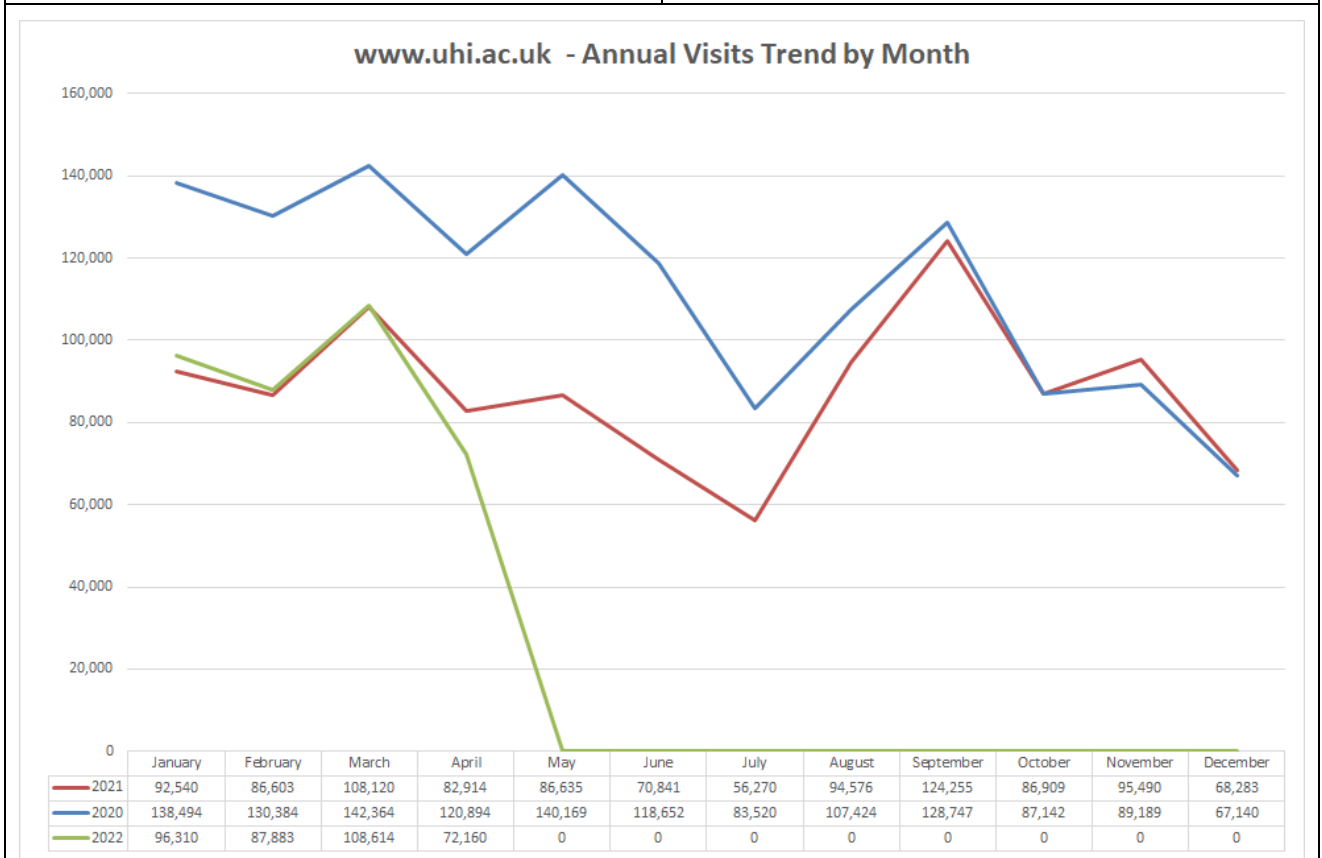


Visits – 72,160		36.4%	from Google Direct from outwith UK Mobile (of which 50.6% Apple) Average page load time
vs Last Month	▼34%	52.7%	
vs Last Year	▼13%	12.6%	
		37.9%	
		2.29	

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

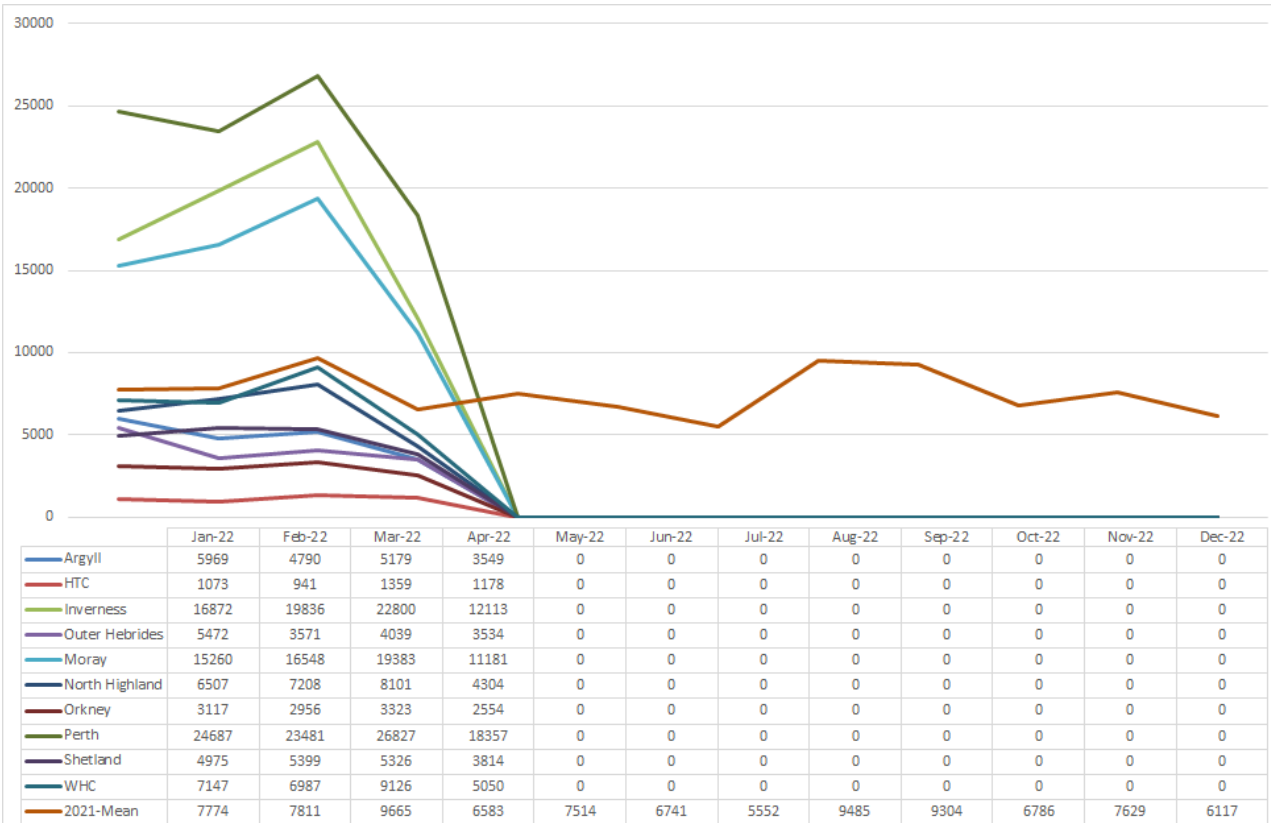
Clicks to UCAS 258 (22%)	Internal Applications (Degrees) 1097 (6.5%) (pageviews)
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Social Media

Facebook Likes 30,154 +22	Twitter Followers 15,863 +19	YouTube Views 604,822 +54,689	Flickr Views 450,768 +1171
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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 1449	sams.ac.uk 133
www.perth.uhi.ac.uk 1213	
www.moray.uhi.ac.uk 922	
www.whc.uhi.ac.uk 689	
www.northhighland.uhi.ac.uk 414	
www.outerhebrides.uhi.ac.uk 398	
www.shetland.uhi.ac.uk 358	
www.argyll.uhi.ac.uk 308	
www.orkney.uhi.ac.uk 296	
www.htc.uhi.ac.uk 150	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	650	£10.50
VacancyRSS	eMail	626	£2.50
HORTI22	Social	54	£3.00
publicloginpage	WiFi	42	£13.00
uhischolarshipfund22	Social	32	£0.00
UISS22	Social	24	£0.00
ISF22	Social	17	£0.00
freejancourses22	Social	16	£0.00
Coursefindr	3rdParty	12	£0.50
ovpd	Poster	11	£0.00