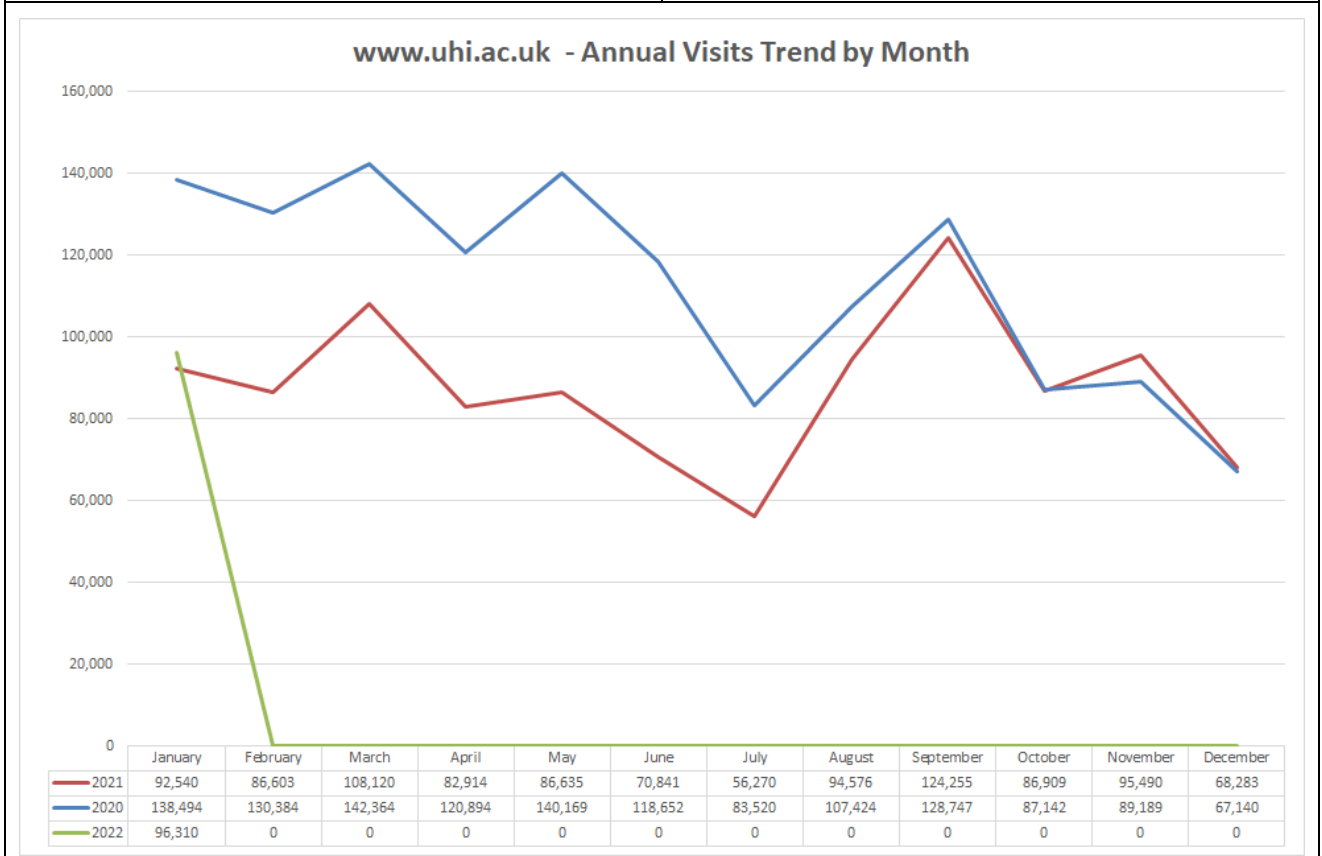


| | | | |
|------------------------|-------|-------|---|
| Visits – 96,310 | | 31.8% | from Google Direct from outwith UK Mobile (of which 48.6% Apple) Average page load time |
| vs Last Month | ▲41% | 55.7% | |
| vs Last Year | ▲4.1% | 11.8% | |
| | | 38.5% | |
| | | 1.79s | |

| | |
|--|---|
| Courses by month (previous month) | Courses by year-to-date |
| <ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (-) BA Hons Childhood Practice (-) BSc Hons Psychology (6) BA Hons Child and Youth Studies (-) MSc Applied Data Science (-) MSc Psychology Conversion (8) MA Health and Wellbeing (14) HNC Childhood Practice (16) BA Hons Business and Management (13) | <ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice BSc Hons Psychology BA Hons Child and Youth Studies MSc Applied Data Science MSc Psychology Conversion MA Health and Wellbeing HNC Childhood Practice BA Hons Business and Management |

Applications

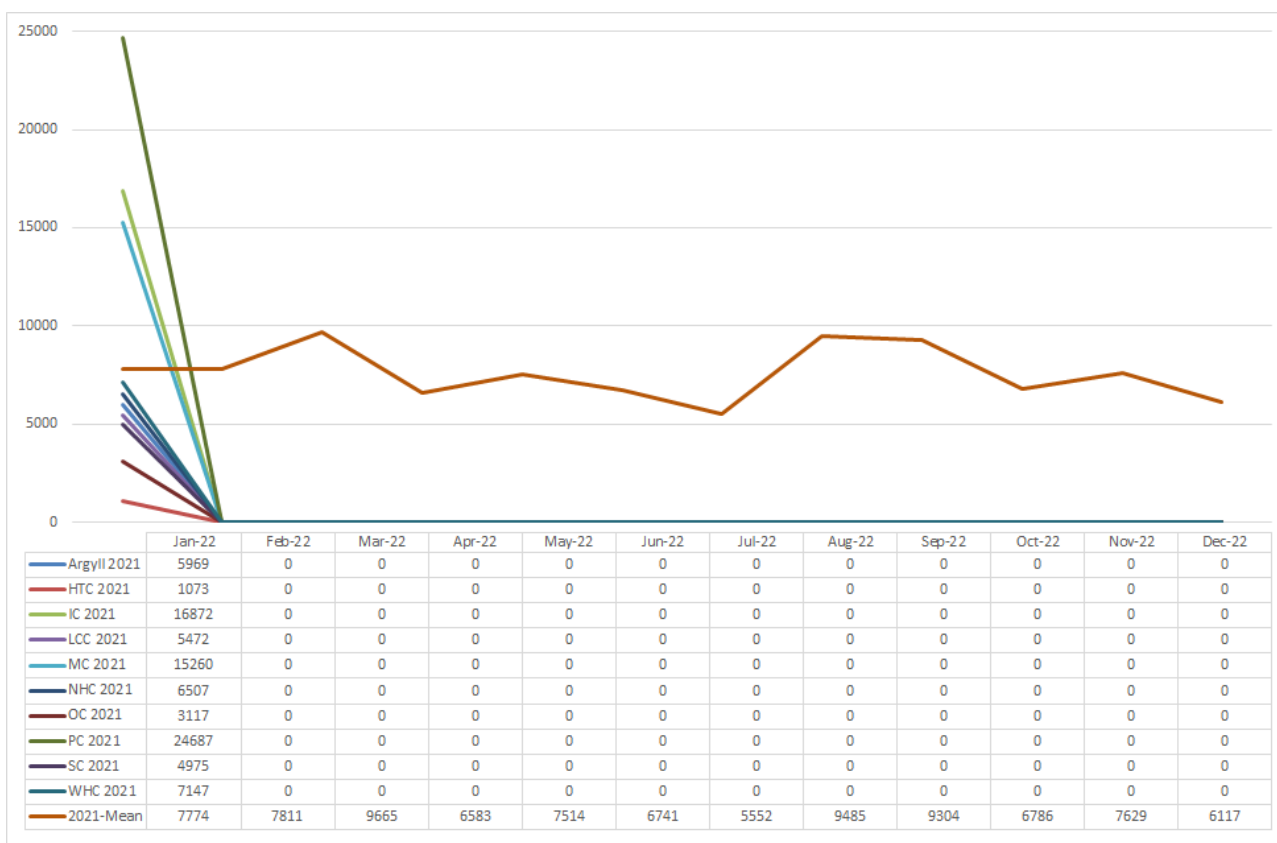
| | |
|---------------------------|---|
| Clicks to UCAS 553 (317%) | Internal Applications (Degrees) 2315 (338%) (pageviews) |
|---------------------------|---|



Social Media

| | | | |
|--------------------------------------|--|---------------------------------------|--------------------------------------|
| Facebook Likes 30,024 +166 | Twitter Followers 15,702 +95 | YouTube Views 523,107 +3699 | Flickr Views 447,840 +1701 |
|--------------------------------------|--|---------------------------------------|--------------------------------------|

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

| From One-Web | From non-One-Web |
|---------------------------------|------------------|
| www.inverness.uhi.ac.uk 1959 | sams.ac.uk 295 |
| www.perth.uhi.ac.uk 1777 | |
| www.moray.uhi.ac.uk 1378 | |
| www.whc.uhi.ac.uk 607 | |
| www.northhighland.uhi.ac.uk 565 | |
| www.lews.uhi.ac.uk 539 | |
| www.shetland.uhi.ac.uk 454 | |
| www.argyll.uhi.ac.uk 444 | |
| www.orkney.uhi.ac.uk 312 | |
| www.htc.uhi.ac.uk 129 | |

Campaign Activity

| Campaign | Medium | Pageviews | Goal Value |
|------------------|---------|-----------|------------|
| freejancourses22 | Social | 3536 | £83.00 |
| VacancyClickOut | Website | 700 | £17.50 |
| dmavavancyjan22 | Social | 145 | £0.00 |
| publicloginpage | WiFi | 84 | £17.50 |
| SSST22 | Social | 46 | £0.00 |
| BCEW22 | Social | 45 | £0.00 |
| uhibizcom22 | Social | 35 | £0.00 |
| InvOpenDayJan22 | Social | 22 | £0.50 |
| OpenDaysAutumn21 | Social | 21 | £0.50 |
| new-year-starts | Social | 14 | £1.00 |