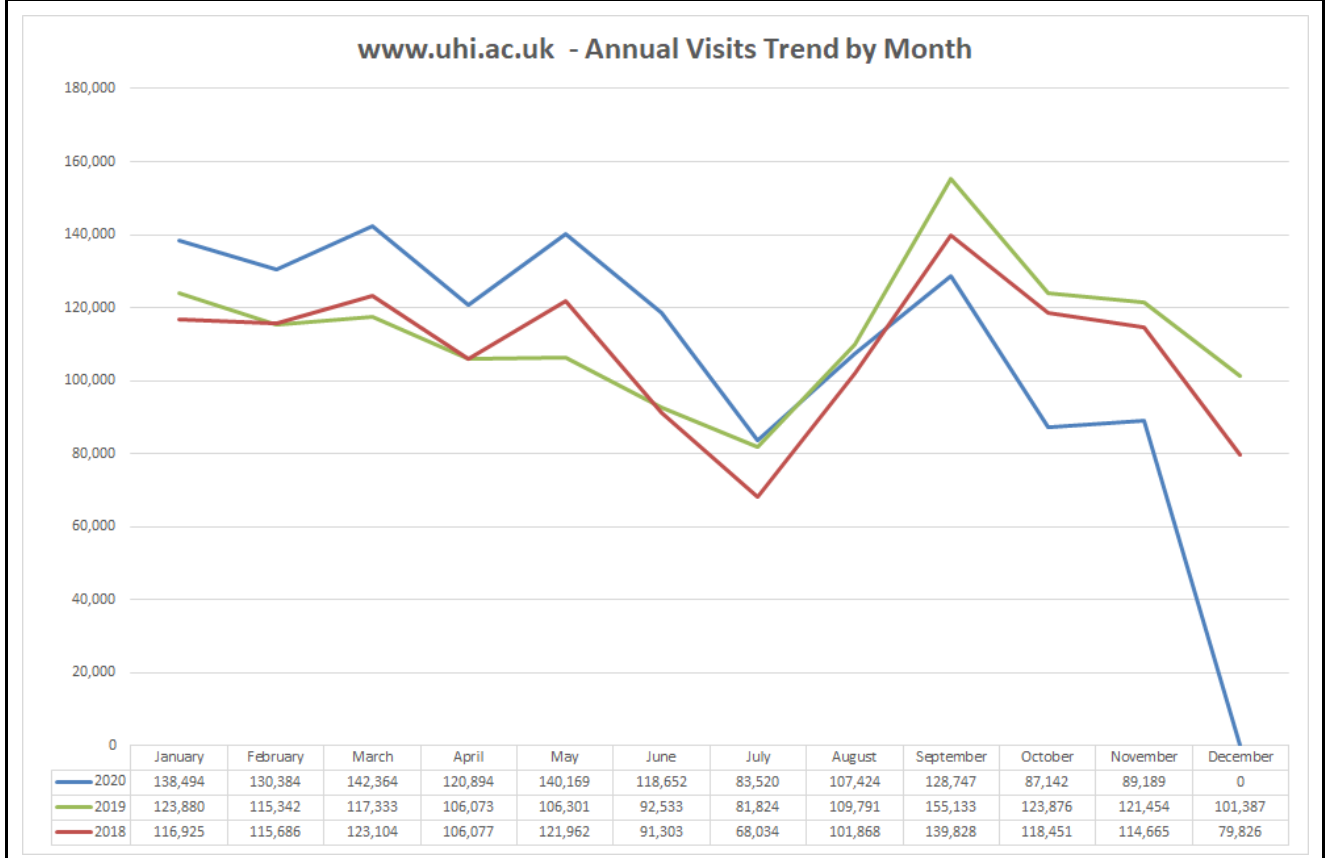


<b>Visits</b> – 89,189		29%	from Google Direct from outwith UK Mobile (of which 39% Apple) Average page load time
vs Last Month vs Last Year	▲ 2.3%	58.6%	
	▼ 26.6%	10%	
		27.3%	2.15s

<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 (-)</li> <li>BSc Hons Psychology (4)</li> <li>BA Hons Childhood Practice (3)</li> <li>PGDE Secondary (-)</li> <li>BA Hons Child and Youth Studies (7)</li> <li>BA Hons Health and Social Studies (8)</li> <li>MSc Psychology Conversion (6)</li> <li>MA Health and Welbeing (23)</li> <li>MSc Advanced Nurse Practitioner (12)</li> </ol>	<ol style="list-style-type: none"> <li>BSc Nursing</li> <li>PGDE Primary Teaching</li> <li>BA Hons Childhood Practice</li> <li>PGDE Secondary</li> <li>MSc Psychology Conversion</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**

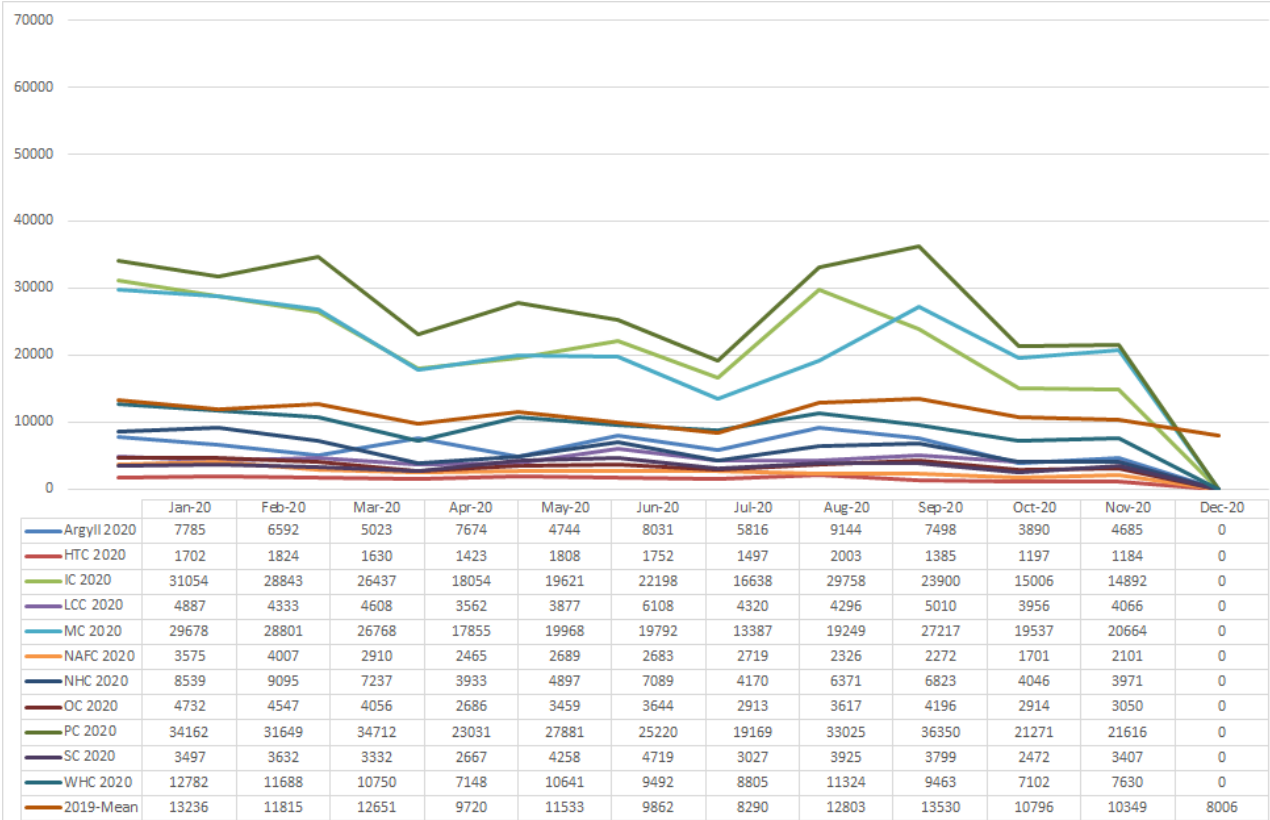
Clicks to UCAS 376 (97%)	Internal Applications (Degrees) 1094 (6.6%) (pageviews)
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**Social Media**

<b>Facebook Likes</b> 28,104 +230	<b>Twitter Followers</b> 14,644 +92	<b>YouTube Views</b> 280,800 +3,500	<b>Flickr Views</b> 426,664 +557
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### Annual Cycle - One Web Partners



### Referrals to www.uhi.ac.uk

#### From One-Web

www.perth.uhi.ac.uk	1691
www.inverness.uhi.ac.uk	1500
www.moray.uhi.ac.uk	1417
www.whc.uhi.ac.uk	674
www.lews.uhi.ac.uk	439
www.northhighland.uhi.ac.uk	419
www.argyll.uhi.ac.uk	403
www.shetland.uhi.ac.uk	402
www.orkney.uhi.ac.uk	384
www.htc.uhi.ac.uk	199
www.nafc.uhi.ac.uk	77

#### From non-One-Web

sams.ac.uk	123
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### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	1732	£12.00
onlineopenweek2020	Social	839	£75.00
onlineopenweekschedule2020	Social	123	£4.00
publicloginpage	WiFi	94	£23.00
GBVT20	Social	62	£0.50
online_open_week_nov_20	Social	17	£1.00
grad20	Social	10	£1.00
MLG20A	Social	10	£0.50
OnlineOpenDayNov2020	Social	9	£1.00
Natives2020	NetNatives	8	£0.50