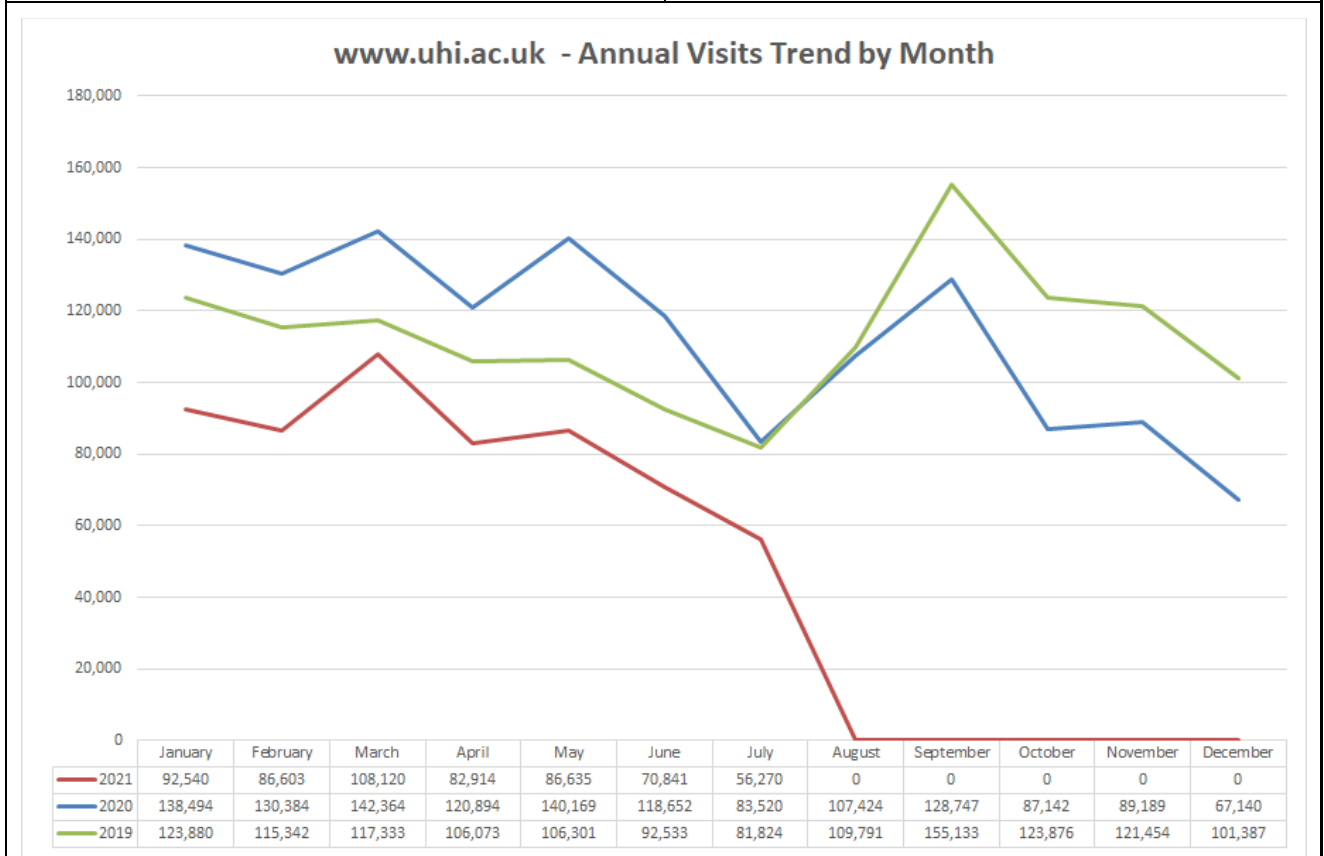


Visits – 56,270		30.7%	from Google Direct from outwith UK Mobile (of which 41% Apple) Average page load time
vs Last Month	▼20.5%	59.2%	
vs Last Year	▼32.7%	12.9%	
		43.9%	
		1.52s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) BA Hons Childhood Practice (3) BSc Hons Psychology (2) MSc Psychology Conversion (-) MBA (20) BA Hons Child and Youth Studies (-) MA Art and Social Practice (18) PGDE Primary Teaching (5) MLitt Viking Studies (14) MSc Sustainable Rural Development (36) 	<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

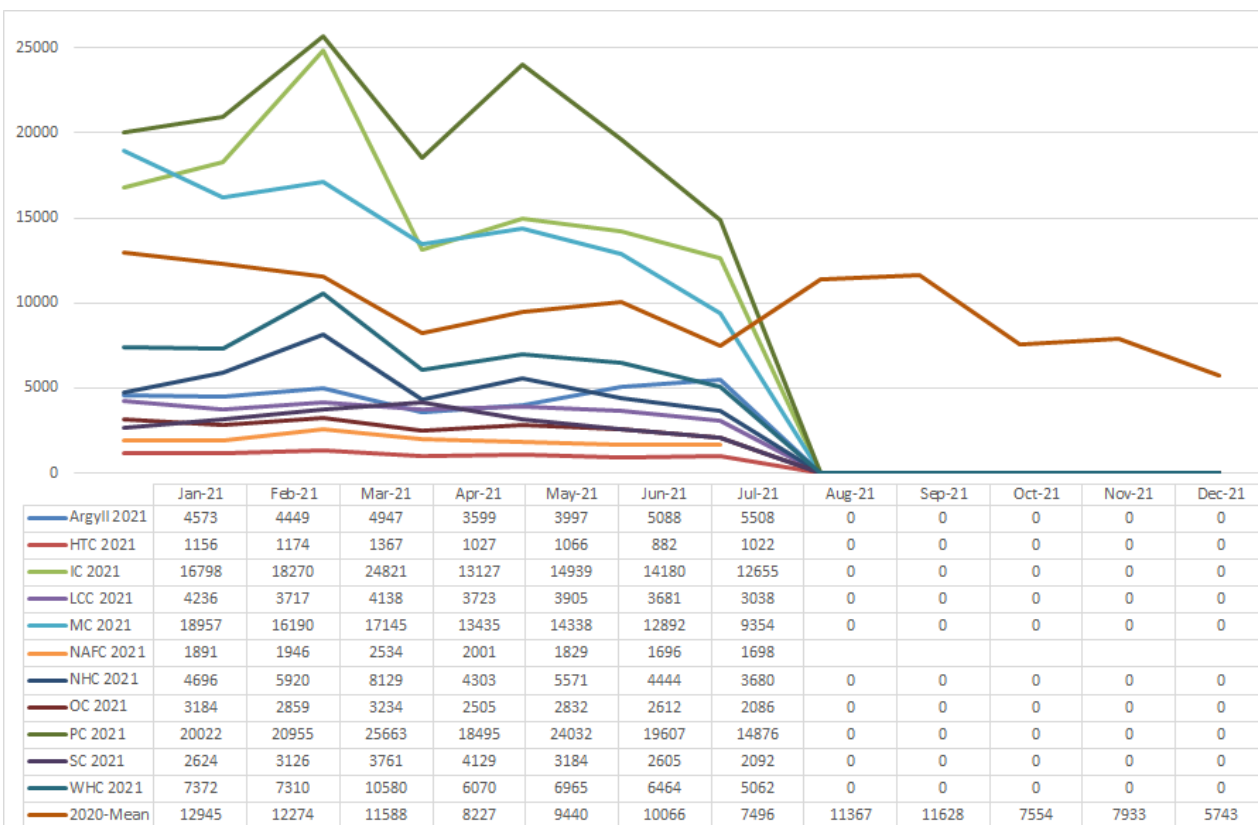
Clicks to UCAS 247 (2%)	Internal Applications (Degrees) 1323 (4%) (pageviews)
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Social Media

Facebook Likes 29,054 +113	Twitter Followers 15,185 +54	YouTube Views 343,800 +35,428	Flickr Views 440,764 +1517
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.invemess.uhi.ac.uk 1409	sams.ac.uk 60
www.perth.uhi.ac.uk 1108	
www.moray.uhi.ac.uk 864	
www.whc.uhi.ac.uk 584	
www.northhighland.uhi.ac.uk 416	
www.lews.uhi.ac.uk 347	
www.argyll.uhi.ac.uk 345	
www.orkney.uhi.ac.uk 270	
www.shetland.uhi.ac.uk 212	
www.htc.uhi.ac.uk 154	
www.nafc.uhi.ac.uk 45	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
esifpgt2021	Social	1007	£80.00
VacancyClickOut	Website	898	£20.50
hncdJulaug2021	Social	126	£5.00
Jul2021video	Social	121	£142.50
July2021promo	Social	121	£25.50
pgt-study-may18	Social	120	£1.00
pgtpromo2021	Social	94	£8.00
Jul2021promo	Social	69	£18.50
schpromo2021	Social	41	£3.50
gacivilengJul2021	Social	39	£1.00