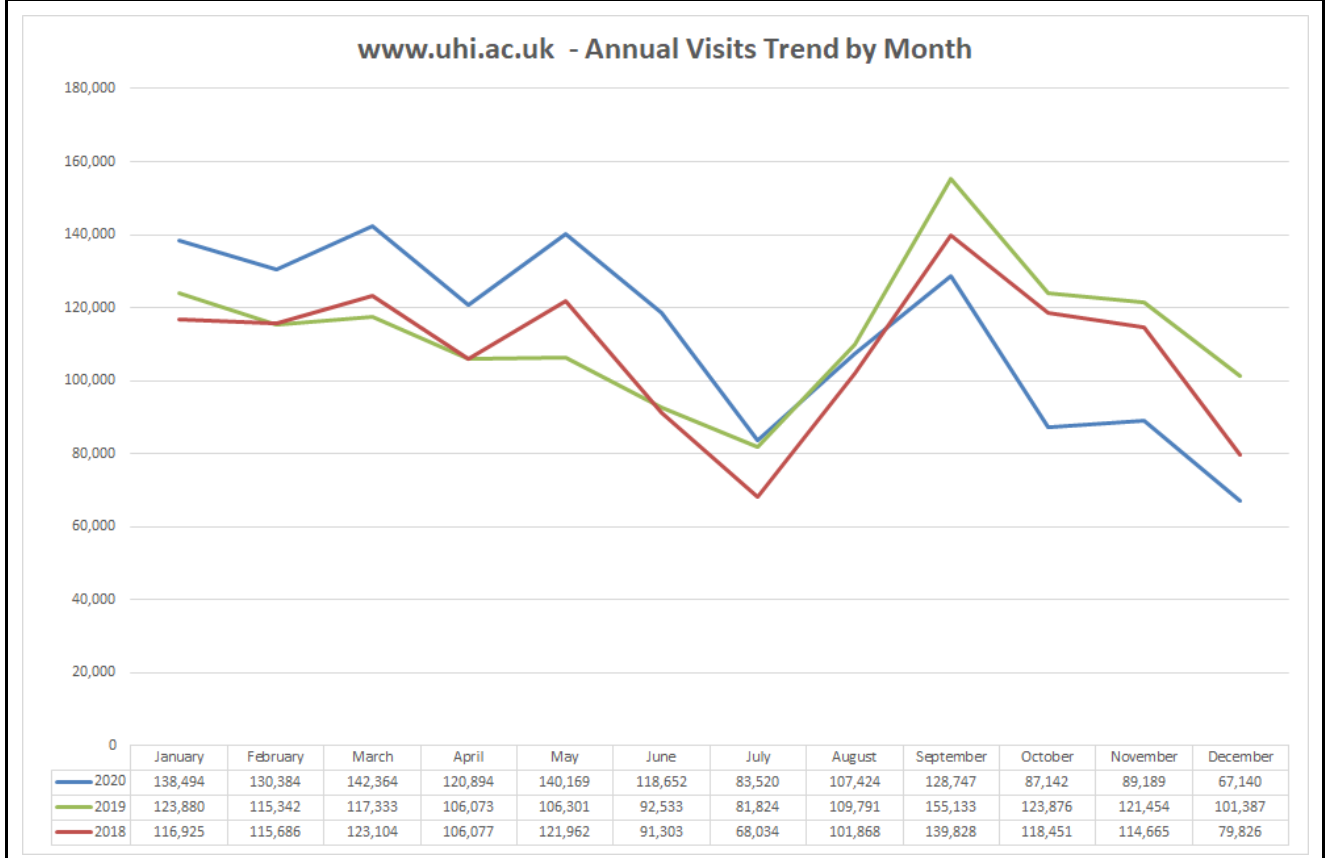


<b>Visits – 67,110</b>		28.4%	from Google Direct from outwith UK Mobile (of which 40.7% Apple) Average page load time
vs Last Month	▼24.7%	61.2%	
vs Last Year	▼23.6%	12%	
		33.7%	
		1.98s	

<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>BA Hons Childhood Practice (4)</li> <li>BSc Hons Psychology (3)</li> <li>BA Hons Child and Youth Studies (6)</li> <li>PGDE Secondary (5)</li> <li>MSc Psychology Conversion (8)</li> <li>MLitt Viking Studies (13)</li> <li>BA Hons Health and Social Studies (7)</li> <li>BSc Hons Marine Science (11)</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>DipHE Person Centred Cours.</li> <li>HNC Childhood Practice</li> <li>MA Art and Social Practice</li> </ol>

**Applications**

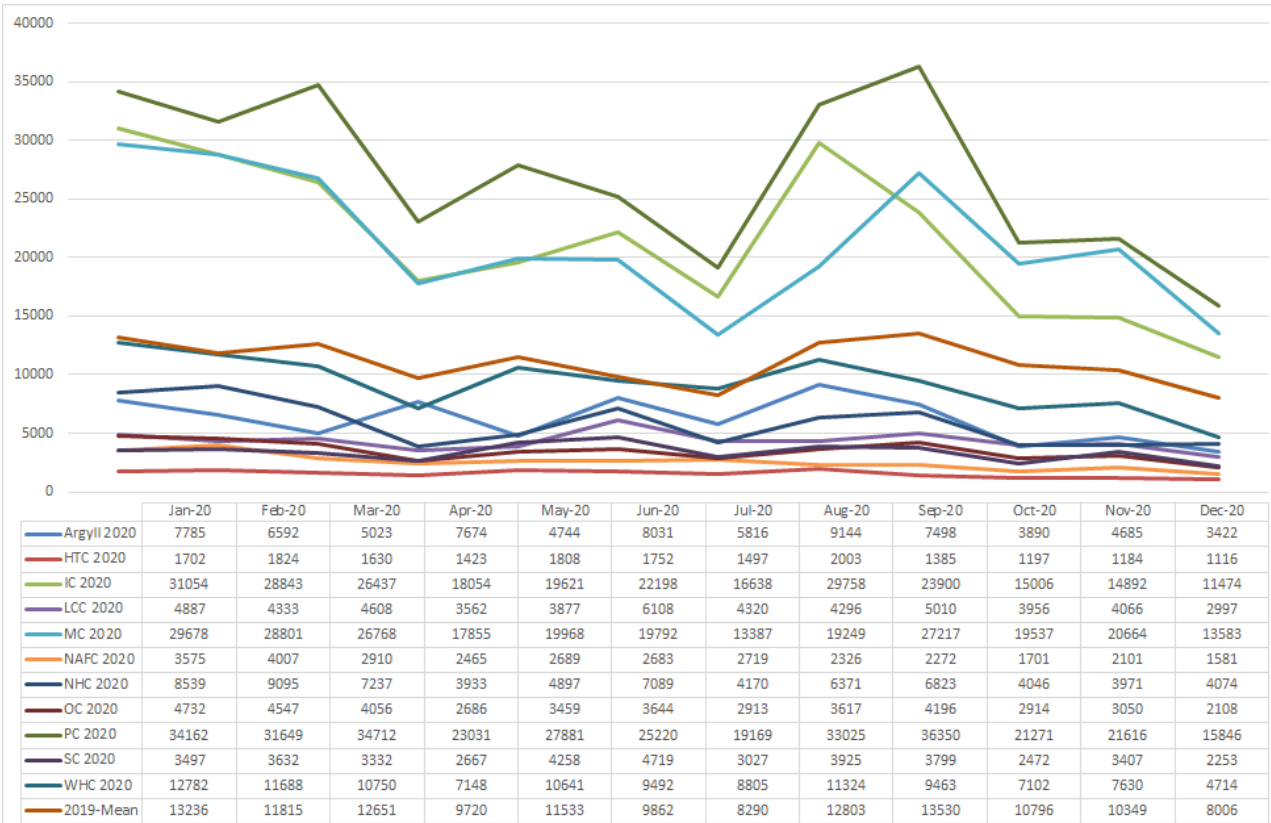
Clicks to UCAS 325 (14%)	Internal Applications (Degrees) 971 (11%) (pageviews)
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**Social Media**

<b>Facebook Likes</b> 28,217 +113	<b>Twitter Followers</b> 14,681 +37	<b>YouTube Views</b> 285,100 +4,300	<b>Flickr Views</b> 429,446 +2782
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### Annual Cycle - One Web Partners



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

#### From One-Web

www.perth.uhi.ac.uk	1283
www.inverness.uhi.ac.uk	1104
www.moray.uhi.ac.uk	918
www.whc.uhi.ac.uk	483
www.northhighland.uhi.ac.uk	387
www.lews.uhi.ac.uk	301
www.argyll.uhi.ac.uk	239
www.shetland.uhi.ac.uk	238
www.orkney.uhi.ac.uk	199
www.htc.uhi.ac.uk	116
www.nafc.uhi.ac.uk	59

#### From non-One-Web

sams.ac.uk	209
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### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	2289	£62.00
RCMOU20	Social	120	£0.50
publicloginpage	WiFi	38	£5.00
onlineopenweek2020	Social	15	£0.50
StudyNursing2020	Social	13	£55.00
nn-...-2020-july-mba-course-page-t2433	Natives	9	£0.50
M4WB20	Social	7	£0.00
MLG20A	Social	6	£0.00
StudyLink	Unknown	6	£0.50
NursingAwards2020	Social	5	£0.00