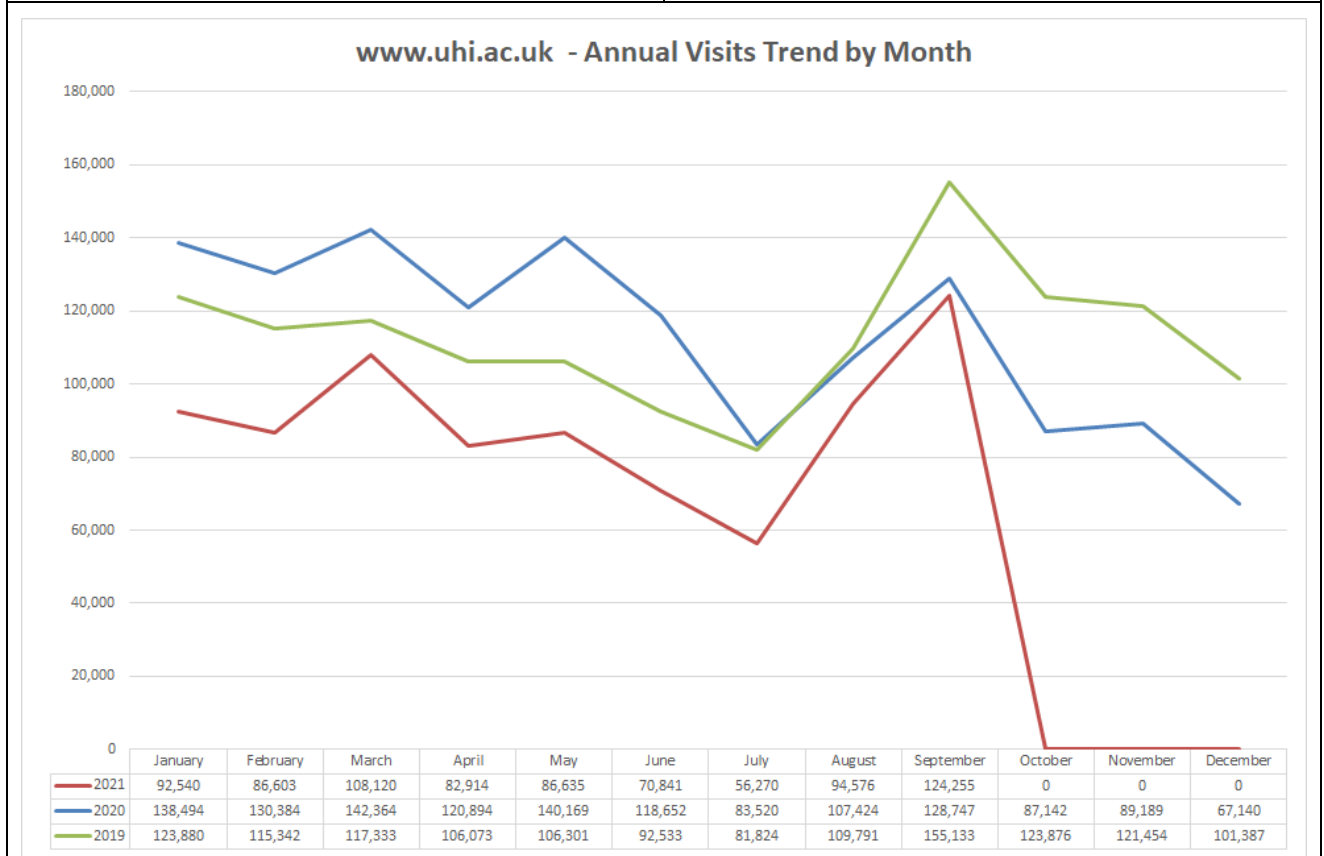


| | | | |
|-------------------------|--------|-------|---|
| Visits – 124,255 | | 35.5% | from Google Direct from outwith UK Mobile (of which 44% Apple) Average page load time |
| vs Last Month | ▲31.4% | 54.3% | |
| vs Last Year | ▼3.5% | 8.2% | |
| | | 31.8% | |
| | | 2.13s | |

| | |
|---|---|
| Courses by month (previous month) | Courses by year-to-date |
| <ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (5) BA Hons Childhood Practice (2) BSc Hons Psychology (3) BA Hons Child and Youth Studies (4) MSc Psychology Conversion (-) PGDE Secondary (17) BA Hons Criminology (15) MSc Applied Data Science (10) MLitt Viking Studies (9) | <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 BA Hons Health and Social Studies HNC Childhood Practice MA Health and Wellbeing |

Applications

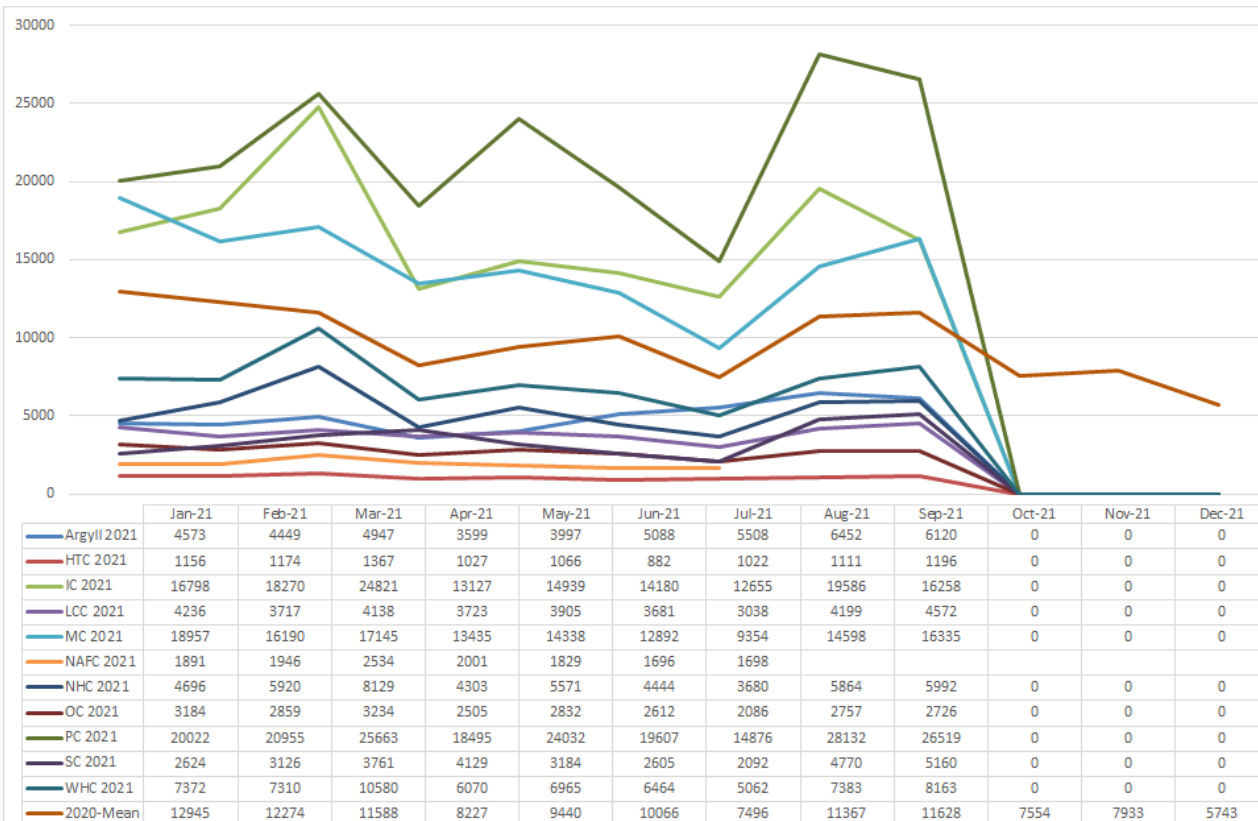
| | |
|--------------------------|--|
| Clicks to UCAS 163 (60%) | Internal Applications (Degrees) 1229 (23%) (pageviews) |
|--------------------------|--|



Social Media

| | | | |
|--------------------------------------|---|---------------------------------------|-------------------------------------|
| Facebook Likes 29,486 +285 | Twitter Followers 15,411 +141 | YouTube Views 502,732 +4246 | Flickr Views 443,251+1172 |
|--------------------------------------|---|---------------------------------------|-------------------------------------|

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

| From One-Web | From non-One-Web |
|---------------------------------|------------------|
| www.perth.uhi.ac.uk 2404 | sams.ac.uk 126 |
| www.inverness.uhi.ac.uk 2033 | |
| www.moray.uhi.ac.uk 1626 | |
| www.whc.uhi.ac.uk 1020 | |
| www.northhighland.uhi.ac.uk 630 | |
| www.argyll.uhi.ac.uk 606 | |
| www.shetland.uhi.ac.uk 573 | |
| www.lews.uhi.ac.uk 502 | |
| www.orkney.uhi.ac.uk 385 | |
| www.htc.uhi.ac.uk 171 | |

Campaign Activity

| Campaign | Medium | Pageviews | Goal Value |
|--------------------------|---------|-----------|------------|
| VacancyClickOut | Website | 2975 | £71.50 |
| publicloginpage | WiFi | 216 | £52.50 |
| DiscretionaryFundSep21 | Social | 117 | £0.50 |
| PeterMayFictionPrizeComp | Social | 52 | £0.50 |
| OpenDaysAutumn21 | Social | 22 | £0.50 |
| pgtpromo2021 | Social | 13 | £1.00 |
| PIM21 | Social | 11 | £0.00 |
| schpromo2021 | Social | 10 | £0.00 |
| JohnPrestonAward21 | Social | 7 | £0.00 |
| StudentDevFund21 | Social | 6 | £0.00 |