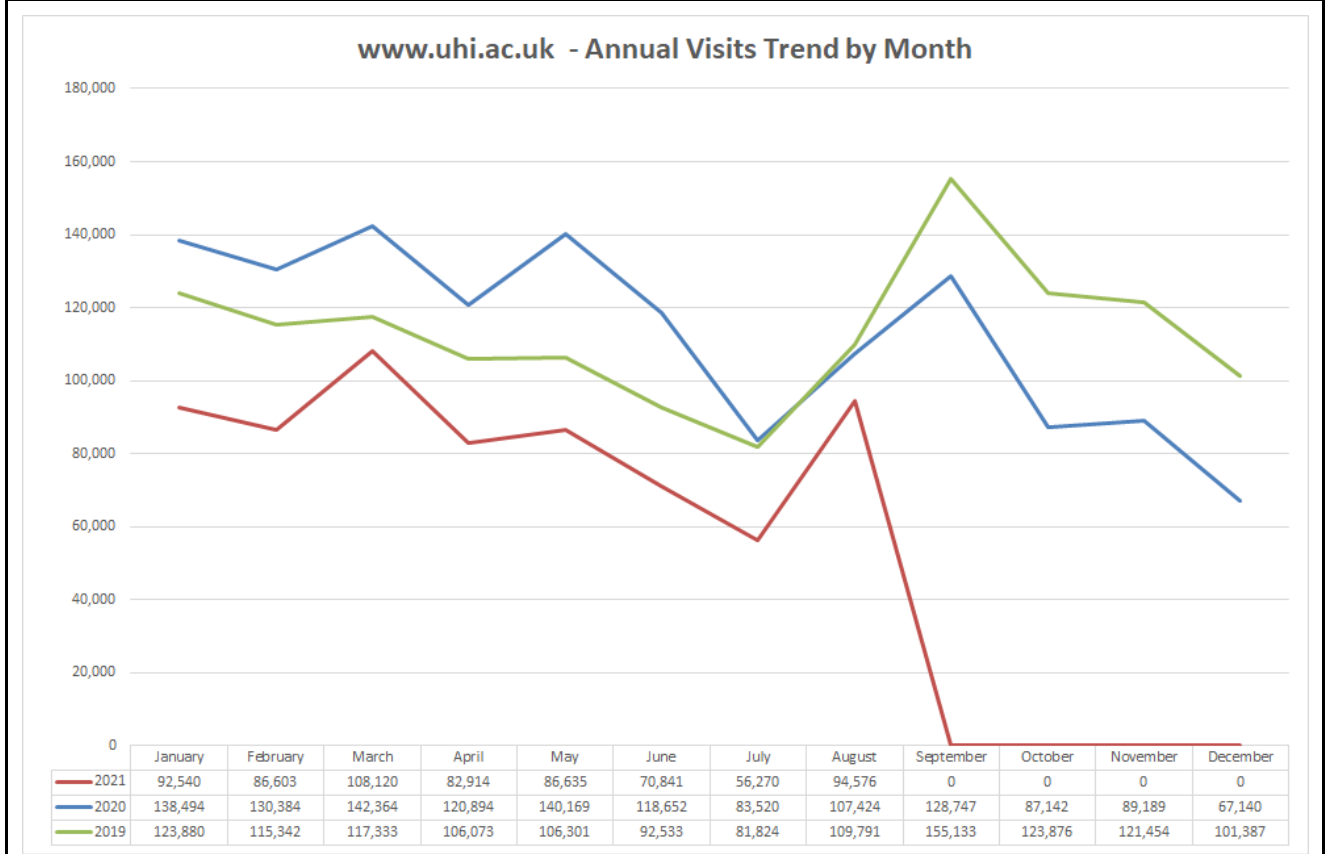


Visits – 94,576		31.3%	from Google Direct from outwith UK Mobile (of which 44% Apple) Average page load time
vs Last Month	▲ 68%	58.5%	
vs Last Year	▼ 12%	8.5%	
		41.3%	
		1.75s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) BA Hons Childhood Practice (-) BSc Hons Psychology (-) BA Hons Child and Youth Studies (6) PGDE Primary Teaching (8) MSc Psychology Conversion (4) BA Hons Health and Social Studies (16) BSc Hons Optometry (22) MLitt Viking Studies (-) MSc Applied Data Science (11) 	<ol style="list-style-type: none"> BSc Nursing BA Hons Childhood Practice PGDE Primary Teaching 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

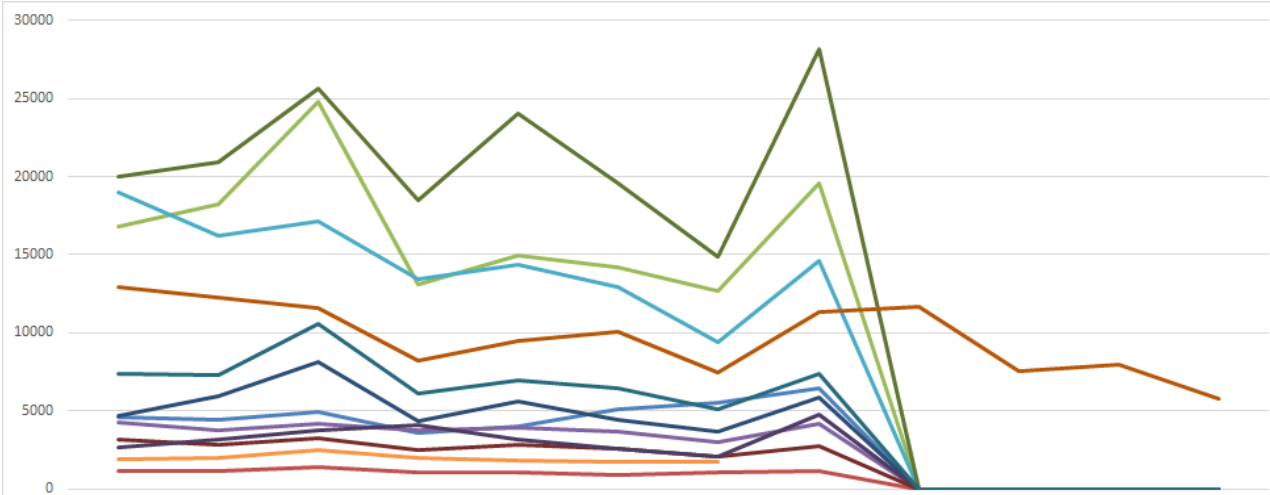
Clicks to UCAS 410 (66%)	Internal Applications (Degrees) 1597 (21%) (pageviews)
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Social Media

Facebook Likes 29,201 +147	Twitter Followers 15,270 +85	YouTube Views 498,486 +154,656	Flickr Views 442,079+1315
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Annual Cycle - One Web Partners



	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Argyll 2021	4573	4449	4947	3599	3997	5088	5508	6452	0	0	0	0
HTC 2021	1156	1174	1367	1027	1066	882	1022	1111	0	0	0	0
IC 2021	16798	18270	24821	13127	14939	14180	12655	19586	0	0	0	0
LCC 2021	4236	3717	4138	3723	3905	3681	3038	4199	0	0	0	0
MC 2021	18957	16190	17145	13435	14338	12892	9354	14598	0	0	0	0
NAFC 2021	1891	1946	2534	2001	1829	1696	1698					
NHC 2021	4696	5920	8129	4303	5571	4444	3680	5864	0	0	0	0
OC 2021	3184	2859	3234	2505	2832	2612	2086	2757	0	0	0	0
PC 2021	20022	20955	25663	18495	24032	19607	14876	28132	0	0	0	0
SC 2021	2624	3126	3761	4129	3184	2605	2092	4770	0	0	0	0
WHC 2021	7372	7310	10580	6070	6965	6464	5062	7383	0	0	0	0
2020-Mean	12945	12274	11588	8227	9440	10066	7496	11367	11628	7554	7933	5743

Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	2629
www.perth.uhi.ac.uk	2341
www.moray.uhi.ac.uk	1744
www.whc.uhi.ac.uk	862
www.northhighland.uhi.ac.uk	680
www.argyll.uhi.ac.uk	665
www.shetland.uhi.ac.uk	620
www.lews.uhi.ac.uk	596
www.orkney.uhi.ac.uk	376
www.htc.uhi.ac.uk	172

From non-One-Web

sams.ac.uk	134
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	996	£14.50
accommaug2021	Social	593	£3.50
nursingsep21	Social	302	£262.00
nus-results	Social	138	£1.50
nowsthetime2021	Social	125	£54.50
pgtpromo2021	Social	105	£1.50
LifeScienceBuildAug21	Social	100	£0.50
pgtsurvey21	Social	74	£0.50
clearing2021	Social	68	£52.50
optometrycentralaug21	Social	68	£24.00