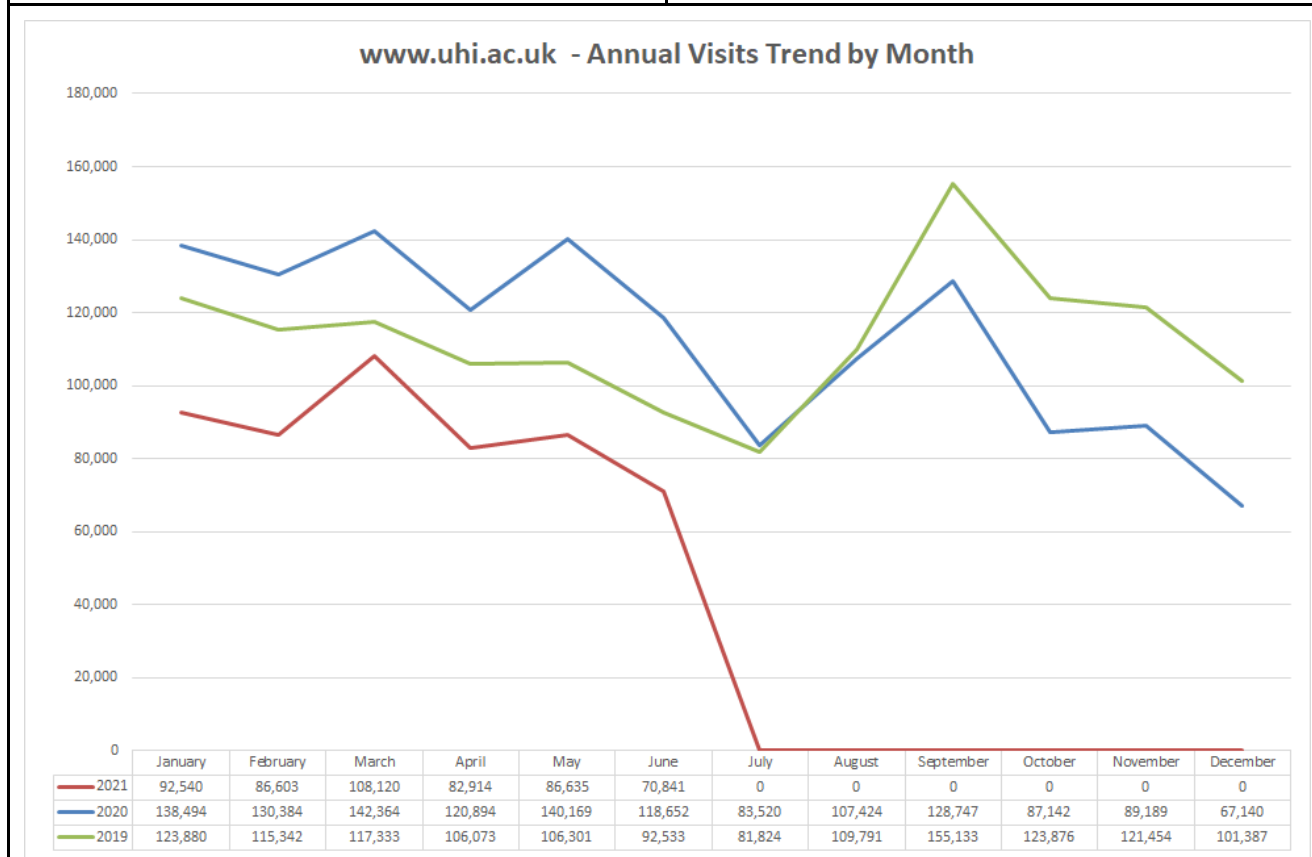


Visits – 70,841		35.3%	from Google Direct from outwith UK Mobile (of which 41% Apple) Average page load time
vs Last Month	▼ 18.2%	54.6%	
vs Last Year	▼ 40.3%	10.4%	
		34.6%	
		2.12s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) BSc Hons Psychology (4) BA Hons Childhood Practice (2) MSc Psychology Conversion (5) PGDE Primary Teaching (3) BA Hons Child and Youth Studies (-) MSc Advanced Nurse Prac (16) PGDE Secondary (-) BA Hons Business and Mgmt (19) 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 MA Health and Wellbeing BA Hons Health and Social Studies

Applications

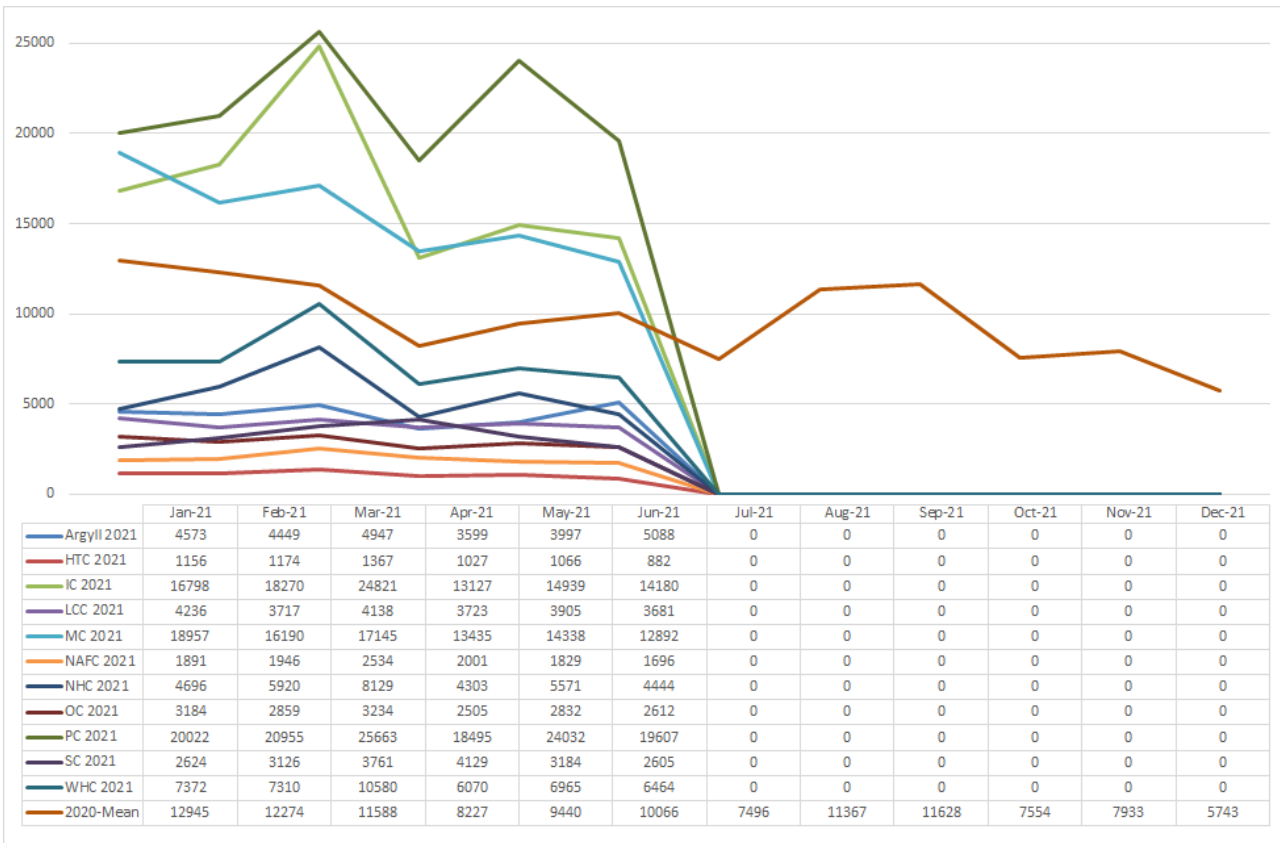
Clicks to UCAS 252 (19.3%)	Internal Applications (Degrees) 1271 (13%) (pageviews)
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Social Media

Facebook Likes 28,941 +73	Twitter Followers 15,131 +101	YouTube Views 308,372 +3,172	Flickr Views 439,247+1062
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.perth.uhi.ac.uk	1459
www.inverness.uhi.ac.uk	1349
www.moray.uhi.ac.uk	1044
www.whc.uhi.ac.uk	667
www.lews.uhi.ac.uk	394
www.northhighland.uhi.ac.uk	387
www.argyll.uhi.ac.uk	360
www.orkney.uhi.ac.uk	286
www.shetland.uhi.ac.uk	261
www.htc.uhi.ac.uk	129
www.nafc.uhi.ac.uk	37

From non-One-Web

sams.ac.uk	64
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	676	£10.50
May21PPC	Social	72	£9.00
PMP21	Social	51	£0.50
publicloginpage	WiFi	34	£1.00
1_2_1appointments	Social	29	£0.00
DS21MOLS	Social	18	£0.50
facebook-is	Social	17	£1.50
FE21WNI	Social	9	£0.00
BlogLoriDuffus	Social	8	£1.00
gacivilengjul2021	Social	7	£0.00