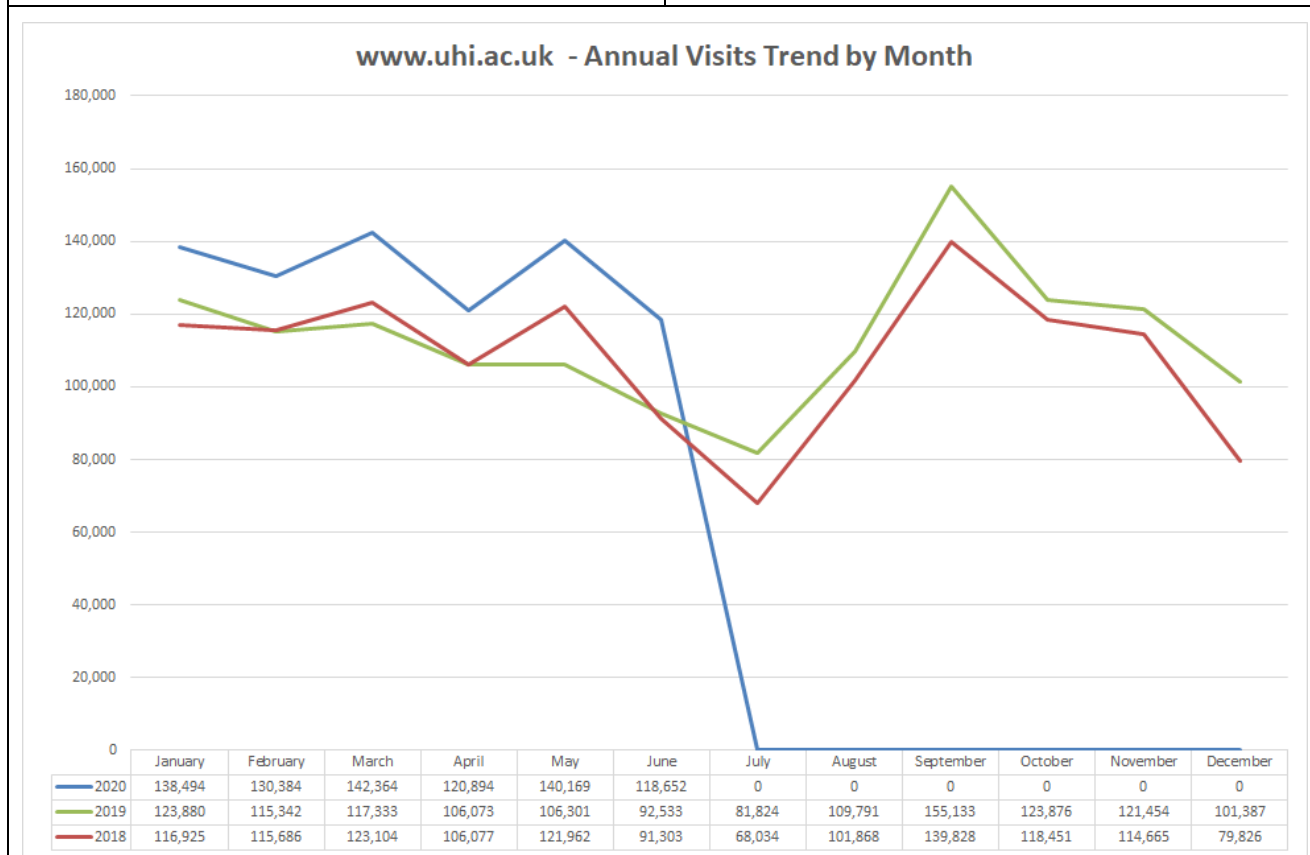


Visits – 118,652		50%	from Google
vs Last Month vs Last Year	▼15.4%	29.7%	Direct
	▲28%	15.6%	from outwith UK
		40.5%	Mobile (of which 50.7% Apple)
		2.61s	Average page load time

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (2) MSc Psychology Conversion (6) BA Hons Childhood Practice (5) PGDE Primary Teaching (-) PGDE Secondary (1) MSc ANP (12) BSc Hons Psychology (-) MSc Oral Health Science (new) BA Hons Child and Youth Studies (8) HNC Childhood Practice (-) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching PGDE Secondary BA Hons Childhood Practice MSc Psychology Conversion BSc Hons Psychology HNC Childhood Practice BA Hons Child and Youth Studies DipHE Person Centred Couns. MA Art and Social Practice

Applications

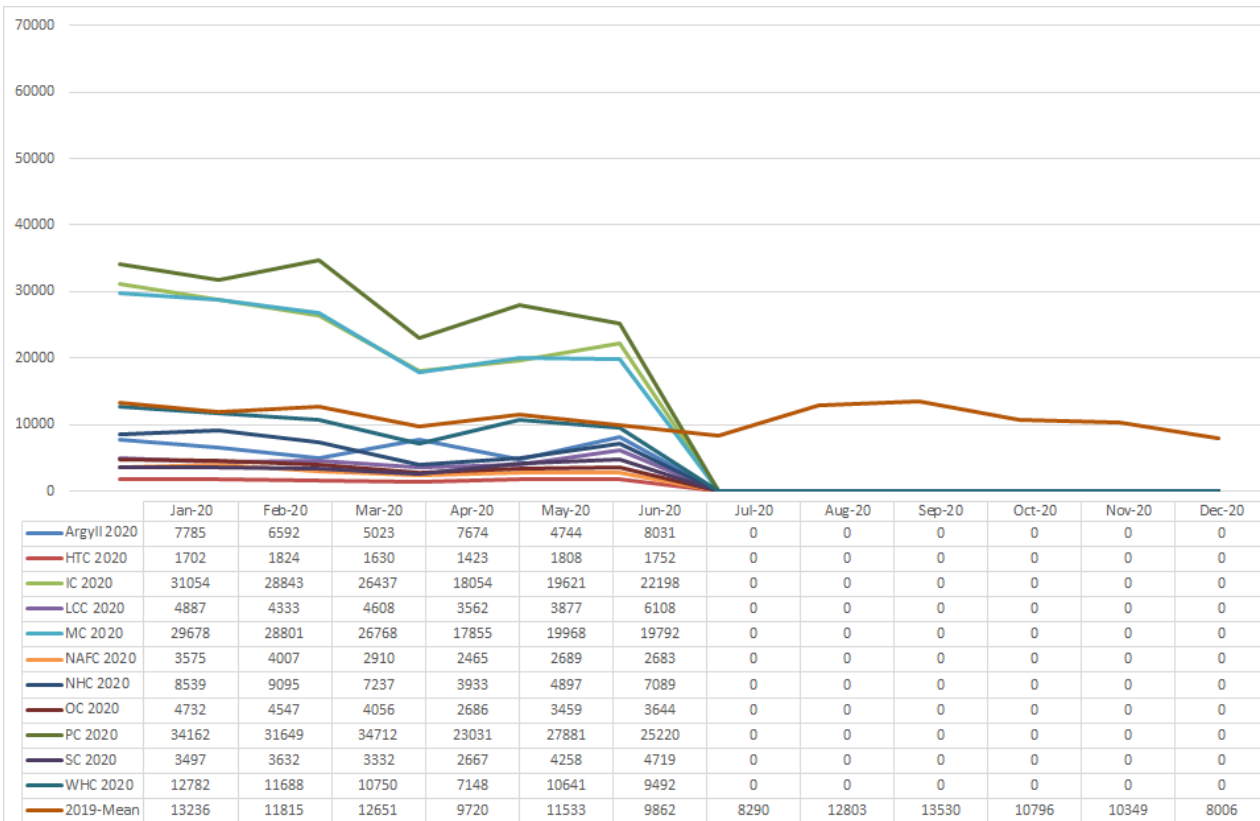
Clicks to UCAS 527 (4.6%)	Internal Applications (Degrees) 1952 (19%) (pageviews)
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Social Media

Facebook Likes 26,991 +110	Twitter Followers 14,153 +114	YouTube Views 263,000 +4,500	Flickr Views 419,044 +3971
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 2313	sams.ac.uk 175
www.perth.uhi.ac.uk 2179	
www.moray.uhi.ac.uk 1264	
www.whc.uhi.ac.uk 662	
www.lews.uhi.ac.uk 631	
www.argyll.uhi.ac.uk 573	
www.northhighland.uhi.ac.uk 458	
www.orkney.uhi.ac.uk 403	
www.shetland.uhi.ac.uk 350	
www.htc.uhi.ac.uk 243	
www.nafc.uhi.ac.uk 120	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	982	£18.50
mlittscottishheritage2video2020	Social	495	£12.50
findamasterspgfairjune2020	Social	409	£7.50
niucasfeb2020	Social	367	£0.00
NursingOpenDayJune2020	Social	360	£5.00
Jun2020	PG Fair	294	£11.00
cfhpgtcoursesjunejuly2020	Social	198	£6.00
OptometryJune2020	Social	163	£58.00
EducationJune2020	Social	127	£22.50
InfolineNativesResponse	eMail	112	£5.50