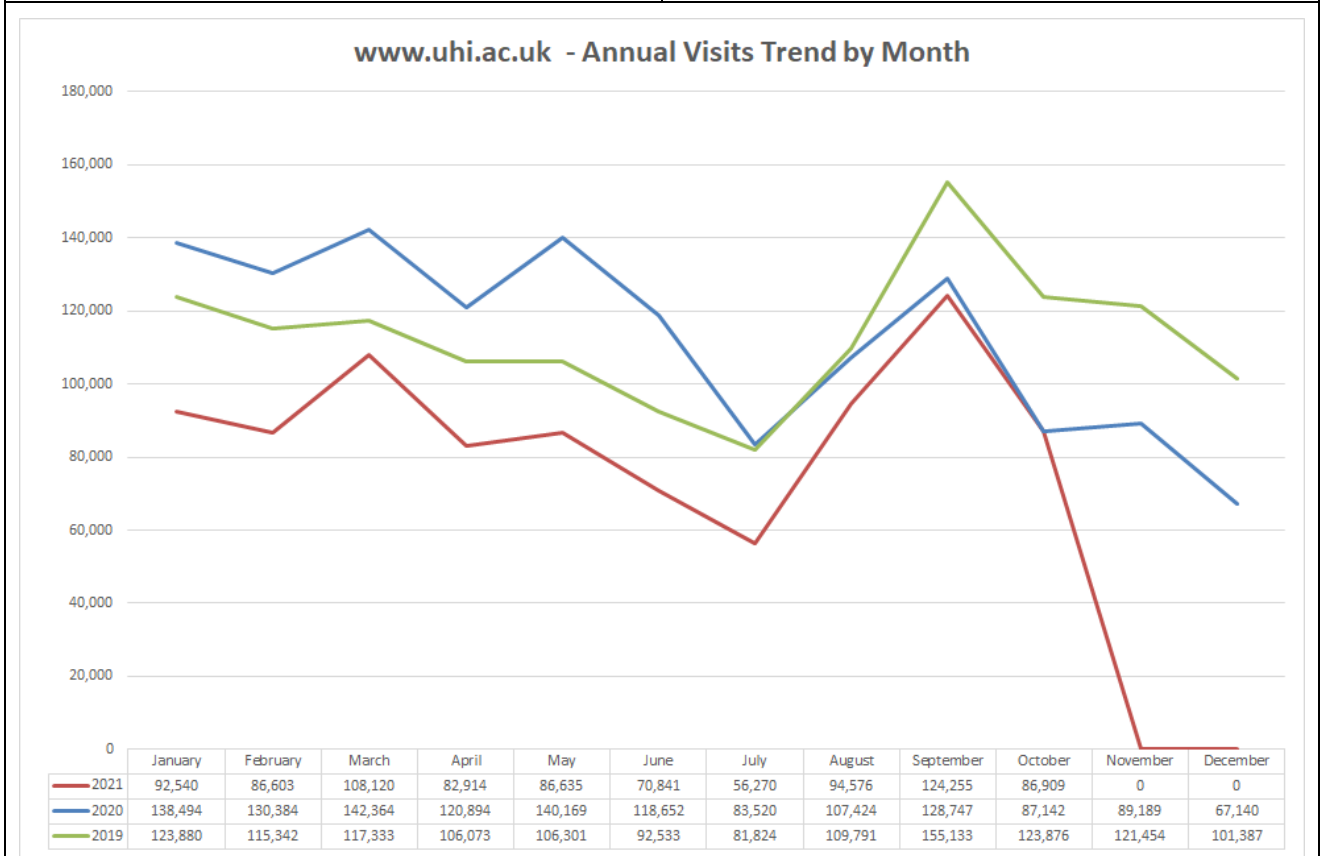


Visits – 86,909		33.3%	from Google Direct from outwith UK Mobile (of which 42% Apple) Average page load time
vs Last Month	▼30%	54.8%	
vs Last Year	▼0.3%	11.3%	
		32.2%	
		1.97s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (-) BSc Hons Psychology (4) BA Hons Childhood Practice (3) MSc Psychology Conversion (6) BA Hons Child and Youth Studies (5) MSc Advanced Nurse Practitioner (17) MBA Executive (15) MSc Applied Data Science (-) BSc Hons Marine Science (11) 	<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 MLitt Viking Studies BA Hons Health and Social Studies MA Health and Wellbeing

Applications

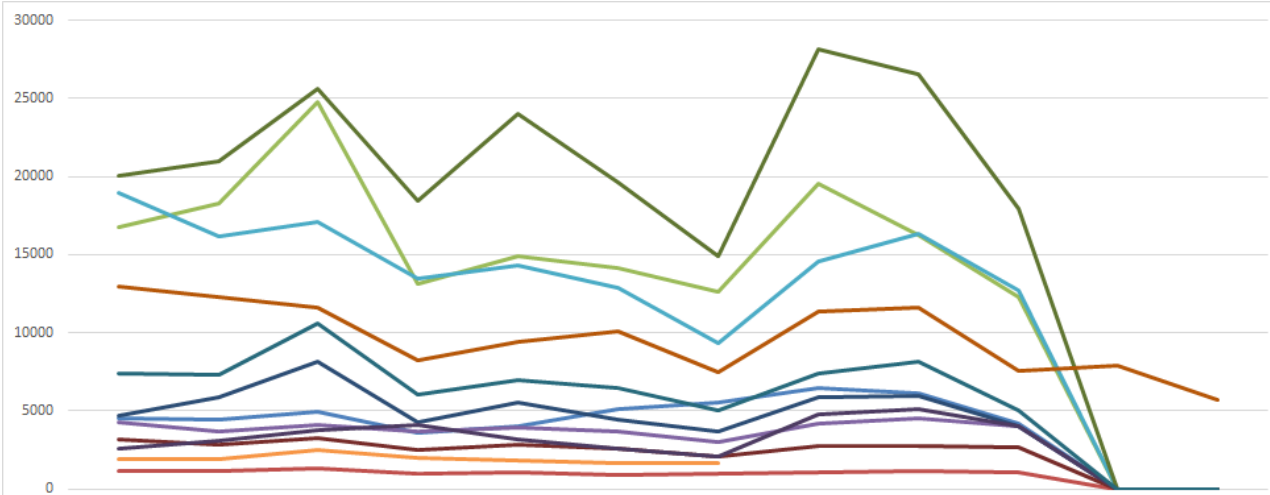
Clicks to UCAS 163 (63%)	Internal Applications (Degrees) 833 (32%) (pageviews)
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Social Media

Facebook Likes 29,577 +91	Twitter Followers 15,468 +57	YouTube Views 507,312 +4580	Flickr Views 443,839+588
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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	6120	4176	0	0
HTC 2021	1156	1174	1367	1027	1066	882	1022	1111	1196	1032	0	0
IC 2021	16798	18270	24821	13127	14939	14180	12655	19586	16258	12278	0	0
LCC 2021	4236	3717	4138	3723	3905	3681	3038	4199	4572	3997	0	0
MC 2021	18957	16190	17145	13435	14338	12892	9354	14598	16335	12689	0	0
NAFC 2021	1891	1946	2534	2001	1829	1696	1698					
NHC 2021	4696	5920	8129	4303	5571	4444	3680	5864	5992	4029	0	0
OC 2021	3184	2859	3234	2505	2832	2612	2086	2757	2726	2711	0	0
PC 2021	20022	20955	25663	18495	24032	19607	14876	28132	26519	17923	0	0
SC 2021	2624	3126	3761	4129	3184	2605	2092	4770	5160	4030	0	0
WHC 2021	7372	7310	10580	6070	6965	6464	5062	7383	8163	4996	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	From non-One-Web
www.inverness.uhi.ac.uk	sams.ac.uk
www.perth.uhi.ac.uk	110
www.moray.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.shetland.uhi.ac.uk	
www.lews.uhi.ac.uk	
www.northhighland.uhi.ac.uk	
www.argyll.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.htc.uhi.ac.uk	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	2692	£24.50
StudentDevFund21	Social	143	£2.50
CfHSOpenDay21	Social	114	£2.00
publicloginpage	WiFi	97	£27.00
IM21L	Social	84	£1.00
OpenDaysAutumn21	Social	68	£1.50
ChanNursingAward21	Social	53	£0.50
GraduationWeek21	Social	51	£0.00
AlumnioftheYear21	Social	36	£0.00
CSCOS21	Social	34	£0.00