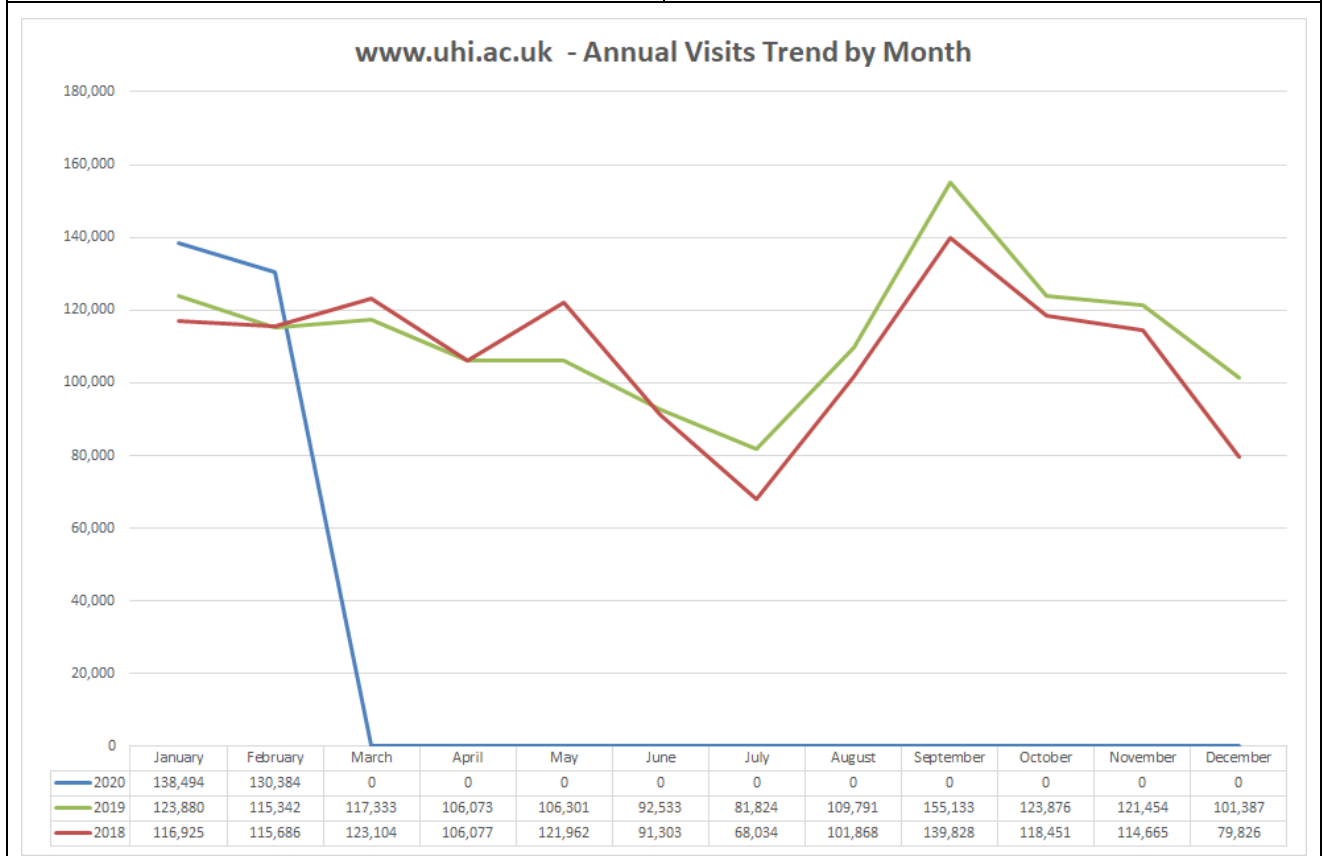


<b>Visits – 138,494</b>		60.8%	from Google Direct from outwith UK Mobile (of which 52% Apple) Average page load time
vs Last Month	▼5.9%	14.5%	
vs Last Year	▲13%	13.6%	
		38.9%	2.19s

<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>BSc Nursing (-)</li> <li>PGDE Primary Teaching (-)</li> <li>BA Hons Childhood Practice (-)</li> <li>BSc Hons Psychology (5)</li> <li>DipHE Person Centred Couns. (10)</li> <li>HNC Childhood Practice (4)</li> <li>MSc Psychology Conversion (8)</li> <li>PGDE Secondary (6)</li> <li>BA Hons Child and Youth Studies (7)</li> <li>BSc Optometry (29)</li> </ol>	<ol style="list-style-type: none"> <li>BSc Nursing</li> <li>PGDE Primary Teaching</li> <li>BA Hons Childhood Practice</li> <li>HNC Childhood Practice</li> <li>BSc Hons Psychology</li> <li>PGDE Secondary</li> <li>MSc Psychology Conversion</li> <li>DipHE Person Centred Couns.</li> <li>BA Hons Child and Youth Studies</li> <li>BSc Oral Health Science</li> </ol>

**Applications**

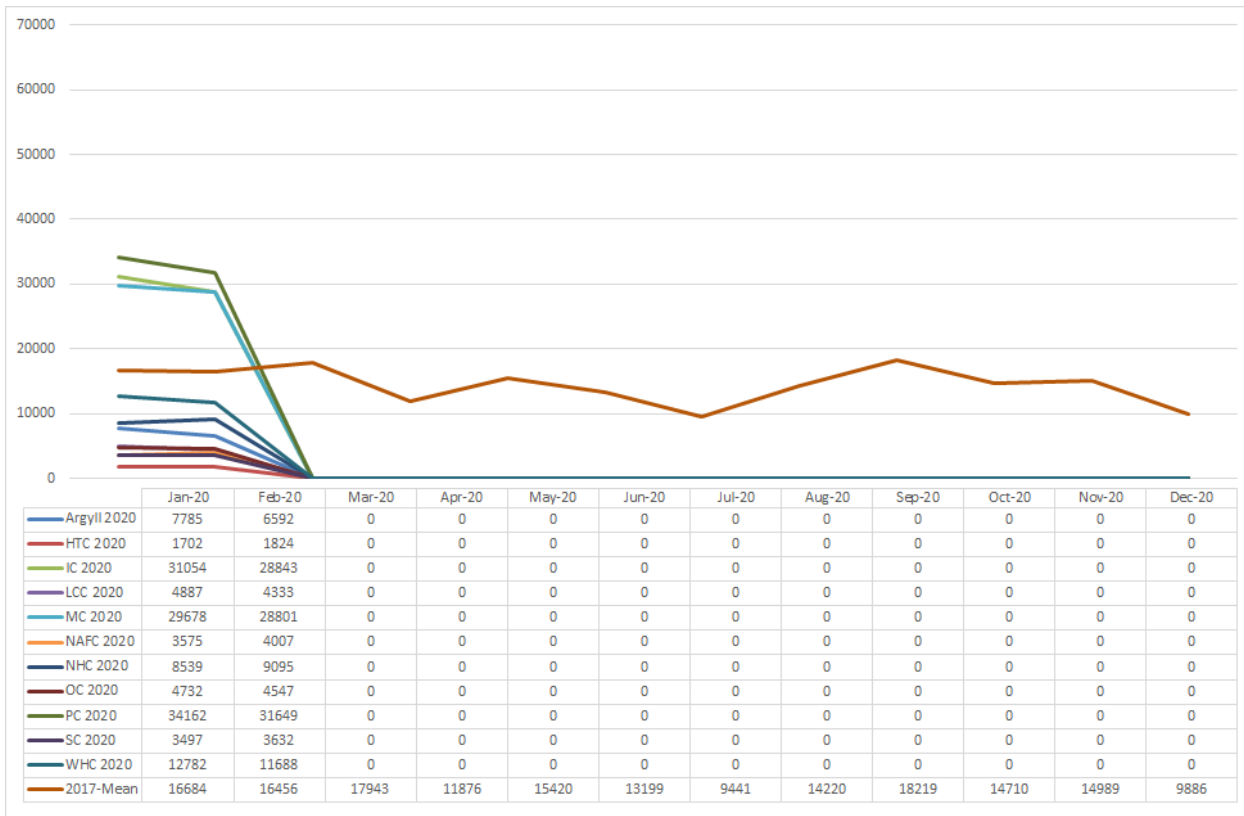
Clicks to UCAS 467 (85%)	Internal Applications (Degrees) 1267(23.7%) (pageviews)
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**Social Media**

<b>Facebook Likes</b> 26,769 +741	<b>Twitter Followers</b> 13,679 +132	<b>YouTube Views</b> 248,976 +3,439	<b>Flickr Views</b> 410,558 +1903
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### Annual Cycle - One Web Partners



### Referrals to www.uhi.ac.uk

#### From One-Web

www.inverness.uhi.ac.uk	2659
www.perth.uhi.ac.uk	2282
www.moray.uhi.ac.uk	1624
www.whc.uhi.ac.uk	909
www.northhighland.uhi.ac.uk	593
www.orkney.uhi.ac.uk	426
www.argyll.uhi.ac.uk	424
www.lews.uhi.ac.uk	376
www.shetland.uhi.ac.uk	350
www.htc.uhi.ac.uk	248

#### From non-One-Web

sams.ac.uk	296
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### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
janfebscholarshipfund	Social	2019	£21.50
VacancyClickOut	Website	1570	£25.00
publicloginpage	WiFi	920	£289.00
UIFHealth	Social	187	£2.00
Jan2020-Moray-Web-banner	Website	164	£11.50
fundednercphds2019	Social	161	£0.00
nursingopendayfeb2020	Social	157	£3.50
ILUConference	Social	118	£0.00
niucasfeb2020	Social	109	£0.00
tmroddantrustfebmar2020	Social	95	£1.50