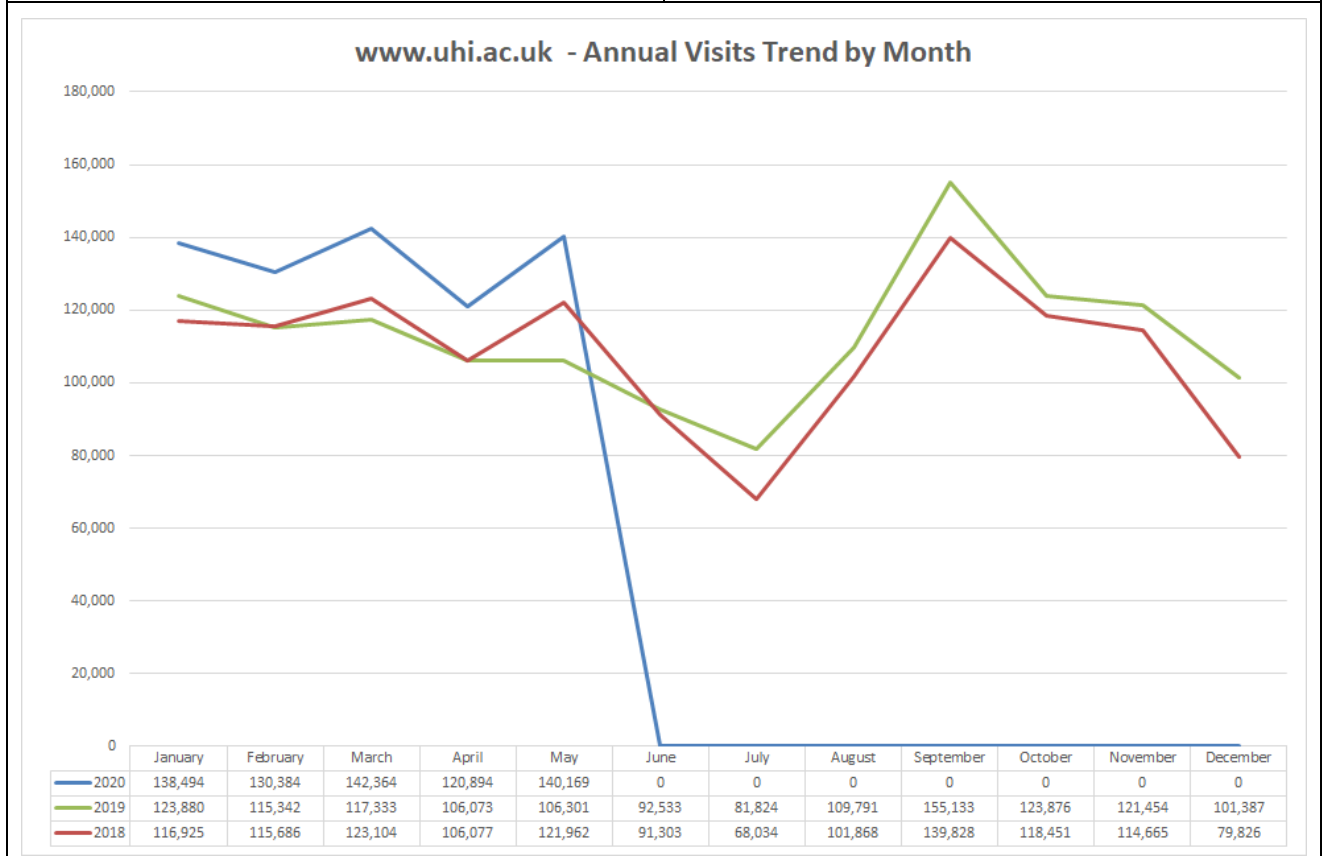


Visits – 140,169		51.8%	from Google Direct from outwith UK Mobile (of which 42.7% Apple) Average page load time
vs Last Month	▲ 16%	15%	
vs Last Year	▲ 32%	18.2%	
		44.3%	
		2.68s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Secondary (7) BSc Nursing (1) MLitt Scottish heritage (40) PGDE Primary Teaching (2) BA Hons Childhood Practice (6) MSc Psychology Conversion (4) BSc Hons Psychology (5) BA Hons Child and Youth Studies (9) MLitt Viking Studies (8) HNC Childhood Practice (11) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching PGDE Secondary BA Hons Childhood Practice BSc Hons Psychology MSc Psychology Conversion HNC Childhood Practice BA Hons Child and Youth Studies DipHE Person Centred Cours. MA Art and Social Practice

Applications

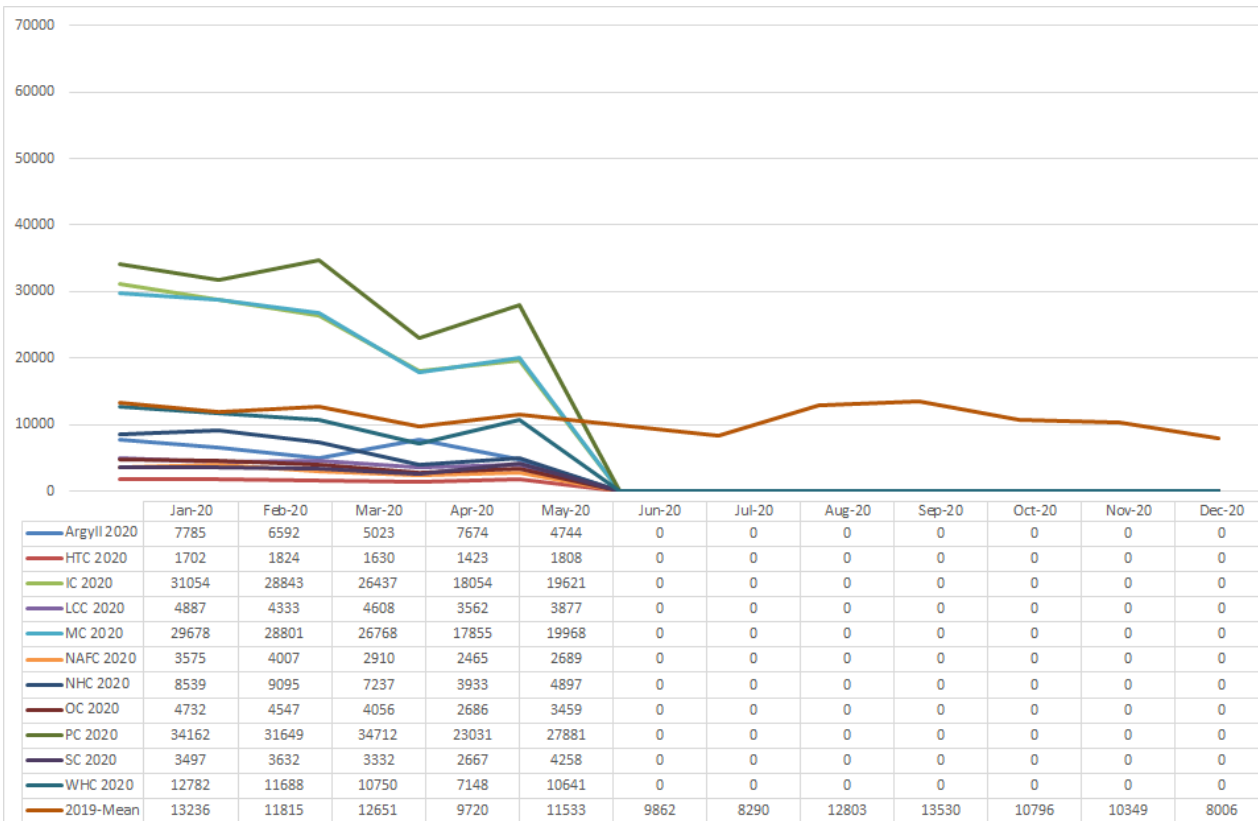
Clicks to UCAS 527 (21%)	Internal Applications (Degrees) 1641 (86%) (pageviews)
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Social Media

Facebook Likes 26,881 +295	Twitter Followers 14,039 +124	YouTube Views 258,500 +4,193	Flickr Views 415,073 +1767
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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 2013	sams.ac.uk 187
www.inverness.uhi.ac.uk 1920	
www.moray.uhi.ac.uk 1216	
www.whc.uhi.ac.uk 607	
www.argyll.uhi.ac.uk 509	
www.lews.uhi.ac.uk 432	
www.northhighland.uhi.ac.uk 429	
www.shetland.uhi.ac.uk 341	
www.orkney.uhi.ac.uk 331	
www.htc.uhi.ac.uk 251	
www.nafc.uhi.ac.uk 120	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
mlittscottishheritage2video2020	Social	9821	£387.00
mlittscottishheritage1 video2020	Social	5372	£252.50
mlittscottishheritagepost2020	Social	4544	£226.50
pgdesecondarymayjune2020	Social	3448	£549.00
niucasfeb2020	Social	449	£1.50
ATDW20	Social	303	£0.50
SUCI20	Social	272	£0.50
publicloginpage	WiFi	155	£52.00
openweekmay2020	Social	126	£6.50
VacancyClickOut	Website	121	£52.50