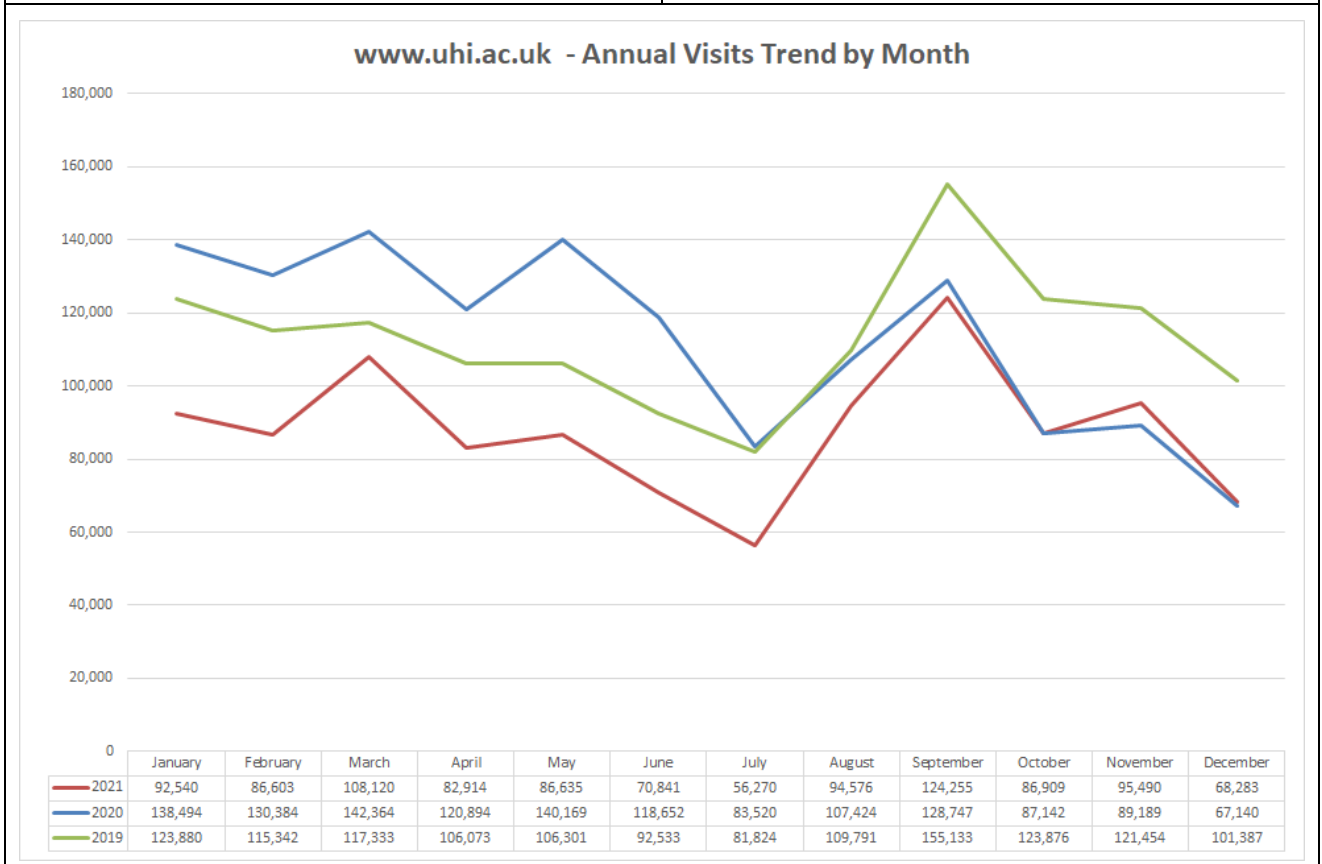


<b>Visits – 68,283</b>		36.2%	from Google Direct from outwith UK Mobile (of which 46% Apple) Average page load time
vs Last Month	▼28.5%	54.6%	
vs Last Year	▲1.7%	11.8%	
		35.3%	
		3.18s	

<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 (-)</li> <li>BA Hons Child and Youth Studies (5)</li> <li>MSc Applied Data Science (14)</li> <li>BSc Hons Psychology (4)</li> <li>MLitt Viking Studies (-)</li> <li>MSc Psychology Conversion (-)</li> <li>MSc Advanced Nurse Practitioner (6)</li> <li>PGDE Secondary (11)</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**

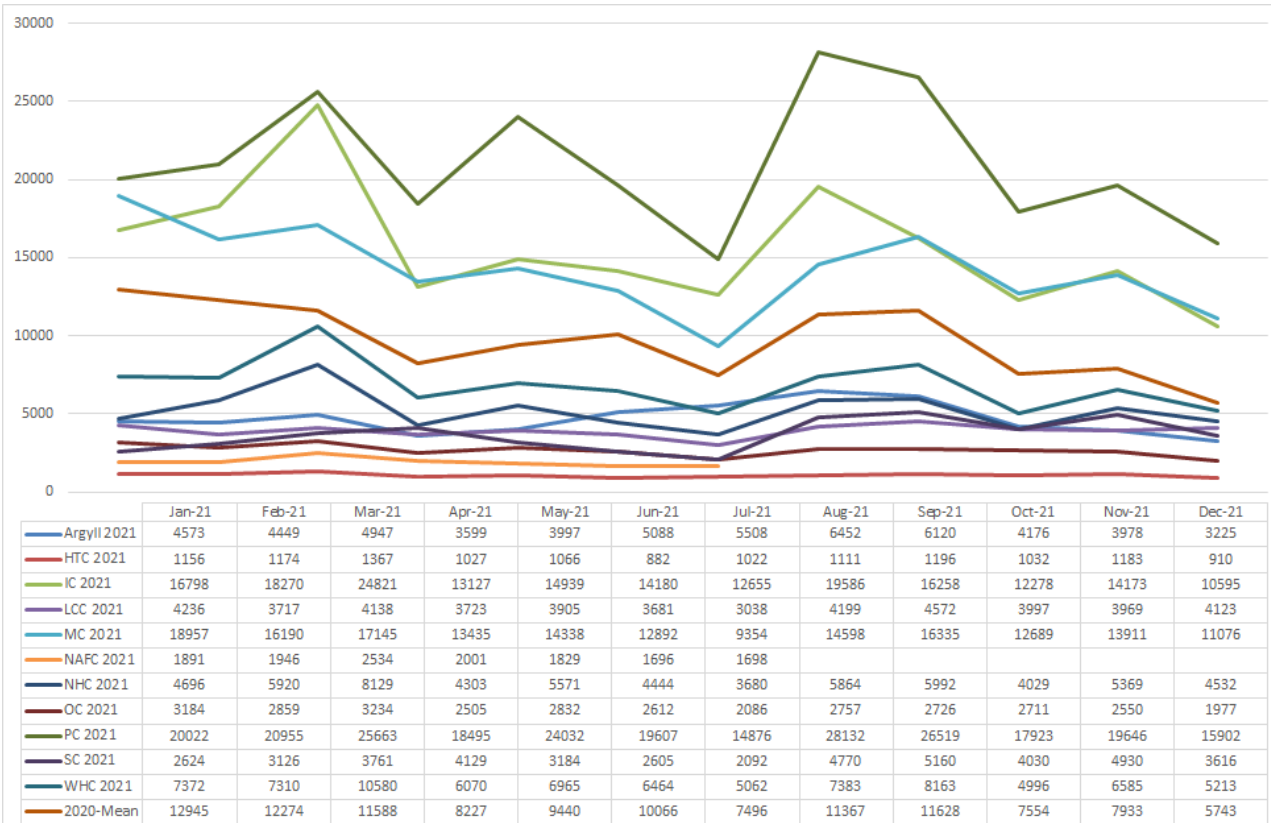
Clicks to UCAS 174 (40%)	Internal Applications (Degrees) 684 (38%) (pageviews)
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**Social Media**

<b>Facebook Likes</b> 29,858 +47	<b>Twitter Followers</b> 15,607 +60	<b>YouTube Views</b> 519,408 +4449	<b>Flickr Views</b> 446,139 +644
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### Annual Cycle - One Web Partners



### Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 1188	sams.ac.uk 107
www.perth.uhi.ac.uk 1138	
www.moray.uhi.ac.uk 1124	
www.whc.uhi.ac.uk 499	
www.lews.uhi.ac.uk 431	
www.northhighland.uhi.ac.uk 367	
www.shetland.uhi.ac.uk 332	
www.orkney.uhi.ac.uk 273	
www.argyll.uhi.ac.uk 257	
www.htc.uhi.ac.uk 104	

### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	676	£10.50
fundedplacesjan22	Social	99	£31.00
teachinscotdec21	Social	73	£53.00
publicloginpage	WiFi	67	£20.00
PMPGR21	Social	47	£1.00
uhbizcom22	Social	46	£0.00
ucas202122	Social	19	£1.00
JPAF21	Social	17	£0.00
jul2021promo	Social	12	£0.50
OpenDaysAutumn21	Social	12	£0.50