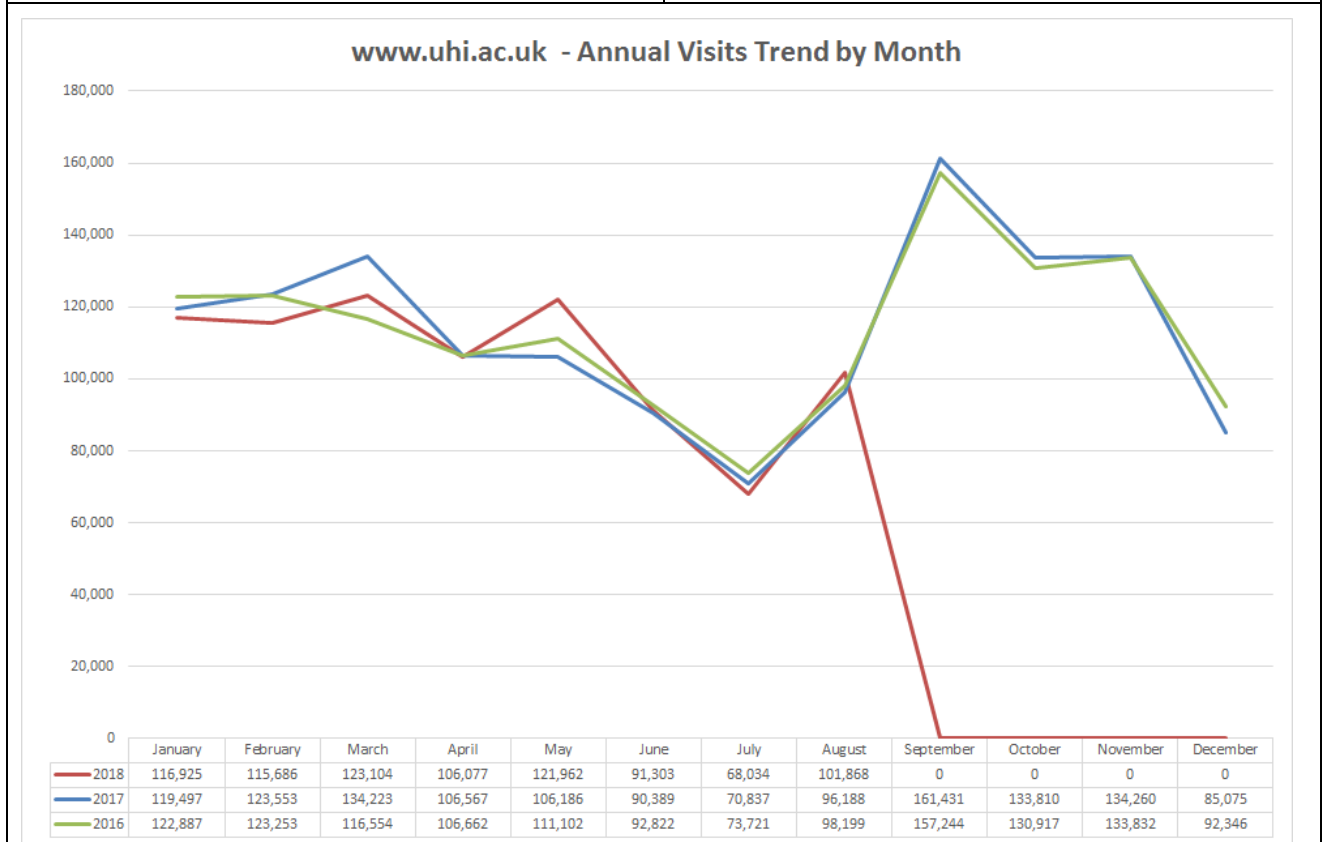


Visits – 101,868 (13% Internal)		26,109 53.5%	searches from Google Direct from outwith UK Mobile (of which 55% Apple) Average page load time
vs Last Month vs Last Year	▲49.7% ▲5.9%	16% 11.7% 44.7% 2.17s	

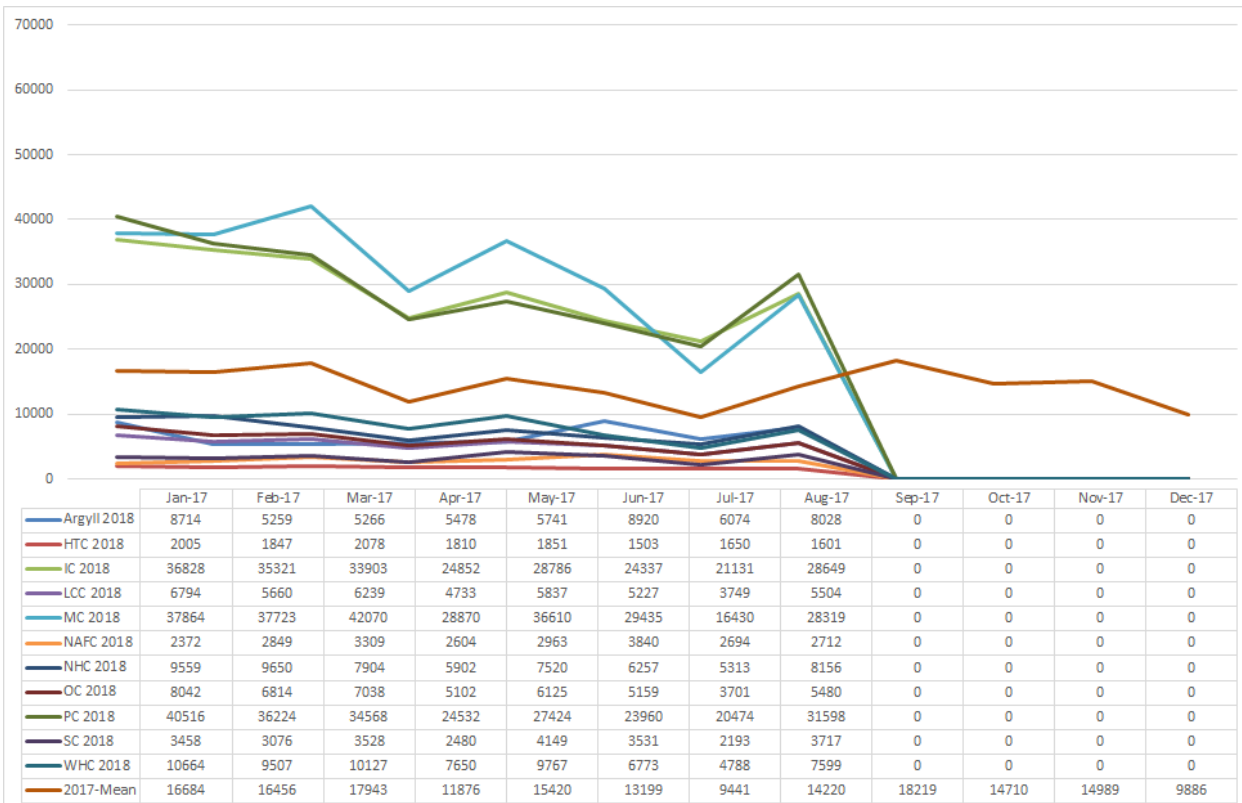
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PgDip Midwifery (-) BSc Nursing (1) PGDE Primary Teaching (8) PGDE Secondary (7) BSc Hons Psychology (2) BA Hons Childhood Practice (5) BA Hons Child and Youth Studies (6) HNC Childhood Practice (12) MSc Psychology Conversion (4) BSc Marine Science (11) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BSc Hons Psychology BA Hons Childhood Practice BA Hons Child and Youth Studies PgDip Midwifery PGDE Secondary Teaching MSc Psychology Conversion HNC Childhood Practice MLitt Viking Studies

Applications	
Clicks to UCAS 347 (23.5%)	Internal Applications (Degrees) 2316 (62%) (pageviews)



Social Media			
Facebook Likes 24,159 +350	Twitter Followers 11,724 +93	YouTube Views 179,437 +4072	Flickr Views 363,143 +2470

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	3351
www.perth.uhi.ac.uk	2924
www.moray.uhi.ac.uk	2210
www.northhighland.uhi.ac.uk	773
www.argyll.uhi.ac.uk	746
www.whc.uhi.ac.uk	642
www.orkney.uhi.ac.uk	566
www.lews.uhi.ac.uk	519
www.shetland.uhi.ac.uk	361
www.htc.uhi.ac.uk	262

From non-One-Web

sams.ac.uk	669
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
midwiferyapplicationsopenaug18	Social	3845	£1254.00
VacancyClickOut	Website	3536	£80.00
clearing2018	Social	2274	£201.50
nc500phdaug18	Social	959	£5.00
inspgcoursesjul18	Social	675	£20.50
invaccaug18	Social	402	£7.00
nssresultsjul18	Social	338	£3.50
RachaelBewsVidFBJan17	Social	320	£1.50
publicloginpage	WiFi	198	£47.50
nhcaccaug18	Social	188	£2.00