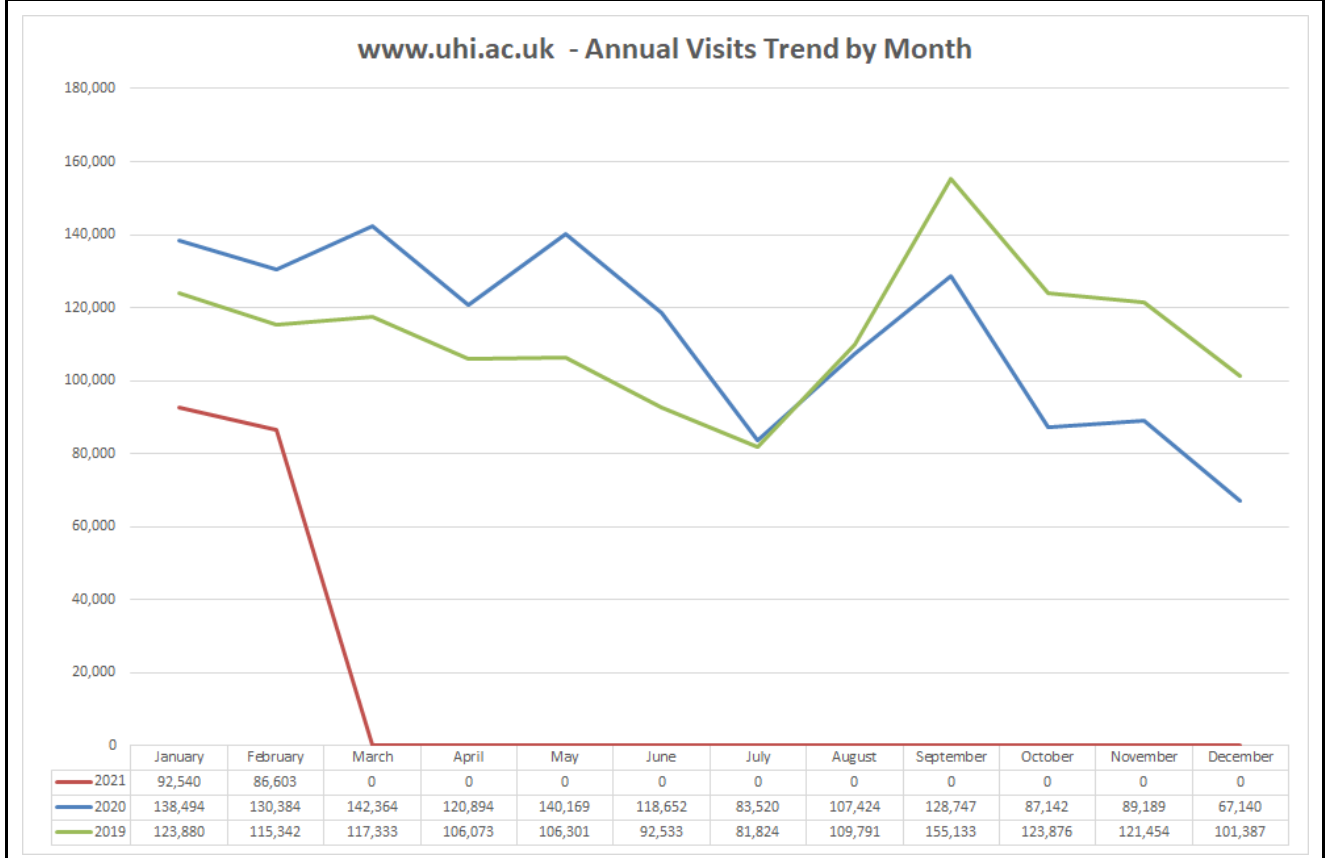


<b>Visits – 86,603</b>		28%	from Google Direct from outwith UK Mobile (of which 37.7% Apple) Average page load time
vs Last Month	▼6.5%	59%	
vs Last Year	▼34%	8.8% 27.8% 1.75s	

<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 (-)</li> <li>BSc Hons Psychology (5)</li> <li>BA Hons Child and Youth Studies (4)</li> <li>MSc Psychology Conversion (7)</li> <li>PGDE Secondary (6)</li> <li>HNC Childhood Practice (9)</li> <li>DipHE Person Centred Cours. (12)</li> <li>MA Health and Wellbeing (-)</li> </ol>	<ol style="list-style-type: none"> <li>BSc Nursing</li> <li>PGDE Primary Teaching</li> <li>BA Hons Childhood Practice</li> <li>BSc Hons Psychology</li> <li>BA Hons Child and Youth Studies</li> <li>MSc Psychology Conversion</li> <li>PGDE Secondary</li> <li>HNC Childhood Practice</li> <li>BA Hons Health and Social Studies</li> <li>MA Health and Wellbeing</li> </ol>

**Applications**

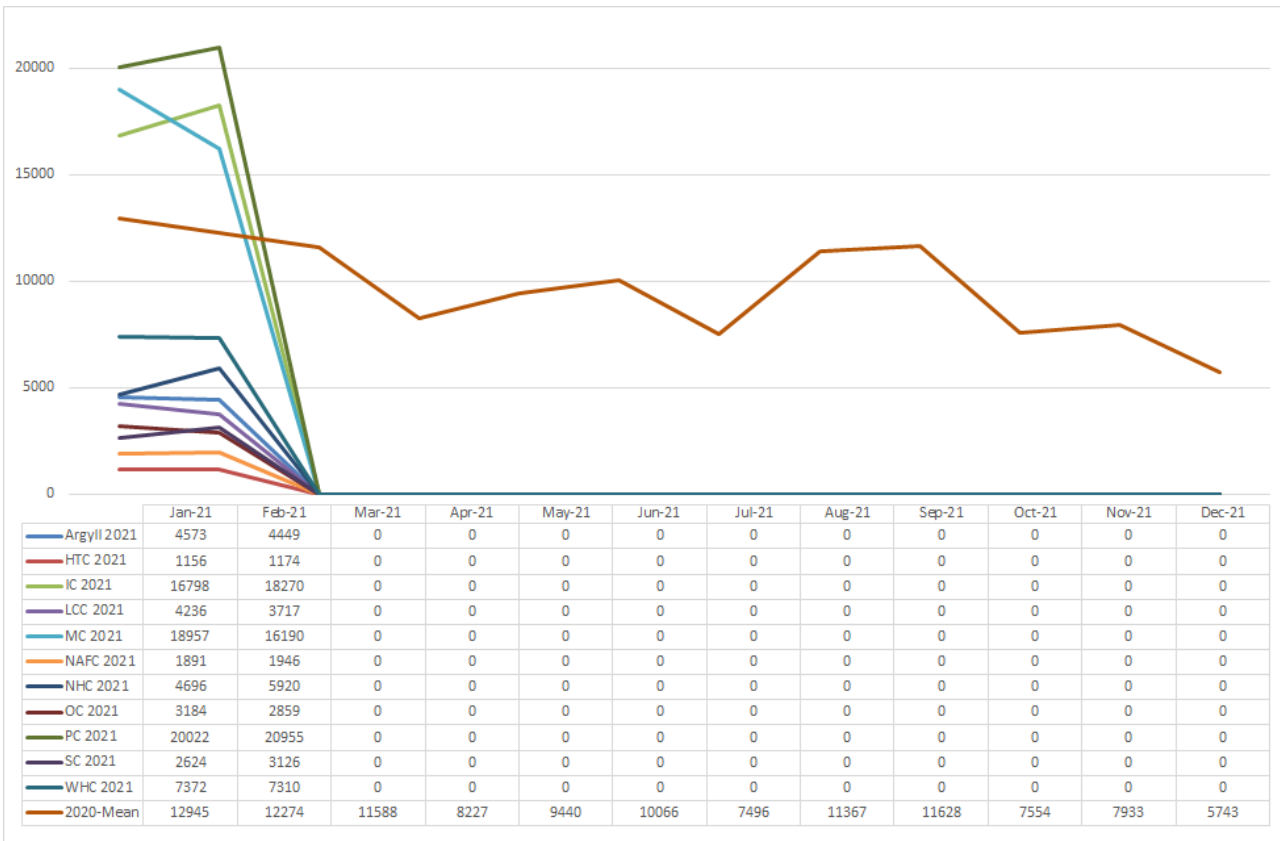
Clicks to UCAS 414 (27%)	Internal Applications (Degrees) 1090 (56%) (pageviews)
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**Social Media**

<b>Facebook Likes</b> 28,473 +66	<b>Twitter Followers</b> 14,856 +92	<b>YouTube Views</b> 293,400 +4,600	<b>Flickr Views</b> 431,915+886
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### Annual Cycle - One Web Partners



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

#### From One-Web

www.inverness.uhi.ac.uk	1762
www.perth.uhi.ac.uk	1610
www.moray.uhi.ac.uk	1156
www.whc.uhi.ac.uk	781
www.northhighland.uhi.ac.uk	635
www.lews.uhi.ac.uk	385
www.argyll.uhi.ac.uk	372
www.orkney.uhi.ac.uk	331
www.shetland.uhi.ac.uk	305
www.htc.uhi.ac.uk	134
www.nafc.uhi.ac.uk	72

#### From non-One-Web

sams.ac.uk	241
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### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	2146	£10.00
CAGDP21	Social	69	£1.00
ISDBM21	Social	20	£0.00
Schools2021	Social	9	£0.00
publicloginpage	WiFi	7	£3.00
onlineopenweekschedule2020	Social	4	£0.00
pgdesecondaryjun18	Social	3	£50.50
Natives2020	Social	2	£0.00
aircraft promo	Social	1	£0.00
artandsocialpracticesif19	Social	1	£0.00