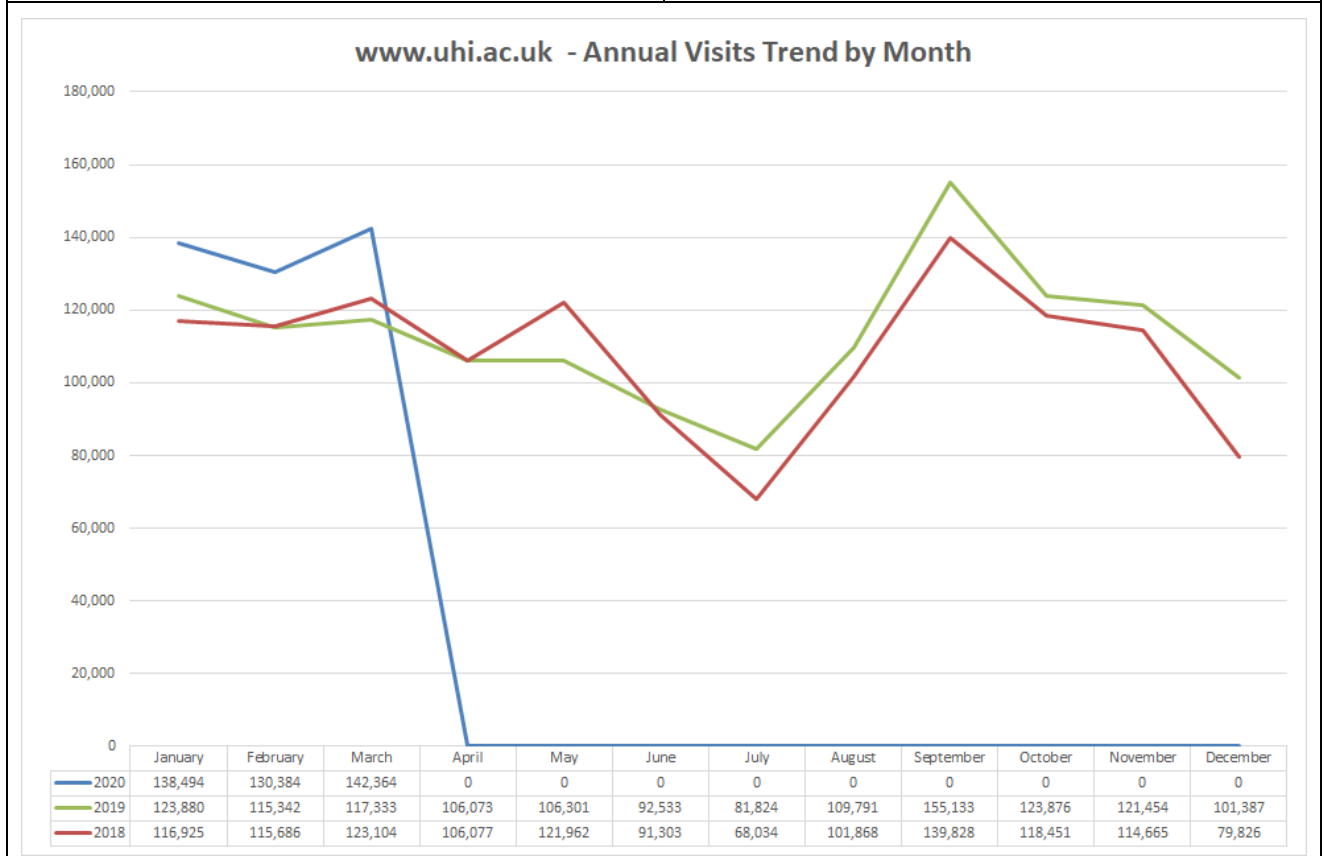


| | | | |
|-------------------------|--------|-------|---|
| Visits – 142,364 | | 57.1% | from Google Direct from outwith UK Mobile (of which 52% Apple) Average page load time |
| vs Last Month | ▲9.2% | 15.4% | |
| vs Last Year | ▲21.3% | 12% | |
| | | 36.5% | |
| | | 2.53s | |

| | |
|---|---|
| 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 (-) BSc Hons Psychology (-) HNC Childhood Practice (6) BA Hons Child and Youth Studies (9) PGDE Secondary (8) MSc Psychology Conversion (7) MA Art & Social Practice (24) DipHE Person Centred Couns. (5) | <ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice HNC Childhood Practice BSc Hons Psychology PGDE Secondary MSc Psychology Conversion BA Hons Child and Youth Studies DipHE Person Centred Couns. BSc Oral Health Science |

Applications

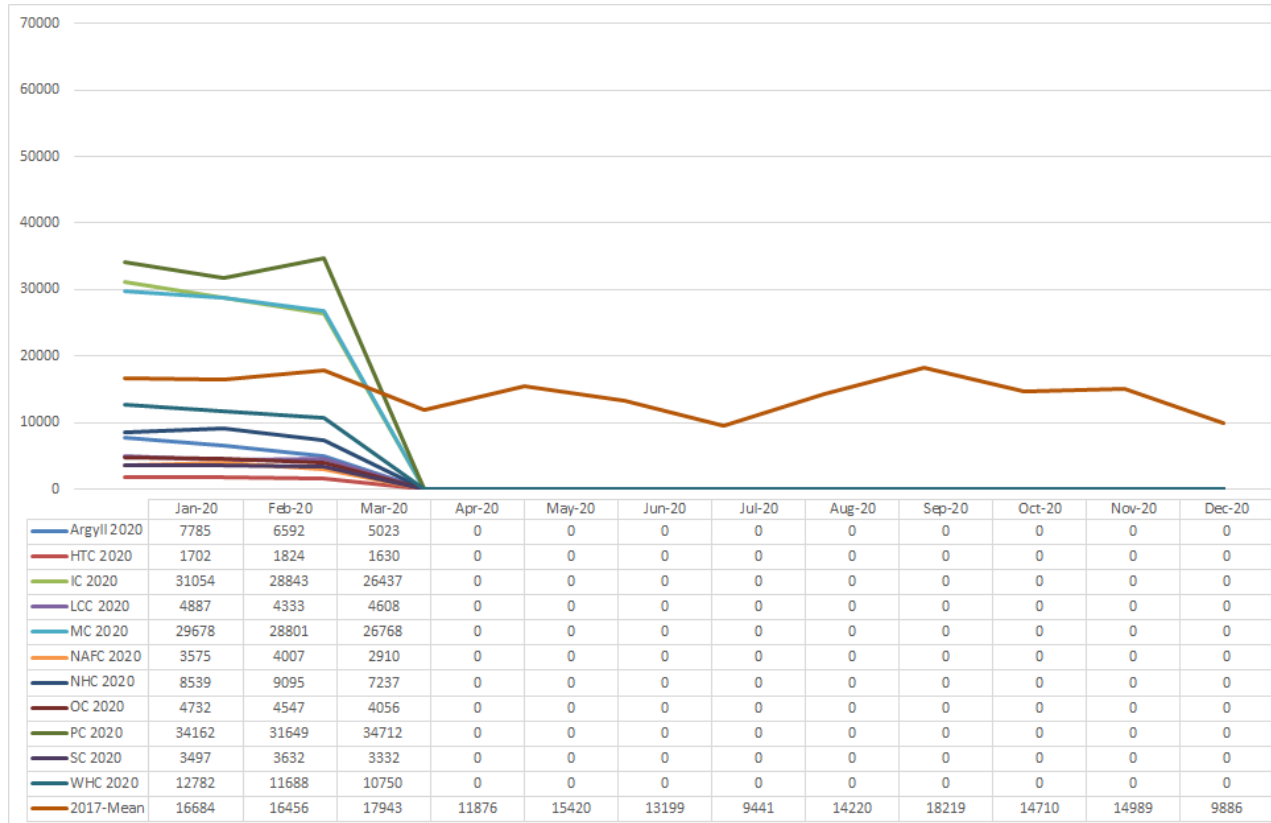
| | |
|-------------------------|--|
| Clicks to UCAS 471 (1%) | Internal Applications (Degrees) 894(29.5%) (pageviews) |
|-------------------------|--|



Social Media

| | | | |
|---------------------------------|---|--|--------------------------------------|
| Facebook Likes 26,435 | Twitter Followers 13,809 +130 | YouTube Views 251,529 +2,553 | Flickr Views 411,867 +1309 |
|---------------------------------|---|--|--------------------------------------|

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

| From One-Web | From non-One-Web |
|---------------------------------|------------------|
| www.inverness.uhi.ac.uk 2444 | sams.ac.uk 161 |
| www.perth.uhi.ac.uk 2313 | |
| www.moray.uhi.ac.uk 1738 | |
| www.whc.uhi.ac.uk 908 | |
| www.northhighland.uhi.ac.uk 705 | |
| www.argyll.uhi.ac.uk 534 | |
| www.lews.uhi.ac.uk 458 | |
| www.orkney.uhi.ac.uk 419 | |
| www.shetland.uhi.ac.uk 410 | |
| www.htc.uhi.ac.uk 260 | |
| www.nafc.uhi.ac.uk 120 | |

Campaign Activity

| Campaign | Medium | Pageviews | Goal Value |
|--------------------------|------------|-----------|------------|
| VacancyClickOut | Website | 1318 | £74.50 |
| publicloginpage | WiFi | 524 | £155.00 |
| IWD2020 | Social | 324 | £0.50 |
| niucasfeb2020 | Social | 320 | £1.00 |
| Engineering promo | Google Ads | 235 | £6.00 |
| OBF20 | Social | 79 | £0.00 |
| Jan2020-Moray-Web-banner | Website | 70 | £0.00 |
| janfebscholarshipfund | Social | 37 | £0.50 |
| optometryCETfebmar2020 | Social | 36 | £0.00 |
| BSCO19 | Social | 29 | £1.00 |