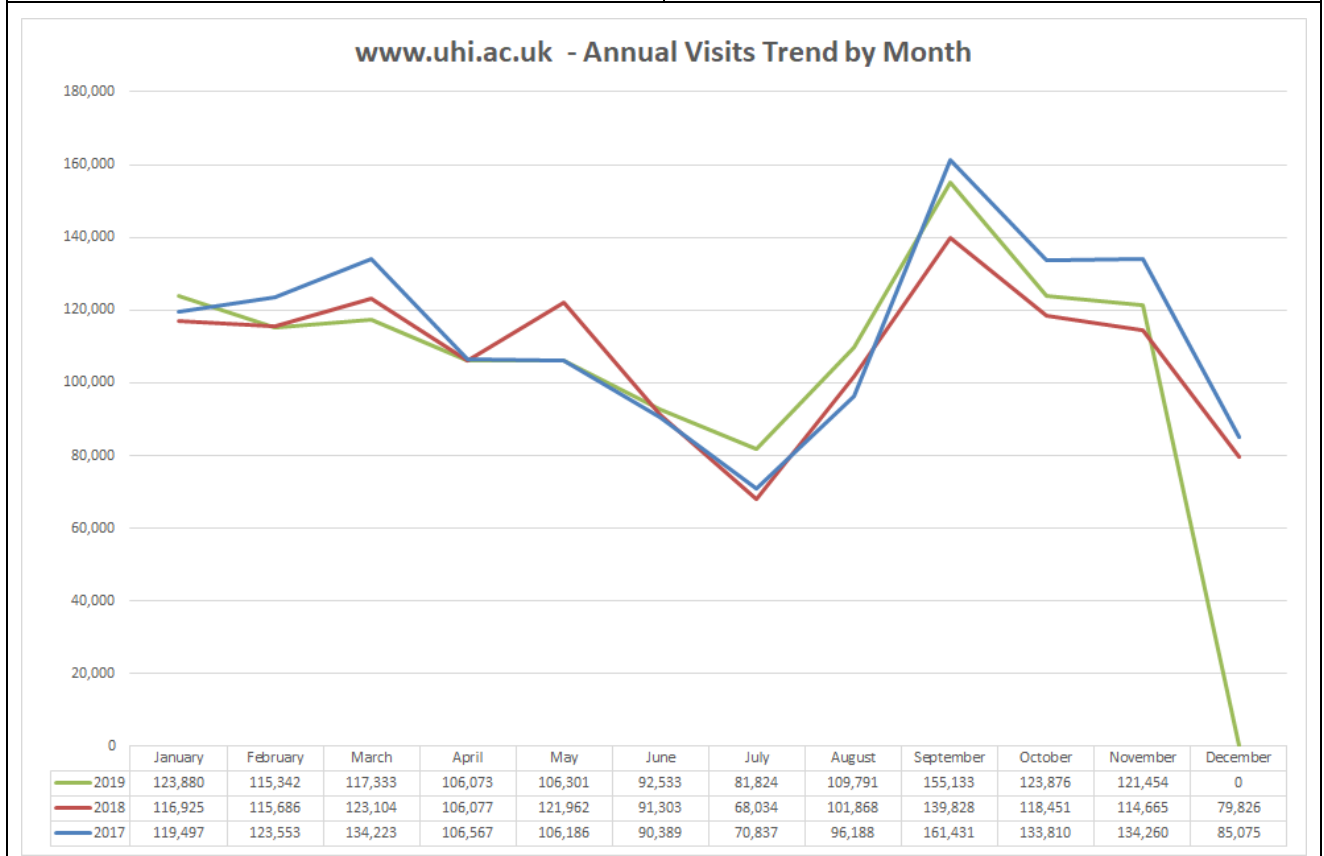


Visits – 121,454 (17% Internal)		55.8%	from Google
vs Last Month vs Last Year	▼2%	14.6%	Direct
	▲6%	11.6%	from outwith UK
		37.2%	Mobile (of which 55% Apple)
		2.93s	Average page load time

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (2) PGDE Primary Teaching (1) BSc Hons Optometry (new) BA Hons Childhood Practice (3) BSc Hons Psychology (5) PGDE Secondary (4) BA Hons Child and Youth Studies (8) HNC Childhood Practice (6) MSc Psychology Conversion (7) MSc Advanced Nurse Practitioner (-) 	<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

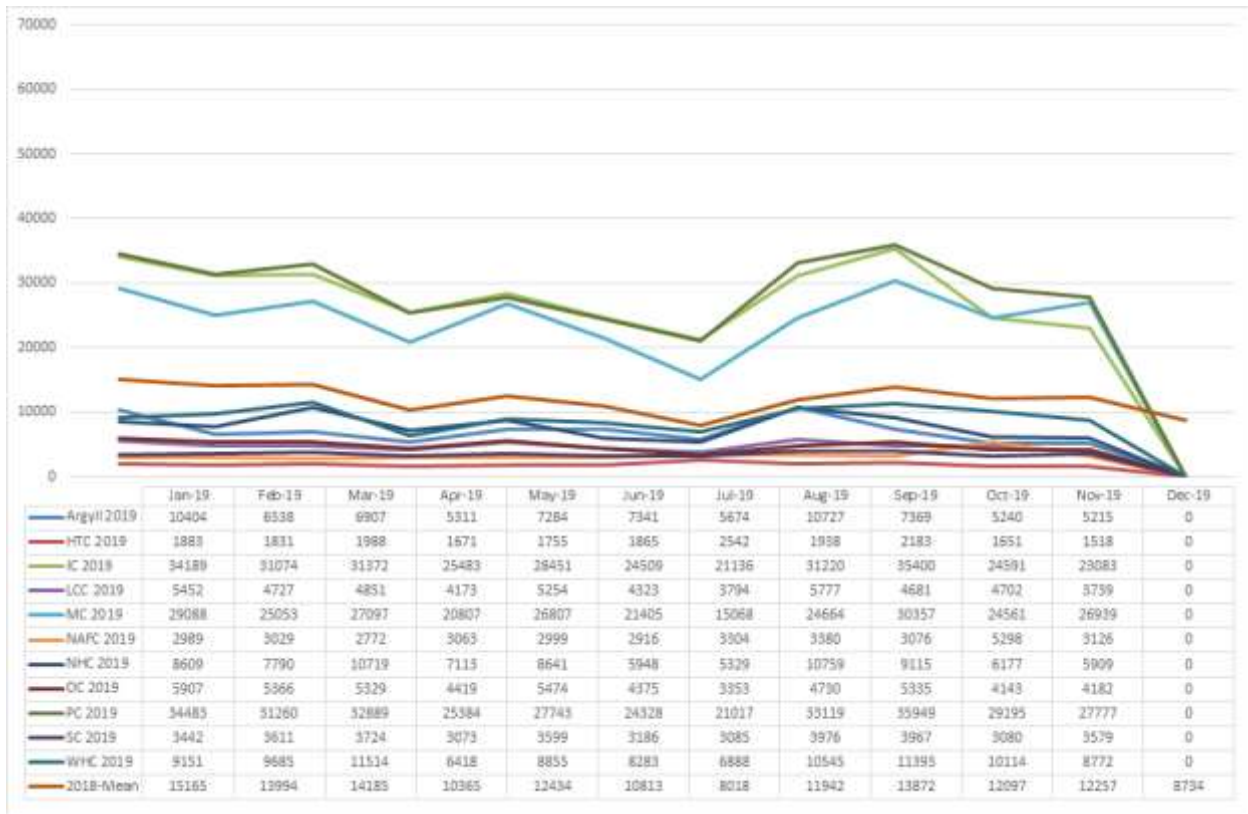
Clicks to UCAS 522 (26%)	Internal Applications (Degrees) 1394(8.6%) (pageviews)
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Social Media

Facebook Likes 25,852 +91	Twitter Followers 13,366 +121	YouTube Views 237,349 +3995	Flickr Views 405,119 +649
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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	2132	
www.perth.uhi.ac.uk	2091	
www.moray.uhi.ac.uk	1615	
www.whc.uhi.ac.uk	707	
www.northhighland.uhi.ac.uk	477	
www.orkney.uhi.ac.uk	413	
www.argyll.uhi.ac.uk	393	
www.lews.uhi.ac.uk	372	
www.shetland.uhi.ac.uk	342	
www.htc.uhi.ac.uk	192	
	sams.ac.uk	278

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
dmavacancynov2019	Social	1657	£1.00
VacancyClickOut	Website	1586	£20.00
pgdesecondary2019	Social	1194	£280.00
optometrypressrelease2019	Social	1176	£280.50
fundednercphds2019	Social	1111	£6.00
leisurecourses19	Social	669	£290.00
graduateapprenticesinchildcarepr	Social	631	£3.00
publicloginpage	WiFi	615	£161.00
asdworkshops2019	Social	458	£5.00
fundedmultibeamphdnov2019	Social	163	£0.00