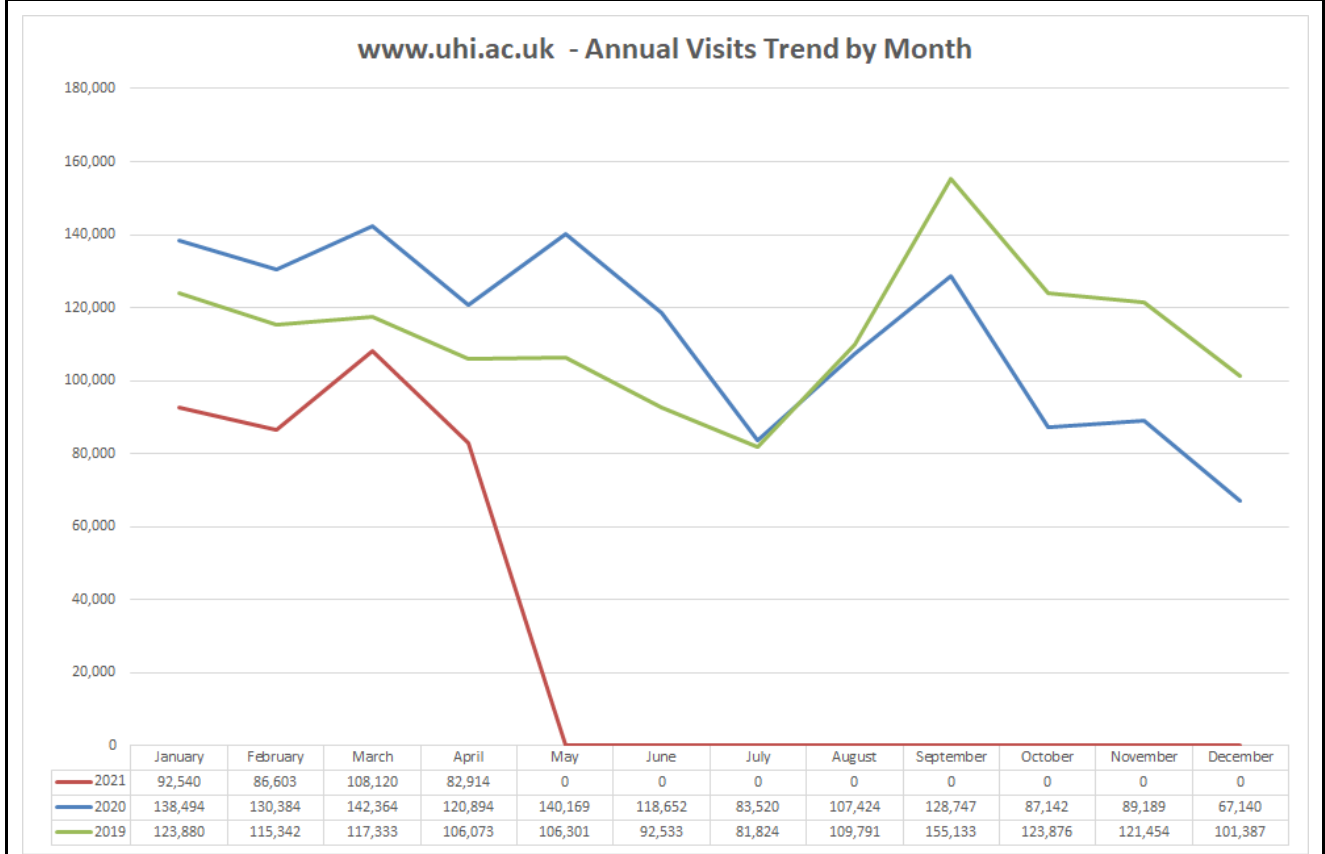


Visits – 82,914		35.8%	from Google Direct from outwith UK Mobile (of which 37.2% Apple) Average page load time
vs Last Month	▼23.3%	52.3%	
vs Last Year	▼31.4%	9.7%	
		28.8%	
		1.67s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) MSc Psychology Conversion (3) BA Hons Childhood Practice (5) BSc Hons Psychology (2) PGDE Primary Teaching (4) BA Hons Child and Youth Studies (-) PGDE Secondary (-) BA Hons Health and Social Studies (10) MSc Adv. Nurse Prac (17) HNC Childhood Practice (9) 	<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

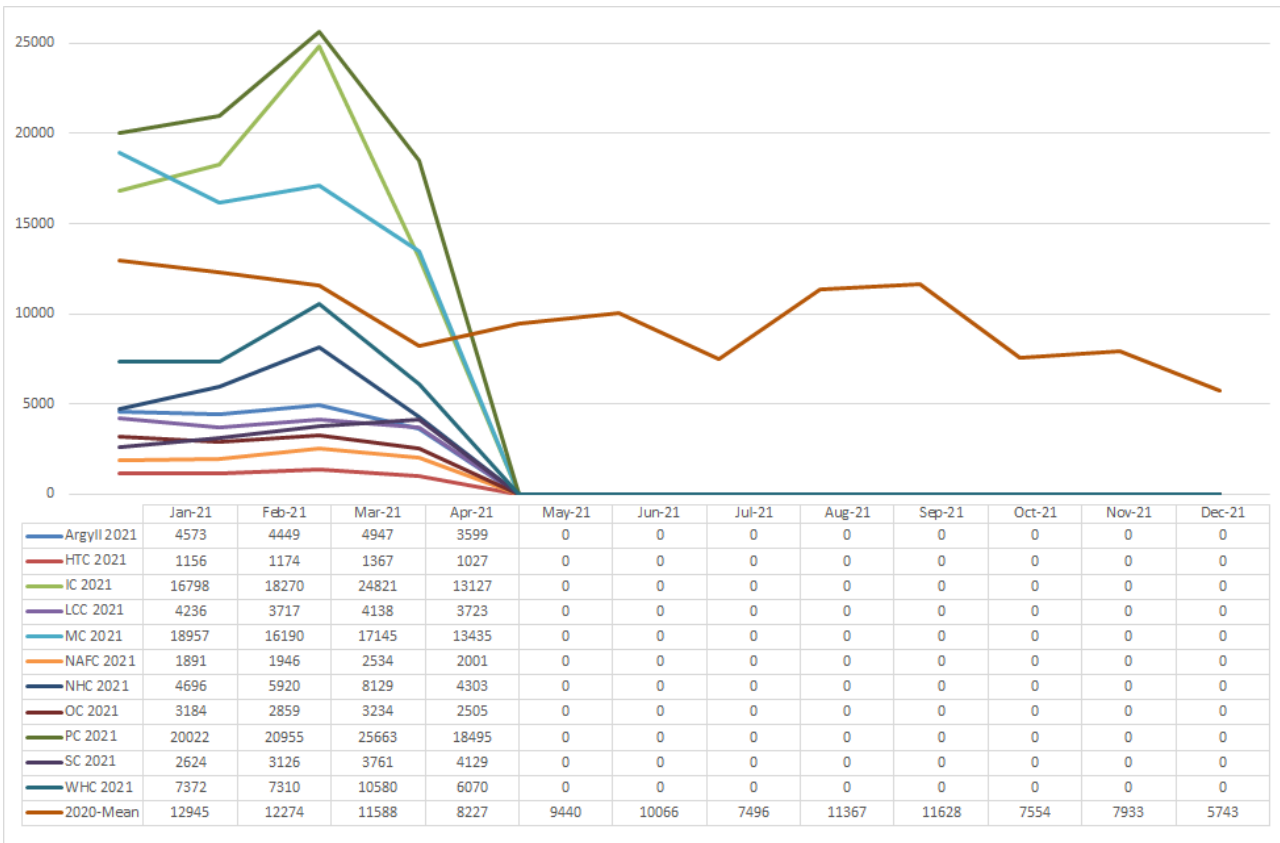
Clicks to UCAS 302 (40%)	Internal Applications (Degrees) 1148 (58%) (pageviews)
--------------------------	--



Social Media

Facebook Likes 28,710 +60	Twitter Followers 15,034 +86	YouTube Views 302,093 +3,962	Flickr Views 436,343+1530
-------------------------------------	--	--	-------------------------------------

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.perth.uhi.ac.uk	1394
www.inverness.uhi.ac.uk	1264
www.moray.uhi.ac.uk	1093
www.whc.uhi.ac.uk	541
www.northhighland.uhi.ac.uk	423
www.lews.uhi.ac.uk	407
www.shetland.uhi.ac.uk	304
www.orkney.uhi.ac.uk	284
www.argyll.uhi.ac.uk	274
www.htc.uhi.ac.uk	162
www.nafc.uhi.ac.uk	60

From non-One-Web

sams.ac.uk	115
------------	-----

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	1413	£68.00
fundraisingresearchercvacancy	Social	241	£0.50
stmagnusconf21	Social	86	£0.50
publicloginpage	WiFi	50	£5.50
studentdevelopmentfund	Social	43	£0.00
1_2_1appointments	Social	38	£0.50
msctourismjul2020	Social	26	£0.50
birthdayseminars2021	Social	24	£0.50
WAAI211	Social	17	£0.00
schpromo2021	Social	15	£1.00