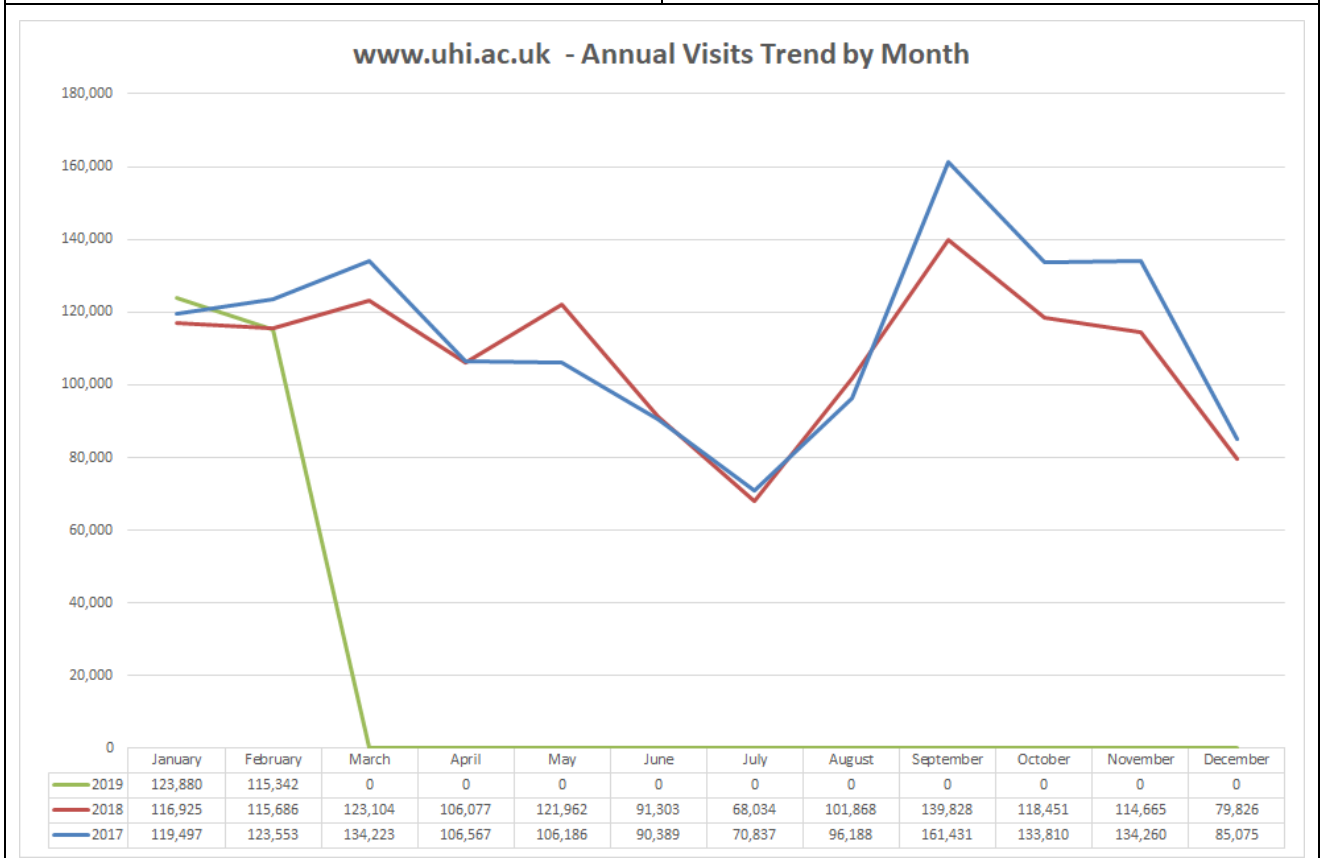


Visits – 115,342 (19% Internal)		52.3%	from Google Direct from outwith UK Mobile (of which 51% Apple) Average page load time
vs Last Month	▼7%	13.6%	
vs Last Year	—	10%	
		35.8%	2.27s

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (-) BSc Hons Psychology (4) MSc Psychology Conversion (8) BA Hons Childhood Practice (3) HNC Childhood Practice (-) BA Hons Child and Youth Studies (5) PGDE Secondary (7) DipHE Person Centred Couns. (10) HNC Accounting (14) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BSc Hons Psychology BA Hons Childhood Practice BA Hons Child and Youth Studies MSc Psychology Conversion HNC Childhood Practice PGDE Secondary DipHE Person Centred Couns. BSc Oral Health Science

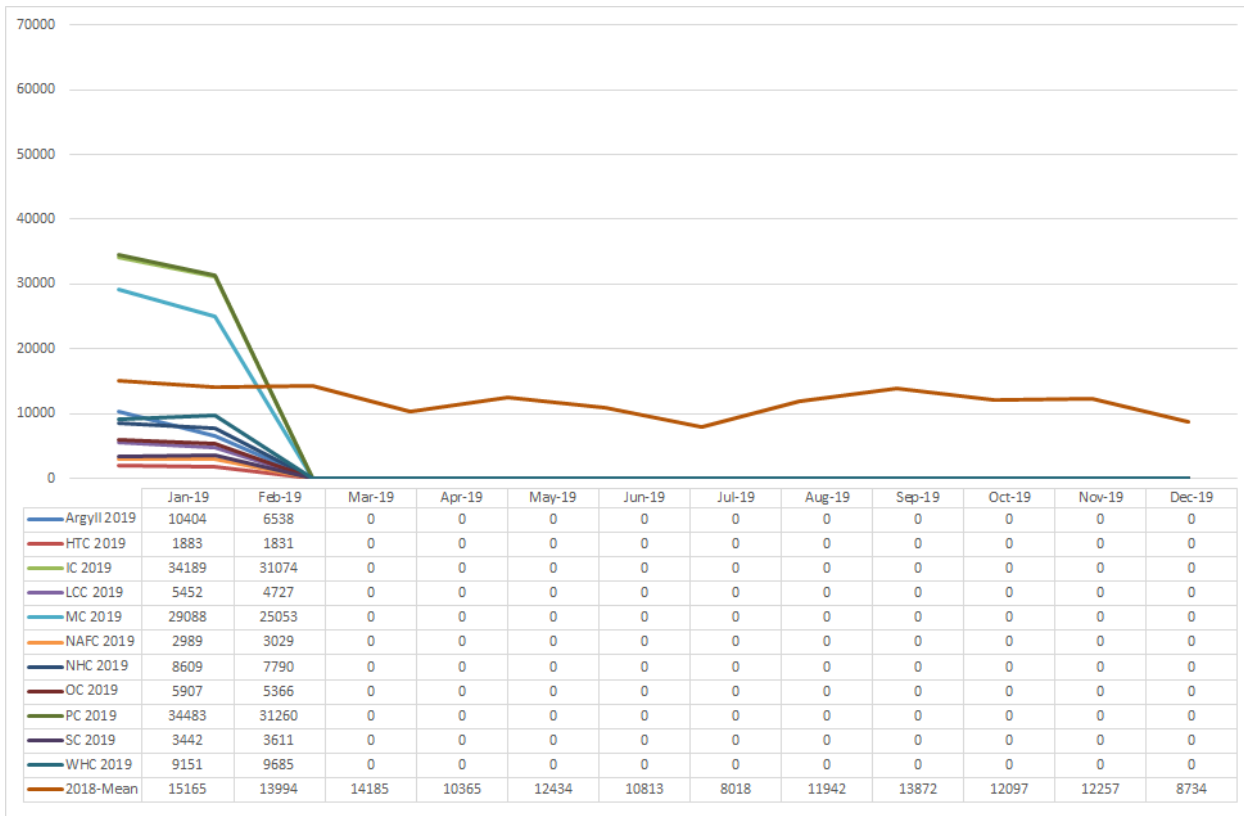
Applications

Clicks to UCAS 605 (15%)	Internal Applications (Degrees) 1239 (29%) (pageviews)
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Social Media			
Facebook Likes 24,891 +160	Twitter Followers 12,366 +100	YouTube Views 204,400 +3800	Flickr Views 380,912 +3544

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	3004
www.perth.uhi.ac.uk	2525
www.moray.uhi.ac.uk	1982
www.whc.uhi.ac.uk	841
www.argyll.uhi.ac.uk	688
www.northhighland.uhi.ac.uk	669
www.orkney.uhi.ac.uk	482
www.lews.uhi.ac.uk	432
www.shetland.uhi.ac.uk	395
www.htc.uhi.ac.uk	328

From non-One-Web

sams.ac.uk	232
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	2392	£51.50
invnursingopeneve20feb9	Social	1488	£247.50
scholarshipfundfeb19	Social	736	£3.50
nercsuperdtpfundedphdfeb19	Social	519	£2.50
stornursingoinfoday14feb19	Social	511	£66.00
civilengineeringfafeb19	Social	218	£0.50
businessskillsfafeb19	Social	208	£1.50
fooddrinktechfafeb2019	Social	199	£3.50
socialhealthcarefafeb2019	Social	177	£3.50
publicloginpage	WiFi	174	£45.00