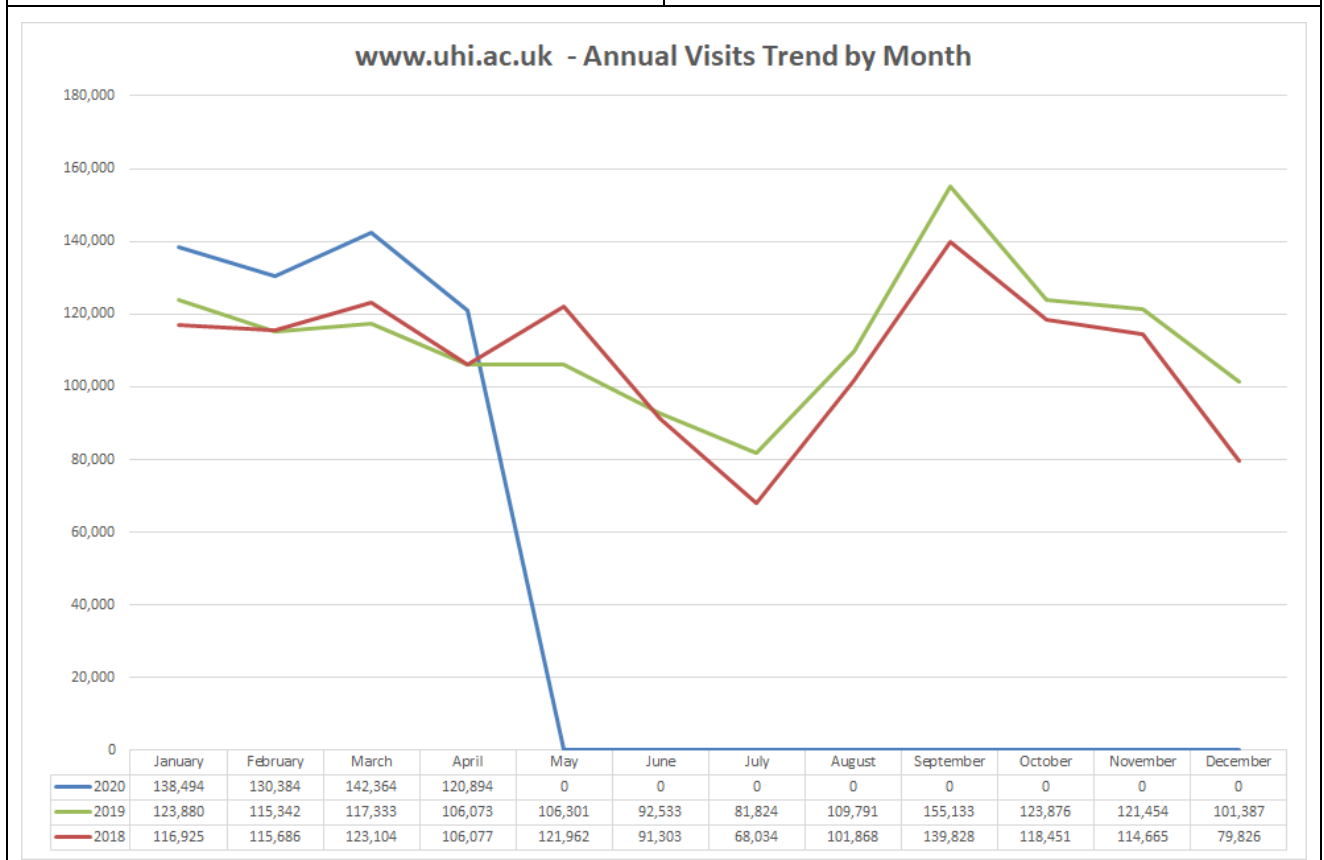


Visits – 120,894		55.7%	from Google Direct from outwith UK Mobile (of which 52% Apple) Average page load time
vs Last Month	▼ 15%	16.2%	
vs Last Year	▲ 14%	15%	
		35.7%	
		2.97s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (-) MA Art & Social Practice (9) MSc Psychology Conversion (8) BSc Hons Psychology (4) BA Hons Childhood Practice (3) PGDE Secondary (-) MLitt Viking Studies (12) BA Hons Child and Youth Studies (6) MA Contemporary Art and Archaeology (161) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice BSc Hons Psychology MSc Psychology Conversion HNC Childhood Practice PGDE Secondary BA Hons Child and Youth Studies DipHE Person Centred Cours. MA Art and Social Practice

Applications

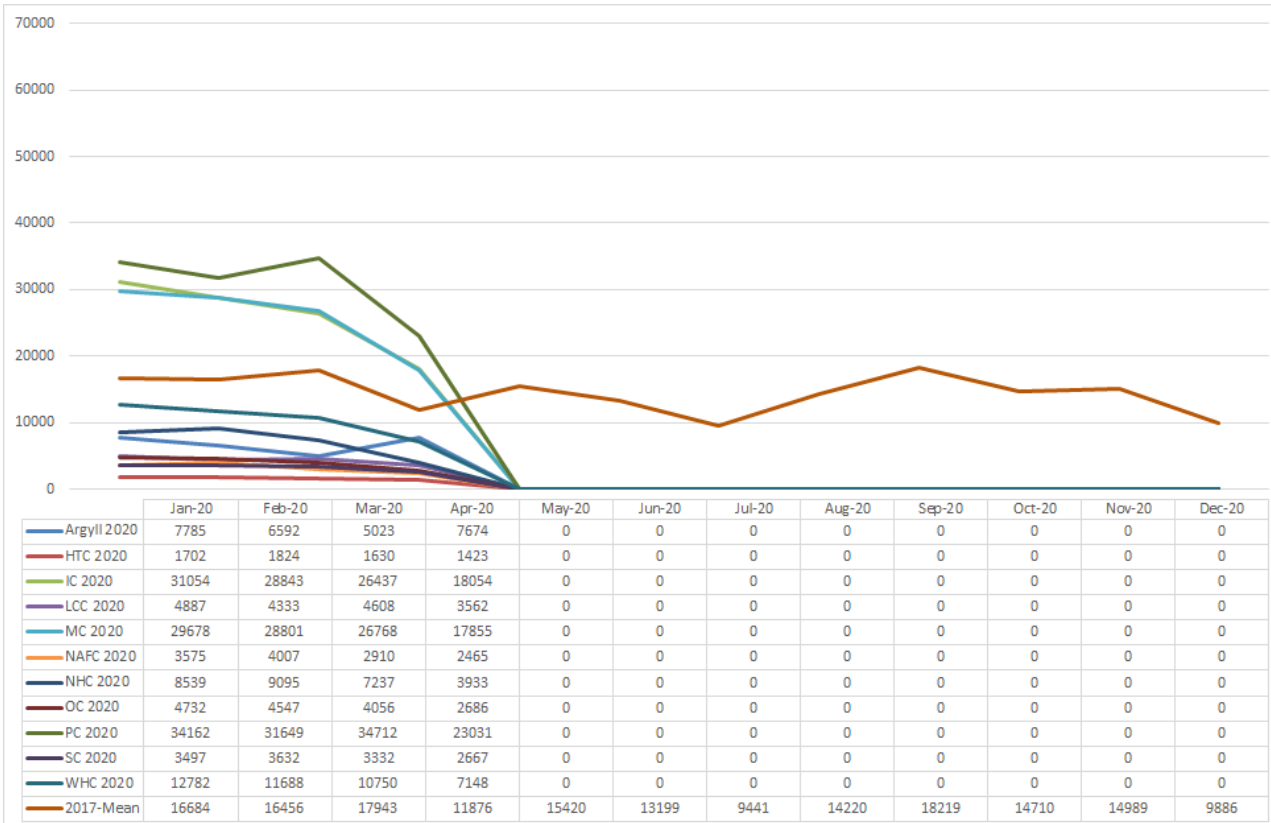
Clicks to UCAS 436 (7.5%)	Internal Applications (Degrees) 884(1.1%) (pageviews)
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Social Media

Facebook Likes 26,586 +151	Twitter Followers 13,915 +106	YouTube Views 254,307 +2,778	Flickr Views 413,306 +1439
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.perth.uhi.ac.uk 1924	sams.ac.uk 293
www.inverness.uhi.ac.uk 1575	
www.moray.uhi.ac.uk 1161	
www.whc.uhi.ac.uk 566	
www.argyll.uhi.ac.uk 395	
www.northhighland.uhi.ac.uk 354	
www.lews.uhi.ac.uk 336	
www.shetland.uhi.ac.uk 335	
www.orkney.uhi.ac.uk 300	
www.htc.uhi.ac.uk 186	
www.nafc.uhi.ac.uk 120	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
mlittscottishheritagepost2020	Social	999	£47.50
niucasfeb2020	Social	548	£3.00
optometryvideoapril2020	Social	229	£15.50
VacancyClickOut	Website	226	£6.50
publicloginpage	WiFi	185	£46.00
bigwhitewallapril2020	Social	75	£1.00
Jan2020-Moray-Web-banner	Social	41	£0.50
6f286420fb-		33	£0.00
ace396f28a-Tethys Blast 13 December 2019		27	£0.00
fundedmultibeamphdnov2019	Social	27	£0.50