

THE MONTHLY BUZZ

NOVEMBER 2022

SEARCH PERFORMANCE ON STUDYUSA.COM

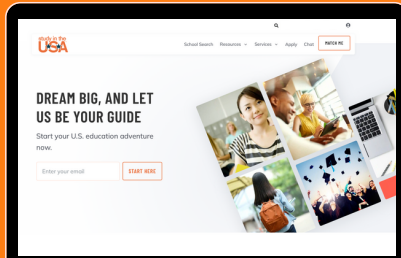
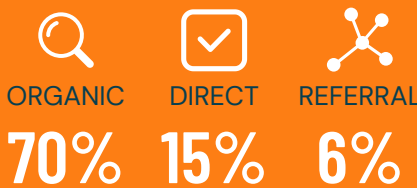
11.7M

impressions on Google

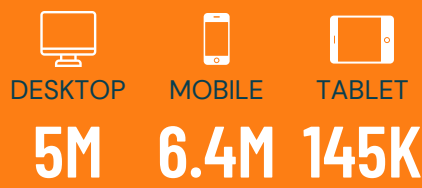
190,000

clicks on Google

TOP TRAFFIC CHANNELS



DEVICES by impressions



TRAFFIC & VISIT PATTERNS ON STUDYUSA.COM

TOP COUNTRIES BY VISIT

1. India
2. Indonesia
3. South Korea
4. Brazil
5. Japan

Students from these countries visit the most.

TOP COUNTRIES BY INQUIRY

1. Colombia
2. Nigeria
3. India
4. China
5. Brazil

Students from these countries send the most inquiries.

TOP TRAFFIC BY LANGUAGE

1. English
2. Spanish
3. Chinese
4. Portuguese
5. Arabic

These languages are the most read on the site.

FUN FACT!

89,244,783

All-time page views of StudyUSA.com (since new site launch in late 2021)

STATS ON STUDYUSA.COM

196,721

Profile page views

INQUIRIES BY DEGREE LEVEL

1. Bachelor's
2. Master's
3. English Courses

TOP COURSES

1. Creative Arts & Design
2. STEM
3. Business & Management
4. Education & Training
5. Travel & Hospitality

4,975

Total inquiries

MOST POPULAR CONTENT

1. School Search page (↗ 8% over October)
2. Article: Understanding American Education (↗ 6% over October, average time on page is 6 minutes)
3. Article: Why is STEM Important? (↗ 7% over October, average time on page is 7 minutes)
4. StudyUSA.com homepage (↗ 5% over October)
5. Match Me page (↗ 10%)

2,519

Profile clickthroughs

TOP ARTICLES

1. Understanding the American Education System
2. Why is STEM Important? The Impact of STEM Education on Society
3. What is the Difference Between Quarters, Semesters, and Trimesters?
4. What is the Difference Between a School, College, and University in the USA?
5. Is It Better to Study Alone or in a Group?

1,202

Total Apply Now clicks

STUDENT BUZZ

"I found a lot of useful articles on StudyUSA.com, especially under the Student Voices section. So I have been recommending the website to my friends back at my home country who are interested in coming to America to study."

—Mike, University of Wyoming

FUN FACT!



Nearly a third of Gen Z users look forward to in-person experiences.*

PODCAST



2,020

TOTAL DOWNLOADS

1. Singapore
2. India
3. Bangladesh

TOP DOWNLOADS (outside the U.S.)

SOCIAL MEDIA

TOP SOCIAL MEDIA REFERRALS TO STUDYUSA.COM

1. Naver South Korean social platform!
2. Facebook
3. YouTube
4. Instagram
5. Twitter

FUN FACT!

Over 40% of Gen Z followers want to hear podcasts from their favorite social media creators.*