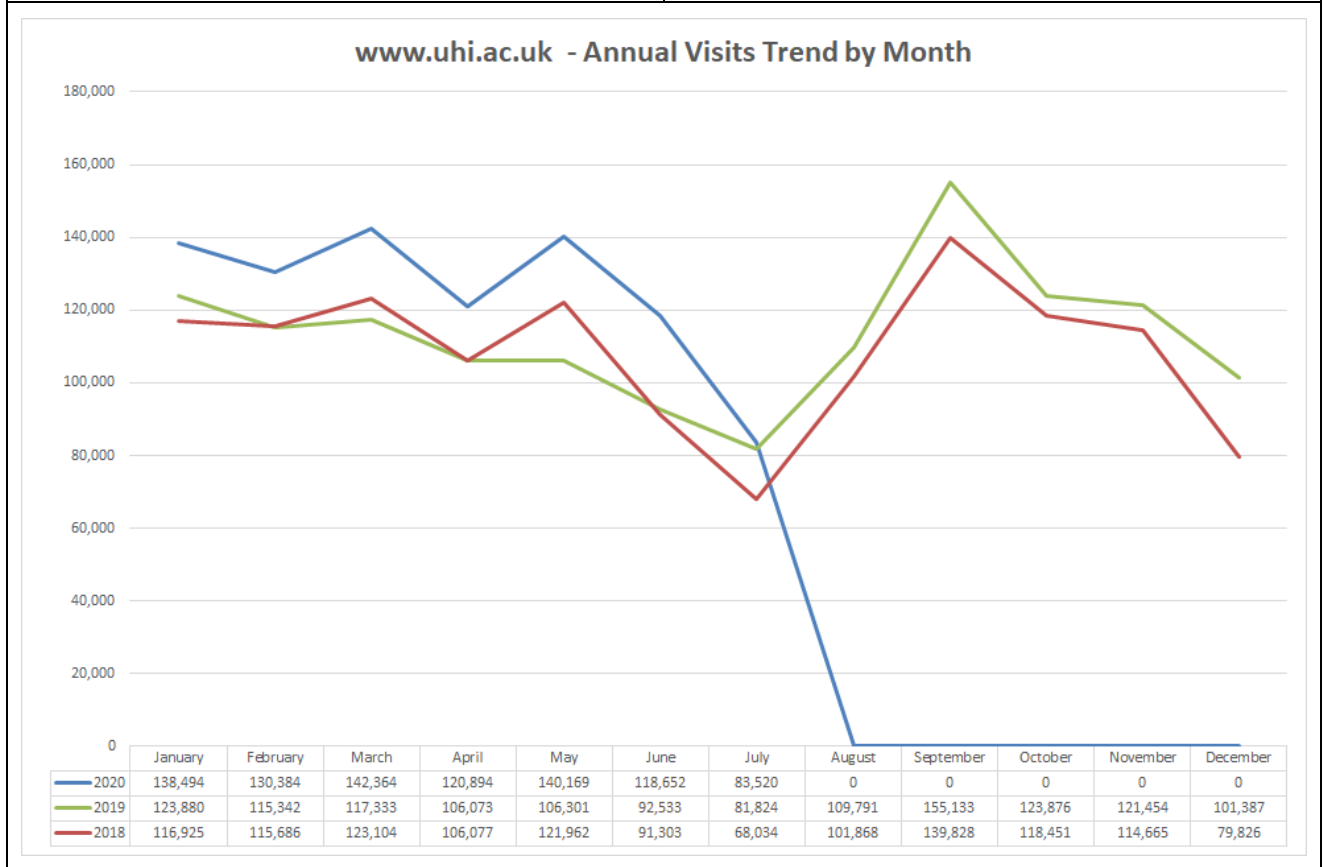


Visits – 83,520		34.9%	from Google Direct from outwith UK Mobile (of which 47% Apple) Average page load time
vs Last Month	▼29.6%	47%	
vs Last Year	▲2.1%	14.7%	
		46.9%	
		1.73s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) MSc Psychology Conversion (-) MA Art and Social Practice (14) PGDE Primary Teaching (-) BA Hons Childhood Practice (3) BSc Hons Psychology (7) MSc Tourism (46) Executive MBA (36) BA Hons Child and Youth Studies (-) MSc Sustainable Rural Development (24) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice PGDE Secondary 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

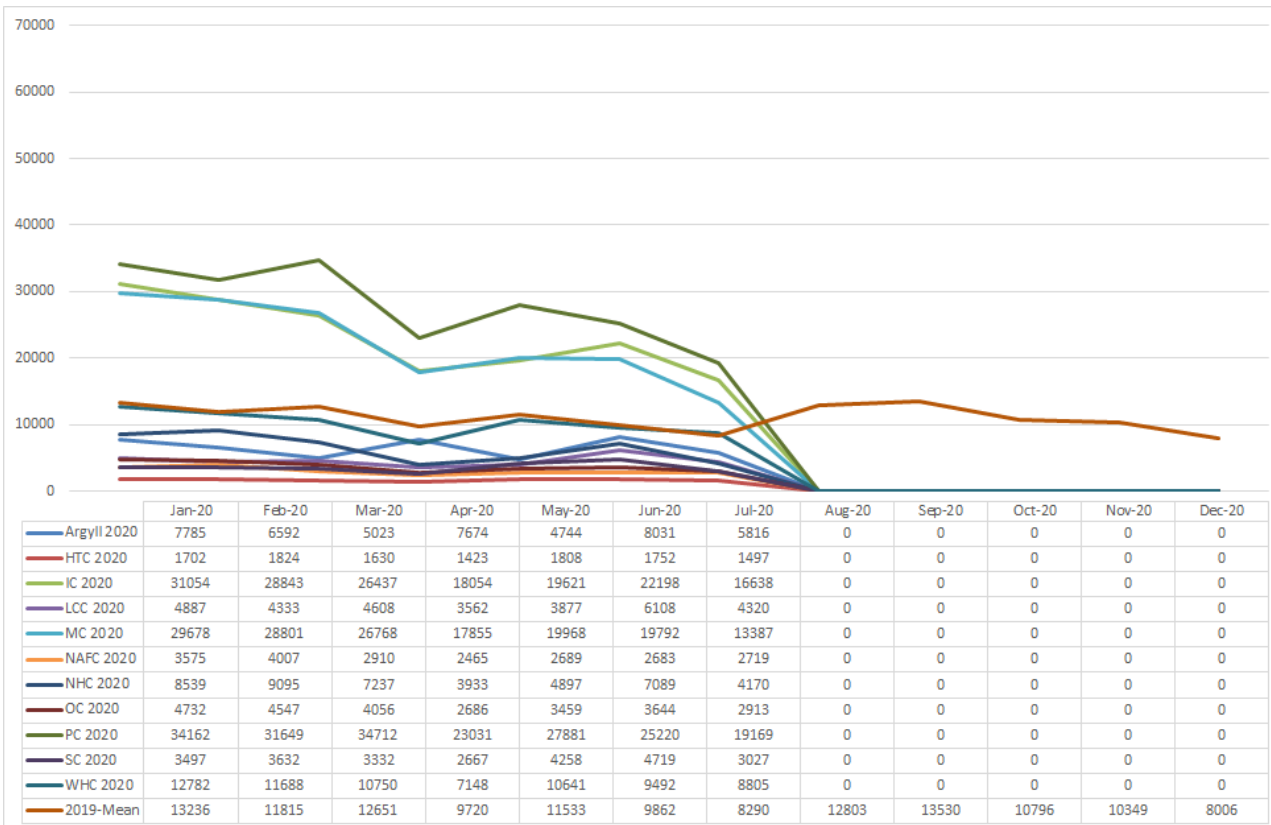
Clicks to UCAS 324 (38.5%)	Internal Applications (Degrees) 1815 (7%) (pageviews)
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Social Media

Facebook Likes 27,209 +218	Twitter Followers 14,231 +78	YouTube Views 266,600 +3,600	Flickr Views 421,157 +2113
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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 1753	sams.ac.uk 224
www.perth.uhi.ac.uk 1709	
www.moray.uhi.ac.uk 1038	
www.whc.uhi.ac.uk 684	
www.lews.uhi.ac.uk 545	
www.northhighland.uhi.ac.uk 470	
www.argyll.uhi.ac.uk 439	
www.orkney.uhi.ac.uk 403	
www.shetland.uhi.ac.uk 295	
www.htc.uhi.ac.uk 164	
www.nafc.uhi.ac.uk 120	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
esiffundedplaces2020	Social	3374	£264.00
VacancyClickOut	Website	1022	£16.00
postgraduatestudyjul2020	Social	994	£64.00
msctourismjul2020	Social	696	£216.50
onlineopenday5aug2020	Social	221	£6.00
niucasfeb2020	Social	136	£0.00
cfhpgtcoursesjunejuly2020	Social	80	£1.50
OnlineOpenDay5Aug20	Social	76	£1.50
uhigraddownloads20	Social	70	£0.00
results_day	Social	65	£0.50