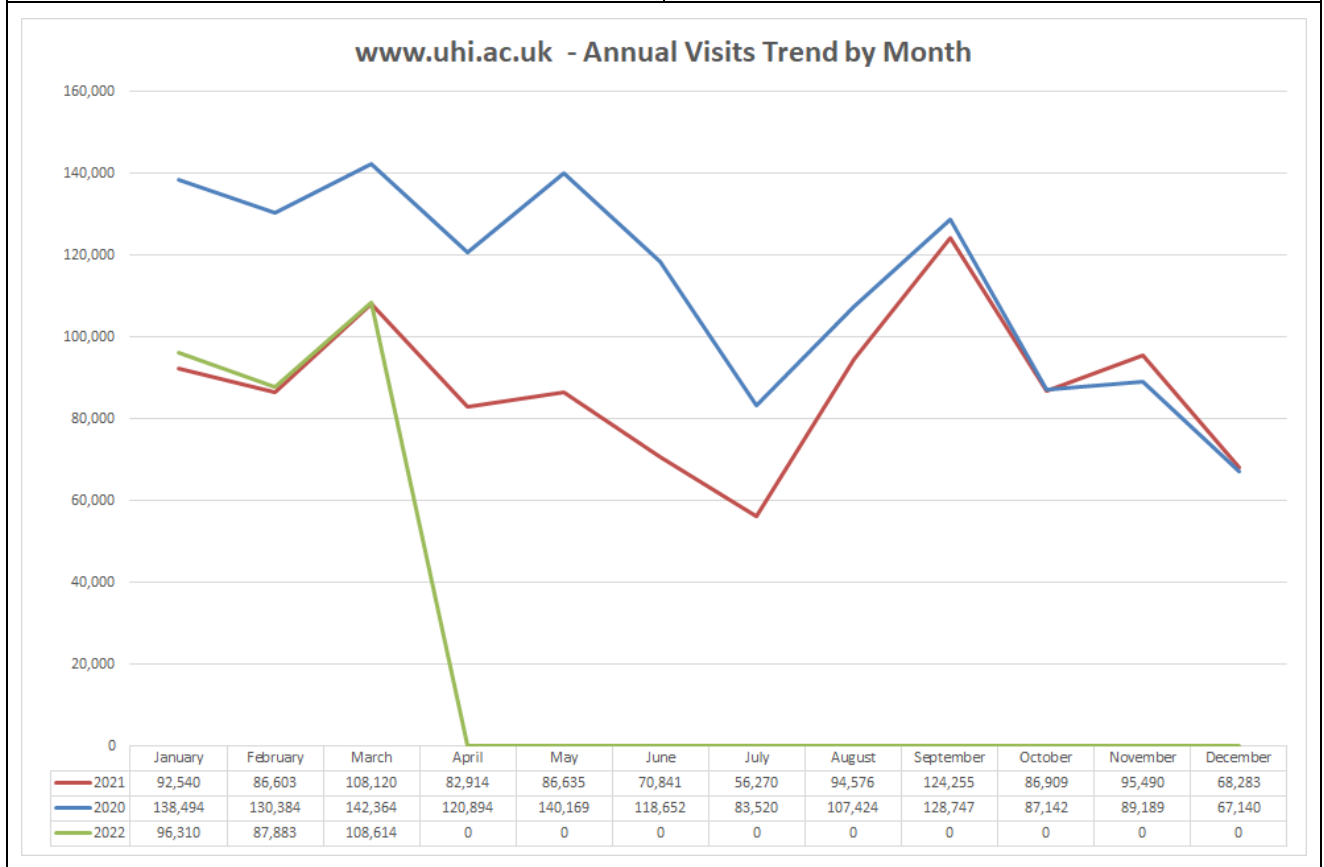


Visits – 108,614		38.5%	from Google Direct from outwith UK Mobile (of which 50.6% Apple) Average page load time
vs Last Month	▲23.6%	48.15%	
vs Last Year	—	11.3%	
		34.3%	
		2.05s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) BSc Hons Psychology (3) 3 PGDE Primary Teaching (2) MSc Applied Data Science (5) BA Hons Childhood Practice (4) BA Hons Child and Youth Studies (7) MSc Psychology Conversion (6) PGDE Secondary (17) HNC Childhood Practice (10) MA Health and Wellbeing (11) 	<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 HNC Childhood Practice MA Health and Wellbeing PGDE Secondary

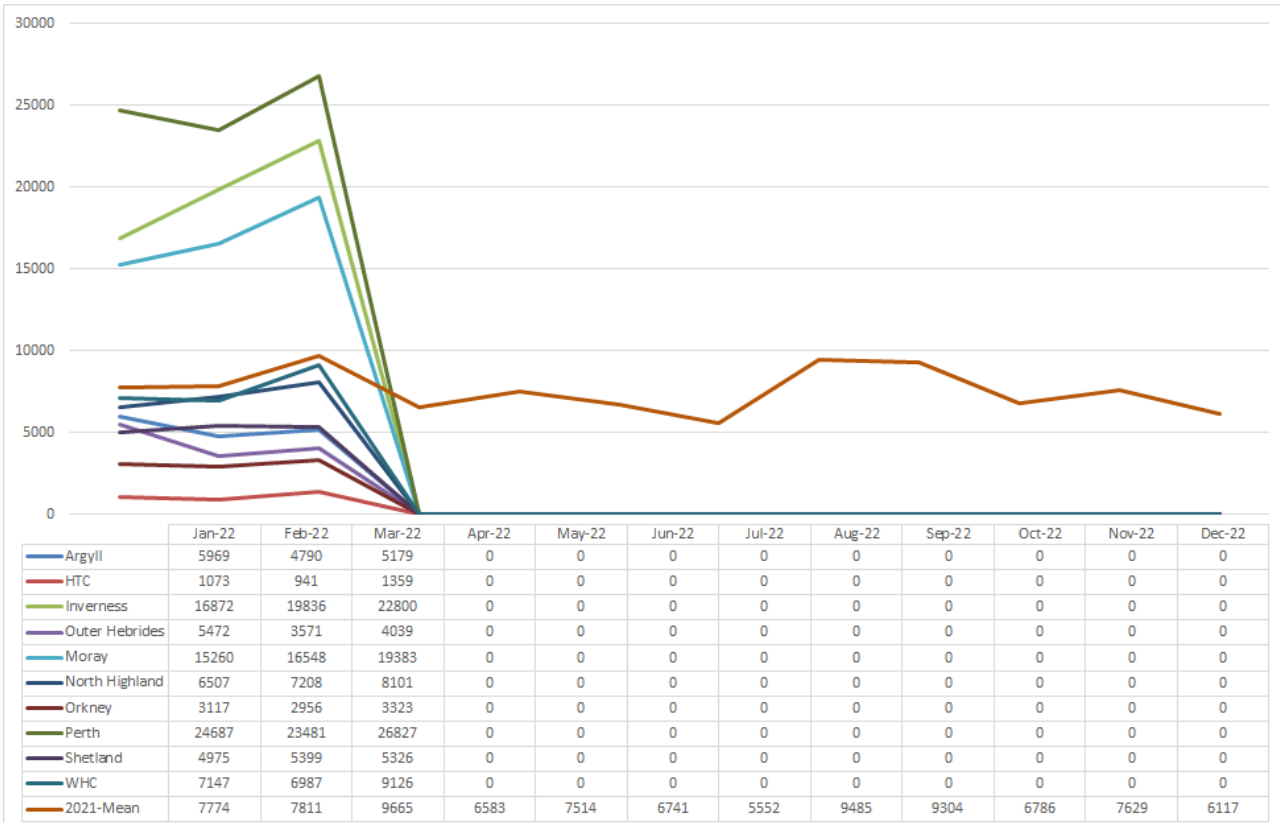
Applications

Clicks to UCAS 330 (29%)	Internal Applications (Degrees) 1030 (-) (pageviews)
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Social Media			
Facebook Likes 30,132 +7	Twitter Followers 15,844 +76	YouTube Views 550,133 +6162	Flickr Views 449,597 +1190

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 2136	sams.ac.uk 239
www.perth.uhi.ac.uk 1583	
www.moray.uhi.ac.uk 1217	
www.whc.uhi.ac.uk 803	
www.northhighland.uhi.ac.uk 516	
www.outerhebrides.uhi.ac.uk 493	
www.shetland.uhi.ac.uk 477	
www.argyll.uhi.ac.uk 427	
www.orkney.uhi.ac.uk 348	
www.htc.uhi.ac.uk 193	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyRSS	eMail	3065	£6.50
VacancyClickOut	Website	1075	£16.00
ovpd	QR	175	£1.00
FLUHI22	Social	98	£2.00
publicloginpage	WiFi	85	£23.50
discretionaryfundmar22	Social	68	£0.00
freejancourses22	Social	47	£0.00
IWD22	Social	38	£0.00
uhischolarshipfund22	Social	30	£0.50
BCEW22	Social	16	£0.00