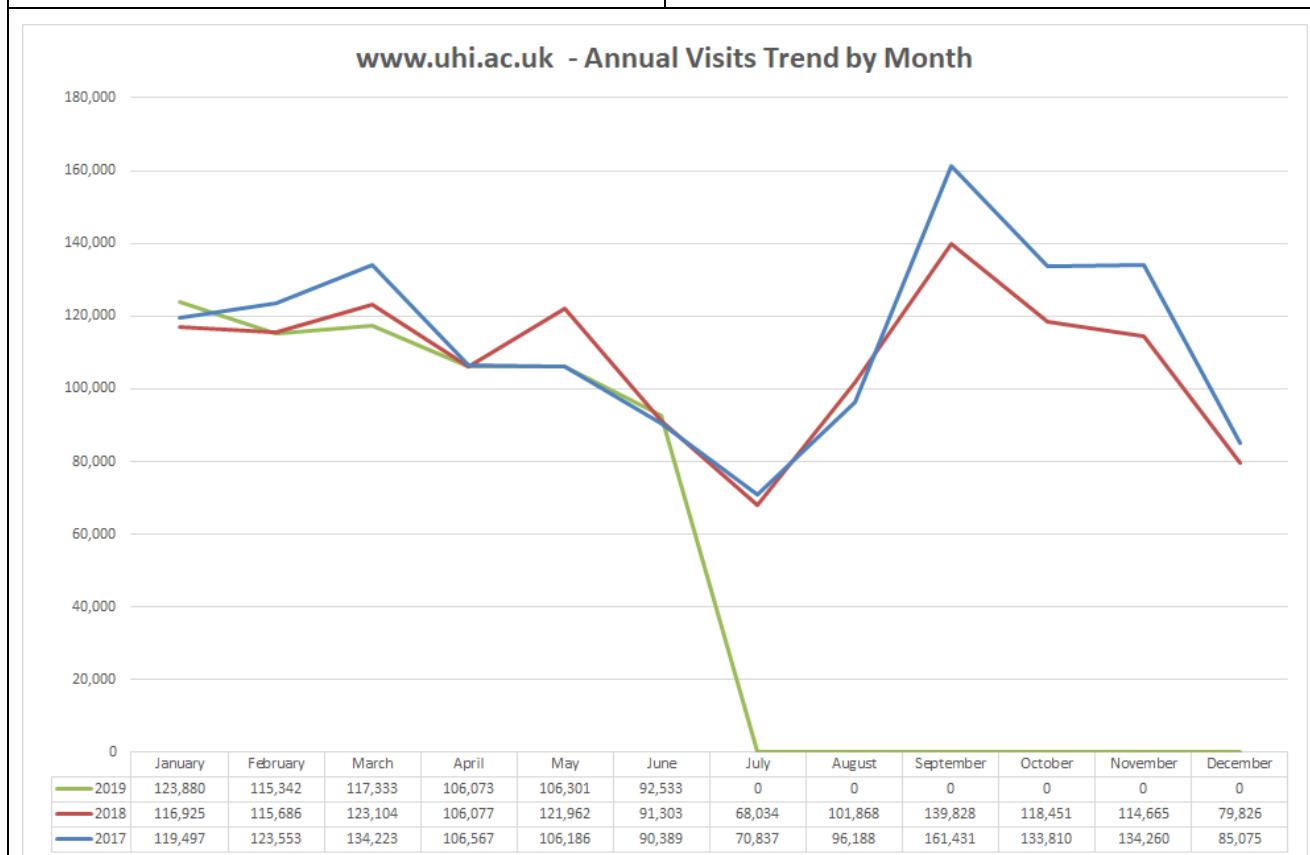


Visits – 95,533 (16% Internal)		54.5%	from Google
vs Last Month vs Last Year	▼13%	15.3%	Direct
	▲1.3%	12%	from outwith UK
		43.9%	Mobile (of which 52% Apple)
		2.02s	Average page load time

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 (-) MSc Sustainable Mountain Dev (50) BSc Hons Psychology (5) PGDE Secondary (13) BA Hons Child and Youth Studies (6) DipHE Person Centred Couns. (7) MSc Advanced Nurse Practitioner (8) HNC Childhood Practice (5) 	<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 DipHE Person Centred Couns. PGDE Secondary MSc Advanced Nurse Practitioner

Applications

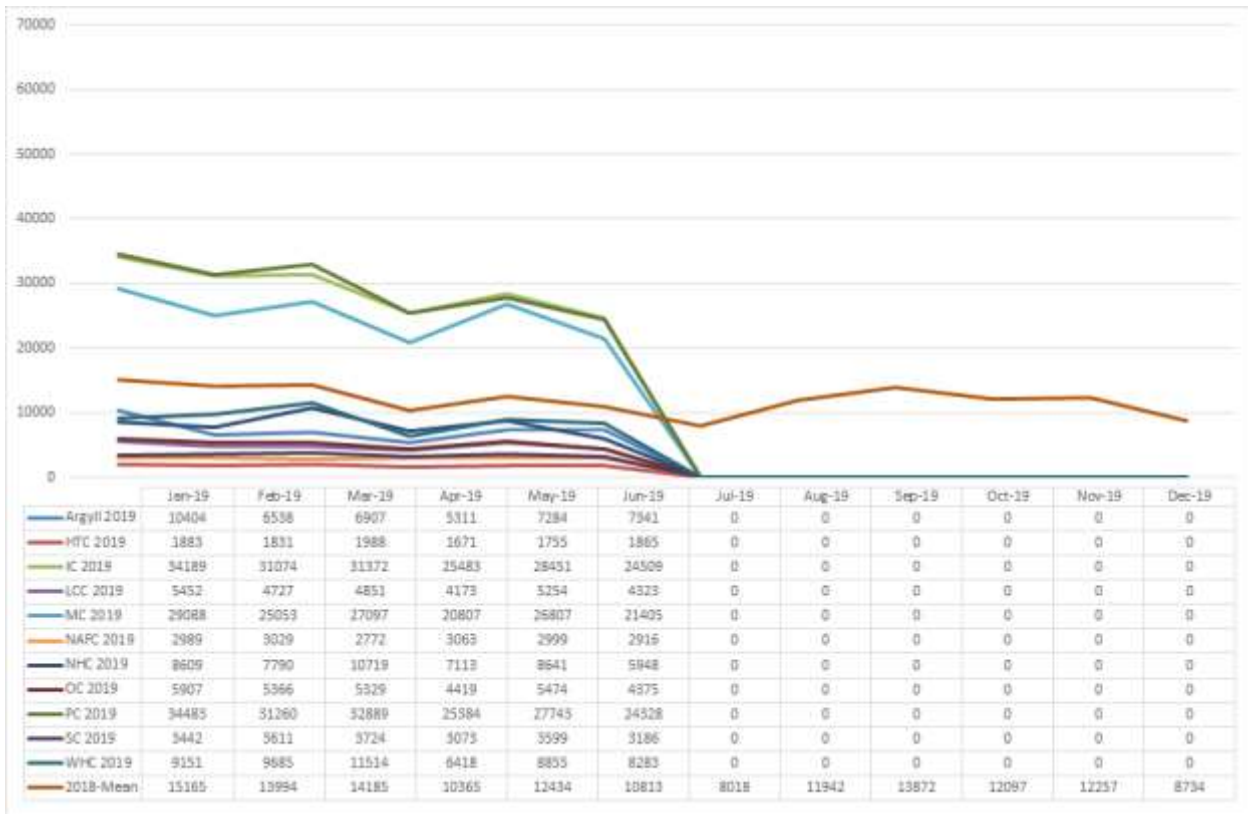
Clicks to UCAS 352 (10%)	Internal Applications (Degrees) 1432 (7%) (pageviews)
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Social Media

Facebook Likes 25,197 +87	Twitter Followers 12,846 +124	YouTube Views 220,496 +3099	Flickr Views 398,145 +14,419
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	2609
www.perth.uhi.ac.uk	1885
www.moray.uhi.ac.uk	1252
www.whc.uhi.ac.uk	725
www.argyll.uhi.ac.uk	632
www.northhighland.uhi.ac.uk	489
www.lews.uhi.ac.uk	462
www.orkney.uhi.ac.uk	403
www.shetland.uhi.ac.uk	385
www.htc.uhi.ac.uk	199

From non-One-Web

sams.ac.uk	160
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	4802	£90.50
susmountaindevjune2019	Social	1234	£323.50
invnursingopenday8june2019	Social	986	£77.50
PSB19	Social	865	£2.50
parttimefeeegrantjune2019	Social	741	£72.00
mentalhealthlecturer2019	Social	593	£2.00
bioscienceppcjune2019	Social	567	£149.50
fajunejuly2019	Social	378	£3.00
nikkigoldbynursingjune2019	Social	309	£80.00
thomasrosenursingjune2019	Social	306	£94.50