Uniace

SEO Analytic

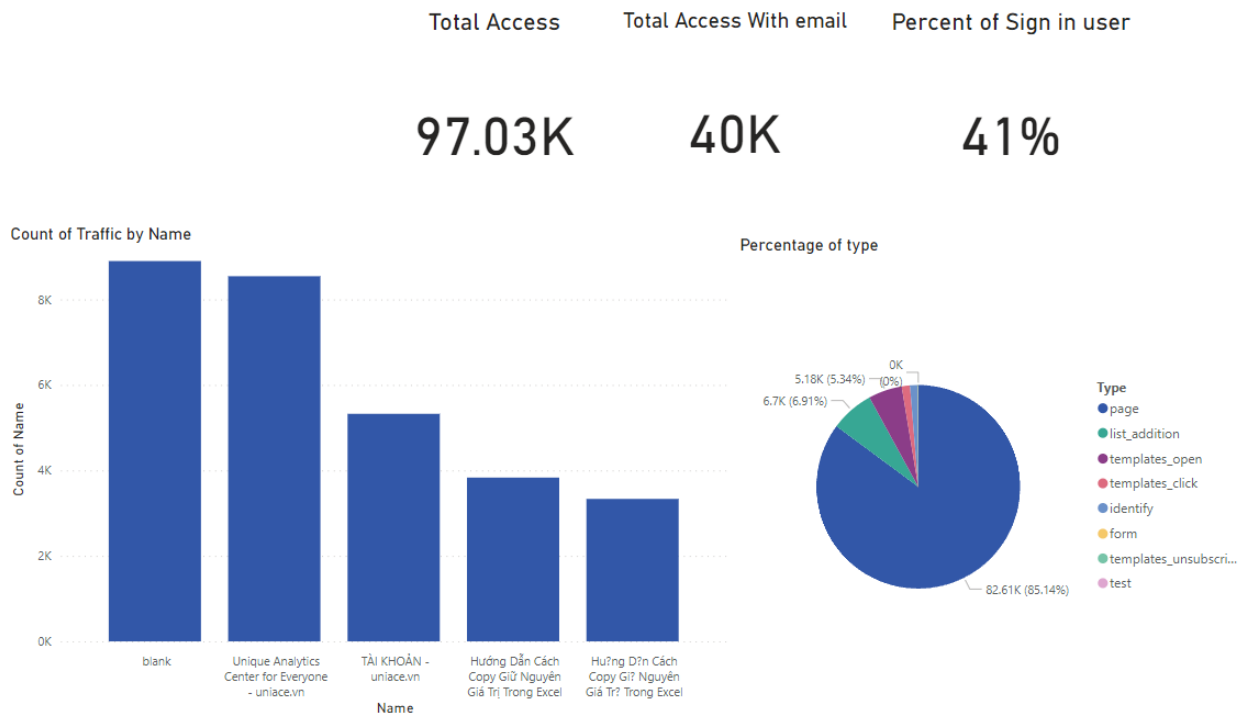**Nguyễn Xuân Đồng**

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Overview of Uniace

A report on SEO Analytics was created to look at UNIACE's overall SEO performance as well as the outcomes of the 12&13/8 campaign, which was created to highlight the company's young talent initiative. The data used in this research was taken from August 1, 2021, to August 24, 2021. The raw data had to be changed in order to make it easily accessible with DA tools because it contained various flaws in the data type and presentation.

Data Mapping

Email	Email of user
Type	The subject that user click in
Name	Action name, Article name
Title	Action title, Ariticle title
Ma Reffer	Website previous URL, Websie refferal
Ma path	Path of the website
Ma url	Url of the website
Ip address	Ip address of user
Date	User recorded action date
Time	User recorded action time

Overview of Seo Analytic

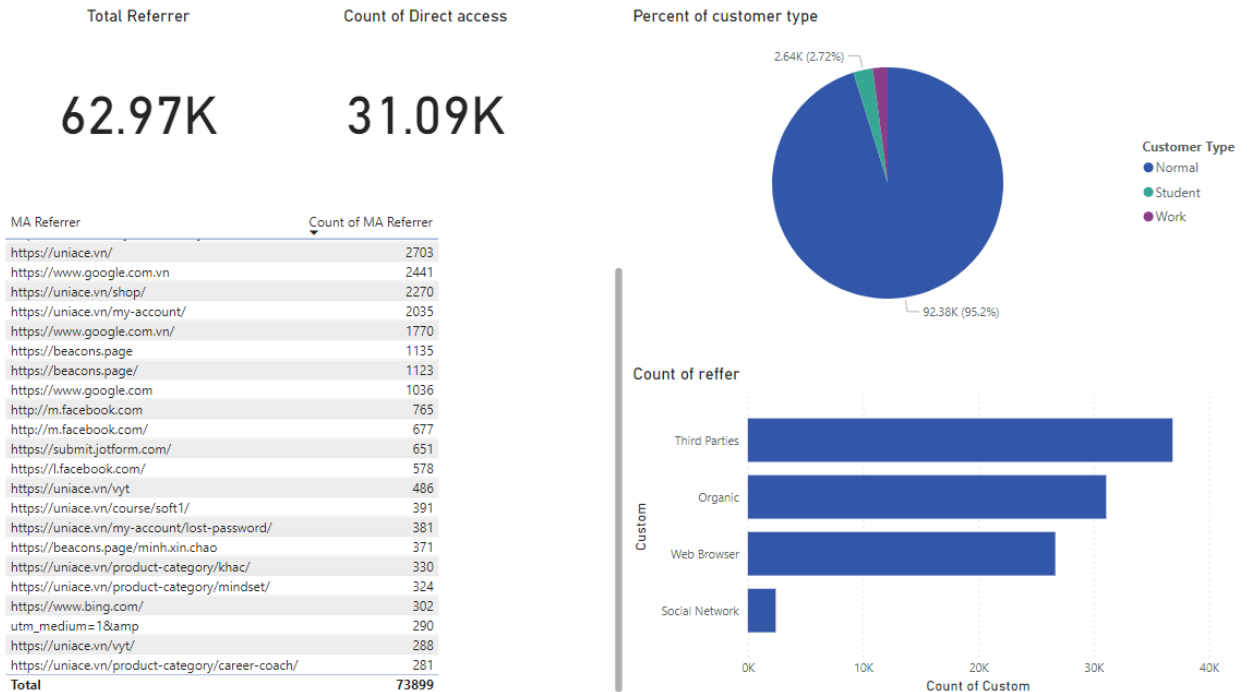| Total Access	Total Access With email	Percent of Sign in user
97.03K	40K	41%

**Count of Traffic by Name**

Percentage of type

- Of the 97.03k visits to the website in a 24 days, just 41% used their account to log in. The word "blank" in Traffice's name refers to users who visit the website but do nothing. There were 97.03k access, and over 9k of those were "blank.". That mean, our website maybe boring, less attractive to those user and that lead to they don't want to create account . We should:

  ➤ Make the design of the website more attactive
  ➤ More promotion for who create account

Overview of website refferer

| MA Referrer	Count of MA Referrer
https://uniace.vn/	2703
https://www.google.com.vn	2441
https://uniace.vn/shop/	2270
https://uniace.vn/my-account/	2035
https://www.google.com.vn/	1770
https://beacons.page	1135
https://beacons.page/	1123
https://www.google.com	1036
http://m.facebook.com	765
http://m.facebook.com/	677
https://submit.jotform.com/	651
https://l.facebook.com/	578
https://uniace.vn/vyt	486
https://uniace.vn/course/soft1/	391
https://uniace.vn/my-account/lost-password/	381
https://beacons.page/minh.xin.chao	371
https://uniace.vn/product-category/khac/	330
https://uniace.vn/product-category/mindset/	324
https://www.bing.com/	302
utm_medium=1&amp	290
https://uniace.vn/vyt/	288
https://uniace.vn/product-category/career-coach/	281
Total	**73899**

- I separte the customer into 3 type depend on their mail. Include edu will be Student, outlook will be Worker. Both Student and Worker account for a small part of customer
- When it comes to referrer traffic, Google was a key player as a backlink for the website, which made our Google marketing effective.
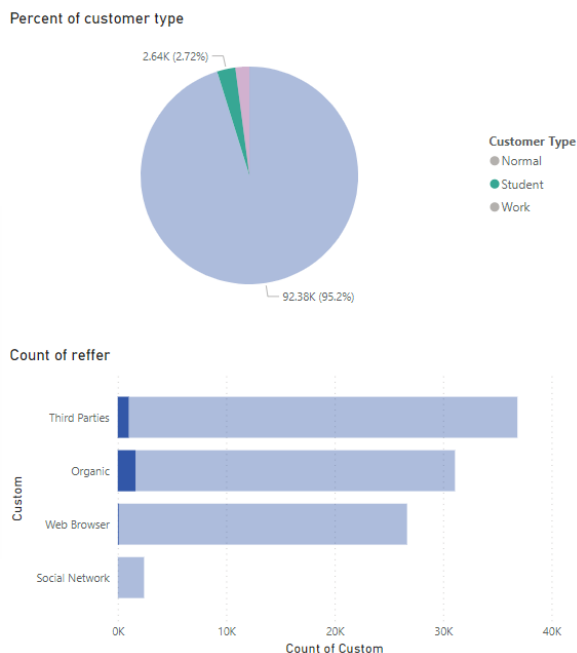
However, student-type customers do not originate from social network referrals, indicating that the effectiveness of our social media marketing is minimal.

We should have more marketing campain in social network

Overview of customer by time

Count of Customer by Hour

Count of Customer by Day
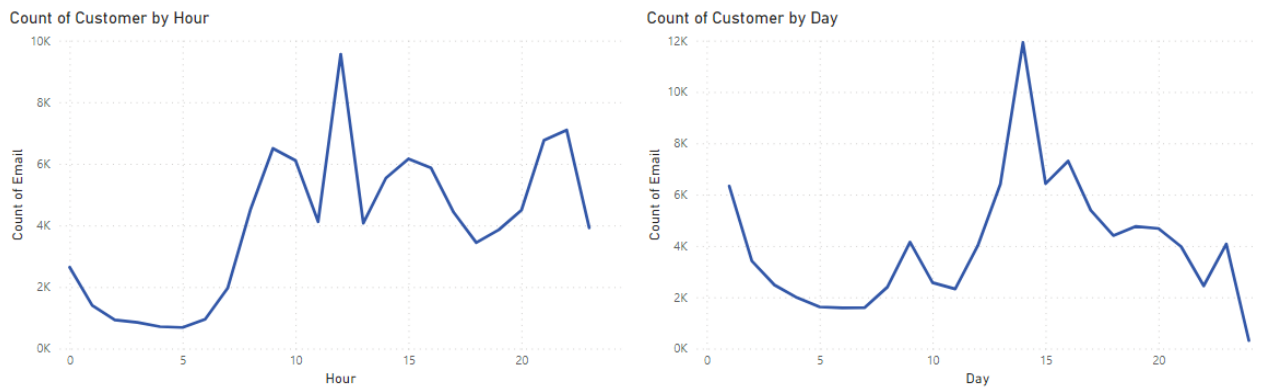
- In terms of 24 days, on average, about 3,000 customers in the first ten days. However, as soon as the campaign started, it grew dramatically and peaked at 12,000 customers. However, after that, the number of customers decreased -> this marketing campaign is effective, bringing in more customers.
- When it came to usage time, the work hours were the most commonly utilized, particularly during the three periods of 8–9, 11–12, and 14–16. The marketing team can use this to promote the offer, program, etc. at these time stamps so that potential customers can see it in the upcoming campaign.