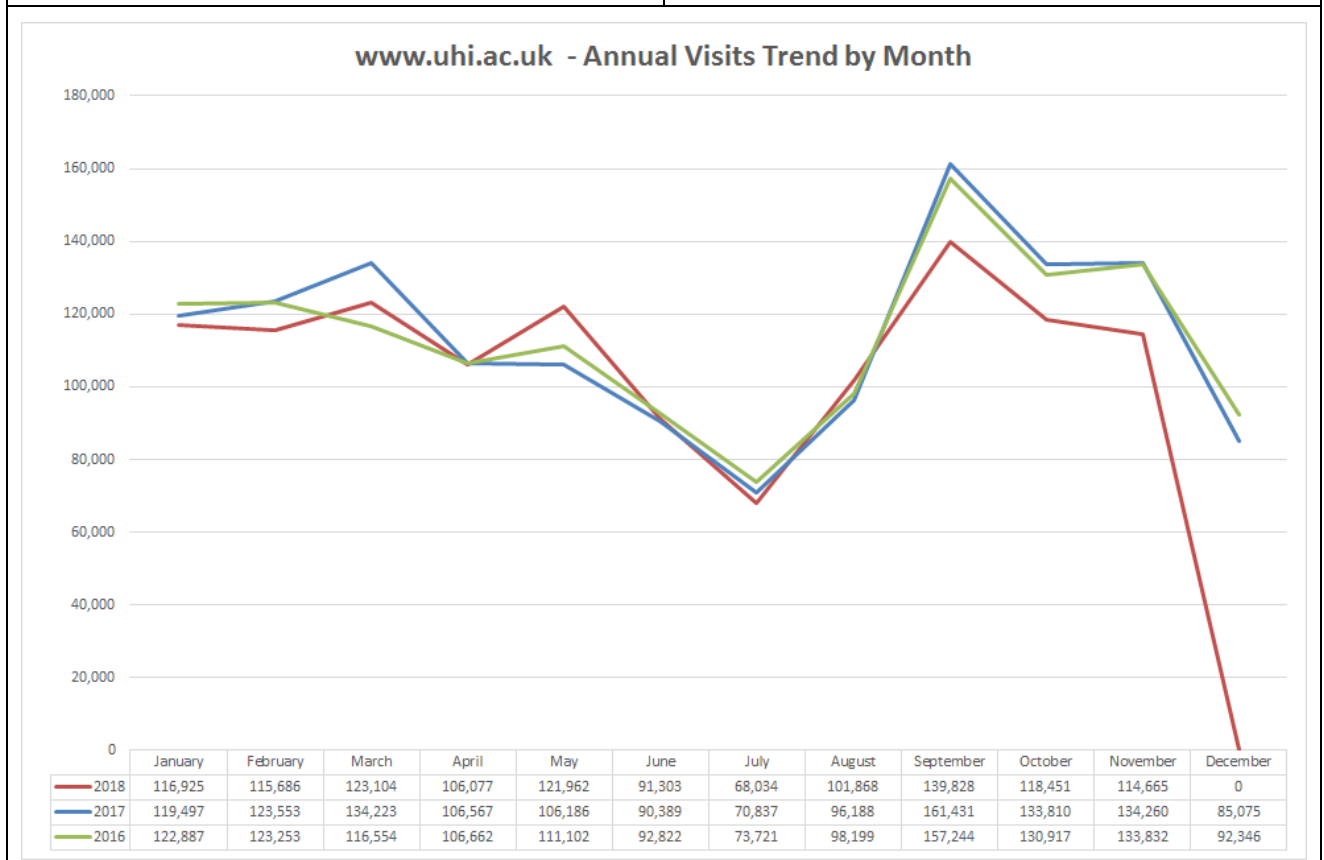


Visits – 114,665 (19% Internal)		53.2%	from Google
vs Last Month vs Last Year	▼3.2%	13.7%	Direct
	▼14.6%	10.7%	from outwith UK
		31.4%	Mobile (of which 54.6% Apple)
		2.56s	Average page load time

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (-) BSc Hons Psychology (-) BA Hons Childhood Practice (-) PGDE Secondary (7) BA Hons Child and Youth Studies (5) HNC Childhood Practice (11) MLitt Viking Studies (-) MSc Psychology Conversion (6) DipHE Person Centred Couns. (15) 	<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

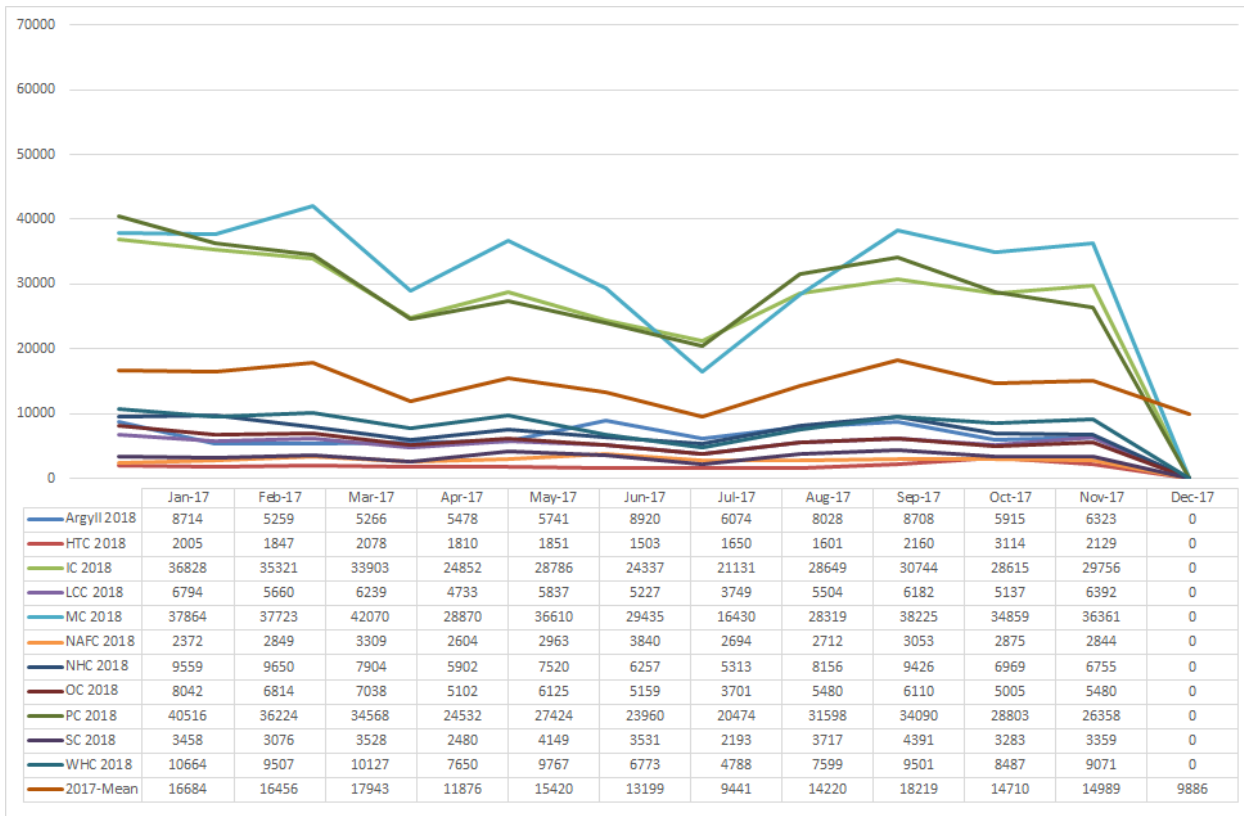
Clicks to UCAS 290 (15.5%)	Internal Applications (Degrees) 1330 (3.5%) (pageviews)
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Social Media

Facebook Likes 24,532 +113	Twitter Followers 12,095 +81	YouTube Views 191,733 +4243	Flickr Views 370,939 +2552
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	3014
www.moray.uhi.ac.uk	2743
www.perth.uhi.ac.uk	2361
www.whc.uhi.ac.uk	684
www.argyll.uhi.ac.uk	575
www.northhighland.uhi.ac.uk	561
www.orkney.uhi.ac.uk	545
www.lews.uhi.ac.uk	474
www.htc.uhi.ac.uk	313
www.shetland.uhi.ac.uk	311

From non-One-Web

sams.ac.uk	107
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	5736	£86.50
systemspecialistvacancynov18	Social	965	£1.50
generalnursingopendaypromooct18	Social	735	£19.00
hunancampuspressreleasenov18	Social	355	£4.50
publicloginpage	WiFi	318	£106.50
stornursingopenday15nov18	Social	269	£6.00
pgcertglobalentrepreneurshipoct18	Social	194	£8.50
ahrcstudentshipsnov18	Social	191	£1.00
PartTimeStudyJuy2017	Social	185	£11.00
stornursingnov18	Social	174	£5.50