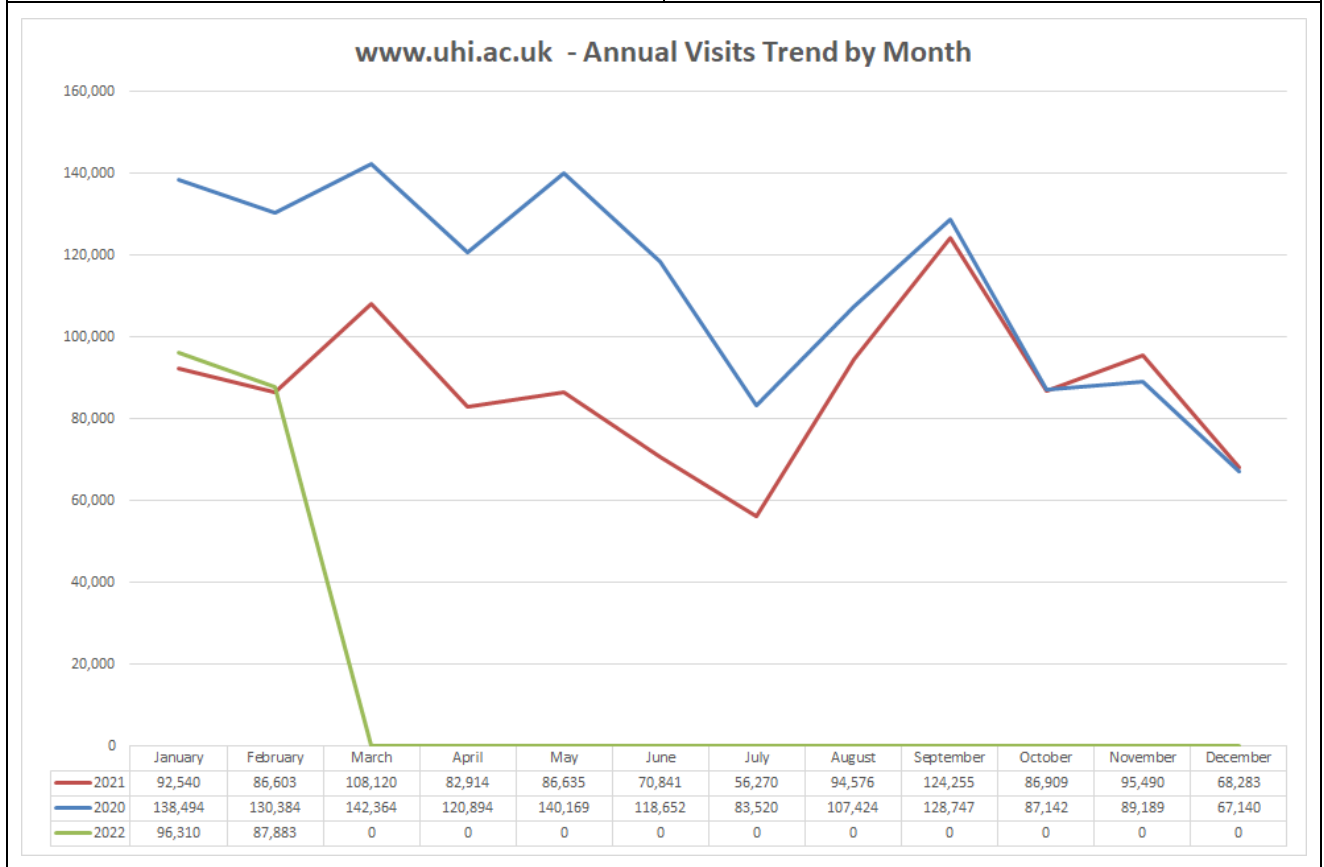


Visits – 87,883		35.3%	from Google Direct from outwith UK Mobile (of which 50.6% Apple) Average page load time
vs Last Month	▼ 8.8%	54.7%	
vs Last Year	▲ 1.5%	10.5%	
		34.2%	
		2.7s	

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 Applied Data Science (6) MSc Psychology Conversion (7) BA Hons Child and Youth Studies (5) MSc Adv. Nurse Practitioner (15) HNC Social Sciences (18) HNC Childhood Practice (9) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BSc Hons Psychology BA Hons Childhood Practice MSc Applied Data Science BA Hons Child and Youth Studies MSc Psychology Conversion MA Health and Wellbeing HNC Childhood Practice MSc Adv. Nurse Practitioner

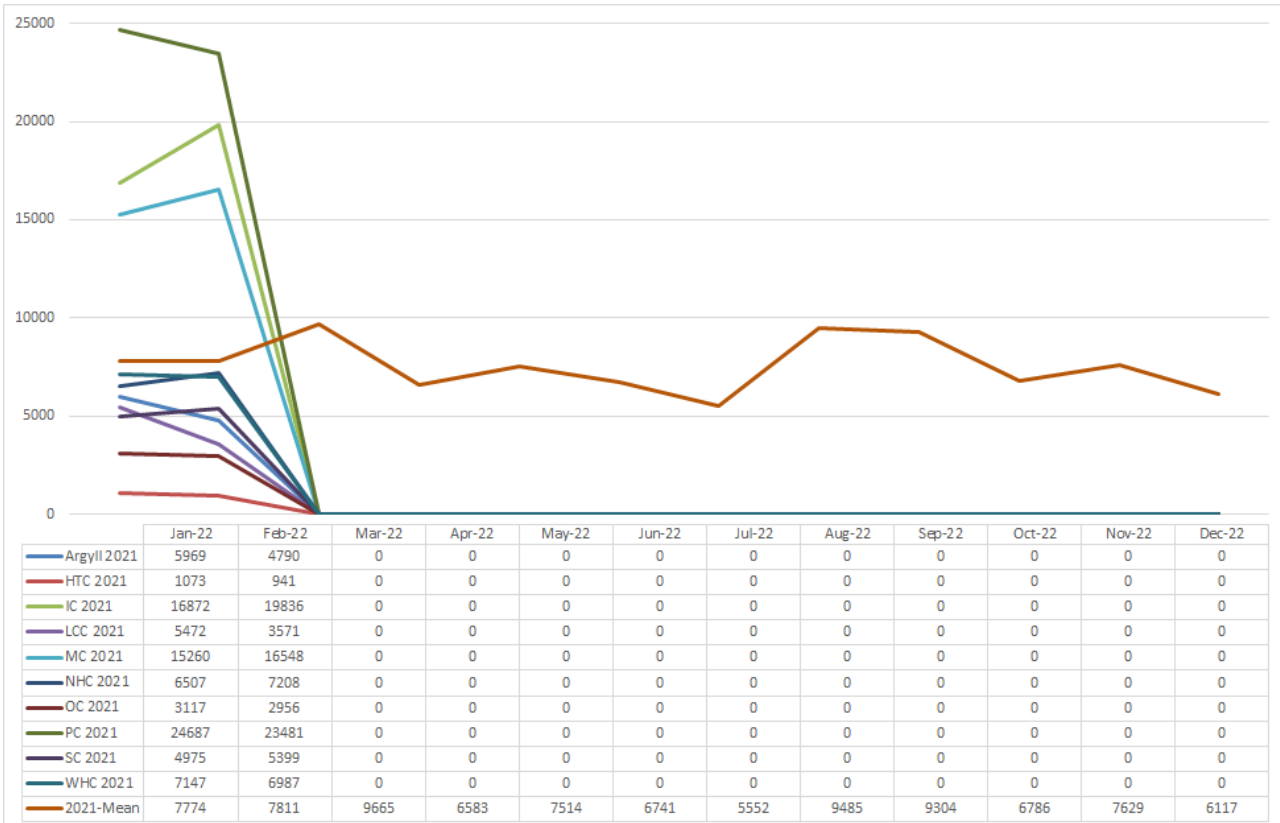
Applications

Clicks to UCAS 255 (54%)	Internal Applications (Degrees) 1044 (55%) (pageviews)
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Social Media			
Facebook Likes 30,125 +101	Twitter Followers 15,768 +66	YouTube Views 543,971 +20864	Flickr Views 448,407 +567

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 1626	sams.ac.uk 115
www.perth.uhi.ac.uk 1461	
www.moray.uhi.ac.uk 1069	
www.whc.uhi.ac.uk 602	
www.northhighland.uhi.ac.uk 539	
www.shetland.uhi.ac.uk 398	
www.argyll.uhi.ac.uk 353	
www.lews.uhi.ac.uk 321	
www.orkney.uhi.ac.uk 289	
www.htc.uhi.ac.uk 131	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	836	£15.00
freejancourses22	Social	415	£5.00
uhischolarshipfund22	Social	83	£0.00
uhibizcom22	Social	77	£0.00
publicloginpage	WiFi	69	£24.50
RRC19	Social	41	£0.00
CCPG22	Social	38	£0.50
HIF22	Social	21	£0.00
PRP21	Social	10	£0.50
dmavavancyjan22	Social	4	£0.00