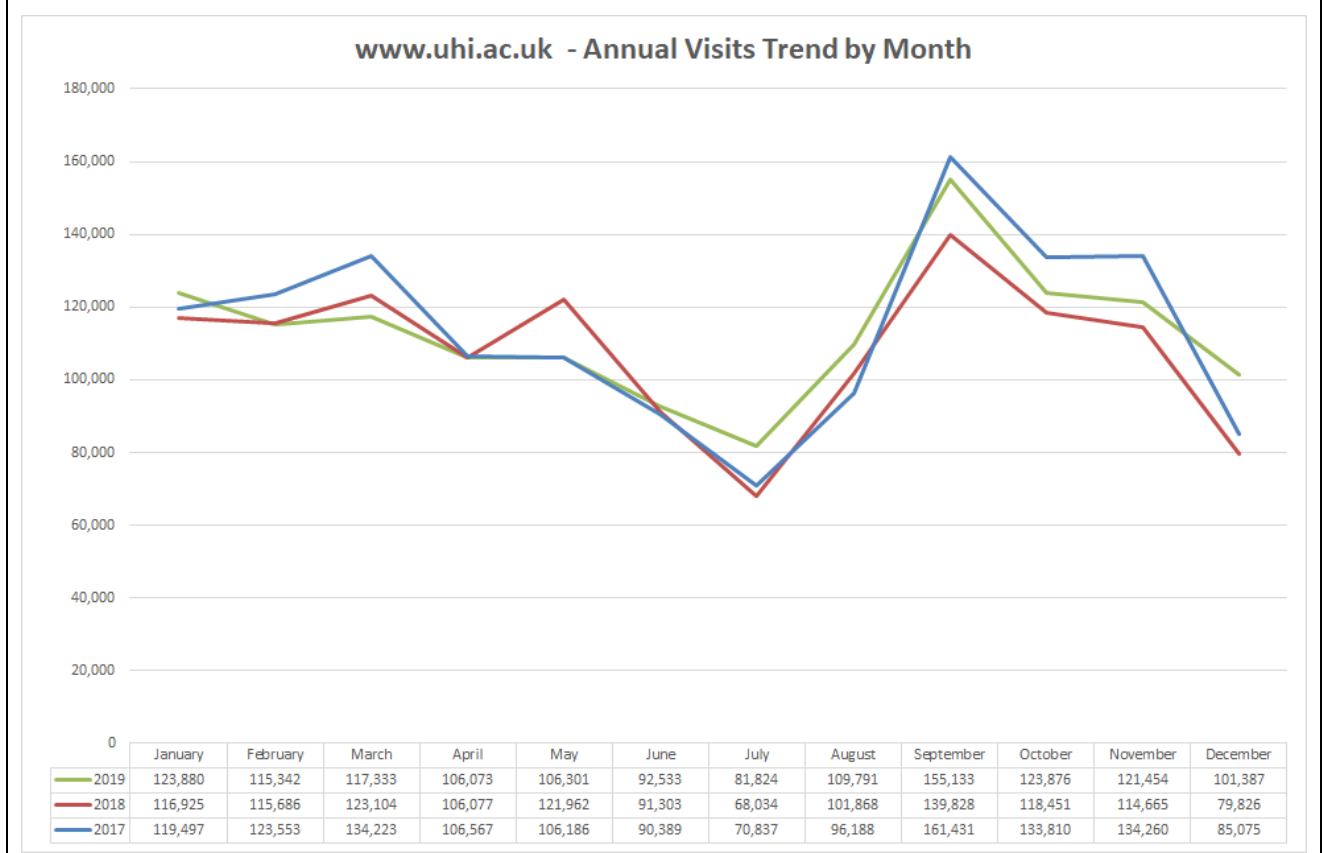


Visits – 101,387 (13% Internal)		49%	from Google
vs Last Month vs Last Year	▼17%	23.6%	Direct
	▲27%	12.5%	from outwith UK
		37.3%	Mobile (of which 49% Apple)
		2.47s	Average page load time

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 (4) BSc Hons Psychology (5) PGDE Secondary (6) MSc Psychology Conversion (9) BSc Oral Health Science (12) HNC Childhood Practice (-) BSc Hons Optometry (3) DipHE Person Centred Couns. (11) 	<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

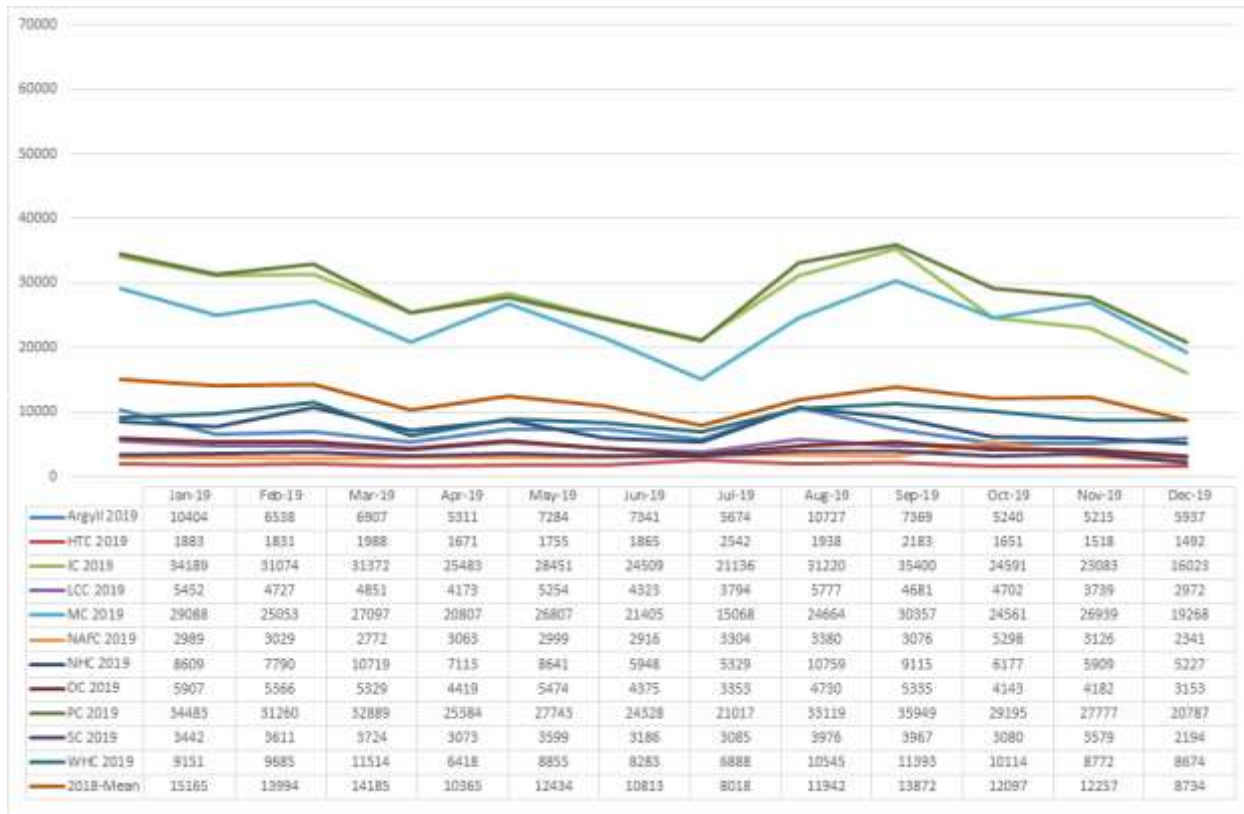
Clicks to UCAS 4003 (766%)	Internal Applications (Degrees) 1024(26.5%) (pageviews)
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Social Media

Facebook Likes 25,911 +52	Twitter Followers 13,417 +51	YouTube Views 234,767 (-)	Flickr Views 407,349 +2230
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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 1628	sams.ac.uk 574
www.perth.uhi.ac.uk 1340	
www.moray.uhi.ac.uk 1262	
www.whc.uhi.ac.uk 730	
www.northhighland.uhi.ac.uk 326	
www.argyll.uhi.ac.uk 344	
www.lews.uhi.ac.uk 317	
www.orkney.uhi.ac.uk 267	
www.shetland.uhi.ac.uk 223	
www.htc.uhi.ac.uk 147	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
pgdeprimarydec2019	Social	2023	£264.50
nursingdec2019	Social	1986	£505.00
VacancyClickOut	Website	1828	£25.50
invnursingopendaydec2019	Social	487	£14.50
publicloginpage	WiFi	423	£121.00
leisurecourses19	Social	398	£17.50
optometrypressrelease2019	Social	330	£120.00
fundednercphds2019	Social	301	£0.50
Jan2020-Moray-Web-banner	Website	268	£12.00
instructionaldesignervacancy	Social	125	£0.00