

GENETIC EDUCATION

Genetic Education is an independent digital platform dedicated to simplifying the world of genetics, molecular biology, and life sciences for students, educators, and researchers. With over 500 published articles and a growing community, we've become a trusted resource for reliable and engaging science communication.

Mission & Vision

Our mission is simple yet powerful – “To make genetics easy, accessible, and inspiring for everyone.” We envision a world where complex scientific concepts are no longer intimidating but become a source of curiosity, creativity, and innovation.

Our Origin Story

Genetic Education was founded in 2018 by Dr. Tushar Chauhan, with a vision to bridge the gap between textbook science and real-world understanding. What began as a passion project has evolved into a full-fledged content platform, trusted by thousands of learners globally. The idea stemmed from a simple belief: science, especially genetics, should be explained in a way that anyone can understand and apply.

Our Audience

We primarily serve:

- Undergraduate and postgraduate students in life sciences
- Researchers and early-career scientists
- Educators and teaching professionals
- Science communicators and curious minds

What We Create

Our blog is a deep well of resources with content across:

- Technical topics like PCR, DNA sequencing, and CRISPR
- Career guides in genetics and biotech
- Instrument tutorials and lab life insights
- Storytelling-based science explainers and news updates

Short, visually engaging content covering:

- Science facts & myths
- Research news & innovations
- Predict-the-story campaigns and interactive posts

Sunday Newsletter

A once-a-week email filled with:

- A thought-provoking science story
- Latest blog updates
- Community shoutouts and discussions

Downloadables & Tools

We also offer helpful educational resources:

- eBooks, printable guides, infographics
- Worksheets, templates, and career planning tools

Together, these formats help us meet our mission – to educate, empower, and engage the next generation of scientists.

Website traffic and statistics:

Genetic Education continues to build a strong and loyal audience, attracting between 43,000 to 50,000 page views and over 22,000 unique visitors each month. Explore our monthly performance and see how we're growing.

43K- 50K

**Monthly
page views**

24K

**Monthly unique
visitors**

23K

**Monthly unique
visitors**

37sec

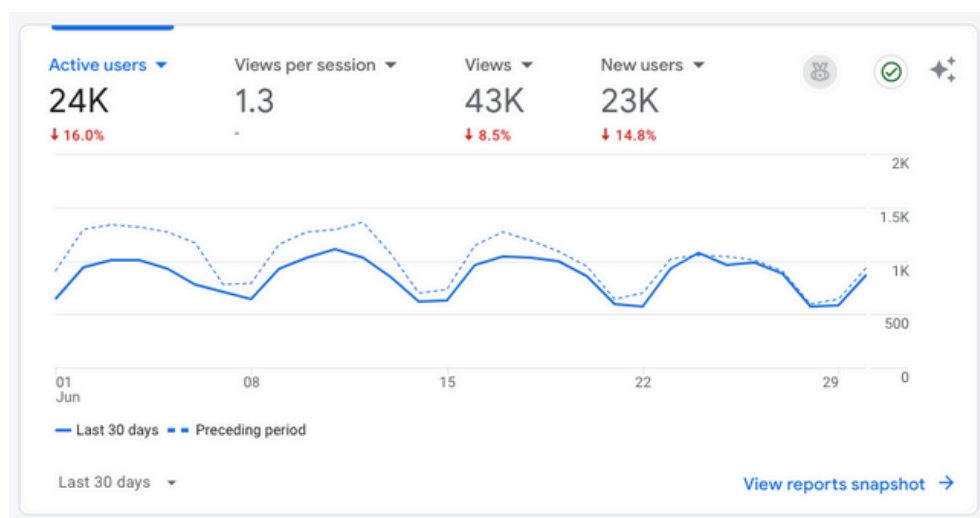
**Average
time**

500+

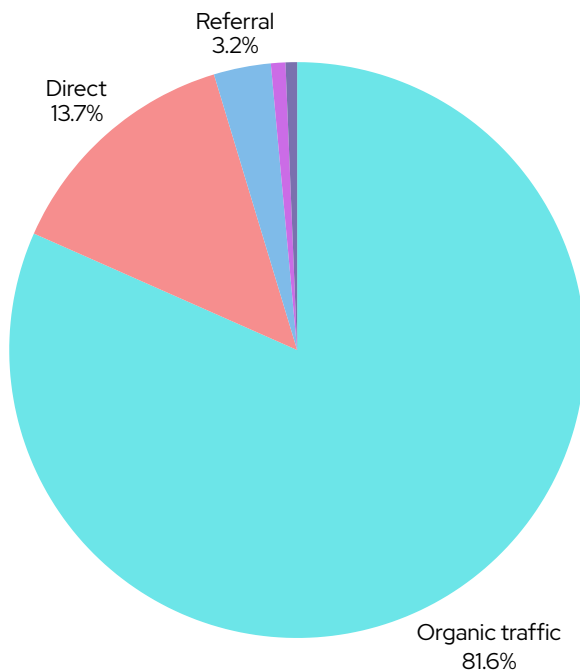
articles

AGE

18 -24



Organic search (SEO) remains the most prominent and reliable traffic source for Genetic Education, followed by direct visits and referral traffic – a clear reflection of our strong brand authority and discoverability.



A screenshot of the Google Analytics 'Sessions by Session primary channel' table. The table shows session counts and percentage changes for various traffic sources over the last 30 days. The 'Organic Search' channel is highlighted with a blue line.

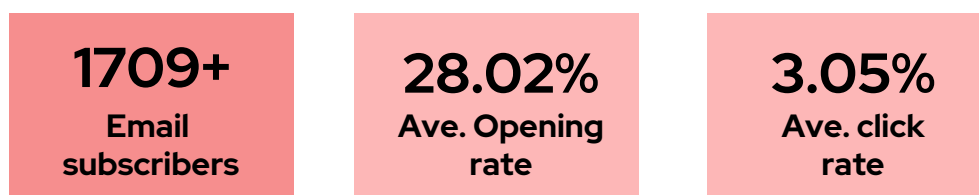
SESSION PRIMARY ...	SESSIONS	
Organic Search	28K	↓ 15.5%
Direct	4.7K	↓ 10.8%
Referral	1.1K	↓ 30.5%
Unassigned	279	↓ 13.4%
Organic Social	222	↓ 14.6%
Organic Video	1	↓ 66.7%

At the bottom of the screenshot, it says 'Last 30 days' and 'View traffic acqu...' with a right arrow.

According to Google Analytics, Genetic Education reaches readers from over 170 countries, with India, the USA, the UK, Australia, Germany, and Canada leading the list. Our content is regularly read by college and PhD students, researchers, scientists, and subject-matter experts – with life sciences students forming our primary target audience.

Newsletter and Email subscribers:

We recently launched our email newsletter and have already received an incredible response, with over 1,700 subscribers and growing steadily. With our focused content strategy, we expect to cross 5,000+ active subscribers by the end of this year.

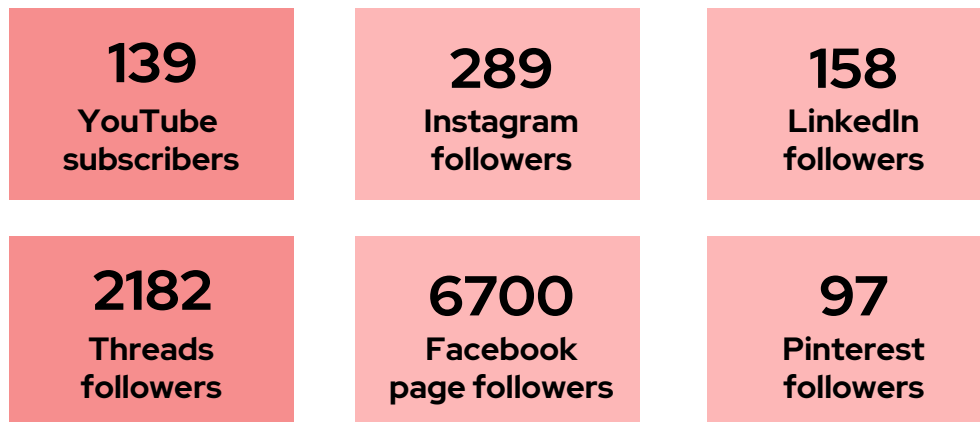


Website notifications:

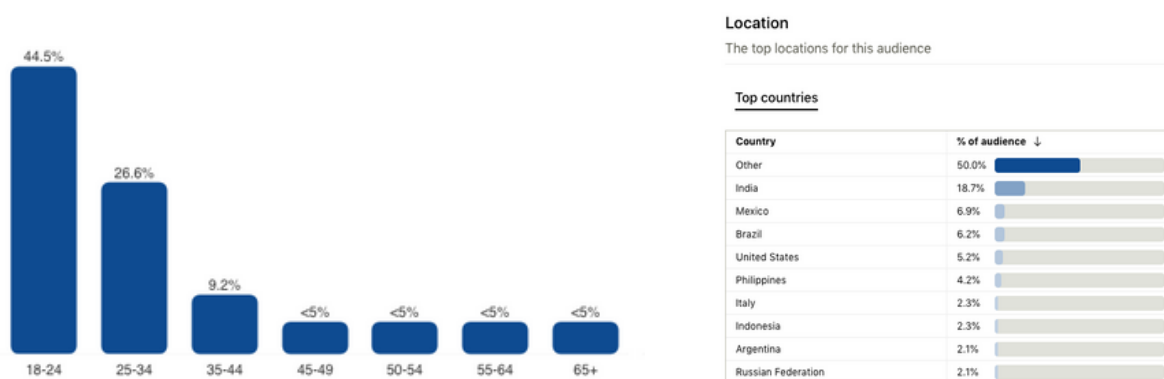
We have 4637 push notifications with an average CTR of 1 to 2% (depending on the article we share).

Social media:

We've recently launched our social media presence and are now actively sharing updates, research highlights, and educational content across all major platforms. Follow us to stay updated with the latest from Genetic Education:

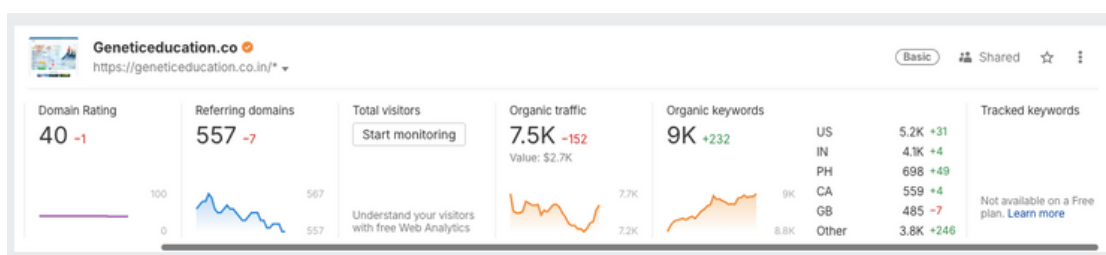


Our social media platforms are growing faster. We have 59,340 Pinterest impressions per month with 2260 monthly engagements. Audience insights are given here:



Authority and keywords:

Genetic Education currently holds a domain authority of 40, earned purely through organic growth and high-quality content – without any paid promotions. We rank for over 9,000 keywords on Google, and that number continues to grow as we expand our reach and authority in the life sciences domain.



Content Formats We Offer

- Short-form educational videos (YouTube Shorts, Instagram Reels)
- Weekly Sunday newsletter story
- In-depth blog articles (SEO and storytelling format)
- Downloadable worksheets, templates, posters
- Expert corner features

Why Partner with Genetic Education?

Brands and organizations benefit from:

- Exposure to a targeted, high-intent academic audience
- Integration with trusted content formats that drive real engagement
- Long-term value through evergreen SEO content
- Niche reach in India, USA, and UK with global scientific relevance
- Brand alignment with credible science communication

Collaboration Opportunities

We offer a wide range of custom and strategic collaborations:

- 1.Sponsored Blog Posts – Informative content aligned with your product or brand
- 2.Featured Newsletter Mentions – Reach 1,700+ loyal subscribers
- 3.Branded Reels & Shorts – 60-second science stories integrating your message
- 4.Product Reviews & Tutorials – Deep dives into lab kits, tools, books or services
- 5.Pinterest Campaigns – Visual content that gets saved, shared, and discovered
- 6.Webinars / Guest Sessions – Educational sessions hosted on our platform
- 7.Affiliate Collaborations – Ethical promotion of high-quality science products
- 8.Expert Columns / Co-branded Series – Long-term content partnerships with aligned goals

Let's Collaborate If you're a brand, educator, publisher, or ed-tech platform looking to connect with a niche academic audience interested in life sciences and genetics, we'd love to talk.

Contact:

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Director

Genetic Education

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+91 7990681477

Marketing Opportunities



Sponsored Blog Posts

Informative content that aligns with your brand.

Reach loyal subscribers with mentions.

Newsletter Mentions



Branded Reels & Shorts

Create 60-second science stories with your message.

In-depth looks at lab kits, tools, and services.

Product Reviews & Tutorials



Pinterest Campaigns

Visual content designed to be saved and shared.

Educational sessions hosted on our platform.

Webinars / Guest Sessions



Affiliate Collaborations

Ethical promotion of high-quality science products.

Long-term content partnerships with aligned goals.

Expert Columns / Co-branded Series



Summary:

Genetic Education has carved a unique brand position in the online science communication ecosystem. Despite competing with high-authority platforms, our content consistently ranks and performs well – thanks to a robust, ethical, and audience-first SEO strategy that remains resilient even in the evolving age of AI.

Our “AI-proof” content model combines evergreen articles, a strategic publishing calendar, and long-term search optimization – providing brands with sustainable, organic visibility.

Looking ahead, we are expanding into short-form videos and social-first storytelling, enabling brands to reach highly engaged niche audiences through reels, shorts, carousels, and campaign-driven content. This multichannel approach ensures that partner brands not only gain visibility but also trust and relevance in the genetics and life sciences space.