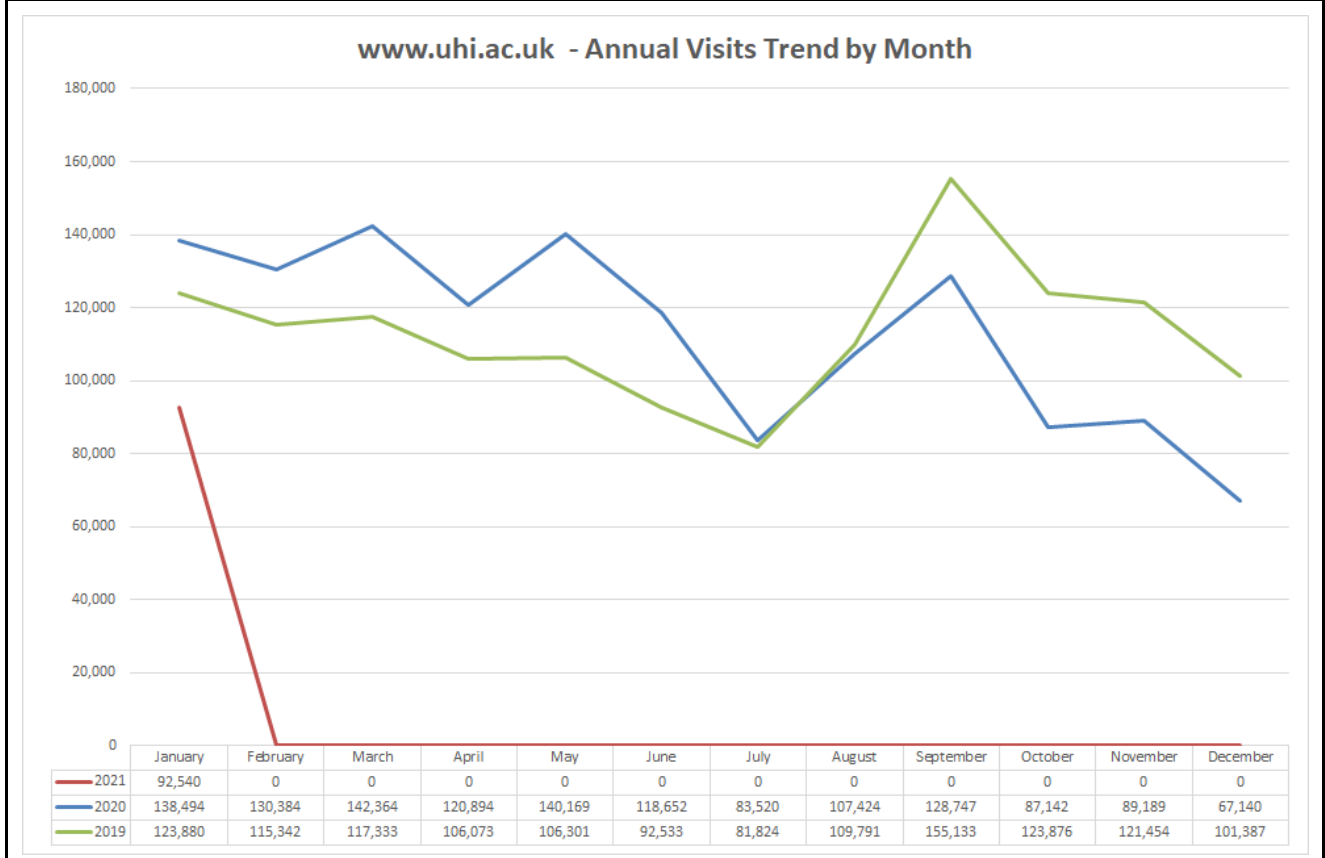


Visits – 92,540		27%	from Google
vs Last Month	▲ 37.8%	60%	Direct
vs Last Year	▼ 33.2%	9.9%	from outwith UK
		34.3%	Mobile (of which 37.7% Apple)
		1.8s	Average page load time

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 (-) BA Hons Child and Youth Studies (5) BSc Hons Psychology (4) PGDE Secondary (-) MSc Psychology Conversion (-) BA Hons Health and Social Studies (9) HNC Childhood Practice (15) MA Health and Wellbeing (21) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice BA Hons Child and Youth Studies BSc Hons Psychology PGDE Secondary MSc Psychology Conversion BA Hons Health and Social Studies HNC Childhood Practice MA Health and Wellbeing

Applications

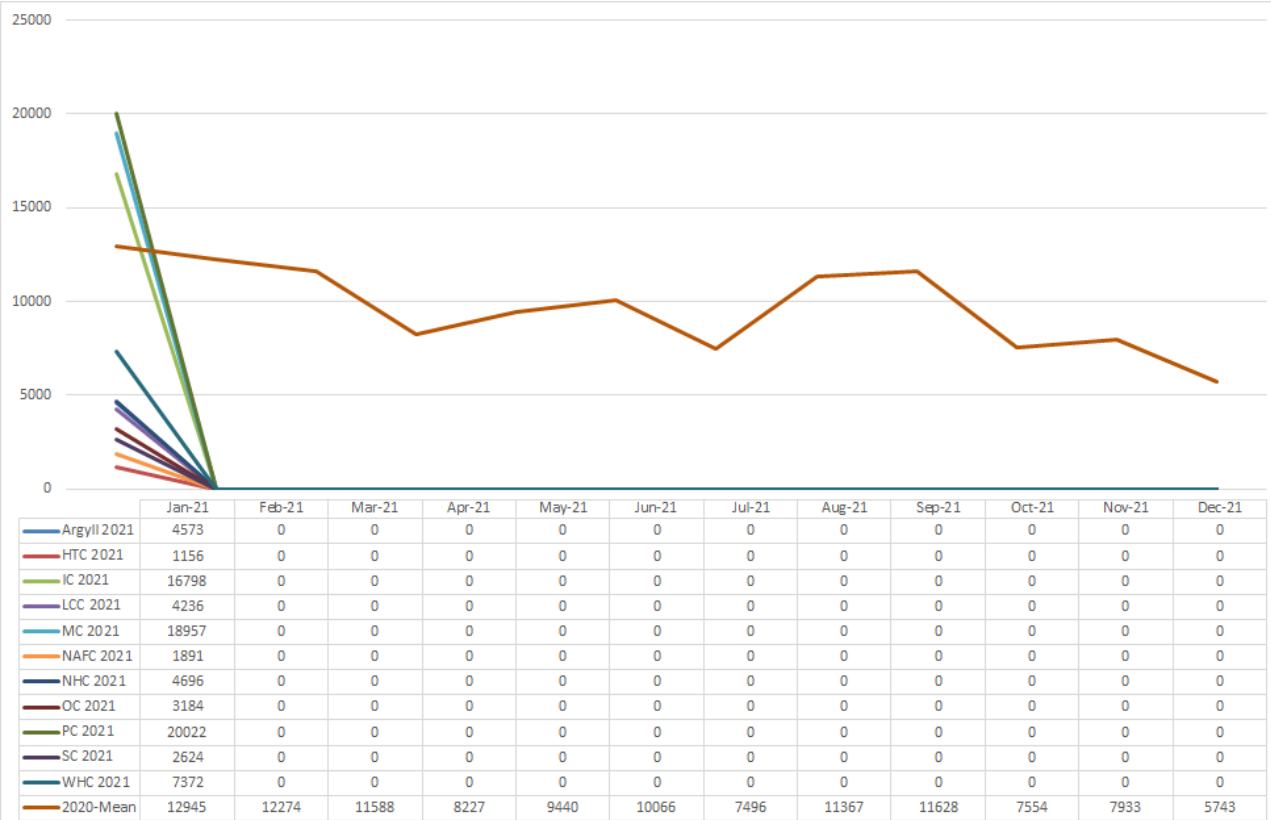
Clicks to UCAS 566 (74%)	Internal Applications (Degrees) 2489 (256%) (pageviews)
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Social Media

Facebook Likes 28,407 +190	Twitter Followers 14,764 +83	YouTube Views 288,800 +3,700	Flickr Views 431,029+1583
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.perth.uhi.ac.uk	1899
www.inverness.uhi.ac.uk	1801
www.moray.uhi.ac.uk	1260
www.whc.uhi.ac.uk	648
www.argyll.uhi.ac.uk	497
www.northhighland.uhi.ac.uk	447
www.lews.uhi.ac.uk	457
www.orkney.uhi.ac.uk	401
www.shetland.uhi.ac.uk	311
www.htc.uhi.ac.uk	203
www.nafc.uhi.ac.uk	87

From non-One-Web

sams.ac.uk	552
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
jan21 start	Social	2618	£160.50
VacancyClickOut	Website	1990	£68.00
optometrymorayjan2021	Social	38	£13.00
Schools2021	Social	22	£0.50
msctourismjul2020	Social	10	£0.50
CommsPersonVacancy	Social	8	£0.50
MSADegreeShow2020	Social	8	£0.50
StudyLink	3 rd party	6	£0.50
Coursefindr	3 rd party	4	£0.50
infill	Social	2	£0.50