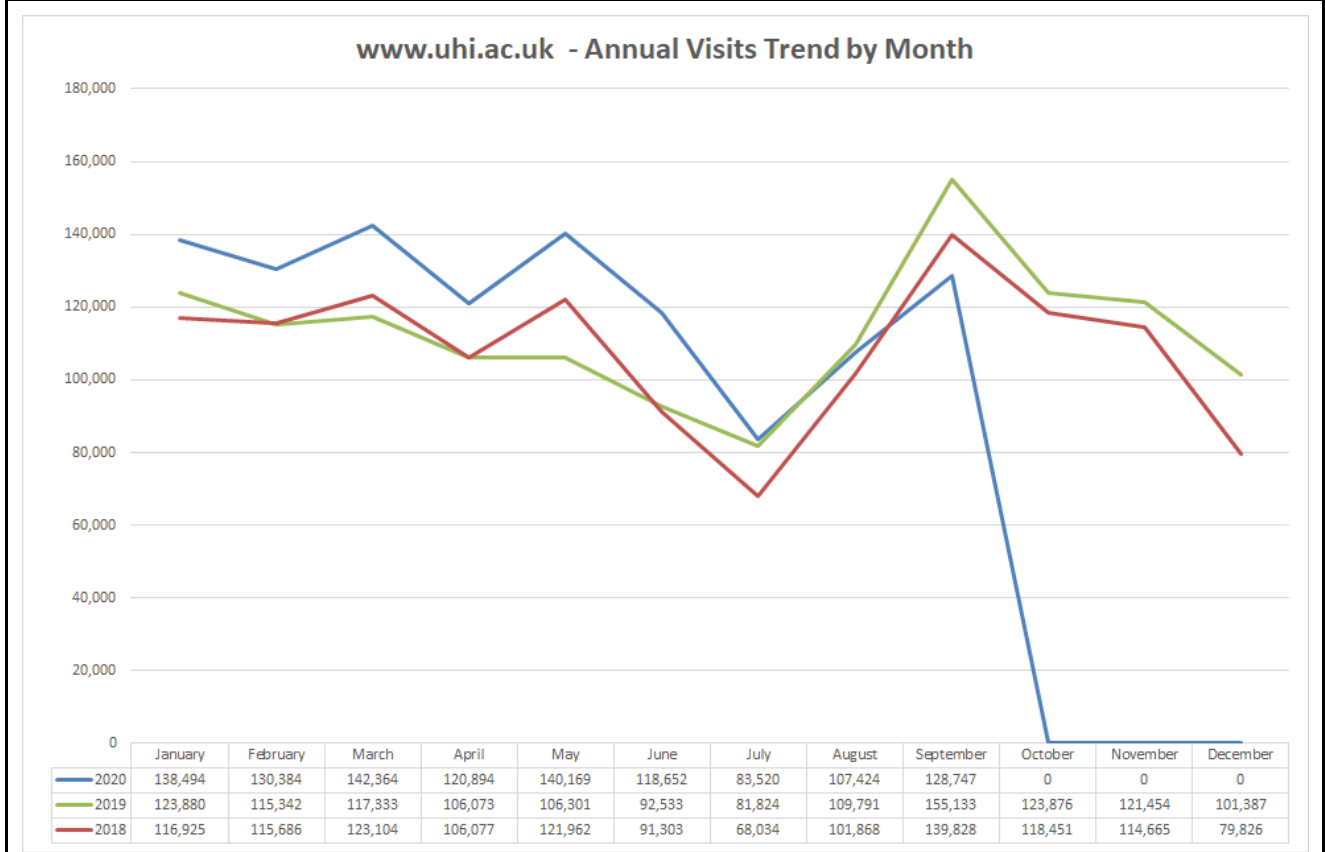


<b>Visits – 128,747</b>		32%	from Google Direct from outwith UK Mobile (of which 47.2% Apple) Average page load time
vs Last Month	▲ 20%	54.9%	
vs Last Year	▼ 17%	7.7%	
		33.4%	
		1.8s	

<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>PGDE Primary Teaching (5)</li> <li>BA Hons Childhood Practice (2)</li> <li>BSc Hons Psychology (-)</li> <li>BA Hons Child and Youth Studies (3)</li> <li>MSc Psychology Conversion (-)</li> <li>PGDE Secondary (8)</li> <li>BA Hons Health and Social Studies (13)</li> <li>BA Hons Business and Management (11)</li> <li>DipHE Person Centred Couns. (16)</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 Couns.</li> <li>MA Art and Social Practice</li> </ol>

**Applications**

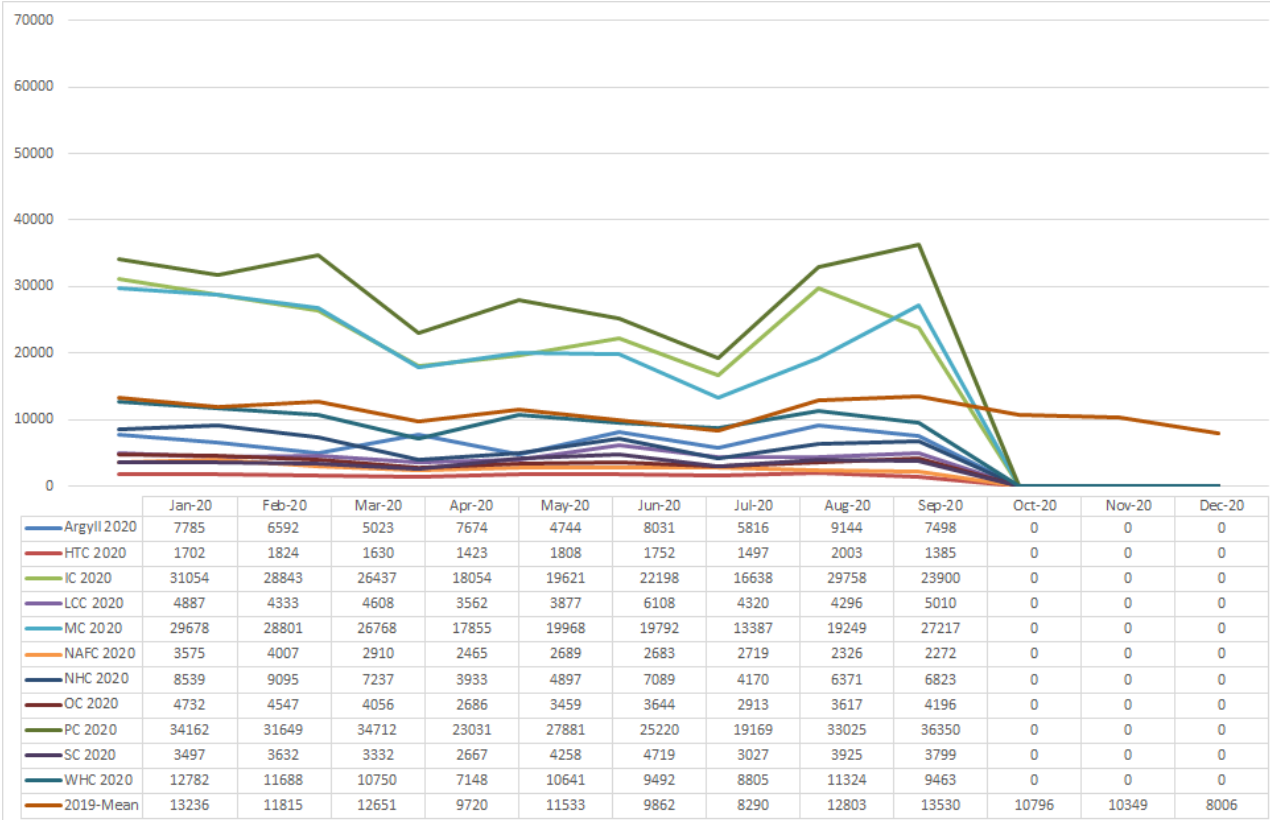
Clicks to UCAS 191 (45%)	Internal Applications (Degrees) 1343 (25%) (pageviews)
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**Social Media**

<b>Facebook Likes</b> 27,787 +152	<b>Twitter Followers</b> 14,451 +102	<b>YouTube Views</b> 273,600 +3,500	<b>Flickr Views</b> 425,245 +1152
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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 3278	sams.ac.uk 99
www.invermess.uhi.ac.uk 2709	
www.moray.uhi.ac.uk 2083	
www.argyll.uhi.ac.uk 1056	
www.northhighland.uhi.ac.uk 887	
www.whc.uhi.ac.uk 847	
www.lews.uhi.ac.uk 615	
www.orkney.uhi.ac.uk 510	
www.shetland.uhi.ac.uk 417	
www.htc.uhi.ac.uk 225	
www.nafc.uhi.ac.uk 108	

### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	524	£11.50
nn-2020-june-september-intake-mba	Net Natives	60	£1.00
MidwiferyGraduates20	Social	50	£0.50
publicloginpage	WiFi	47	£12.00
DAM20	Social	34	£0.00
NPC20	Social	31	£0.00
Natives2020	Net Natives	21	£0.00
esiffundedplaces2020	Social	19	£2.00
LUPL20	Social	16	£0.50
eCompass 59	eMail	14	£0.00