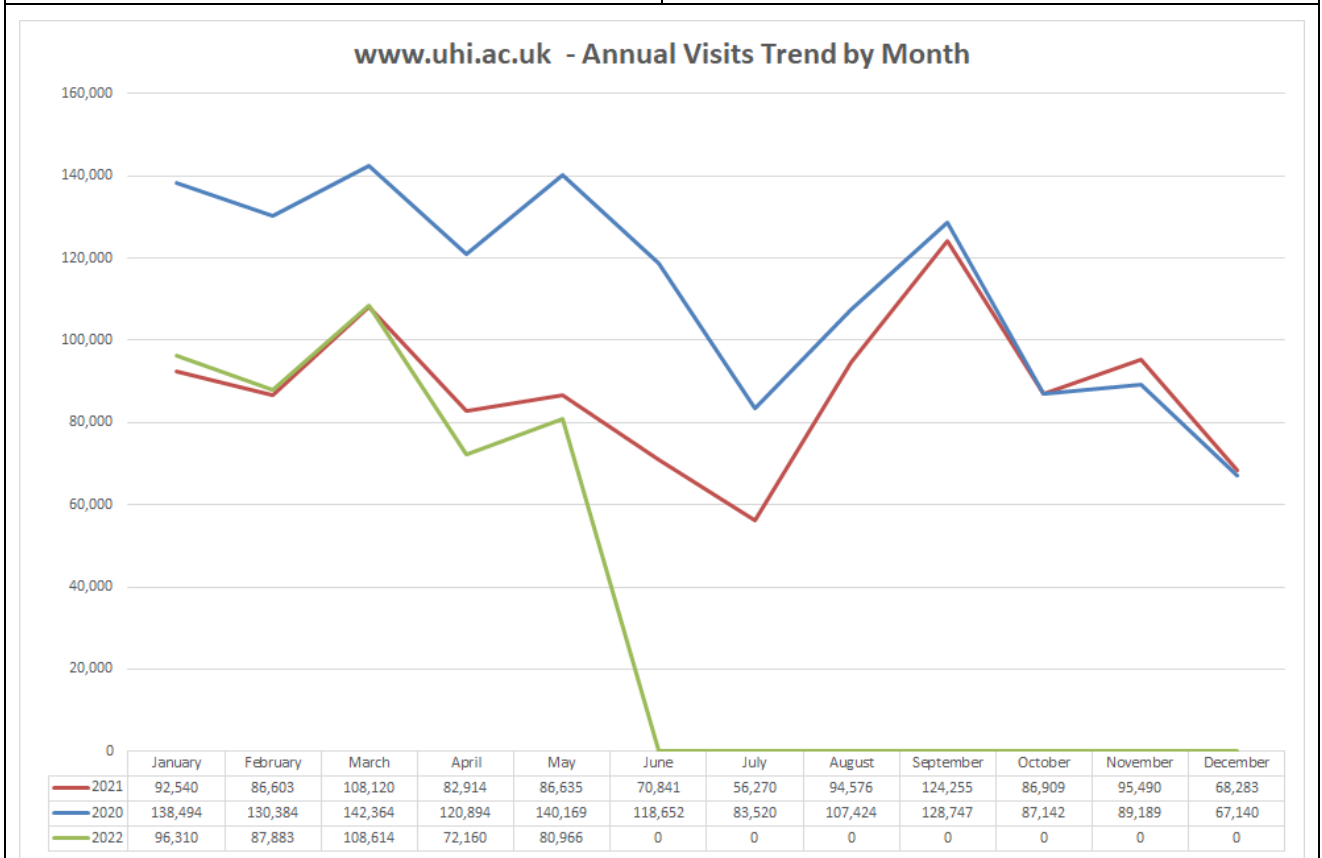


<b>Visits – 80,966</b>		39.4%	from Google Direct from outwith UK Mobile (of which 50.5% Apple) Average page load time
vs Last Month vs Last Year	▲ 12%	49.3%	
	▼ 6.5%	11.1%	
		38.8%	
		1.88	

<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 (4)</li> <li>BA Hons Childhood Practice (-)</li> <li>BA Hons Child and Youth Studies (6)</li> <li>BSc Hons Psychology (-)</li> <li>MSc Psychology Conversion (7)</li> <li>MSc Adv. Nurse Practitioner (10)</li> <li>MSc Applied Data Science (2)</li> <li>HNC Childhood Practice (12)</li> <li>MBA Executive (8)</li> </ol>	<ol style="list-style-type: none"> <li>BSc Nursing</li> <li>PGDE Primary Teaching</li> <li>BSc Hons Psychology</li> <li>BA Hons Childhood Practice</li> <li>MSc Applied Data Science</li> <li>BA Hons Child and Youth Studies</li> <li>MSc Psychology Conversion</li> <li>MSc Adv. Nurse Practitioner</li> <li>MA Health and Wellbeing</li> <li>HNC Childhood Practice</li> </ol>

**Applications**

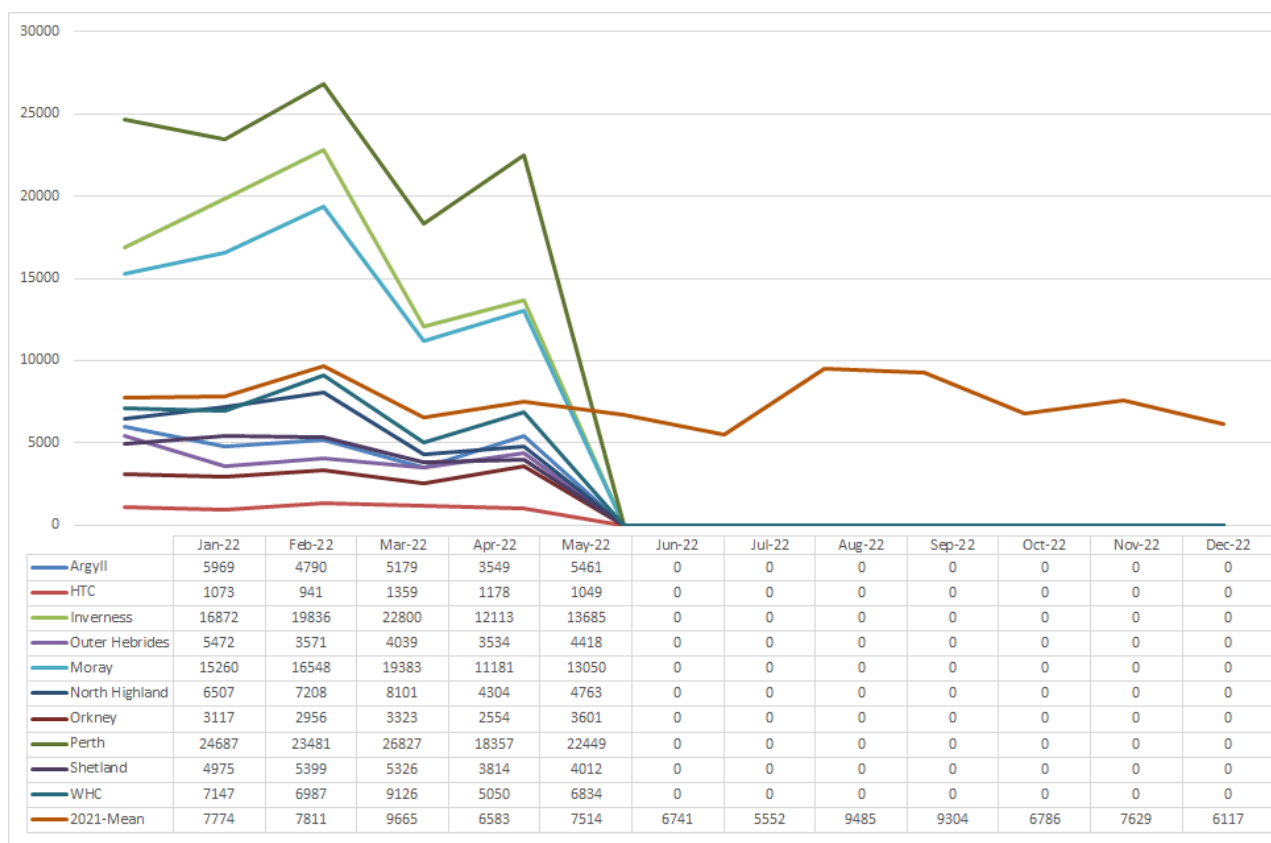
Clicks to UCAS 434 (68%)	Internal Applications (Degrees) 1597 (46%) (pageviews)
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**Social Media**

<b>Facebook Likes</b> 30,206 +52	<b>Twitter Followers</b> 15,896 +33	<b>YouTube Views</b> 678,779 +73,957	<b>Flickr Views</b> 451,883 +1115
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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 1526	sams.ac.uk 133
www.perth.uhi.ac.uk 1369	
www.moray.uhi.ac.uk 975	
www.whc.uhi.ac.uk 600	
www.shetland.uhi.ac.uk 463	
www.northhighland.uhi.ac.uk 436	
www.outerhebrides.uhi.ac.uk 398	
www.argyll.uhi.ac.uk 336	
www.orkney.uhi.ac.uk 331	
www.htc.uhi.ac.uk 161	

### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyRSS	eMail	631	£3.50
VacancyClickOut	Website	566	£9.50
graphicdesigner	Social	273	£1.50
R21ENG	Social	198	£0.00
R21G	Social	89	£0.00
discretionaryfundmar22	Social	69	£0.50
publicloginpage	WiFi	47	£14.50
accommmay22	Social	46	£0.00
unplaced2022	UCAS	30	£0.50
nursingmay22	Social	18	£104.50