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Student Caffé Excels in 2018

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

METAIRIE, La. -- Student Caffé offers information relevant to high school, college, and adult students from all backgrounds, whether they're "traditional" students, students without documents, students with disabilities, or minority students. Both current and prospective students can find information about preparing for and applying to college, community college, or vocational school; joining the military; affording their education; participating in sports, ROTC programs, and internships; and maintaining their health and safety on campus. The website and associated blog launched softly in March 2016, but have grown tremendously since their inception, particularly over the course of the last year.

From January 1, 2017, to December 31, 2017, Student Caffé had:

- 69,601 users; 68% from the United States, others notably from the Philippines, the United Kingdom, India, Canada, and Australia
- 78,278 sessions
- 106,837 pageviews

From January 1, 2018, to December 31, 2018, Student Caffé had:

- 228,648 users, 74% from the United States, others notably from the Philippines, India, Canada, the United Kingdom, and Nigeria
- 258,182 sessions
- 313,230 pageviews

From 2017 to 2018, then, Student Caffé experienced a 328% increase in users, a 329% increase in sessions, and a 293% increase in pageviews. While nine in ten users came across the website via a web search—Google alone netted us 3.34 million impressions and 160,000 clicks in 2018—we have also **established a partnership with Student Loan Hero, and our site has been featured by Beantown Bedding, the Center on Technology and Disability, HigherEdJobs.com, Regis University, the University of Massachusetts, and the University of Utah.**

Student Caffé is also active on social media; our Instagram following grew from 681 to 1,137 over the course of 2018, and our Twitter following grew from 216 to 350. On average, our tweets gain 30,000 impressions each month.

The numbers aren't our only 2018 success story. **We introduced three news sections of articles in English:** Developmental Disorders, Sexual Health, and Underrepresented Students. Furthermore, **we**

completed the translation of 10 sections of articles into Spanish: Transfer Students, Students with Disabilities, Online Degree Programs, Vocational Education, The Military, Gap Year, Financial Aid Basics, Federal Financial Aid, Nonfederal Financial Aid, and Military Educational Benefits. Furthermore, we **updated our homepage, revamped our Guided Tour** to help viewers find exactly what information they're looking for, and **launched a social media campaign, #GivetoEd**, highlighting the amount of their own money that teachers spend on classroom supplies.

In 2019, we will be introducing a calendar of events relevant to students (including college fairs, financial aid deadlines, and standardized test sittings), developing sections on Greek Life and International Students, and completing the translation of the entire site into Spanish.

For more information, contact info@studentcaffe.com or visit @studentcaffe on Instagram or Twitter.