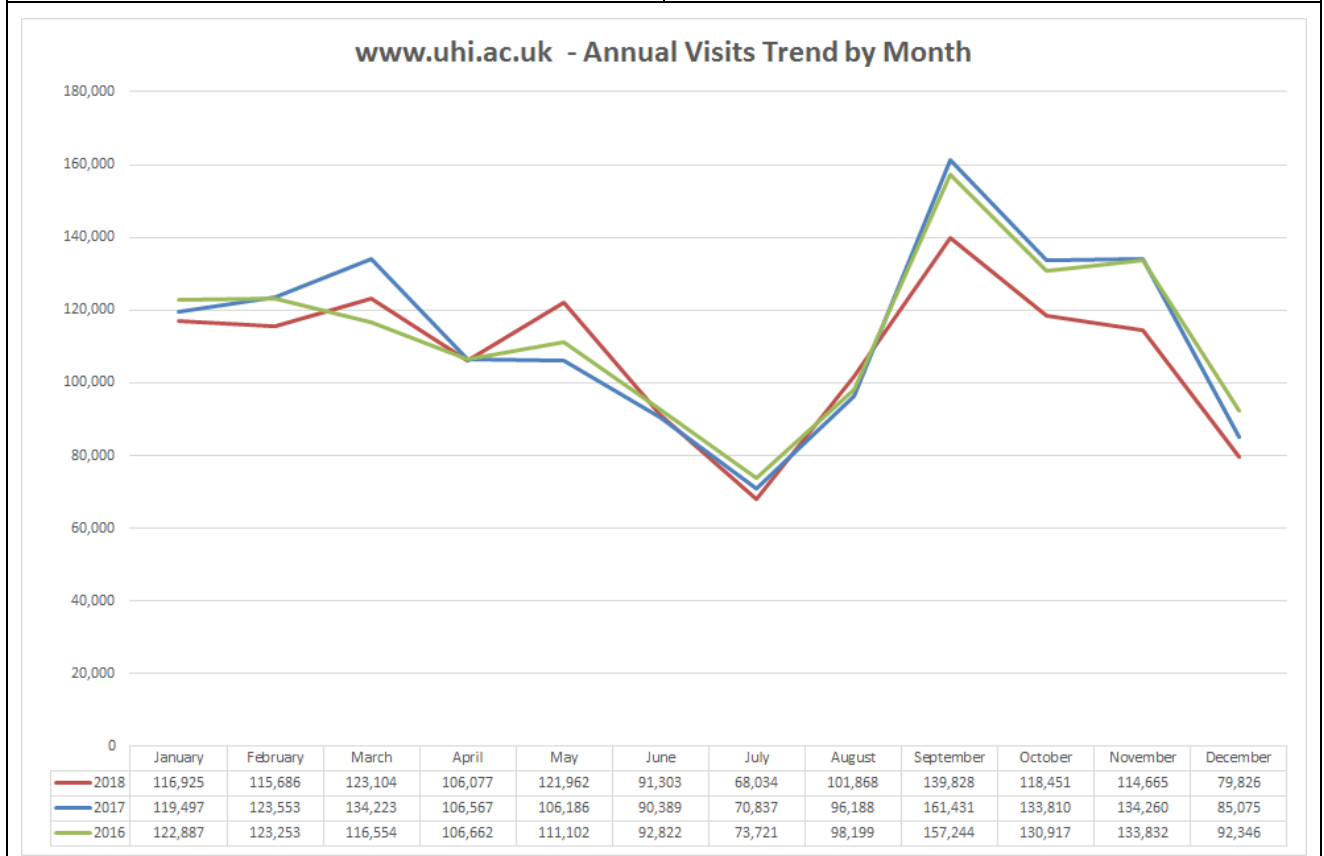


|  |        |       |   |
|--|--------|-------|---|
| <b>Visits – 79,8226 (15% Internal)</b> |        | 53.9% | from Google<br>Direct<br>from outwith UK<br>Mobile (of which 54.6% Apple)<br>Average page load time |
| vs Last Month                          | ▼30.4% | 14.7% |   |
| vs Last Year                           | ▼6.2%  | 13.2% |   |
|  |        | 35.2% |   |
|  |        | 2.35s |   |

|   |   |
|---|---|
| <b>Courses by month</b> (previous month)  | <b>Courses by year-to-date</b>  |
| <ol style="list-style-type: none"> <li>BSc Nursing (-)</li> <li>PGDE Primary Teaching (-)</li> <li>PGDE Secondary (5)</li> <li>BSc Hons Psychology (4)</li> <li>MLitt Viking Studies (8)</li> <li>BA Hons Childhood Practice (4)</li> <li>MSc Psychology Conversion (9)</li> <li>BA Hons Child and Youth Studies (6)</li> <li>DipHE Person Centred Couns. (10)</li> <li>HNC Childhood Practice (7)</li> </ol> | <ol style="list-style-type: none"> <li>BSc Nursing</li> <li>PGDE Primary Teaching</li> <li>BSc Hons Psychology</li> <li>BA Hons Childhood Practice</li> <li>BA Hons Child and Youth Studies</li> <li>PGDE Secondary Teaching</li> <li>PgDip Midwifery</li> <li>MSc Psychology Conversion</li> <li>HNC Childhood Practice</li> <li>MLitt Viking Studies</li> </ol> |

**Applications**

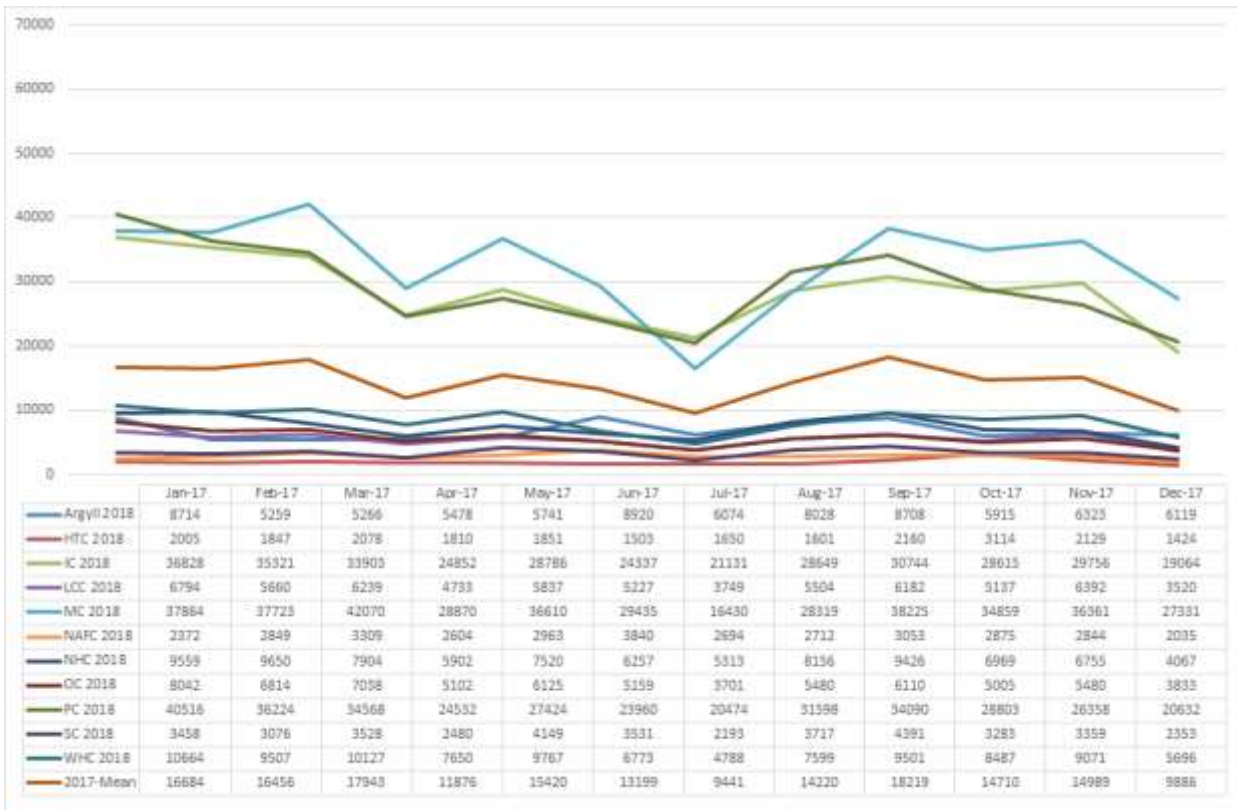
|                           |  |
|---------------------------|--|
| Clicks to UCAS 269 (7.2%) | Internal Applications (Degrees) 1111 (16.5%) (pageviews) |
|---------------------------|--|



**Social Media**

|                                     |  |                                       |                                      |
|-------------------------------------|--|---------------------------------------|--------------------------------------|
| <b>Facebook Likes</b><br>24,583 +51 | <b>Twitter Followers</b><br>12,160 +65 | <b>YouTube Views</b><br>196,404 +4671 | <b>Flickr Views</b><br>372,350 +1411 |
|-------------------------------------|--|---------------------------------------|--------------------------------------|

### Annual Cycle - One Web Partners



### Referrals to www.uhi.ac.uk

| From One-Web                    | From non-One-Web |
|---------------------------------|------------------|
| www.inverness.uhi.ac.uk 1798    | sams.ac.uk 163   |
| www.perth.uhi.ac.uk 1688        |                  |
| www.moray.uhi.ac.uk 1655        |                  |
| www.whc.uhi.ac.uk 464           |                  |
| www.argyll.uhi.ac.uk 398        |                  |
| www.northhighland.uhi.ac.uk 376 |                  |
| www.orkney.uhi.ac.uk 364        |                  |
| www.lews.uhi.ac.uk 354          |                  |
| www.shetland.uhi.ac.uk 243      |                  |
| www.htc.uhi.ac.uk 210           |                  |

### Campaign Activity

| Campaign                         | Medium  | Pageviews | Goal Value |
|----------------------------------|---------|-----------|------------|
| VacancyClickOut                  | Website | 1832      | £47.00     |
| pgdesecundarydec18               | Social  | 1449      | £96.50     |
| publicloginpage                  | WiFi    | 246       | £77.50     |
| SD18                             | Social  | 90        | £0.50      |
| ahrcstudentshipsnov18            | Social  | 74        | £0.00      |
| 2016_PGDE_fb_push                | Social  | 67        | £11.00     |
| whatcanuhidoforyourbusinessnov18 | Social  | 64        | £0.50      |
| hunancampuspressreleasenov18     | Social  | 57        | £3.50      |
| cliveretirementnov2018           | Social  | 50        | £1.00      |
| Jan19Geo                         | Social  | 47        | £11.50     |