

THE MONTHLY BUZZ

OCTOBER 2022

SEARCH PERFORMANCE ON STUDYUSA.COM

12.1M

impressions on Google

195,000

clicks on Google

SEARCH TYPE by clicks



WEB



IMAGE

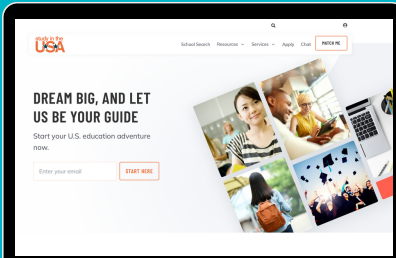


VIDEO

195K

2.5K

281



DEVICES by clicks



DESKTOP



MOBILE



TABLET

74K

118K

2.9K

TRAFFIC & VISIT PATTERNS ON STUDYUSA.COM

TOP COUNTRIES BY VISIT

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

Students from these countries visit the most.

TOP COUNTRIES BY INQUIRY

1. India
2. Peru
3. Nigeria
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!



55,026

Messages exchanged between Unibuddy student ambassadors and international students on StudyUSA.com

CLIENT BUZZ

"Thanks to the team at Study in the USA and their ability to 'sniff out a good story' we not only had 3 really nice articles that gained traction and exposure to prospects, but we're also featured in a series of international student podcasts."

Teresa Tope, Santa Rosa Junior College

STATS ON STUDYUSA.COM

INQUIRIES BY DEGREE LEVEL

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

TOP COURSES

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

203,747

Profile page views

4,682

Total inquiries

2,382

Profile clickthroughs

1,054

Total Apply Now clicks

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. What is the Difference Between OPT and CPT?

SOCIAL MEDIA



3.9M

People reached

21.8% higher than Sept.



783K

People reached

53.1% higher than Sept.



Top followers: Brazil

WECHAT



15,920

WeChat followers

PODCAST



1,942

TOTAL DOWNLOADS

1. India
2. Brazil
3. U.K.

TOP DOWNLOADS (outside the U.S.)

STUDENT BUZZ

"StudyUSA.com has helped me to make the best decision regarding my college and also helped me to prepare and adjust to the new environment in terms of culture and basic living situations in the U.S."

Hermela Tsige, College of Southern Nevada

FUN FACT!

2,500 (and counting)

TOEFL promo code redemptions following Facebook Live sessions

\$500K

in client revenue generated