

YOUR STUDYUSA.COM PROFILE

Best practices to make your profile stand out



Utilize what you already have

No need to reinvent the wheel. Use your existing marketing text and materials to create your StudyUSA.com profile.



Highlight your strengths

- What are the **top strengths** of your institution?
- What makes your school or program different or **unique**?
- Are there **certain program offerings**, facilities, organizations, etc. that appeal most to your international students?
- If your school and/or specific programs earned **top rankings** from notable publications, include those in your profile.



Testimonials from current and former students

Current and former students are your strongest advocates. Include testimonial videos and/or text from both current and former students.



Use simple, easily understood language

- Even if a potential student is fluent in English, it's not their first language. So **avoid wordy or complicated sentences.**
- Keep word choices **basic.**
- **Avoid acronyms**, unless you write out the meaning at the beginning of your profile.



Main headings

These are key areas students express the most interest in. Your main headings can closely mirror these areas of interest:

- General school overview
- Location
- Housing
- Scholarships (if applicable)
- Degree programs / key course offerings
- Student engagement and resources
- Activities and social organizations





Deliver information in bite-sized chunks

- **Short is sweet**, students get turned off by too much text.
- **Break up text** with section headings.
- **Condense text** when possible.
- **Use bullet points** and tag lines to help break up blocks of text.
- **Use bold fonts** to help call attention to specific text.



Videos

- Videos not only **tell your school story in the most powerful way** – visually – they also help break up the text in your profile.
- Videos can be **interspersed between paragraphs**.
- Many viewers prefer to see **captioning on videos**.



Additional tips & considerations

- **Spell check** your text.
- Make use of **heading tags** to optimize Google searches.
- Keep in mind that all **links will be stripped out** when published, unless discussed ahead of time with your account representative.
- **Student interviews and articles** that you participate in are linked at the bottom of your profile. These help create a more dynamic visual appearance on your profile and provide students with additional valuable information on your school.
- **Ask for help** from your dedicated customer service representative if you are having trouble with anything, especially tables.

Click the images below to see examples of strong StudyUSA.com school profiles.

