

# Discover Content Review on the SchoolFinder Group Platform



## Discover Content Review

May 24, 2019

This is a review of the views for posts and content on SchoolFinder.com, StudyinCanada.com and ScholarshipsCanada.com between May 1, 2018 and April 30, 2019.

The content is found in the Discover sections on <https://www.schoolfinder.com/News/Discover.aspx> and <https://www.studyincanada.com/News/Discover.aspx>. Posts are also distributed across the platform on most pages and through newsletters.

In 2018-19 the total views, authors, and posts grew from 2017-18. In particular the number of posts doubled and the number of authors (or contributors) increased significantly.

## Discover Posts

	2018	2019	Change
Total Views	618,034	744,878	21%
Total Authors	166	235	42%
Total Posts	1,132	2,290	102%
Top 100 Post Views	341,291	456,791	34%

The top 30 posts are listed below. The posts that perform well tend to be those that are meant to “help, not sell.” Lists and scholarship related content also do well.

## Top 30 Posts 2018-19

Post	Author
Best Ways to Meet New People and Get the Most Out Of Campus Life	Centennial College
What Studying Abroad Actually Means	IE University
Boost Your Chances Of Securing A Grant, Bursary Or Scholarship	RBC
Searching for Scholarships? Don't Make These Two Common Mistakes	mycampusGPS
Student Scholarships = Free Money!	University of Lethbridge
Top Ten Most Valuable Degrees In Canada	RBC
This Summer Learn More About Social Innovation	Saint Paul University
Top Four Challenges Faced by International Students	RBC
Scholarship Application Checklist	Unlock your Future
The Easiest Scholarship Application Ever	University of Alberta
Having Fun and Planning Ahead This Summer	Brock University
Global Scholarships for Canadian Students in the UK	University of Lincoln
Scholarships In Canada: Finance Your Education	Saint Mary's University
International Student Scholarships at Humber College	Humber College Institute of Technology & Advanced Learning

Post	Author
Apply for a Scholarship of up to £4,500 at the University of South Wales!	University of South Wales
How to Survive (and Thrive) on Your Internship Abroad	Study and Go Abroad
How to Spend Your Summer Abroad Without Breaking the Bank	Study and Go Abroad
Are You A Fit For Grad School?	Concordia University - School of Graduate Studies
Get yourself a scholarship from Thompson Rivers University in Kamloops, BC.	Thompson Rivers University
How to Change Your Life in 40 Volunteer Hours or Less	RBC
Scholarships: Free money, for more than just good grades!	University of Northern British Columbia
Commit to Your Community	Nipissing University
Scholarship Options for International Students	York University
International Student Life: Exploring Opportunities in Canada	Centennial College
Affording University in the UK	University of South Wales
Scholarships are Possible: Conquer your Scholarship Fears	Unlock your Future
Gain Experience: Work in Canada!	Saint Mary's University
Tips For Preparing Effective Scholarship Applications	University of Calgary - Faculty of Graduate Studies
Six Reasons Why Scholarships Might Not Be As Competitive As You Think	mycampusGPS
Scholarships... Take A Bite Out Of Tuition	University of Gloucestershire - Graduate Studies

The top 30 posts excluding the word “scholarship” are listed below. We thought it might be interesting to filter out those posts that mention scholarships.

## Top 30 Posts 2018-19 (Excluding “Scholarship”)

Post	Author
Best Ways to Meet New People and Get the Most Out Of Campus Life	Centennial College
What Studying Abroad Actually Means	IE University
Top Ten Most Valuable Degrees In Canada	RBC
This Summer Learn More About Social Innovation	Saint Paul University
Top Four Challenges Faced by International Students	RBC
Having Fun and Planning Ahead This Summer	Brock University
How to Survive (and Thrive) on Your Internship Abroad	Study and Go Abroad
How to Spend Your Summer Abroad Without Breaking the Bank	Study and Go Abroad
Are You A Fit For Grad School?	Concordia University - School of Graduate Studies
How to Change Your Life in 40 Volunteer Hours or Less	RBC
Commit to Your Community	Nipissing University
International Student Life: Exploring Opportunities in Canada	Centennial College
Affording University in the UK	University of South Wales
Gain Experience: Work in Canada!	Saint Mary's University

Post	Author
Top Time Management Tips for Busy Students	University of Waterloo
Is A Gap Year For You?	RBC
Opportunities In Canada To Boost Your Career	Centennial College
How to Find Your First Canadian Job?	Conestoga College
Seven Things You Could Do After High School	RBC
International Education at Bow Valley College	Bow Valley College
No Experience? No Problem! 5 Unlikely Places to Get Work Experience	RBC
Which Program Do I Choose?	Concordia University
Top Tips From Students for Choosing a University	University of Waterloo
Canadian Coast Guard Officer Training Program	Canadian Coast Guard College
4 Ways to Leverage Your Summer Work Experience	University of Windsor
Start Your Pathway to Canada in China	Centennial College
An Opportunity For Successful Career Prospects	Leeds Beckett University
Five Smart Money Tips For Living Off Campus	RBC
Hit Paydirt With These Lucrative Student Summer Jobs!	RBC
Kathleen Fowlstone: First Place at IMATS LA 2018	John Casablanças Institute

Looking at the top 30 authors (or contributors) it is clear that quality and number of posts will drive traffic.

## **Top 30 Contributors (By Total Post Views)**

---

1. RBC
  2. Centennial College
  3. University of Waterloo
  4. Algonquin College
  5. IE University
  6. York University
  7. Concordia University
  8. University of Northern British Columbia
  9. Bow Valley College
  10. Nipissing University
  11. Study and Go Abroad
  12. mycampusGPS
  13. Western University
  14. University of Alberta
  15. University of Calgary
  16. Humber College Institute of Technology & Advanced Learning
  17. Kwantlen Polytechnic University
  18. OCAD University
  19. University of Windsor
  20. Vancouver Island University
  21. Middlesex University
  22. University of Lethbridge
  23. Briercrest College
  24. University of Lethbridge - School of Graduate Studies
  25. Carleton University
  26. Brock University
  27. University of Ontario Institute of Technology (Ontario Tech University)
  28. University of Gloucestershire
  29. Tyndale University College
  30. Saint Mary's University
-

Have questions about any of the data presented here or how you can improve your student recruitment marketing strategy? We're here to help!

Reach out to us at [info@schoolfindergroup.com](mailto:info@schoolfindergroup.com) or give us a call at **1-800-211-5577**.

