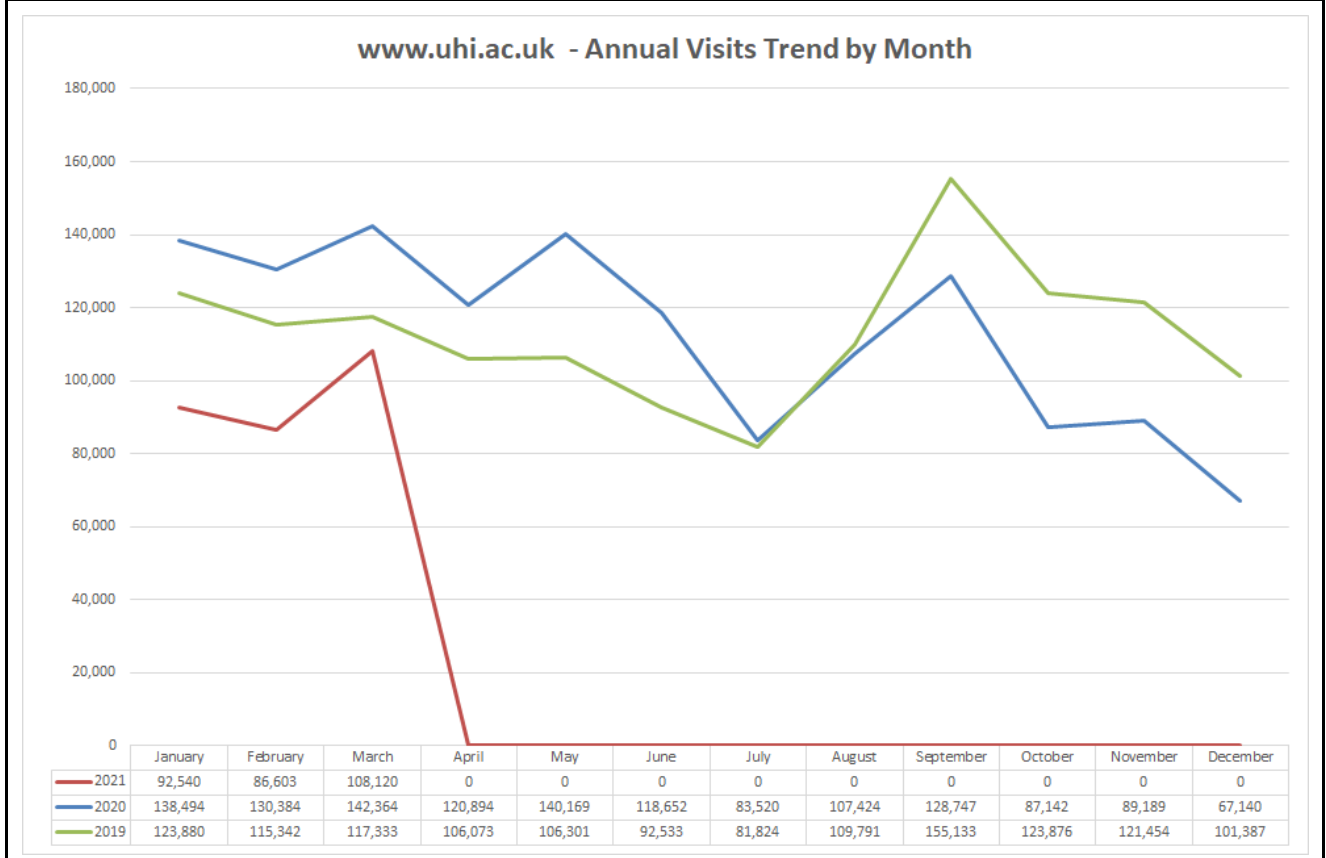


Visits – 108,120		29%	from Google Direct from outwith UK Mobile (of which 40% Apple) Average page load time
vs Last Month	▲24.8%	58%	
vs Last Year	▼24.1%	8.6%	
		28%	
		1.78s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) BSc Hons Psychology (4) MSc Psychology Conversion (6) PGDE Primary Teaching (2) BA Hons Childhood Practice (3) BA Hons Child and Youth Studies (5) PGDE Secondary (-) HNC Accounting (16) HNC Childhood Practice (8) BA Hons Health and Social Studies (13) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice BSc Hons Psychology MSc Psychology Conversion BA Hons Child and Youth Studies PGDE Secondary HNC Childhood Practice BA Hons Health and Social Studies MA Health and Wellbeing

Applications

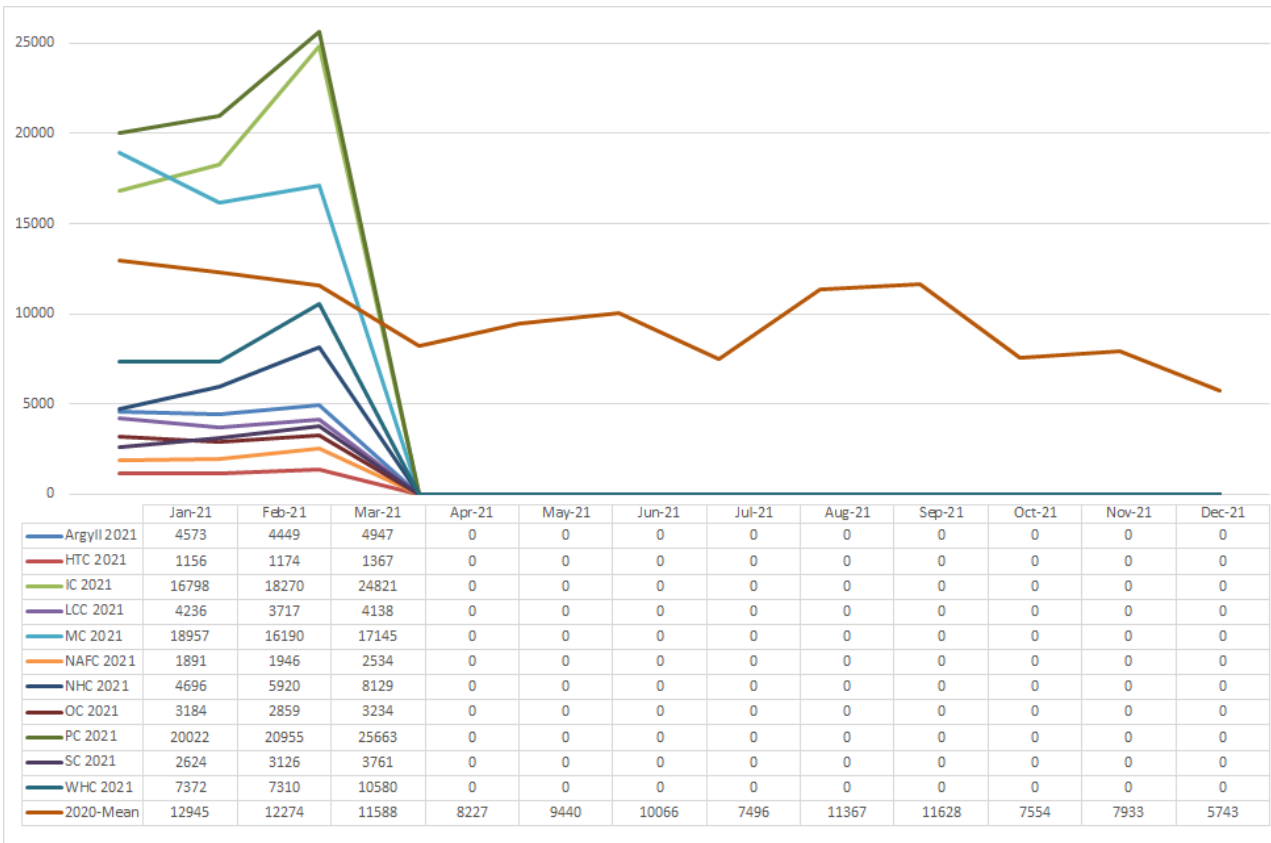
Clicks to UCAS 216 (48%)	Internal Applications (Degrees) 726 (34%) (pageviews)
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Social Media

Facebook Likes 28,650 +177	Twitter Followers 14,948 +92	YouTube Views 298,131 +4,731	Flickr Views 434,813+2898
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.perth.uhi.ac.uk	2324
www.inverness.uhi.ac.uk	2141
www.moray.uhi.ac.uk	1339
www.whc.uhi.ac.uk	1045
www.northhighland.uhi.ac.uk	754
www.lews.uhi.ac.uk	488
www.argyll.uhi.ac.uk	418
www.orkney.uhi.ac.uk	370
www.shetland.uhi.ac.uk	321
www.htc.uhi.ac.uk	177
www.nafc.uhi.ac.uk	84

From non-One-Web

sams.ac.uk	182
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	1444	£20.00
stmagnusconf21	Social	249	£0.00
publicloginpage	WiFi	93	£9.00
AprilLeisureClasses2021	Social	55	£2.00
birthdayseminars2021	Social	51	£0.50
createbusinesscomp21	Social	24	£1.00
gleneaglesfinedining	Social	22	£1.50
SMC21	Social	16	£0.00
N5PHDP	Social	15	£0.00
march_2021	Social	12	£0.50