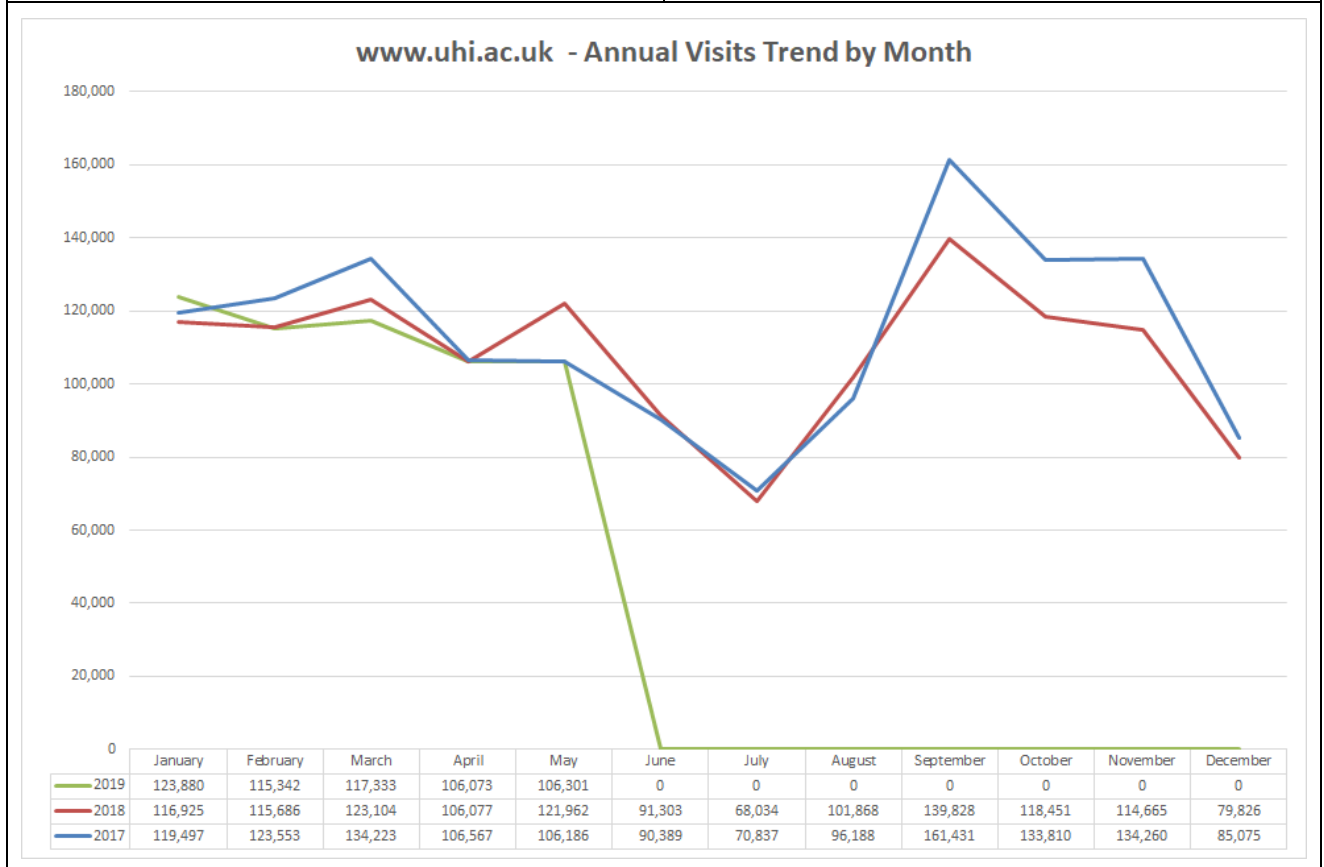


Visits – 106,301 (17% Internal)		53.6%	from Google
vs Last Month	—	15.2%	Direct
vs Last Year	▼ 13%	11%	from outwith UK
		40.2%	Mobile (of which 52% Apple)
		2.35s	Average page load time

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 (-) BSc Hons Psychology (6) HNC Childhood Practice (9) BA Hons Child and Youth Studies (10) DipHE Person Centred Couns. (-) MSc Advanced Nurse Practitioner (12) MSc Psychology Conversion (4) BA Hons Professional Golf (14) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice BSc Hons Psychology HNC Childhood Practice BA Hons Child and Youth Studies MSc Psychology Conversion PGDE Secondary DipHE Person Centred Couns. MA Art and Social Practice

Applications

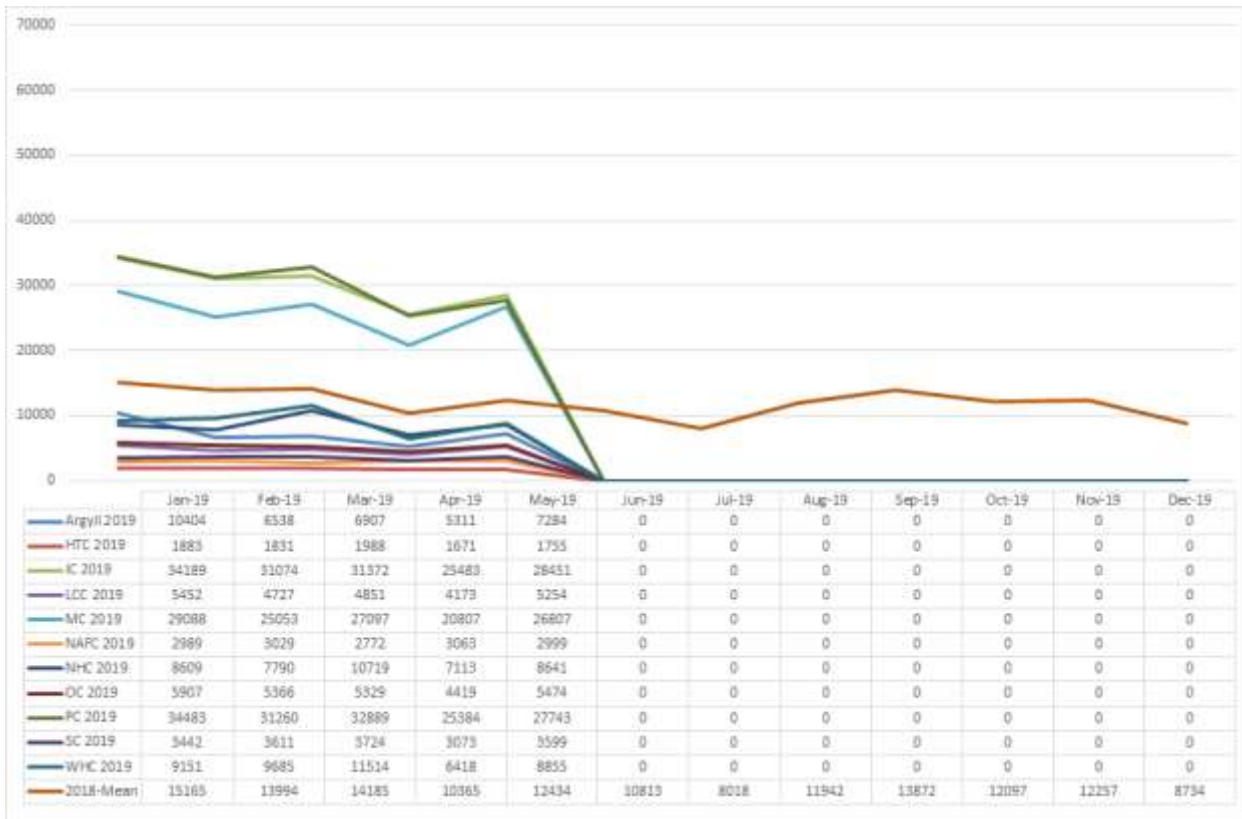
Clicks to UCAS 391 (58%)	Internal Applications (Degrees) 1537 (16%) (pageviews)
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Social Media

Facebook Likes 25,197 +87	Twitter Followers 12,722 +91	YouTube Views 217,397 +3797	Flickr Views 383,726 (reset)
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	2826
www.perth.uhi.ac.uk	2170
www.moray.uhi.ac.uk	1653
www.northhighland.uhi.ac.uk	780
www.argyll.uhi.ac.uk	679
www.whc.uhi.ac.uk	665
www.lews.uhi.ac.uk	538
www.orkney.uhi.ac.uk	444
www.shetland.uhi.ac.uk	344
www.htc.uhi.ac.uk	240

From non-One-Web

sams.ac.uk	204
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	6463	£252.00
invnursingopenemay2019	Social	1163	£192.50
parttimefeegrantmay2019	Social	892	£79.50
mbaaviationesif19	Social	769	£59.00
UHIOpenDayClickout	Website	566	£4.00
madeinscotlandpressreleasemay2019	Social	389	£0.00
susdesivesif19	Social	299	£19.50
dlccesif19	Social	216	£17.00
publicloginpage	WiFi	177	£32.00
junweipressreleasemay2019	Social	162	£0.50