

study in the
USA
THE BUZZ
WINTER 2023-2024


 300,000 clicks from Google to StudyUSA.com in 28 days

SEARCH PERFORMANCE ON STUDYUSA.COM

25.1M
impressions on Google




389,000
clicks on Google

TOP TRAFFIC CHANNELS

 **ORGANIC** 61%
 **DIRECT** 23%
 **REFERRAL** 11%



DEVICES by clicks

 **DESKTOP** 96K
 **MOBILE** 194K
 **TABLET** 5K

TRAFFIC & VISIT PATTERNS ON STUDYUSA.COM

TOP COUNTRIES BY VISIT

1. Poland
2. Brazil
3. India
4. France
5. Japan

Students from these countries visit the most.

TOP COUNTRIES BY INQUIRY

1. India
2. Brazil
3. Colombia
4. France
5. Nepal

Students from these countries send the most inquiries.

TOP TRAFFIC BY LANGUAGE

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

These languages are the most read on the site.

FUN FACT!



5,000+

Conversations on StudyUSA.com between our AI assistant and international students

CONTENT ON STUDYUSA.COM

MOST POPULAR CONTENT

1. School Search page Article:
2. Understanding American Education
3. Match Me page
4. Article: Why Is STEM Important?
5. Article: What is the Difference Between a School, College and University in the USA?

TOP ARTICLES

1. Understanding the American Education System
2. Why Is STEM Important?
3. What is the Difference Between a School, College and University in the USA?
4. What Is a GPA?
5. Scholarships for International Students Planning to Study in the USA

SOCIAL MEDIA STATS



FACEBOOK

519,103
followers

TOP 5 COUNTRIES

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

17.6M
reach



INSTAGRAM

43,827
followers

TOP 5 COUNTRIES

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

10.4M
reach



PINTEREST

450,543
total audience

TOP 5 COUNTRIES

1. India
2. Philippines
3. Indonesia
4. Brazil
5. Mexico

676,937
impressions

STUDENT BUZZ

"Thankful to Study in the USA! I wanted to be more sure of what I wanted, they helped guide me into the decision to start college in the US and where I wanted to go."

—Leticia Corrêa Mendes from Brazil, studying at South Dakota State University

FUN FACTS!



25k

Study in the USA WeChat followers



115k+

Student subscribers in our email database

PRINT

Study in the USA content reached

1.2M

Chinese high school students in January



FUN FACT!

225

Number of countries StudyUSA.com had visitors from

PODCAST



3,953

TOTAL DOWNLOADS

1. India
2. Canada
3. U.K.

TOP DOWNLOADS (outside the U.S.)