

Maximizing ROI on StudyUSA.com

The value of foreign language profiles

Most students discover StudyUSA.com through foreign language search engines and sites. Here's why: **StudyUSA.com is translated into 14 languages giving students ease and access to your featured profiles.** And like the majority of foreign consumers, students choose content in their native language online, bypassing content and entry points in English altogether.

Quality translations give your advertising and message credibility. Unlike many sites and publications, **Study in the USA works with professional translators vs. unreliable computer-generated translations.**

Translated profiles on StudyUSA.com increase your inquiries, broaden your visibility and add value to your message.

Snapshot of StudyUSA.com Profiles

15%

of schools have English-only profiles

82%

of schools have at least one translated profile

80%

have 3 or more translated profiles

60%

have 5 or more translated profiles

34%

have 7 or more translated profiles

Schools with translated featured profiles don't just get more inquiries, they get **better quality inquiries.**

- **Japanese translation** get **407%** more inquiries from Japan
- **Portuguese translation** get **162%** more inquiries from Brazil
- **Korean translation** get **195%** more inquiries from Korea
- **Indonesian translation** get **459%** more inquiries from Indonesia
- **Turkish translation** get **391%** more inquiries from Turkey
- **Thai translation** get **380%** more inquiries from Thailand
- **Vietnamese translation** get **221%** more inquiries from Vietnam
- **Traditional Chinese translation** get **194%** more inquiries from Taiwan
- **Simplified Chinese translation** get **133%** more inquiries from China
- **French translation** get **174%** more inquiries from French speaking countries
- **Arabic translation** get **166%** more inquiries from the Middle East
- **Russian translation** get **160%** more inquiries from Russia
- **Spanish translation** get **157%** more inquiries from Latin America and Spain

Translations are easy and affordable

- * For every foreign language profile you purchase, Study in the USA covers the cost of translation.
- * Link to your translated profiles from your own site with easy-to-install and attractive language buttons—a no-cost way to provide students visiting your site with translated content and an inquiry form to capture their data.

Compared to schools with English-only profiles, schools with translated profiles have higher student inquiries

At least 1 translation

+44%

3 or more

+46%

5 or more

+60%

7 or more

+91%