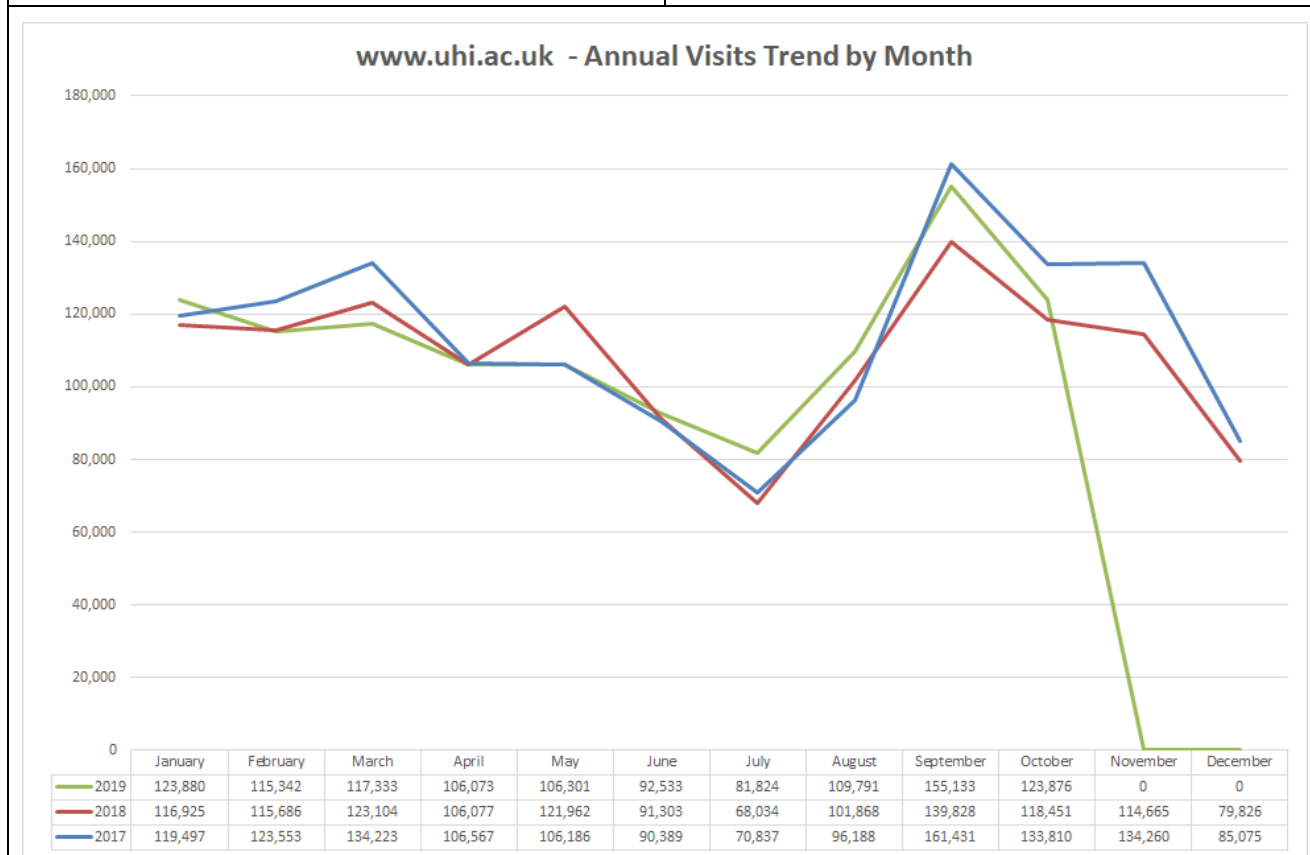


Visits – 123,876 (17% Internal)		56.6%	from Google
vs Last Month vs Last Year	▼20%	14.3%	Direct
	▲4.6%	10.8%	from outwith UK
		37.2%	Mobile (of which 55% Apple)
		2.49s	Average page load time

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (2) BSc Nursing (1) BA Hons Childhood Practice (-) PGDE Secondary (7) BSc Hons Psychology (4) HNC Childhood Practice (-) MSc Psychology Conversion (8) BA Hons Child and Youth Studies (5) BSc Hons Marine Science (10) MSc Advance Nurse Practitioner (17) 	<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

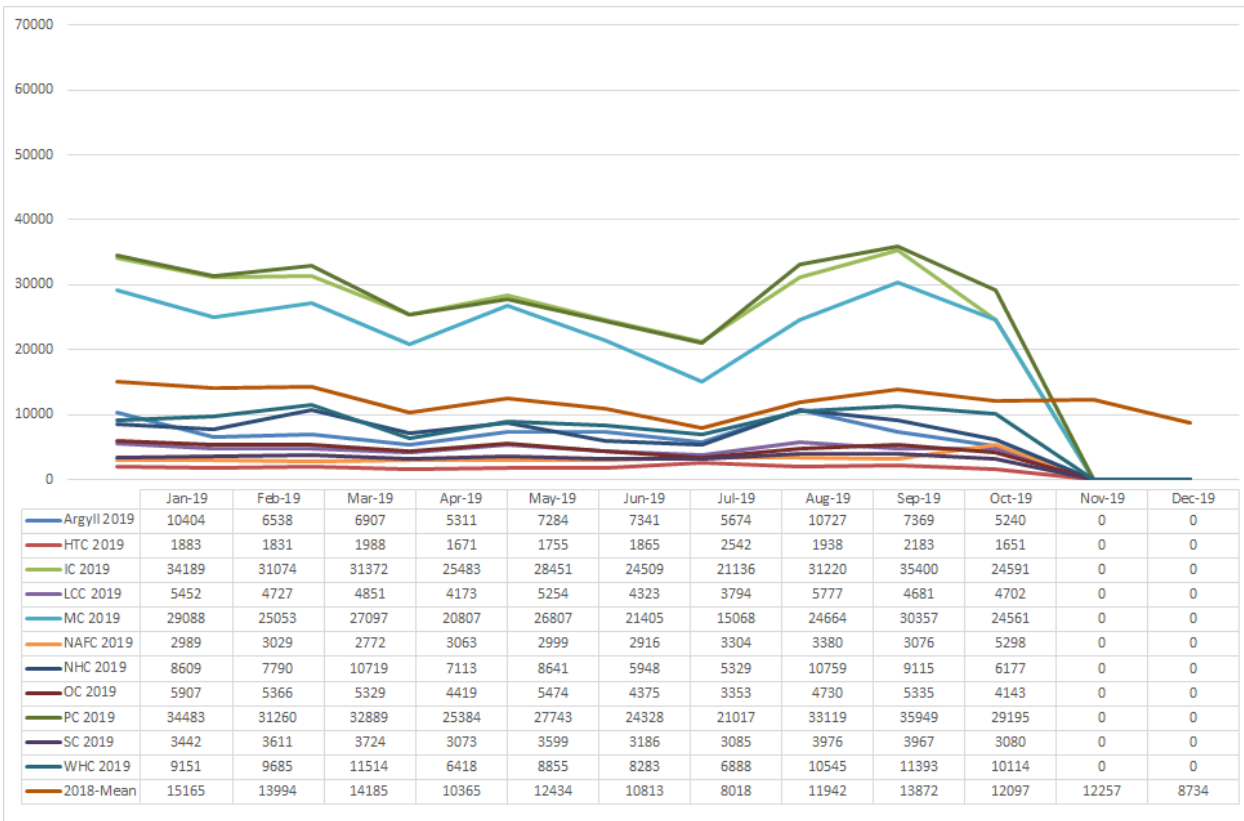
Clicks to UCAS 414 (61%)	Internal Applications (Degrees) 1284(11%) (pageviews)
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Social Media

Facebook Likes 25,761 +71	Twitter Followers 13,245 +89	YouTube Views 233,354 +3817	Flickr Views 404,470 +2671
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.perth.uhi.ac.uk	2508
www.inverness.uhi.ac.uk	2291
www.moray.uhi.ac.uk	1760
www.whc.uhi.ac.uk	953
www.northhighland.uhi.ac.uk	495
www.argyll.uhi.ac.uk	468
www.lews.uhi.ac.uk	437
www.orkney.uhi.ac.uk	426
www.shetland.uhi.ac.uk	336
www.htc.uhi.ac.uk	282

From non-One-Web

sams.ac.uk	253
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	2402	£34.00
leisurecourses19	Social	933	£187.50
invernessnursingopen5oct2019	Social	530	£14.00
publicloginpage	WiFi	452	£116.00
SMIA19	Social	168	£52.00
eliteathletesfund2019	Social	143	£1.00
hijobs	Website	125	£0.00
pgdsecondarydec18	Social	84	£9.00
TGL19	Social	47	£0.50
f11d3d29b2-Tethys Blast 18 October 2019	eMail	39	£0.00