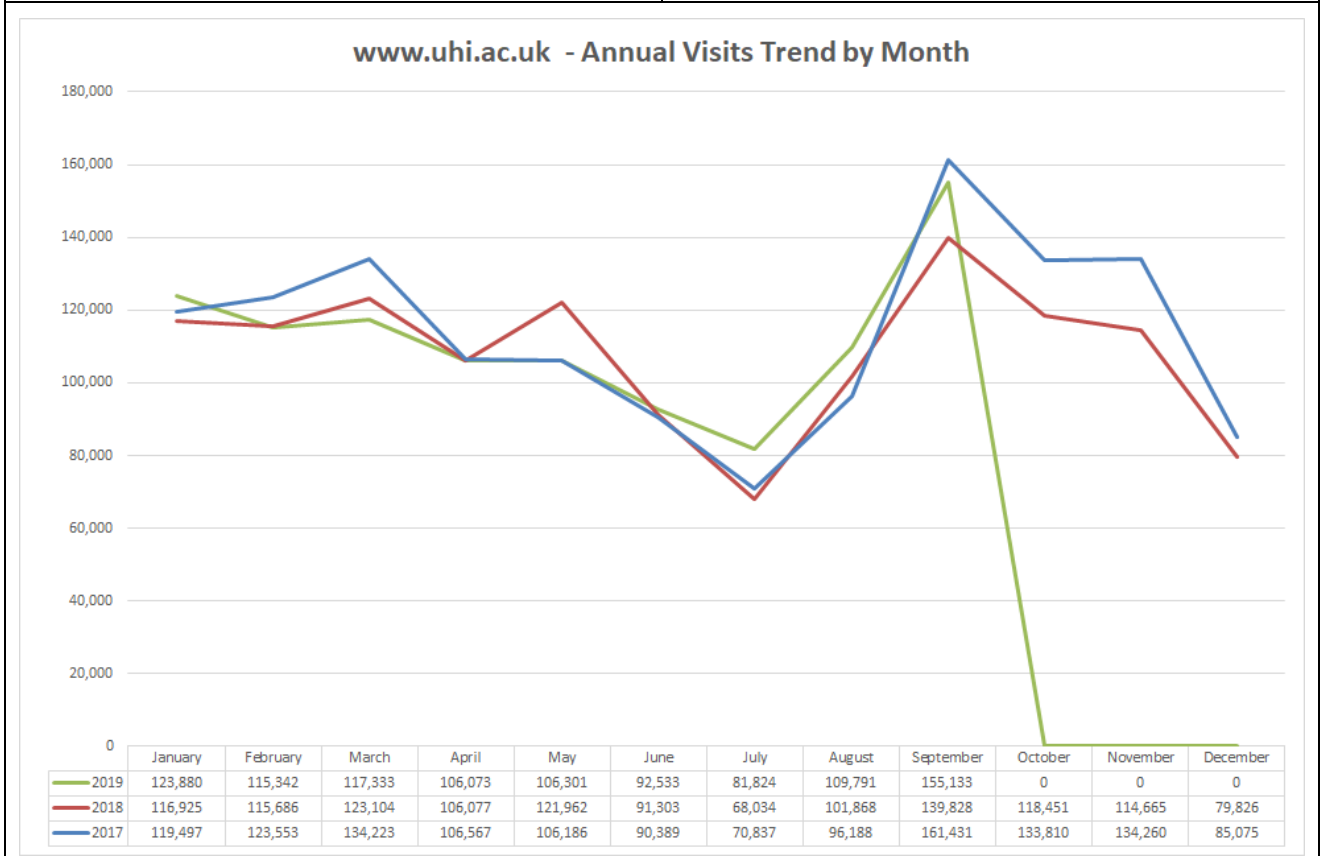


Visits – 155,133 (18% Internal)		54.9%	from Google Direct from outwith UK Mobile (of which 55% Apple) Average page load time
vs Last Month	▲41.3%	14.3%	
vs Last Year	▲11%	8.5%	
		40.3%	
		3.68s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (3) 3 BA Hons Childhood Practice (2) BSc Hons Psychology (-) BA Hons Child and Youth Studies (6) HNC Childhood Practice (5) PGDE Secondary (10) MSc Psychology Conversion (12) BSc Oral Health Science (-) BSc Hons Marine Science (8) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice BSc Hons Psychology BA Hons Child and Youth Studies HNC Childhood Practice MSc Psychology Conversion DipHE Person Centred Couns. BSc Hons Marine Science MSc Advanced Nurse Practitioner

Applications

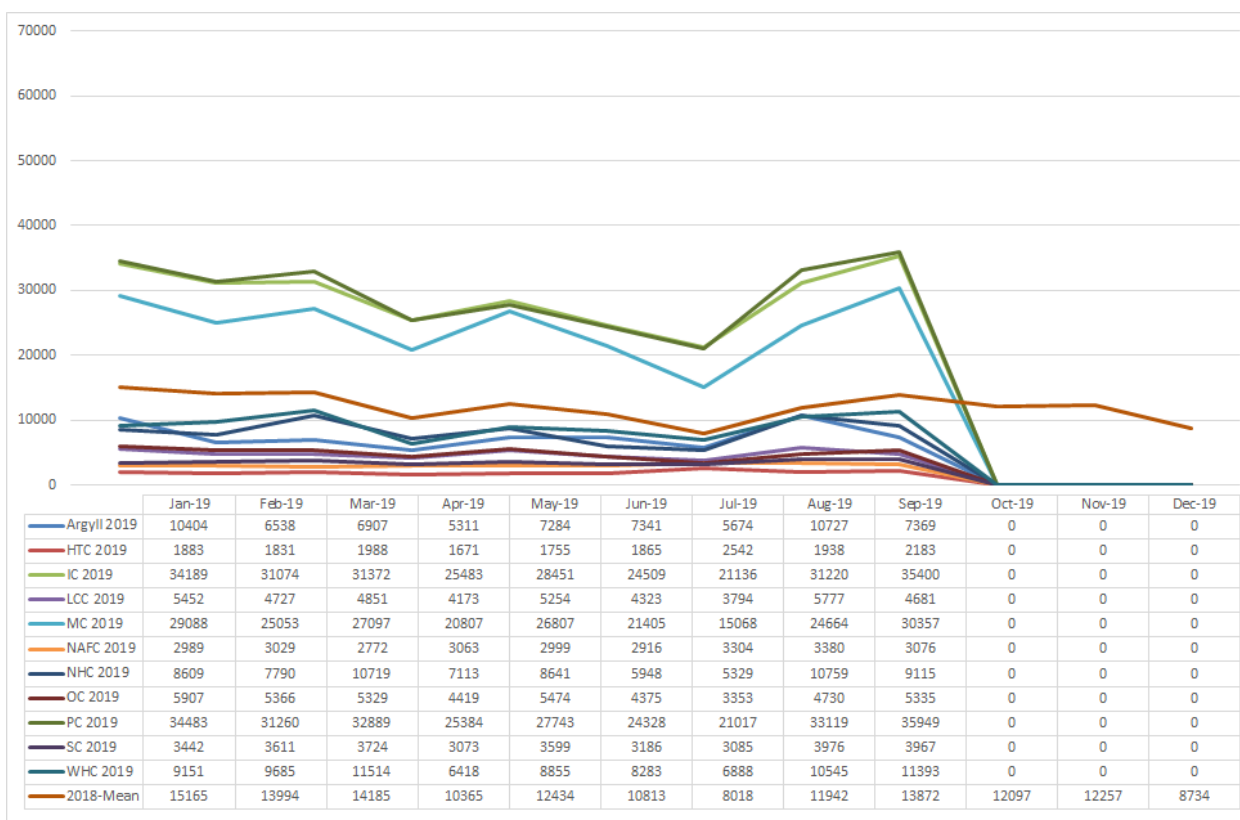
Clicks to UCAS 257 (50%)	Internal Applications (Degrees) 1436(9%) (pageviews)
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Social Media

Facebook Likes 25,690 +136	Twitter Followers 13,156 +135	YouTube Views 229,537 +2956	Flickr Views 401,799 +605
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk	sams.ac.uk
www.perth.uhi.ac.uk	269
www.moray.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.northhighland.uhi.ac.uk	
www.argyll.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.lews.uhi.ac.uk	
www.shetland.uhi.ac.uk	
www.htc.uhi.ac.uk	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	3875	£101.50
leisurecourses19	Social	1109	£43.50
publicloginpage	WiFi	603	£146.50
ASPpressrelease2019	Social	570	£38.50
eliteathletesfund2019	Social	229	£0.00
pgtpressrelease2019	Social	217	£1.50
PRES19	Social	187	£0.50
Aircraft promo	PC Social	129	£57.00
highlandandmorayucas2019	Social	126	£1.50
pgdesecondarydec18	Social	101	£10.00