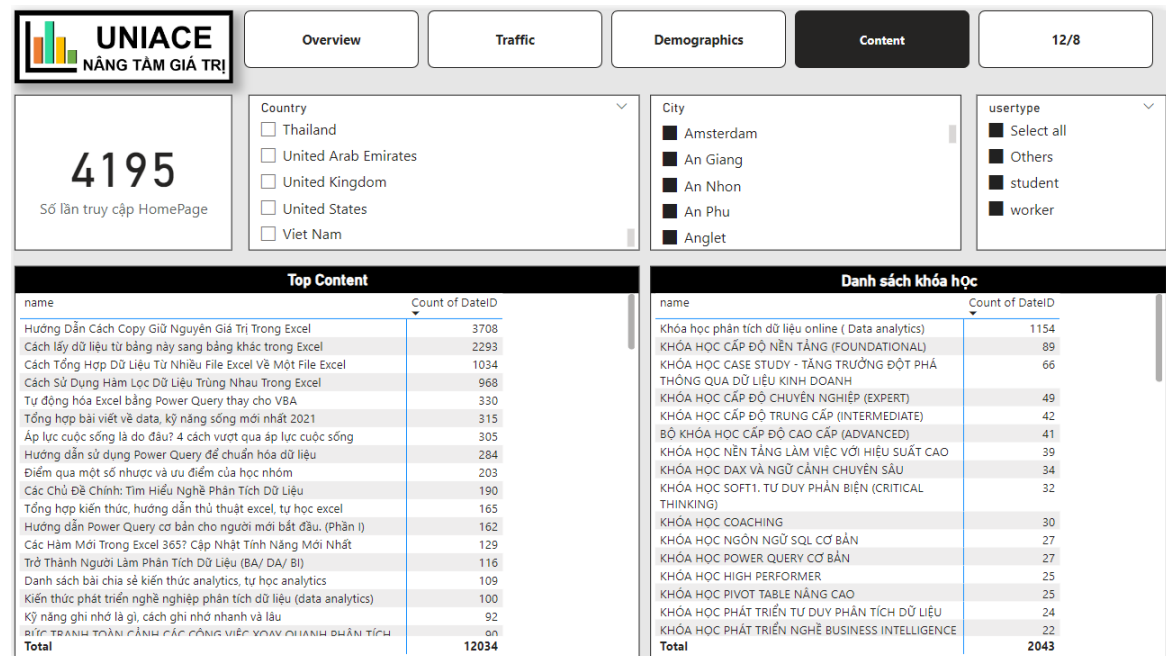
- **Top 5 content** that is interested and read a lot are articles related to **microsoft excel**.

- **The 3 most popular courses** are the **data analytics online course, the foundation course, and the casestudy course**.

- In general, courses related to **language, soft skills and thinking** have **low** levels of desire and access. The same goes for articles about **culture, life skills, and headlines**.

=>**Promote** articles on **excel skills**, articles on potential **data industry** because most students and working people focus.

=> **Build holistic development courses on data**, instead of individual skills



5. Content Analysis

- Based on the list of registered customers, it can be seen that **working people** like the content about the **overview, industry introduction and future development prospects** of the industry.

| Top Content | | |
|--|-----------------|--|
| name | Count of DateID | usertype |
| Tổng hợp bài viết về data, kỹ năng sống mới nhất 2021 | 3 | <input checked="" type="checkbox"/> Select all |
| Chia sẻ kỹ năng sống, quản lý thời gian, hiệu suất công việc | 2 | <input type="checkbox"/> Others |
| Cách giới thiệu bản thân sao cho ấn tượng khi phỏng vấn | 1 | <input checked="" type="checkbox"/> student |
| Danh sách bài chia sẻ kiến thức analytics, tự học analytics | 1 | <input type="checkbox"/> worker |
| Kỹ năng ghi nhớ là gì, cách ghi nhớ nhanh và lâu | 1 | |
| Tổng hợp kiến thức, hướng dẫn tự học Power BI 2021 | 1 | |
| Total | 9 | |

- Meanwhile, **students** like articles about **skills, interviews, knowledge and self-study guides**.

| Top Content | | |
|--|-----------------|--|
| name | Count of DateID | usertype |
| BỨC TRANH TOÀN CẢNH CÁC CÔNG VIỆC XOAY QUANH PHÂN TÍCH DỮ LIỆU | 7 | <input checked="" type="checkbox"/> Select all |
| Danh sách bài chia sẻ kiến thức analytics, tự học analytics | 1 | <input type="checkbox"/> Others |
| TẠI SAO DATA SCIENCE ĐANG DẪN MẤT ĐI VỊ THẾ CỦA NÓ? | 1 | <input type="checkbox"/> student |
| TÔI KHÔNG LÀM VIỆC VỚI SỐ LIỆU NHIỀU THÌ CÓ THEO ĐUỔI NGHỀ PHÂN TÍCH ĐƯỢC KHÔNG? | 1 | <input checked="" type="checkbox"/> worker |
| YÊU CẦU MỚI CỦA VIỆC PHÂN TÍCH – NGHỆ THUẬT KỂ CHUYỆN BẰNG SỐ LIỆU (DATA STORYTELLING) | 1 | |
| Total | 11 | |

6. 12/8 MARKETING CAMPAIGN

- The **marketing campaign** on the evening of **August 12** on facebook groups brought the amount of traffic to Uniace website increasing gradually until the end of August 14 and started to decrease from the 15th. The campaign brought **112 orders** within **3 days** 13th, 14th, 15th. Similar to the trend of traffic.

- Main traffic comes from **HCM and HN** with nearly **10k pageviews** and **3000 unique pageviews**. The rate of placing an order in the cart is up to **65.01%**, but the successful conversion rate is still maintained at **4.49%**

- Looking at the funnel model from the moment the customer clicks the link to the time the customer starts learning, it can be seen that this is a relatively good campaign when **65%** of students start learning out of the number of people. More than **76%** of users register after clicking on the link and **84.71%** of people start learning after registering. This shows that the content of the posts is right on the heart and real needs of customers.

=> The campaign brought about **high enrollment rate, highest monthly traffic** and normal customer behavior. However, the campaign was **not as effective as the campaign** using the **KOL/KOC platform on 8/8** when the number of **orders was higher** (101 on 9/8 vs 46 on 14/8).

