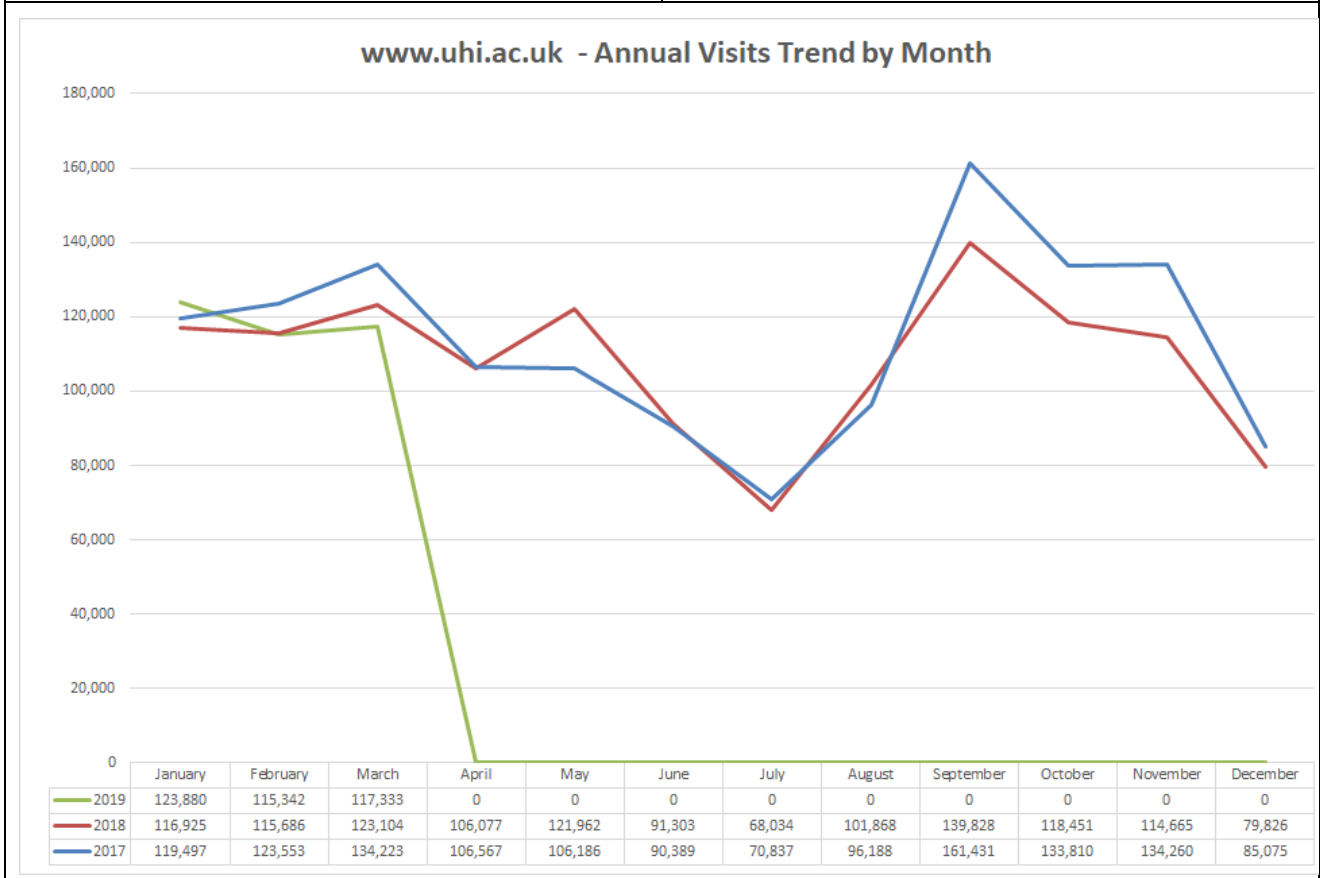


Visits – 117,333 (18% Internal)		54.7%	from Google Direct from outwith UK Mobile (of which 53% Apple) Average page load time
vs Last Month	▲ 1.7%	14.8%	
vs Last Year	▼ 4.7%	9%	
		35.9%	
		2.88s	

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 (5) BSc Hons Psychology (3) MSc Psychology Conversion (4) HNC Childhood Practice (-) BA Hons Child and Youth Studies (-) MA Art and Social Practice (19) PGDE Secondary (8) DipHE Person Centred Couns. (9) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice BSc Hons Psychology MSc Psychology Conversion BA Hons Child and Youth Studies HNC Childhood Practice PGDE Secondary DipHE Person Centred Couns. BSc Oral Health Science

Applications

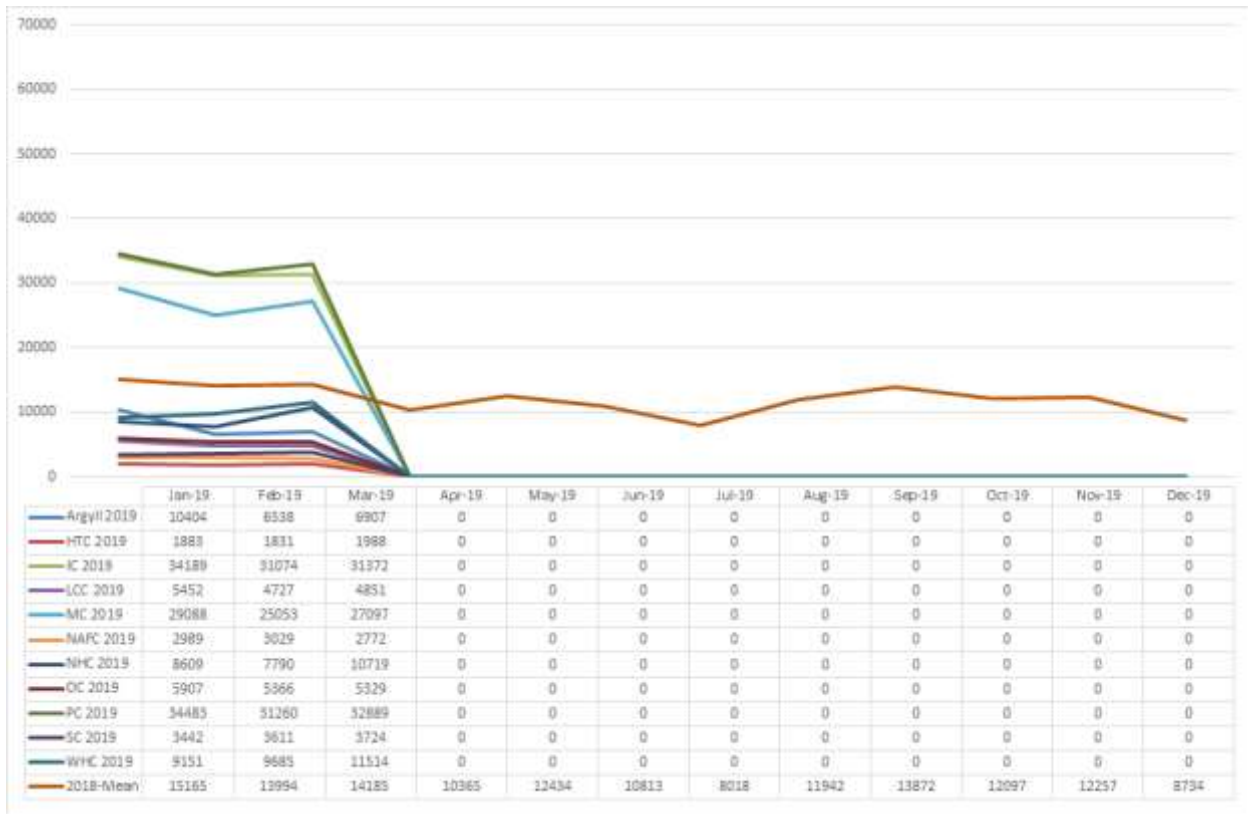
Clicks to UCAS 308 (49%)	Internal Applications (Degrees) 1336 (7.8%) (pageviews)
--------------------------	---



Social Media

Facebook Likes 24,997 +106	Twitter Followers 12,522 +156	YouTube Views 209,300 +4900	Flickr Views 392,534 +11622
--------------------------------------	---	---------------------------------------	---------------------------------------

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 2798	sams.ac.uk 570
www.perth.uhi.ac.uk 2668	
www.moray.uhi.ac.uk 2051	
www.whc.uhi.ac.uk 1008	
www.northhighland.uhi.ac.uk 691	
www.argyll.uhi.ac.uk 590	
www.orkney.uhi.ac.uk 485	
www.lews.uhi.ac.uk 478	
www.shetland.uhi.ac.uk 356	
www.htc.uhi.ac.uk 305	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
esiffundedpgmar19	Social	2753	£236.00
VacancyClickOut	Website	2670	£109.50
artandsocialpracticesif19	Social	869	£71.50
criticalenqmar19	Social	533	£144.00
stornnursingopeneve14mar2019	Social	329	£60.50
socialserviceschildrenandyoungpeoplefab19	Social	273	£3.50
publicloginpage	Social	264	£72.00
nercsuperdtpfundedphdf19	Social	227	£1.00
businessadminmbaesif19	Social	212	£14.00
engineeringfab19	Social	192	£4.00