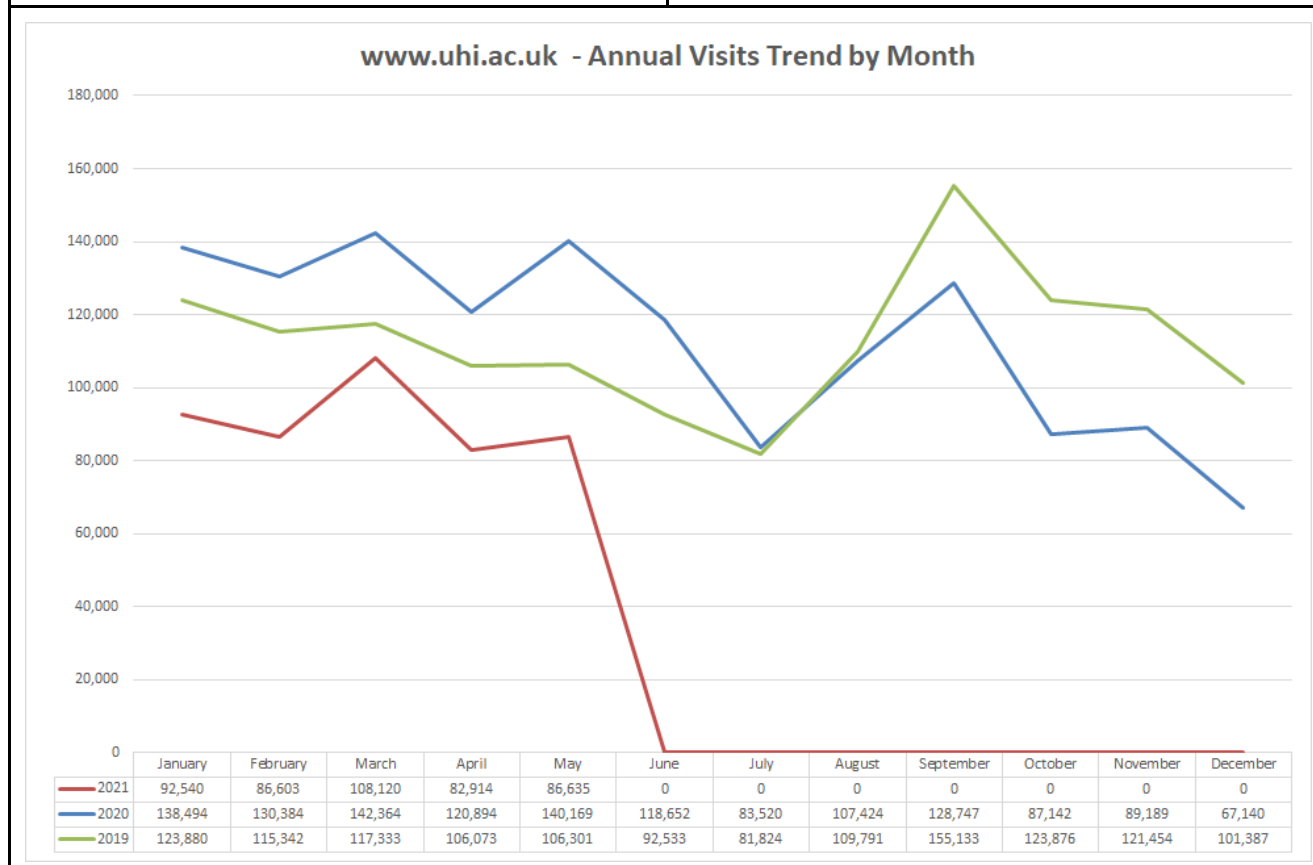


Visits – 86,635		38.6%	from Google
vs Last Month vs Last Year	▲4.5%	51.4%	Direct
	▼38.2%	9.8%	from outwith UK
		30.6%	Mobile (of which 38.6% Apple)
		1.99s	Average page load time

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) BA Hons Childhood Practice (3) PGDE Primary Teaching (5) BSc Hons Psychology (-) MSc Psychology Conversion (2) BA Hons Child and Youth Studies (-) MA Health and Wellbeing (11) PGDE Secondary (7) HNC Childhood Practice (-) BA Hons Health and Social Studies (8) 	<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 MA Health and Wellbeing BA Hons Health and Social Studies

Applications

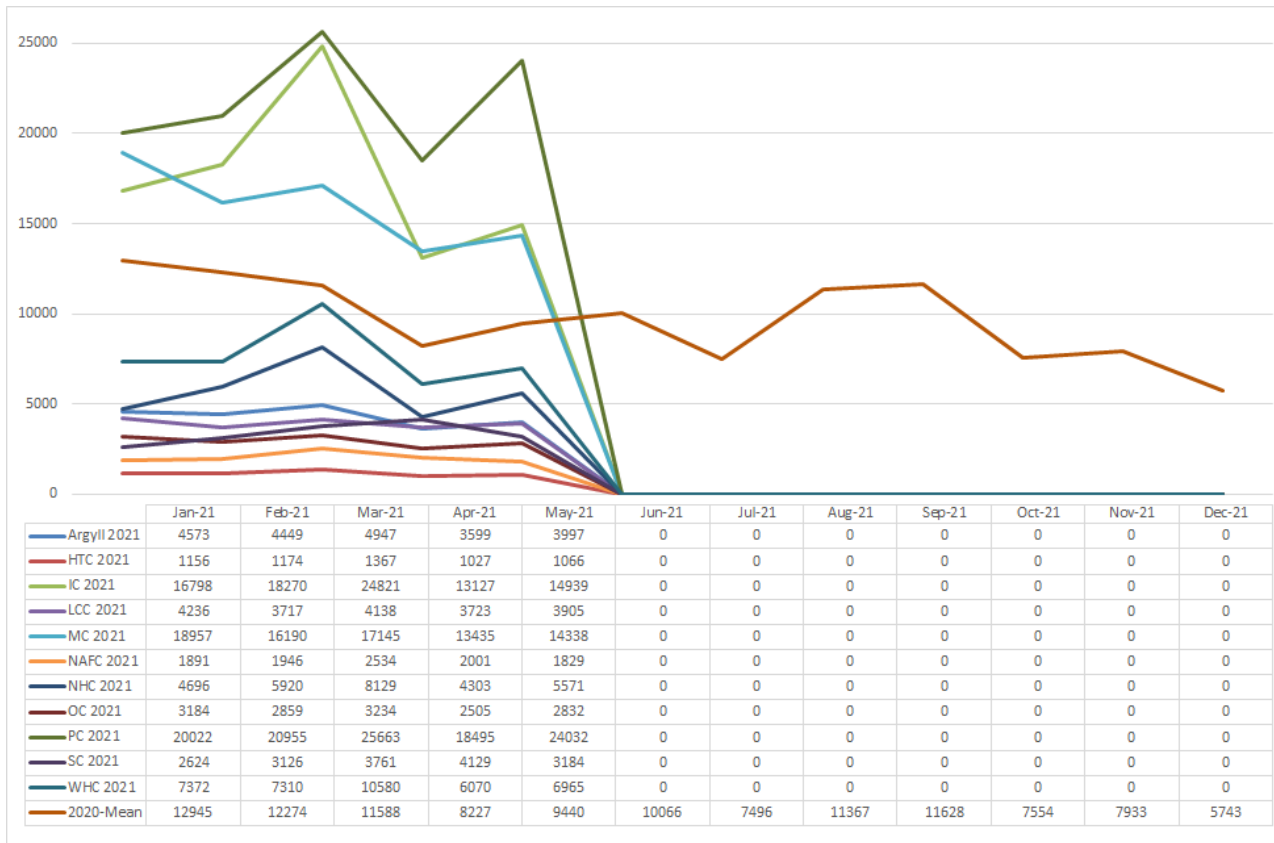
Clicks to UCAS 312 (3.3%)	Internal Applications (Degrees) 1458 (27%) (pageviews)
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Social Media

Facebook Likes 28,868 +158	Twitter Followers 15,030 -	YouTube Views 305,200 +3,107	Flickr Views 438,185+1842
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.perth.uhi.ac.uk	1564
www.inverness.uhi.ac.uk	1441
www.moray.uhi.ac.uk	1000
www.whc.uhi.ac.uk	528
www.northhighland.uhi.ac.uk	470
www.lews.uhi.ac.uk	434
www.argyll.uhi.ac.uk	324
www.orkney.uhi.ac.uk	300
www.shetland.uhi.ac.uk	269
www.htc.uhi.ac.uk	187
www.nafc.uhi.ac.uk	66

From non-One-Web

sams.ac.uk	34
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	776	£67.00
May21PPC	Social	118	£31.50
schpromo2021	Social	108	£7.00
publicloginpage	WiFi	70	£8.50
FCRM21	Social	61	£0.00
facebook-gs	Social	45	£0.00
fundraisingresearchervacancy	Social	36	£0.50
pgtpromo2021	Social	17	£1.50
fundednercphds2019	Social	7	£0.00
march_2021	Social	6	£1.50