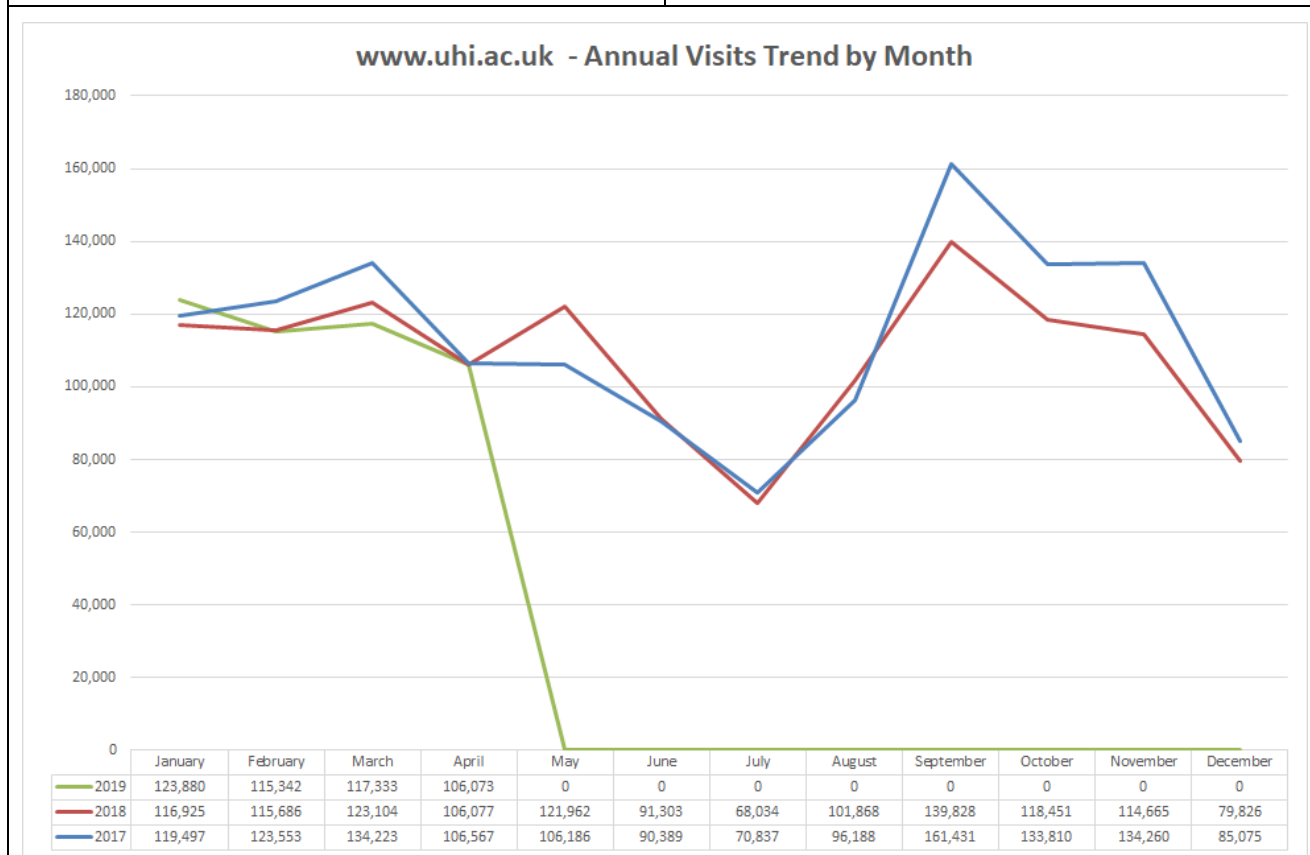


| | | | |
|--|-------|-------|-----------------------------|
| Visits – 106,073 (18% Internal) | | 54.6% | from Google |
| vs Last Month | ▼9.6% | 14.1% | Direct |
| vs Last Year | — | 13.7% | from outwith UK |
| | | 38.8% | Mobile (of which 53% Apple) |
| | | 2.59s | Average page load time |

| | |
|---|--|
| 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 (5) MSc Psychology Conversion (5) MA Art and Social Practice (8) BSc Hons Psychology (4) DipHE Person Centred Couns. (10) PGDE Secondary (9) HNC Childhood Practice (6) BA Hons Child and Youth Studies (7) | <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. MA Art and Social Practice |

Applications

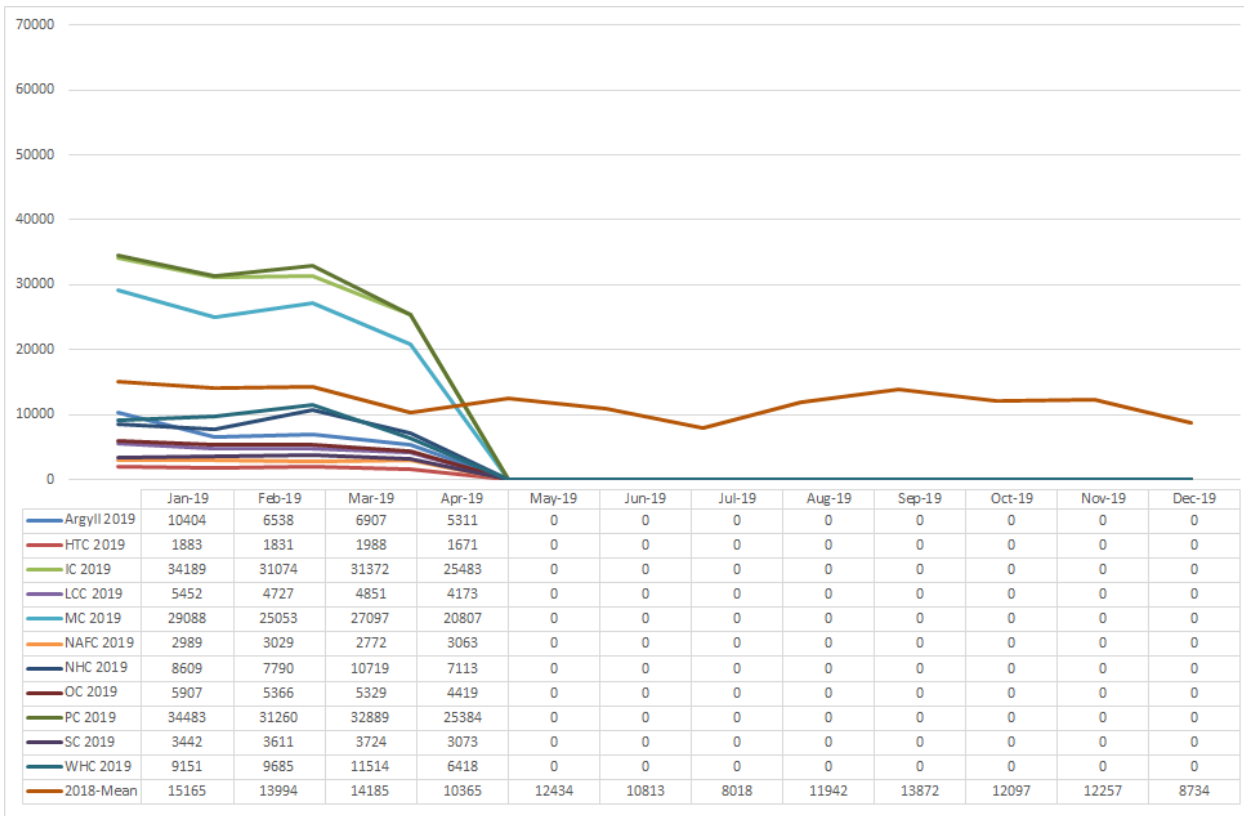
| | |
|--------------------------|--|
| Clicks to UCAS 247 (20%) | Internal Applications (Degrees) 1330 (-) (pageviews) |
|--------------------------|--|



Social Media

| | | | |
|--------------------------------------|---|---------------------------------------|--------------------------------------|
| Facebook Likes 25,110 +113 | Twitter Followers 12,631 +109 | YouTube Views 213,600 +4300 | Flickr Views 395,297 +2763 |
|--------------------------------------|---|---------------------------------------|--------------------------------------|

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

| | |
|-----------------------------|------|
| www.inverness.uhi.ac.uk | 2584 |
| www.perth.uhi.ac.uk | 1995 |
| www.moray.uhi.ac.uk | 1809 |
| www.northhighland.uhi.ac.uk | 611 |
| www.whc.uhi.ac.uk | 605 |
| www.argyll.uhi.ac.uk | 441 |
| www.orkney.uhi.ac.uk | 432 |
| www.lews.uhi.ac.uk | 378 |
| www.shetland.uhi.ac.uk | 336 |
| www.htc.uhi.ac.uk | 254 |

From non-One-Web

| | |
|------------|-----|
| sams.ac.uk | 176 |
|------------|-----|

Campaign Activity

| Campaign | Medium | Pageviews | Goal Value |
|----------------------------|---------|-----------|------------|
| VacancyClickOut | Website | 2368 | £80.00 |
| susdevesif19 | Social | 1720 | £105.50 |
| Phoenix19 | Social | 831 | £2.00 |
| invscifespresse19 | Social | 812 | £0.50 |
| artandsocialpracticeesif19 | Social | 765 | £55.00 |
| sustainableenergyesif19 | Social | 547 | £32.50 |
| archaeologyesif19 | Social | 510 | £30.50 |
| esiffundedpgmar19 | Social | 374 | £53.00 |
| dlccesif19 | Social | 367 | £68.00 |
| businessadminmbaesif19 | Social | 343 | £19.50 |