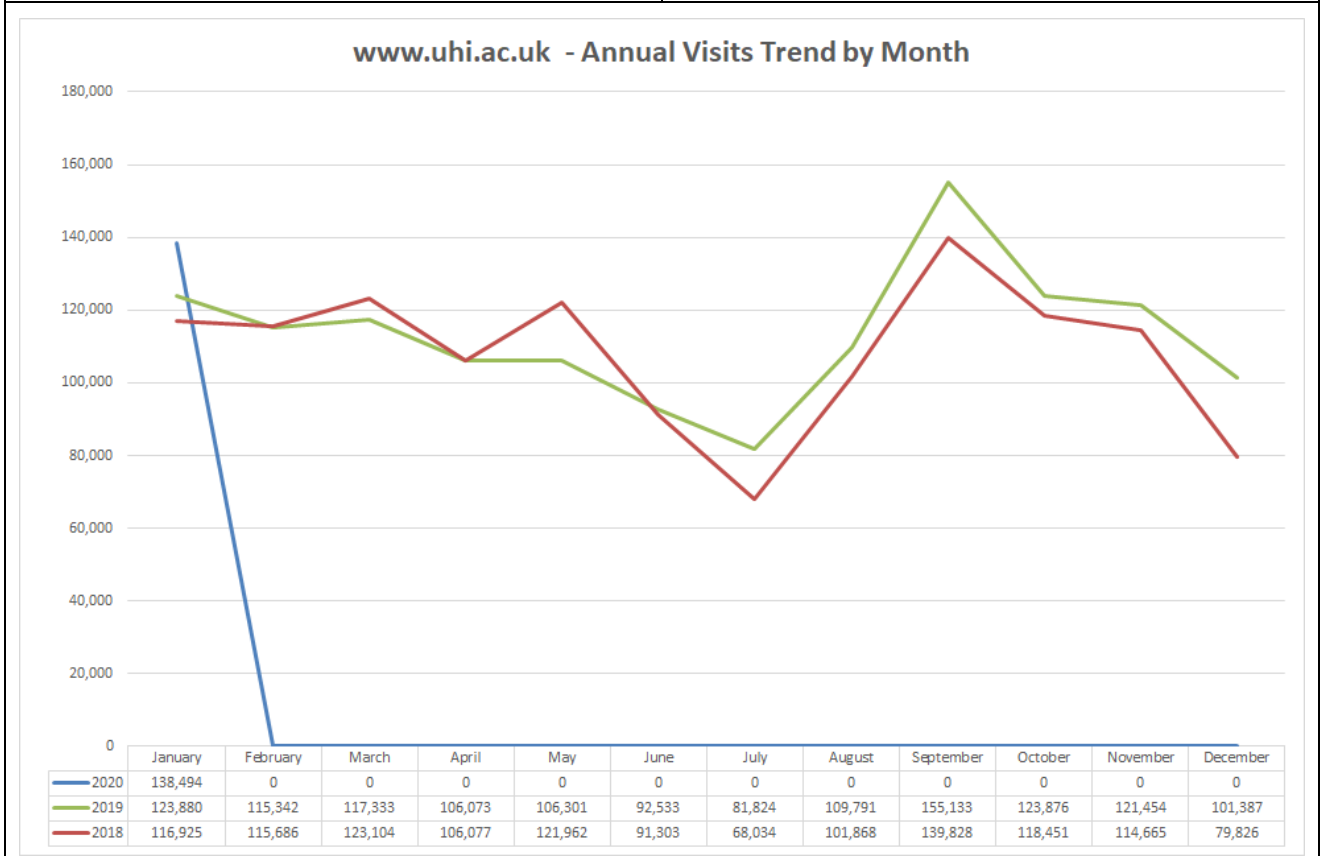


Visits – 138,494 (14% Internal)		54.8%	from Google
vs Last Month	▲37%	20.7%	Direct
vs Last Year	▲12%	11.5%	from outwith UK
		38.5%	Mobile (of which 53% Apple)
		2.91s	Average page load time

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 (-) HNC Childhood Practice (8) BSc Hons Psychology (4) PGDE Secondary (5) BA Hons Child and Youth Studies (11) MSc Psychology Conversion (6) BSc Oral Health Science (7) DipHE Person Centred Couns. (-) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice HNC Childhood Practice BSc Hons Psychology PGDE Secondary BA Hons Child and Youth Studies MSc Psychology Conversion BSc Oral Health Science DipHE Person Centred Couns.

Applications

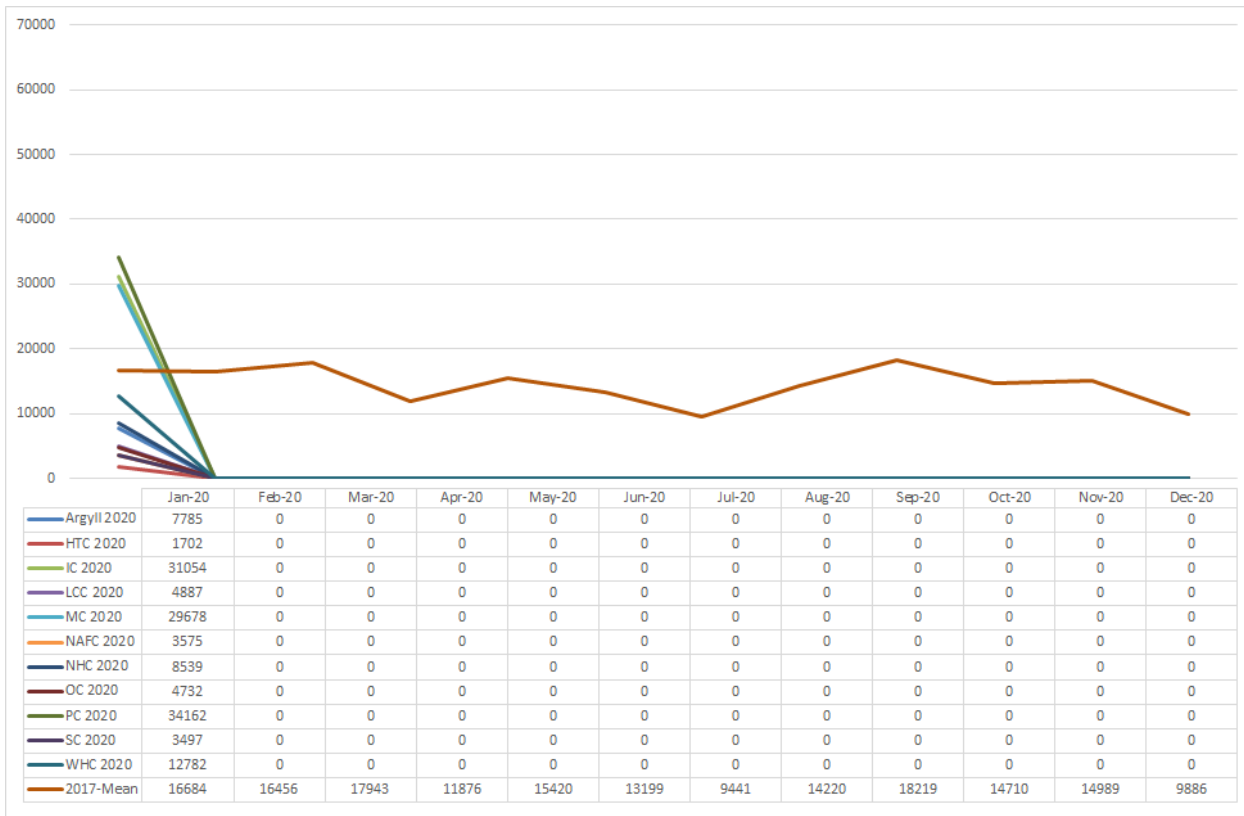
Clicks to UCAS 3073 (23%)	Internal Applications (Degrees) 1024(69%) (pageviews)
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Social Media

Facebook Likes 26,028 +117	Twitter Followers 13,547 +130	YouTube Views 245,537 +10,770	Flickr Views 408,655 +1306
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	2929
www.perth.uhi.ac.uk	2391
www.moray.uhi.ac.uk	1639
www.whc.uhi.ac.uk	899
www.northhighland.uhi.ac.uk	664
www.argyll.uhi.ac.uk	549
www.lews.uhi.ac.uk	510
www.orkney.uhi.ac.uk	450
www.shetland.uhi.ac.uk	323
www.htc.uhi.ac.uk	243

From non-One-Web

sams.ac.uk	992
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	2214	£22.50
invnursingopendayjan2020	Social	909	£123.00
publicloginpage	WiFi	815	£224.00
REAW20	Social	566	£1.00
fundednercphds2019	Social	231	£0.00
Jan2020-Moray-Web-banner	Social	153	£7.50
janfebscholarshipfund	Social	131	£2.50
Janu starts	Social	126	£7.50
REAW20G	Social	101	£0.00
NARM20A	Social	82	£0.00