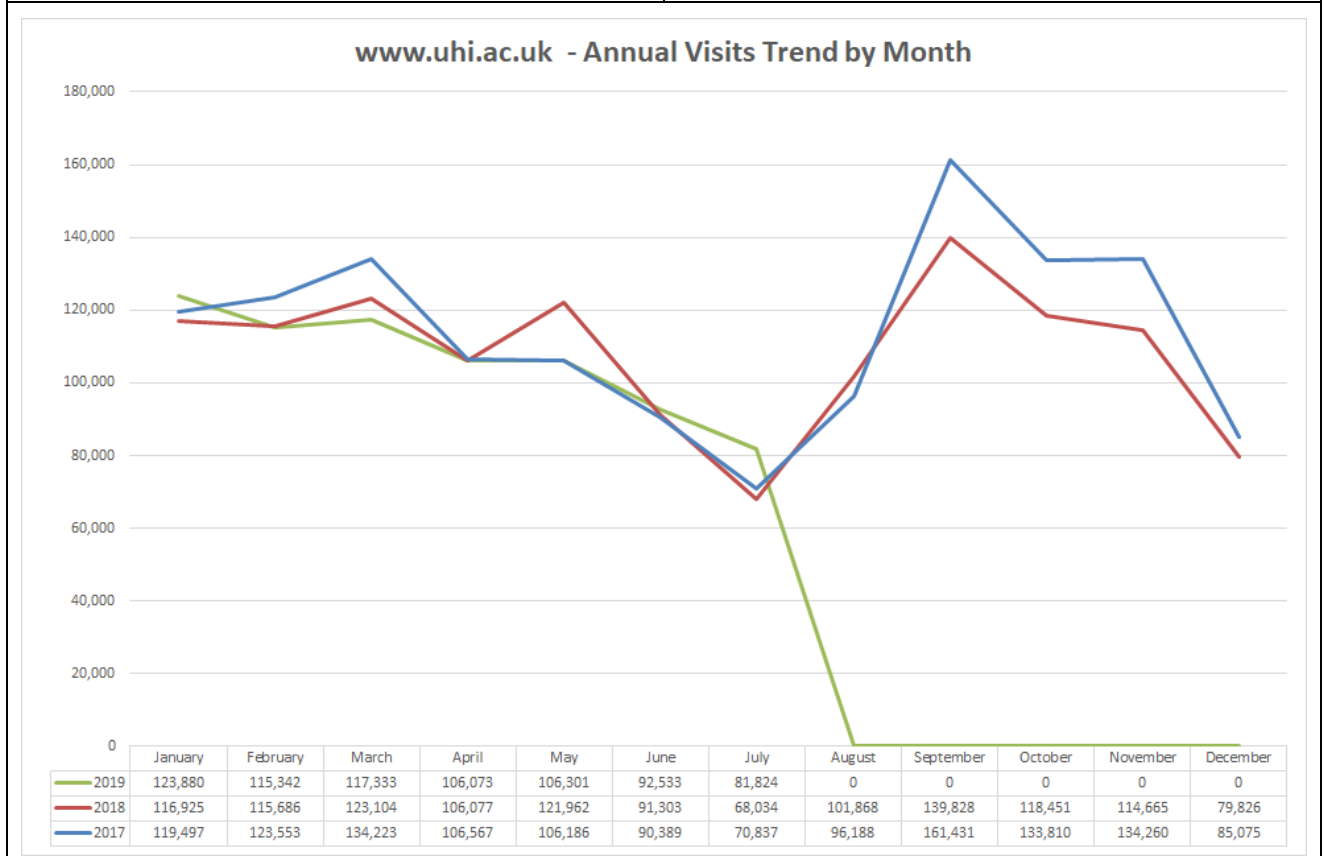


<b>Visits – 81,824 (9% Internal)</b>		53.6%	from Google Direct from outwith UK Mobile (of which 49% Apple) Average page load time
vs Last Month	▼11.5%	15.1%	
vs Last Year	▲20%	13.8%	
		51%	2.45s

<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>PgDip Pre-Reg Midwifery (84)</li> <li>BSc Nursing (1)</li> <li>PGDE Secondary (6)</li> <li>BA Hons Childhood Practice (3)</li> <li>PGDE Primary Teaching (2)</li> <li>BA Hons Child and Youth Studies (7)</li> <li>BSc Hons Psychology (5)</li> <li>MLitt Viking Studies (11)</li> <li>HNC Childhood Practice (10)</li> <li>DipHE Person Centred Couns. (8)</li> </ol>	<ol style="list-style-type: none"> <li>BSc Nursing</li> <li>PGDE Primary Teaching</li> <li>BA Hons Childhood Practice</li> <li>BSc Hons Psychology</li> <li>BA Hons Child and Youth Studies</li> <li>HNC Childhood Practice</li> <li>MSc Psychology Conversion</li> <li>DipHE Person Centred Couns.</li> <li>MSc Advanced Nurse Practitioner</li> <li>Ma Art and Social Practice</li> </ol>

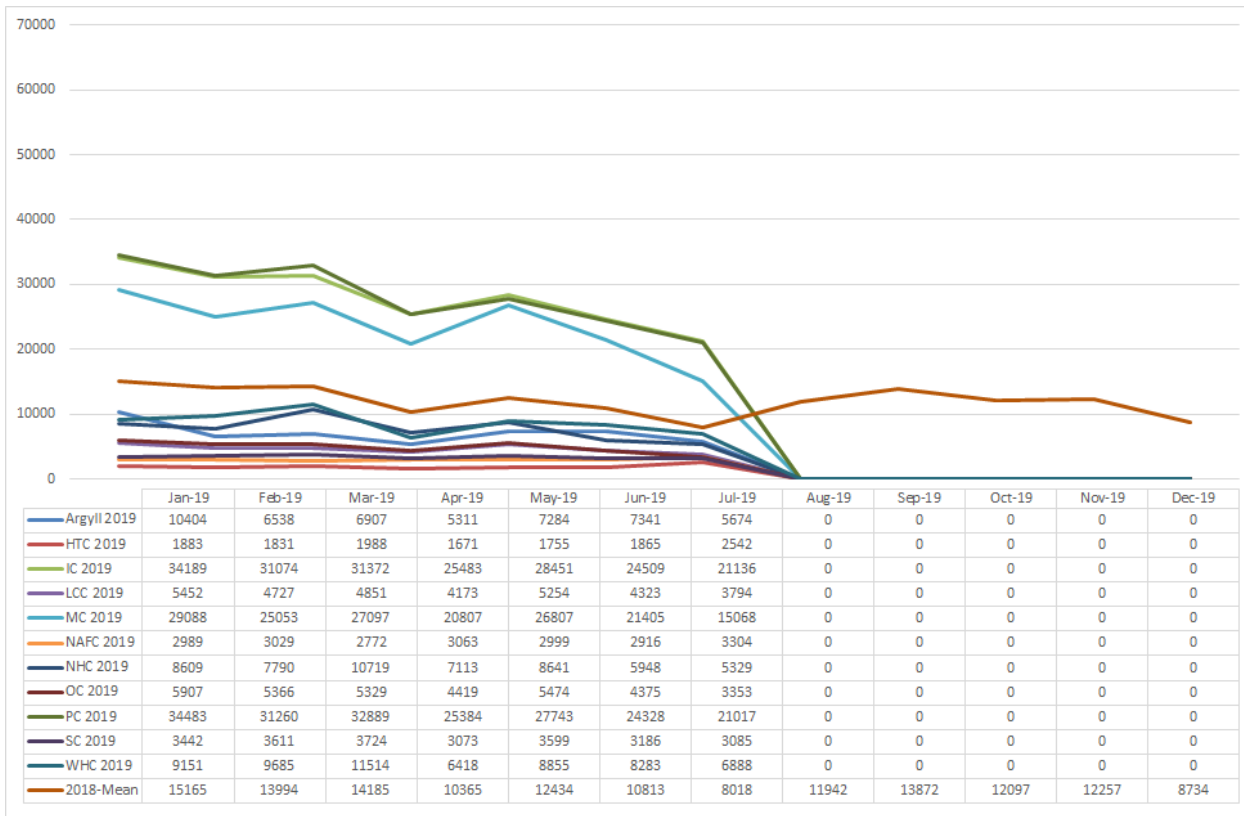
**Applications**

Clicks to UCAS 450 (28%)	Internal Applications (Degrees) 1578 (10%) (pageviews)
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<b>Social Media</b>			
<b>Facebook Likes</b> 25,399 +202	<b>Twitter Followers</b> 12,925 +79	<b>YouTube Views</b> 223,995 +3499	<b>Flickr Views</b> 399,362 +1217

### Annual Cycle - One Web Partners



### Referrals to www.uhi.ac.uk

#### From One-Web

www.inverness.uhi.ac.uk	2258
www.perth.uhi.ac.uk	1676
www.moray.uhi.ac.uk	1101
www.whc.uhi.ac.uk	767
www.northhighland.uhi.ac.uk	542
www.argyll.uhi.ac.uk	525
www.lews.uhi.ac.uk	405
www.htc.uhi.ac.uk	373
www.shetland.uhi.ac.uk	326
www.orkney.uhi.ac.uk	324

#### From non-One-Web

sams.ac.uk	277
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### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	3352	£109.50
adventurestudiesjul2019	Social	2991	£327.00
hncdpromoju2019	Social	2467	£267.50
secondaryteachingjul2019	Social	2351	£755.50
childcarecoursesjul2019	Social	1558	£148.50
insmlittprogrammesjul2019	Social	1545	£82.50
midwiferyfundedplacesjul2019	Social	1094	£390.00
partimefeeegrantjul2019	Social	741	£126.50
sportjuly2019	Social	498	£83.00
creativeindustries5of1	Social	372	£16.00