



**December 5, 2018**

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### **Student Caffé Reaches 374 Thousand via Google in November**

*Student Caffé is a free online resource for high school and college students*

METAIRIE, La. -- Student Caffé, an online resource for current and prospective high school and college students, provides accurate information about college admissions without implementing a paywall or requiring personal information from viewers. November 2018 saw 27,000 users—up 225% from 12,000 in November 2017—indicating there is potential for future growth and the ability to reach and help more students.

Student Caffé consists of over 200 articles covering topics from transfer students to federal financial aid to health and wellness—over 60% of which are also available in Spanish—that offer tailored advice for students in all stages of their education. Recognizing that no two students are the same, articles are broken into sections based on student type (high school student, adult student, student without documents, etc.) and postsecondary pathway (four-year college, vocational education, the military, etc.). Further sections break down financial aid, extracurricular activities, collegiate sports, housing, health, and safety. Information that can't be found on studentcaffe.com can be found on its sister site, [blog.studentcaffe.com](http://blog.studentcaffe.com), where staff and contributing guest authors delve into the details of relationships, career advice, and scholarship opportunities.

From November 1, 2018 to November 30, 2018, Student Caffé:

- Showed up in 374,000 Google searches, resulting in 17,400 clicks
- Averaged 915 daily users and 1,162 daily pageviews
- Reached hundreds of viewers in the United States, the Philippines, Colombia, Canada, India, Mexico, Thailand, the United Kingdom, and Peru

Viewers most frequently visited the following three articles:

- The Americans with Disabilities Act and Your Rights as a College Student
- The Pros and Cons of ROTC Programs
- Leaving Your Job to Attend School

Student Caffé is also active on social media, interacting with the most followers on Instagram, while maintaining an active presence on Twitter, Facebook, and Pinterest. As of November 30, 2018:

- Instagram followers were up 170% compared to November 2017
- Twitter followers were up 163% compared to November 2017

As the company pursues nonprofit status, the staff are working on developing sections on Greek Life and International Students; translating Underrepresented Students, Online Classes, and ROTC into Spanish; and publishing three new blog posts weekly.

For more information, contact [info@studentcaffe.com](mailto:info@studentcaffe.com) or visit @studentcaffe on Instagram or Twitter.