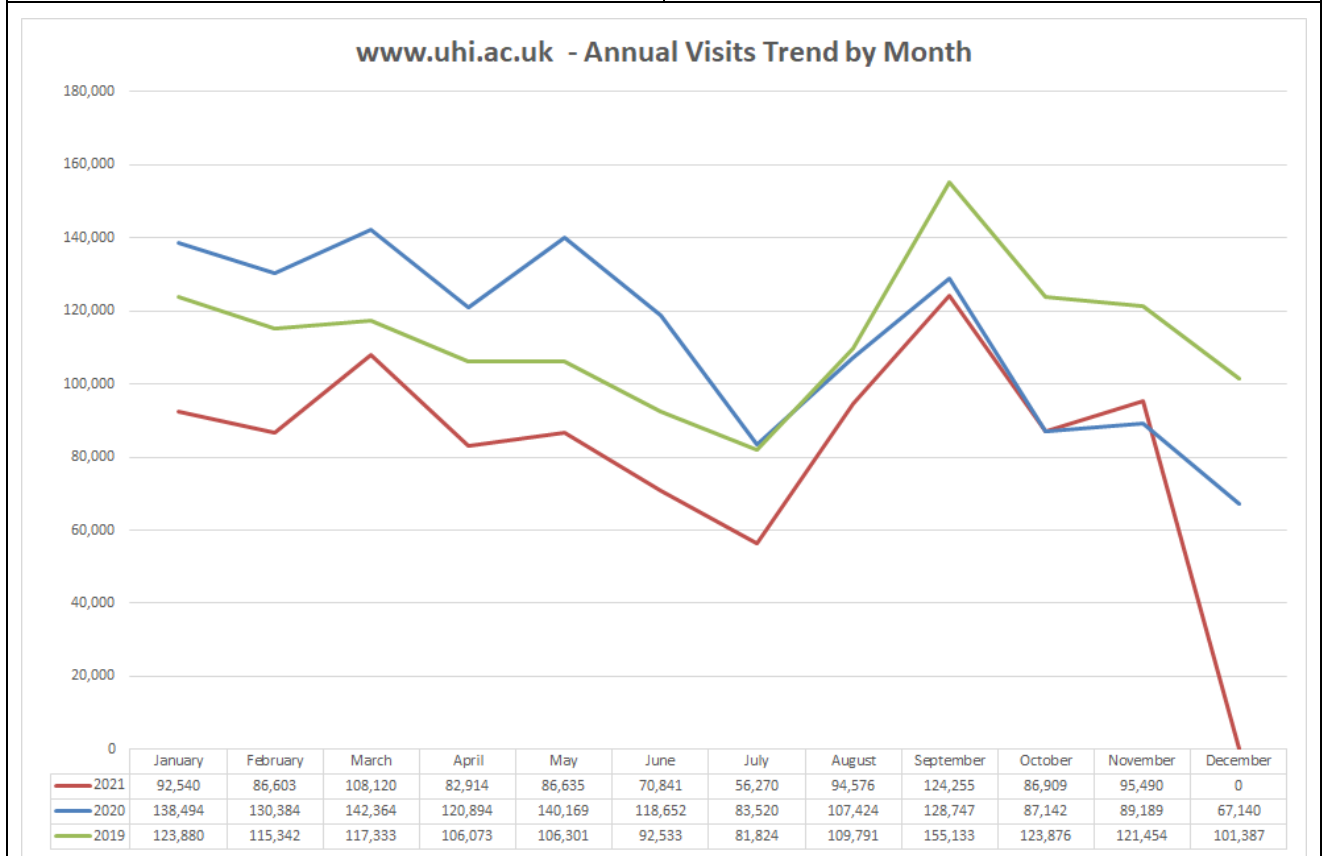


<b>Visits – 95,490</b>		32.9%	from Google Direct from outwith UK Mobile (of which 42% Apple) Average page load time
vs Last Month	▲7%	55.7%	
vs Last Year	▲10%	10.4%	
		30.9%	
		2.24s	

<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>BSc Nursing (-)</li> <li>PGDE Primary Teaching (-)</li> <li>BA Hons Childhood Practice (4)</li> <li>BSc Hons Psychology (3)</li> <li>BA Hons Child and Youth Studies (5)</li> <li>MSc Advanced Nurse Practitioner (7)</li> <li>MLitt Viking Studies (13)</li> <li>MSc Psychology Conversion (5)</li> <li>BA Hons Criminology (14)</li> <li>MA Health and Wellbeing (15)</li> </ol>	<ol style="list-style-type: none"> <li>BSc Nursing</li> <li>PGDE Primary Teaching</li> <li>BA Hons Childhood Practice</li> <li>BSc Hons Psychology</li> <li>MSc Psychology Conversion</li> <li>BA Hons Child and Youth Studies</li> <li>PGDE Secondary</li> <li>MLitt Viking Studies</li> <li>MA Health and Wellbeing</li> <li>HNC Childhood Practice</li> </ol>

**Applications**

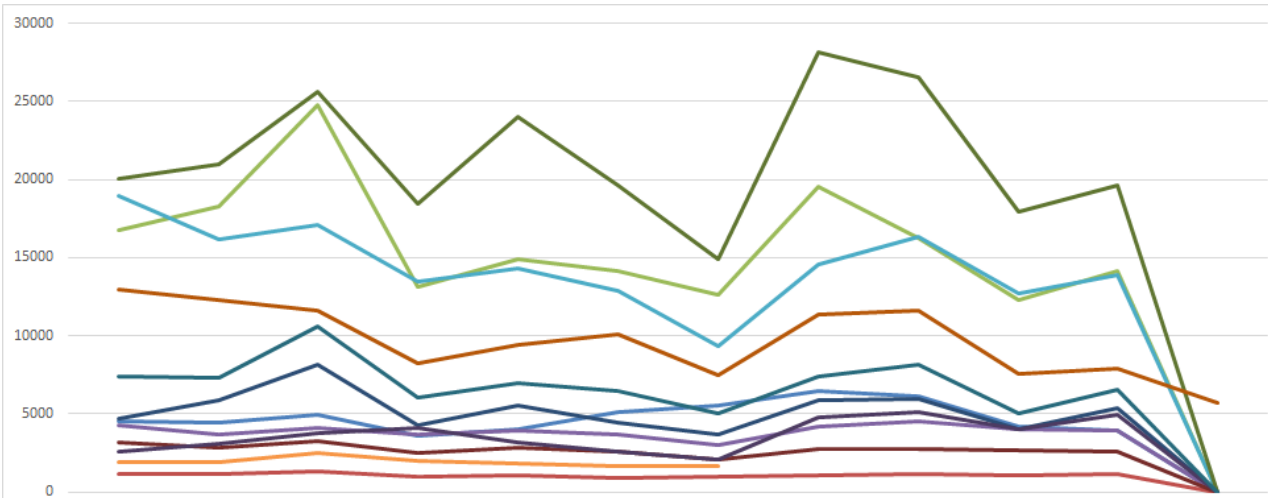
Clicks to UCAS 292 (80%)	Internal Applications (Degrees) 1109 (33%) (pageviews)
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**Social Media**

<b>Facebook Likes</b> 29,811 +234	<b>Twitter Followers</b> 15,547 +79	<b>YouTube Views</b> 514,959 +7647	<b>Flickr Views</b> 445,495+1656
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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	3978	0
HTC 2021	1156	1174	1367	1027	1066	882	1022	1111	1196	1032	1183	0
IC 2021	16798	18270	24821	13127	14939	14180	12655	19586	16258	12278	14173	0
LCC 2021	4236	3717	4138	3723	3905	3681	3038	4199	4572	3997	3969	0
MC 2021	18957	16190	17145	13435	14338	12892	9354	14598	16335	12689	13911	0
NAFC 2021	1891	1946	2534	2001	1829	1696	1698					
NHC 2021	4696	5920	8129	4303	5571	4444	3680	5864	5992	4029	5369	0
OC 2021	3184	2859	3234	2505	2832	2612	2086	2757	2726	2711	2550	0
PC 2021	20022	20955	25663	18495	24032	19607	14876	28132	26519	17923	19646	0
SC 2021	2624	3126	3761	4129	3184	2605	2092	4770	5160	4030	4930	0
WHC 2021	7372	7310	10580	6070	6965	6464	5062	7383	8163	4996	6585	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 1901	sams.ac.uk 72
www.perth.uhi.ac.uk 1483	
www.moray.uhi.ac.uk 1185	
www.whc.uhi.ac.uk 704	
www.northhighland.uhi.ac.uk 522	
www.shetland.uhi.ac.uk 469	
www.lews.uhi.ac.uk 425	
www.argyll.uhi.ac.uk 320	
www.orkney.uhi.ac.uk 293	
www.htc.uhi.ac.uk 160	

### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	2529	£22.50
janstart22promo	Social	1933	£116.00
publicloginpage	WiFi	178	£47.50
INSNOV21	Social	143	£10.00
OpenDaysAutumn21	Social	85	£2.00
uhibizcom22	Social	80	£0.50
teachinscotdec21	Social	69	£3.50
CfHSOpenDay21	Social	57	£1.00
Humanities	Social	52	£3.00
open-day	Social	31	£0.50