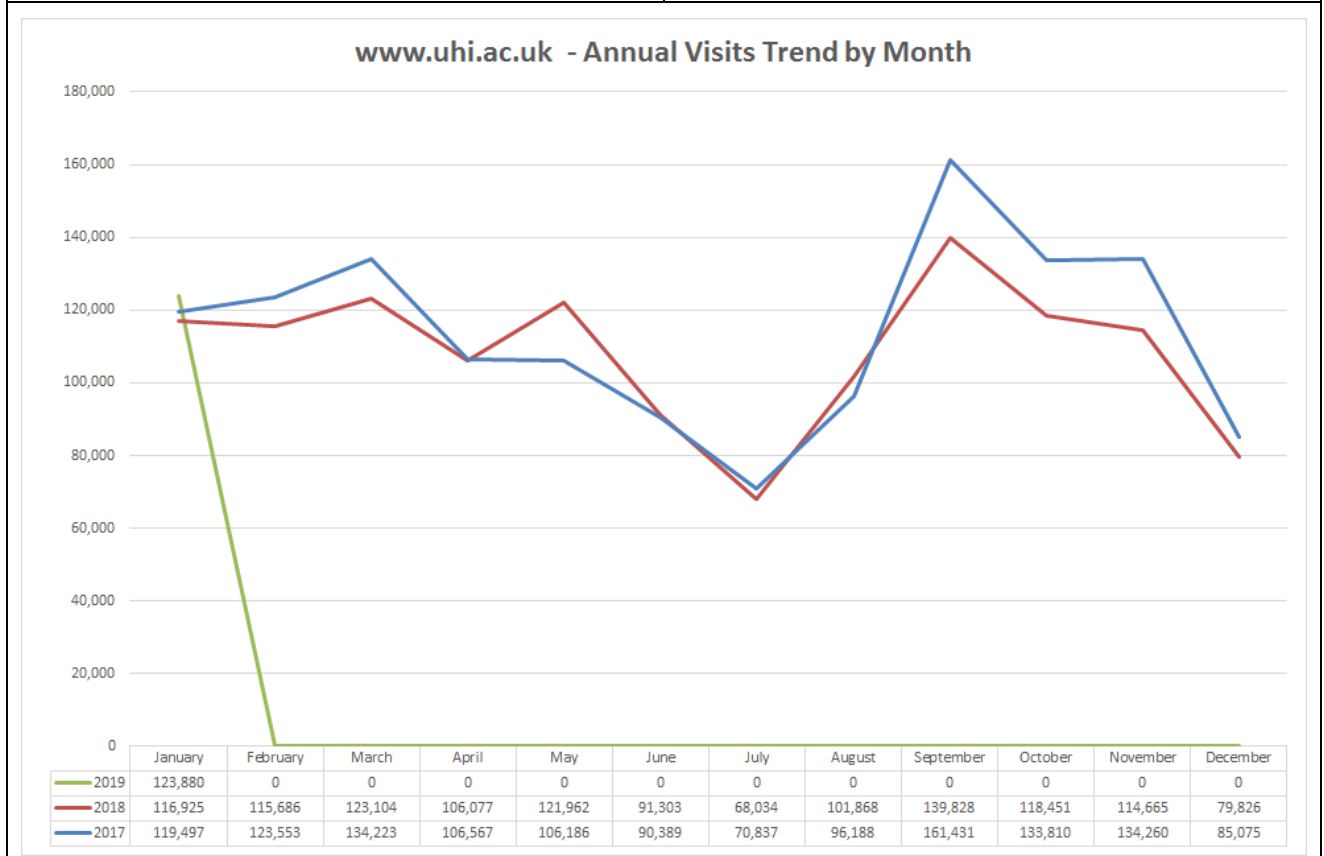


Visits – 123,880 (16% Internal)		52.5%	from Google
vs Last Month vs Last Year	▲55%	13.8%	Direct
	▲6%	11.1%	from outwith UK
		40.3%	Mobile (of which 50% Apple)
		2.19s	Average page load time

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (-) BA Hons Childhood Practice (6) BSc Hons Psychology (-) BA Hons Child and Youth Studies (8) HNC Childhood Practice (10) PGDE Secondary (3) MSc Psychology Conversion (7) BSc Oral Health Science (11) DipHE Person Centred Couns. (9) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice BSc Hons Psychology BA Hons Child and Youth Studies HNC Childhood Practice PGDE Secondary MSc Psychology Conversion BSc Oral Health Science DipHE Person Centred Couns.

Applications

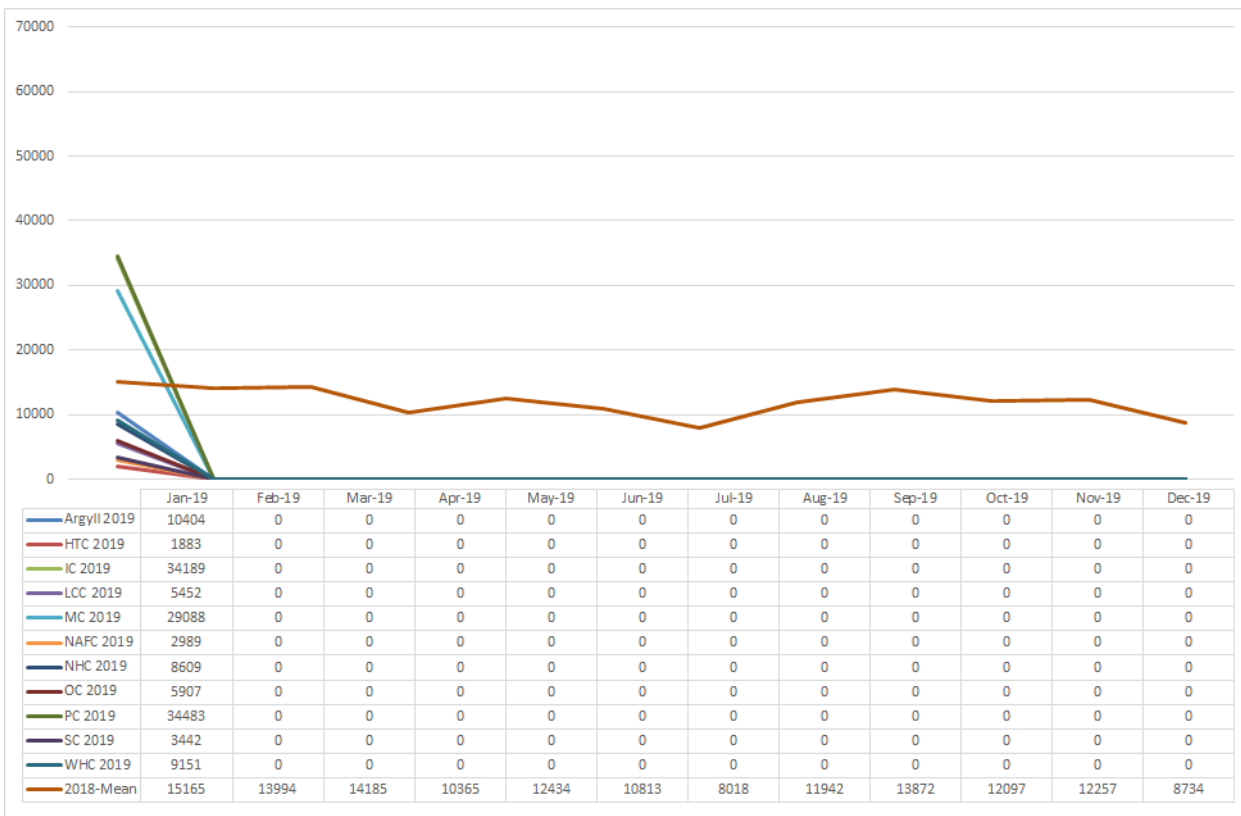
Clicks to UCAS 526 (95%)	Internal Applications (Degrees) 1739 (56.5%) (pageviews)
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Social Media

Facebook Likes 24,731 +148	Twitter Followers 12,266 +106	YouTube Views 200,600 +4196	Flickr Views 377,366 +5016
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 3332	sams.ac.uk 240
www.perth.uhi.ac.uk 2754	
www.moray.uhi.ac.uk 1835	
www.northhighland.uhi.ac.uk 788	
www.whc.uhi.ac.uk 781	
www.argyll.uhi.ac.uk 749	
www.orkney.uhi.ac.uk 596	
www.lews.uhi.ac.uk 594	
www.shetland.uhi.ac.uk 392	
www.htc.uhi.ac.uk 285	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
firstmidwiferystudentsjan18	Social	7121	£21.00
VacancyClickOut	Web	2714	£54.00
invnursingopendaysat12jan19	Social	706	£69.50
ilucvideoaug18	Social	190	£0.50
publicloginpage	WiFi	165	£46.50
PartTimeStudyJuy2017	Social	126	£6.50
Midwifery	Social	97	£0.50
pgdesecondarydec18	Social	45	£5.50
ahrcstudentshipsnov18	Social	44	£0.50
Jan19Geo	Social	42	£5.00