

THE QUARTERLY BUZZ

FALL 2023

250,000 clicks from Google to StudyUSA.com in 28 days

SEARCH PERFORMANCE ON STUDYUSA.COM

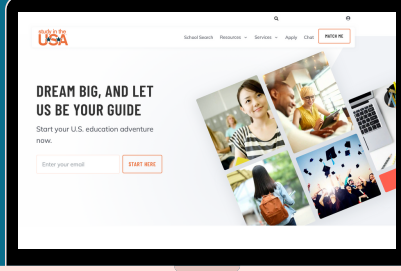
28.4M

impressions on Google

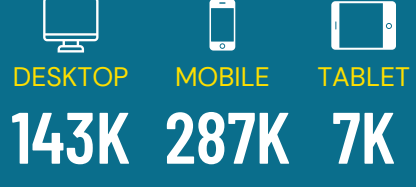
438,000

clicks on Google

TOP TRAFFIC CHANNELS



DEVICES by clicks



TRAFFIC & VISIT PATTERNS ON STUDYUSA.COM

TOP COUNTRIES BY VISIT

1. Japan
2. Brazil
3. Indonesia
4. Thailand
5. France

Students from these countries visit the most.

TOP COUNTRIES BY INQUIRY

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

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!



60,799

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

CONTENT ON STUDYUSA.COM

MOST POPULAR CONTENT

1. School Search page
2. Article: American
3. Slang Words
4. Match Me page
5. Apply Now page

TOP ARTICLES

1. Understanding the American Education System
2. What is the difference between a school, college and university in the USA?
3. What is a GPA?
4. Scholarships for International Students
5. Planning to Study in the USA

SOCIAL MEDIA STATS



FACEBOOK

520,729

followers

TOP 5 COUNTRIES

1. Bangladesh
2. Cambodia
3. India
4. Pakistan
5. Egypt

13,750,610

reach



INSTAGRAM

42,686

followers

TOP 5 COUNTRIES

1. India
2. United States
3. Indonesia
4. Pakistan
5. Nigeria

7,824,496

reach



PINTEREST

289,430

total audience

TOP 5 COUNTRIES

1. India
2. Mexico
3. Russia
4. Brazil
5. Italy

422,250

impressions

STUDENT BUZZ

One of the most valuable features of Studying in the USA for me was the International Student Stories Podcast. Listening to the experiences of other international students gave me a better understanding of what to expect when studying in the USA and helped me to feel more confident and prepared for the challenges ahead.

Sri Kumbar

FUN FACTS!



115k+

Student subscribers in our email database



23k+

Study in the USA WeChat followers

PRINT



India magazine distributed to

136,000

students interested in studying abroad

FUN FACT!



StudyUSA.com had visitors from every country in the world

PODCAST



3,706

TOTAL DOWNLOADS

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

TOP DOWNLOADS (outside the U.S.)