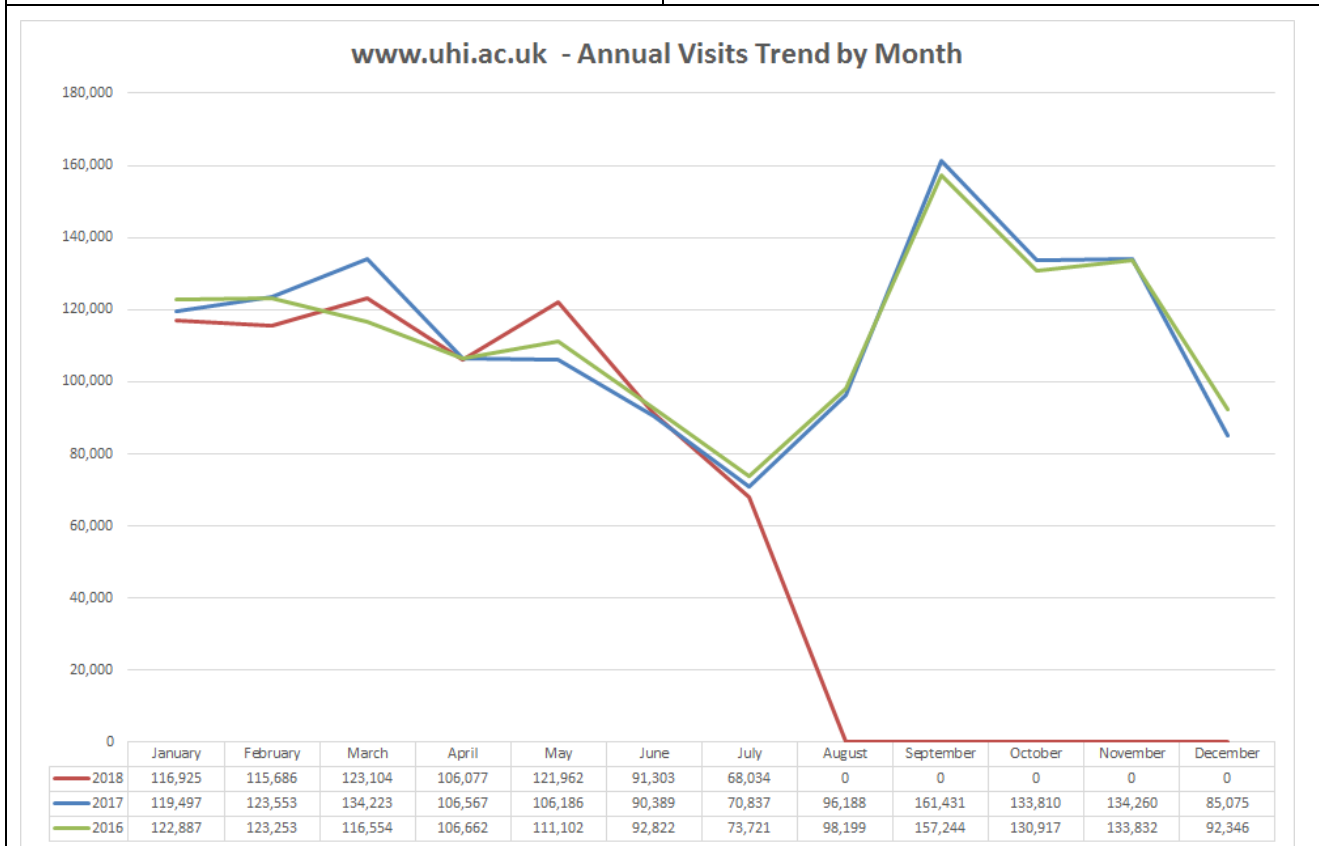


Visits – 68,034 (11% Internal)		15,630	searches from Google Direct from outwith UK Mobile (of which 55% Apple) Average page load time
		54.8%	
vs Last Month	▼25.5%	16.6%	
vs Last Year	▼4%	18.2%	
		41.5%	
		2.26s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) BSc Hons Psychology (6) PGCert Healthcare Quality Imp (New) MSc Psychology Conversion (8) BA Hons Childhood Practice (3) BA Hons Child and Youth Studies (5) PGDE Secondary (2) PGDE Primary Teaching (4) MSc Advanced Nurse Practitioner (11) MLitt Viking Studies (-) 	<ol style="list-style-type: none"> BSc Nursing BSc Hons Psychology PGDE Primary Teaching BA Hons Childhood Practice BA Hons Child and Youth Studies MSc Psychology Conversion PGDE Secondary Teaching MLitt Viking Studies HNC Childhood Practice MA Art and Social Practice

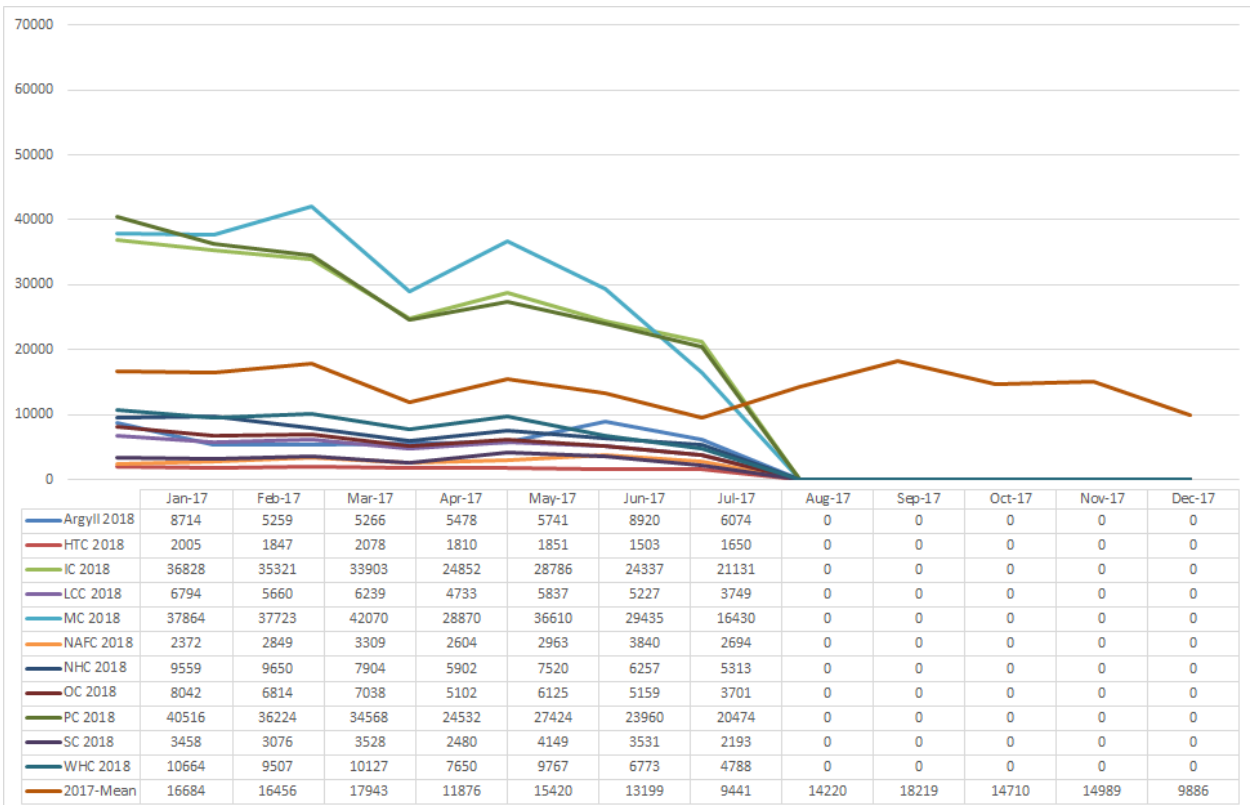
Applications

Clicks to UCAS 281 (14.4%)	Internal Applications (Degrees) 1429 (17%) (pageviews)
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Social Media			
Facebook Likes 23,809 +215	Twitter Followers 11,631 -49	YouTube Views 175,365 +2721	Flickr Views 360,673 +30009

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	2449
www.perth.uhi.ac.uk	1672
www.moray.uhi.ac.uk	1144
www.northhighland.uhi.ac.uk	509
www.argyll.uhi.ac.uk	506
www.whc.uhi.ac.uk	441
www.lews.uhi.ac.uk	391
www.orkney.uhi.ac.uk	355
www.shetland.uhi.ac.uk	266
www.htc.uhi.ac.uk	247

From non-One-Web

sams.ac.uk	577
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	2890	£161.00
susdevjunead18	Social	1103	£59.50
englandingjul2018	Social	530	£28.50
golfjul2018	Social	461	£10.50
srdmastersjunead18	Social	360	£23.50
nssresultsjul18	Social	332	£2.00
parttimefeegrantjul2018	Social	314	£15.00
insugcoursesjul18	Social	263	£15.00
inspgcoursesjul18	Social	219	£7.00
pgdesecondaryjun18	Social	151	£55.50