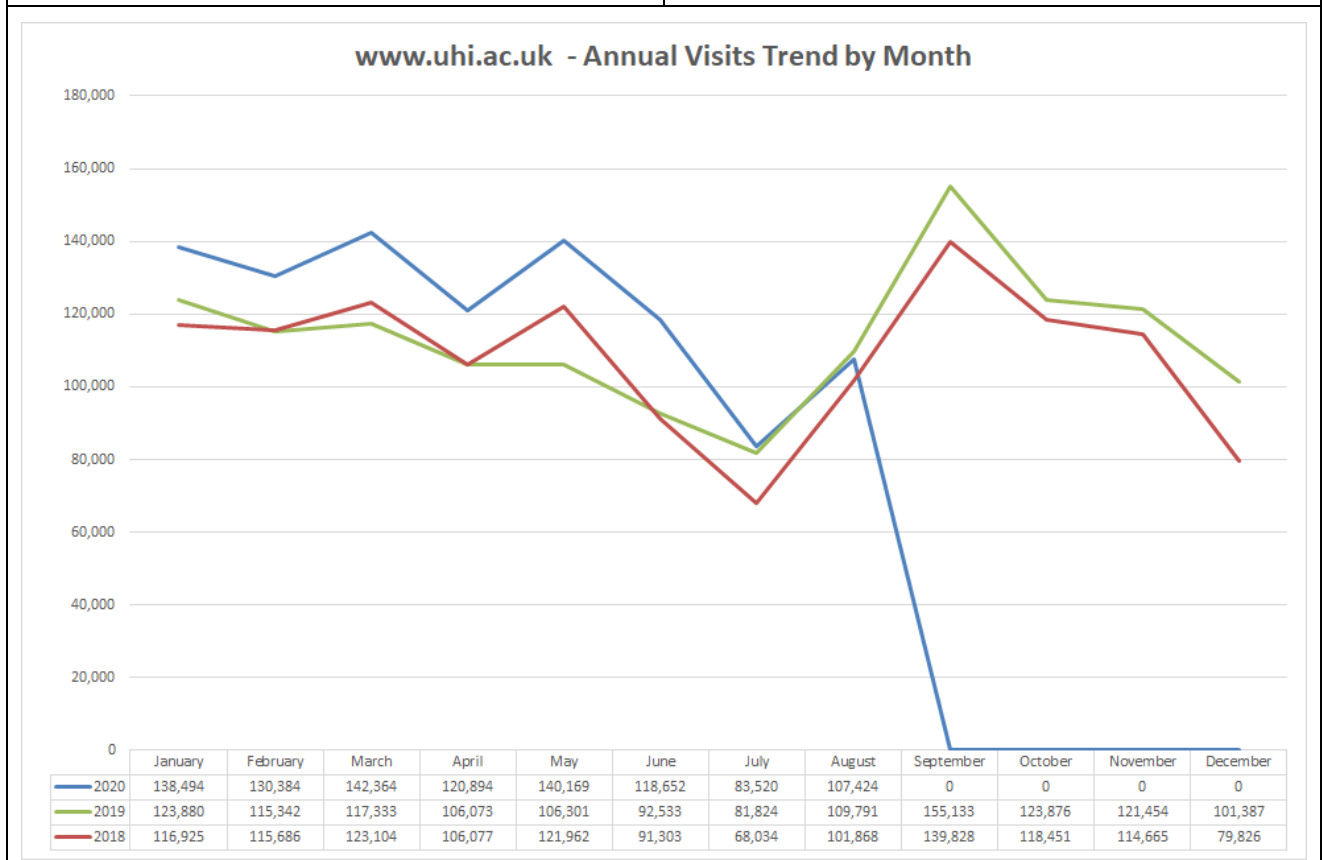


<b>Visits – 107,424</b>		30.6%	from Google Direct from outwith UK Mobile (of which 48.4% Apple) Average page load time
vs Last Month	▲28.6%	51.5%	
vs Last Year	▼2.2%	9.2%	
		45.5%	
		1.95s	

<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>BSc Nursing (-)</li> <li>BA Hons Childhood Practice (5)</li> <li>BA Hons Child and Youth Studies (9)</li> <li>BSc Hons Psychology (6)</li> <li>PGDE Primary Teaching (4)</li> <li>MSc Psychology Conversion (2)</li> <li>HNC Childhood Practice (13)</li> <li>PGDE Secondary (15)</li> <li>HNC Accounting (18)</li> <li>HNC Social Sciences (36)</li> </ol>	<ol style="list-style-type: none"> <li>BSc Nursing</li> <li>PGDE Primary Teaching</li> <li>BA Hons Childhood Practice</li> <li>MSc Psychology Conversion</li> <li>PGDE Secondary</li> <li>BSc Hons Psychology</li> <li>BA Hons Child and Youth Studies</li> <li>HNC Childhood Practice</li> <li>DipHE Person Centred Cours.</li> <li>MA Art and Social Practice</li> </ol>

**Applications**

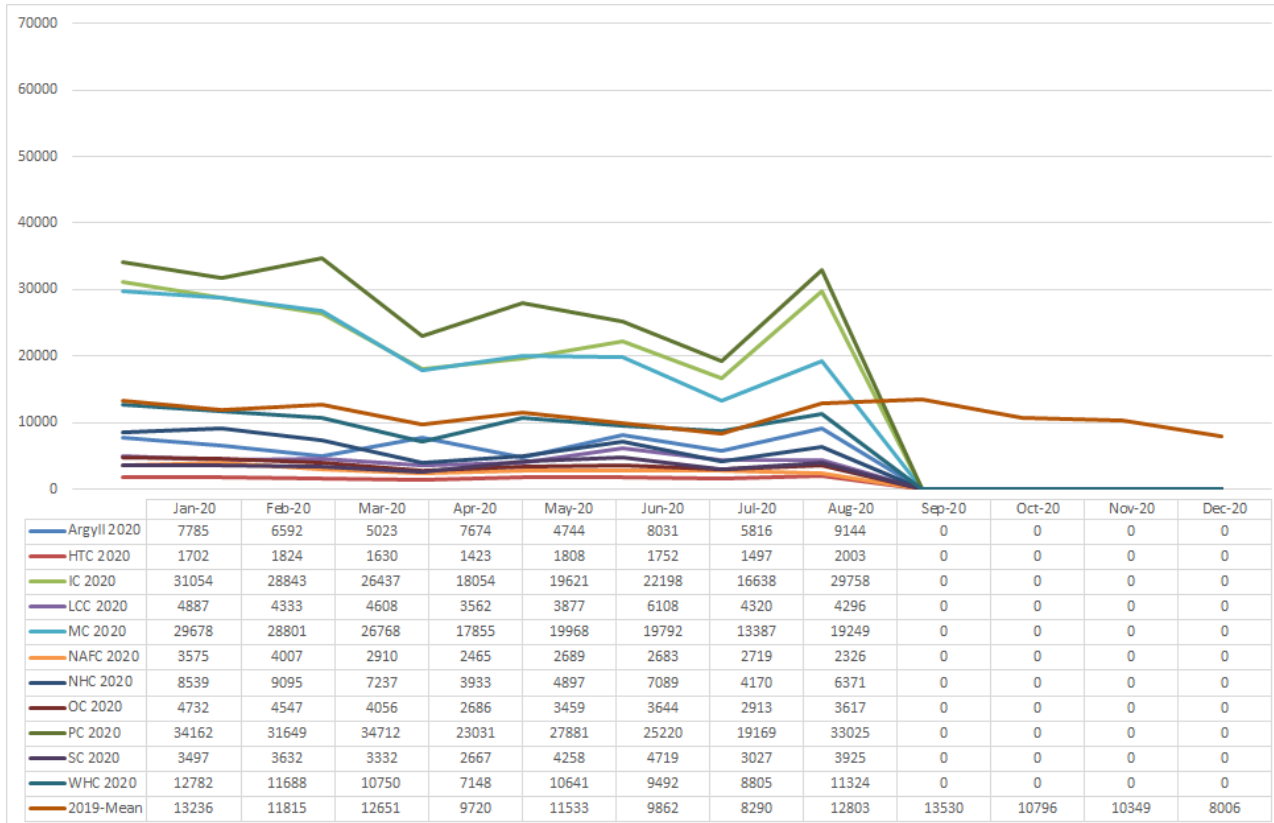
Clicks to UCAS 422 (30%)	Internal Applications (Degrees) 1795 (1.1%) (pageviews)
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**Social Media**

<b>Facebook Likes</b> 27,635 +426	<b>Twitter Followers</b> 14,349 +118	<b>YouTube Views</b> 270,100 +3,500	<b>Flickr Views</b> 424,093 +2936
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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	sams.ac.uk
www.perth.uhi.ac.uk	193
www.moray.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.argyll.uhi.ac.uk	
www.northhighland.uhi.ac.uk	
www.lews.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.shetland.uhi.ac.uk	
www.htc.uhi.ac.uk	
www.nafc.uhi.ac.uk	

### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
coursecheckerlinkaug2020	Social	1819	£16.00
VacancyClickOut	Website	1267	£20.50
onlineopenday5aug2020	Social	443	£9.50
OnlineOpenDay5Aug20	Social	373	£62.00
mlittscottishheritage3video2020	Social	365	£15.50
uhiopendayclickout	Social	327	£8.00
esiffundedplaces2020	Social	78	£4.00
lowcarboncommunities2020	Social	65	£19.50
2020	Social	62	£5.50
susenergysolutions2020	Social	62	£18.50