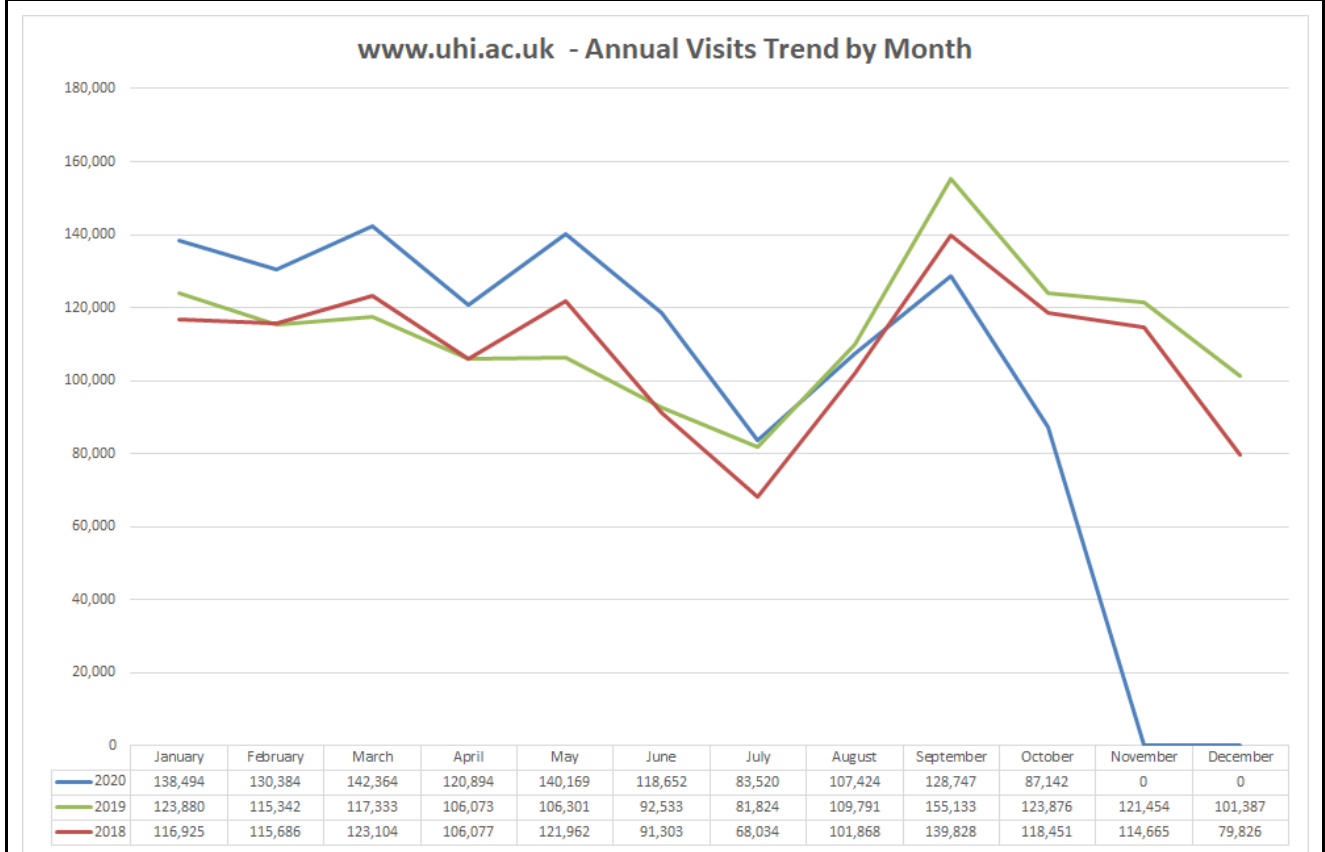


Visits – 87,142		29.5%	from Google Direct from outwith UK Mobile (of which 38% Apple) Average page load time
vs Last Month	▼32%	57.6%	
vs Last Year	▼30%	10% 29.5% 1.8s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (-) BA Hons Childhood Practice (-) BSc Hons Psychology (-) PGDE Secondary (7) MSc Psychology Conversion (-) BA Hons Child and Youth Studies (5) BA Hons Health and Social Studies (-) MLitt Viking Studies (14) HNC Childhood Practice (23) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice MSc Psychology Conversion PGDE Secondary BSc Hons Psychology BA Hons Child and Youth Studies HNC Childhood Practice DipHE Person Centred Couns. MA Art and Social Practice

Applications

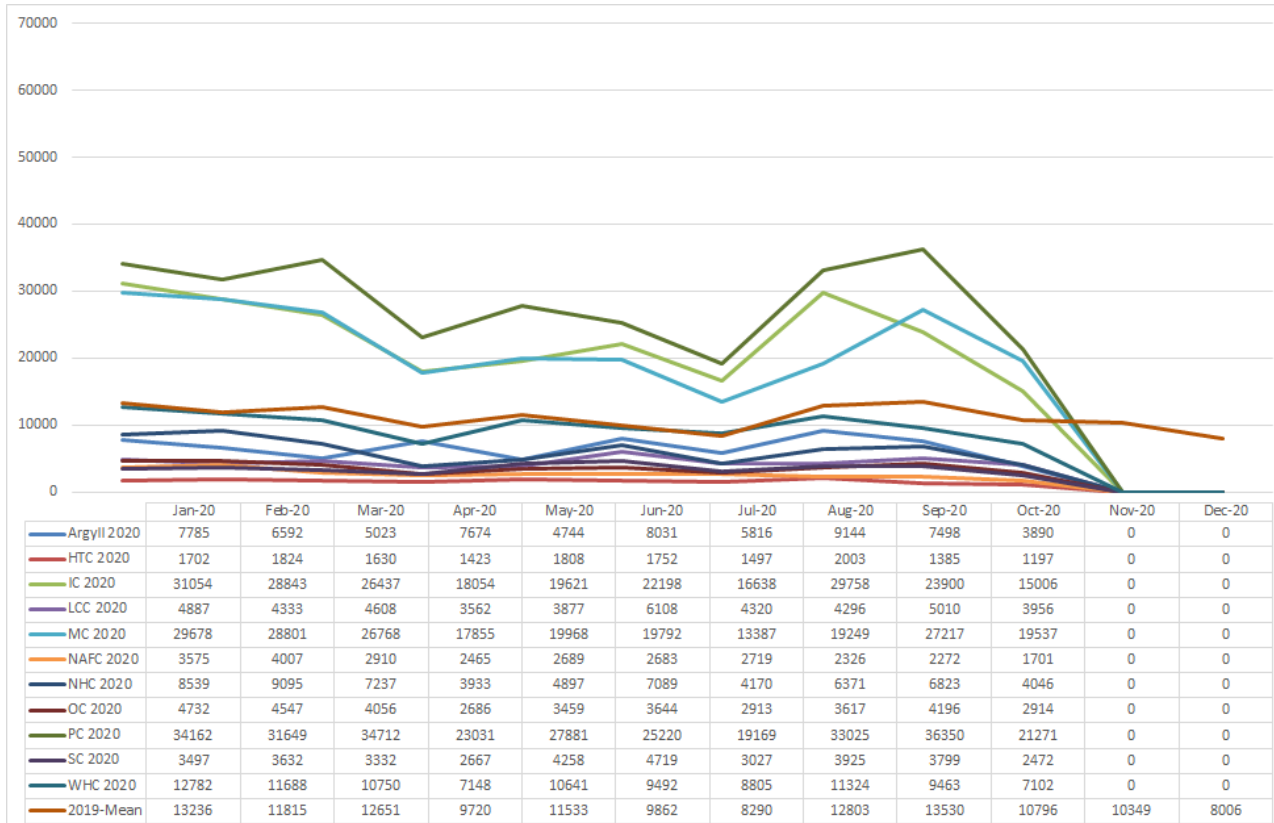
Clicks to UCAS 191 (223%)	Internal Applications (Degrees) 1026 (24%) (pageviews)
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Social Media

Facebook Likes 27,874 +87	Twitter Followers 14,552 +101	YouTube Views 277,300 +3,700	Flickr Views 426,107 +862
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.perth.uhi.ac.uk	1783
www.inverness.uhi.ac.uk	1435
www.moray.uhi.ac.uk	1317
www.whc.uhi.ac.uk	626
www.lews.uhi.ac.uk	444
www.northhighland.uhi.ac.uk	414
www.argyll.uhi.ac.uk	339
www.orkney.uhi.ac.uk	337
www.shetland.uhi.ac.uk	288
www.htc.uhi.ac.uk	173
www.nafc.uhi.ac.uk	68

From non-One-Web

sams.ac.uk	52
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	1194	£15.50
M4WB20	Social	61	£1.00
publicloginpage	WiFi	58	£14.50
NPA20	Social	50	£0.00
NPA20G	Social	25	£0.00
M4WB20G	Social	19	£0.00
aircraft promo	Social	13	£0.50
graduateoutcomessurvey2020	Social	8	£0.00
ATDW20	Social	5	£0.00
pgdesecondaryjun18	Social	5	£0.50