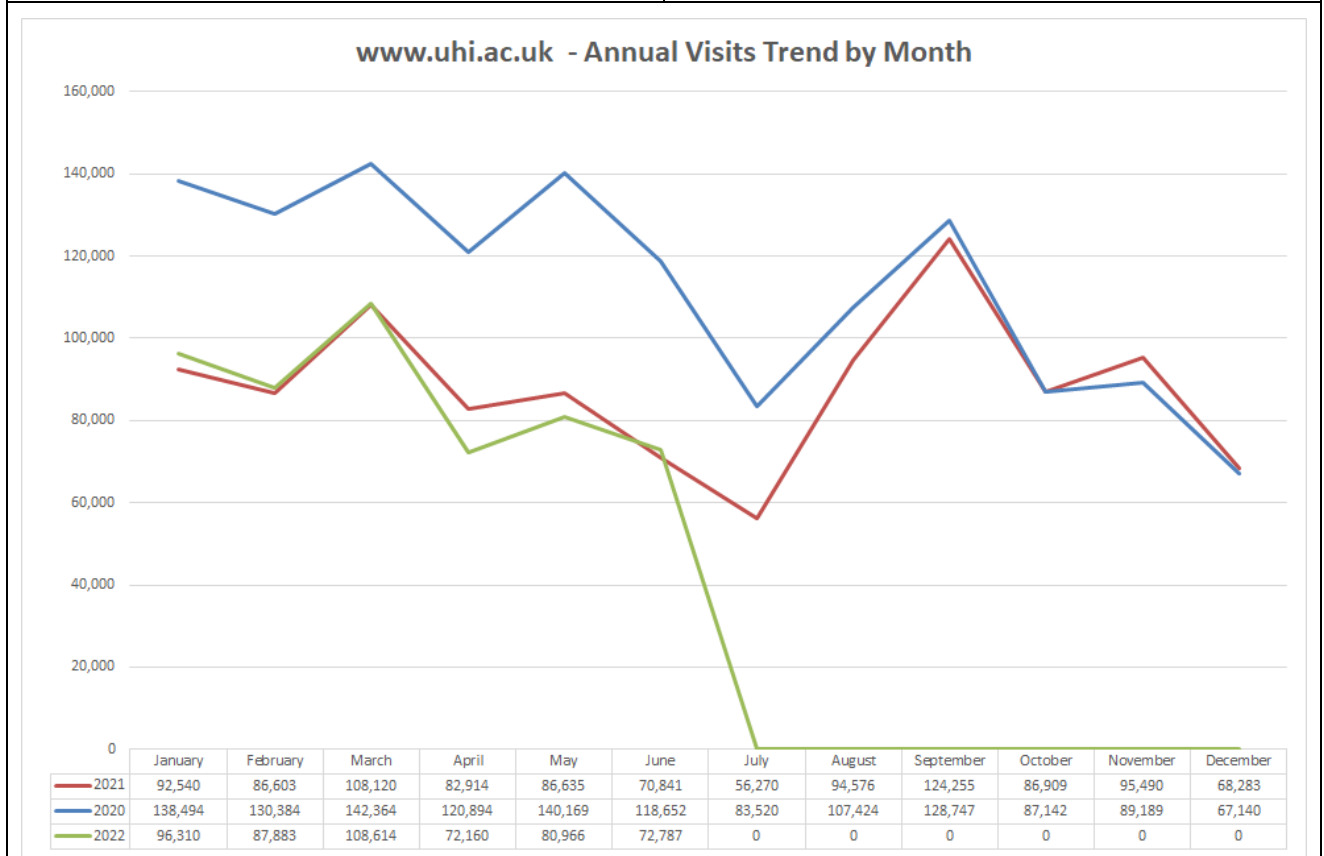


Visits – 72,787		38%	from Google
vs Last Month vs Last Year	▼10%	48.1%	Direct
	▲2.7%	12%	from outwith UK
		43.9%	Mobile (of which 48.9% Apple)
		2.17s	Average page load time

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) HNC Counselling (new) BA Hons Childhood Practice (-) BA Hons Child and Youth Studies (4) PGDE Primary Teaching (2) MSc Psychology Conversion (-) MSc Applied Data Science (7) BSc Hons Psychology (8) HNC Childhood Practice (-) MSc Adv. Nurse Practitioner (7) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BA Hons Childhood Practice BSc Hons Psychology MSc Applied Data Science BA Hons Child and Youth Studies MSc Psychology Conversion MSc Adv. Nurse Practitioner HNC Childhood Practice MA Health and Wellbeing

Applications

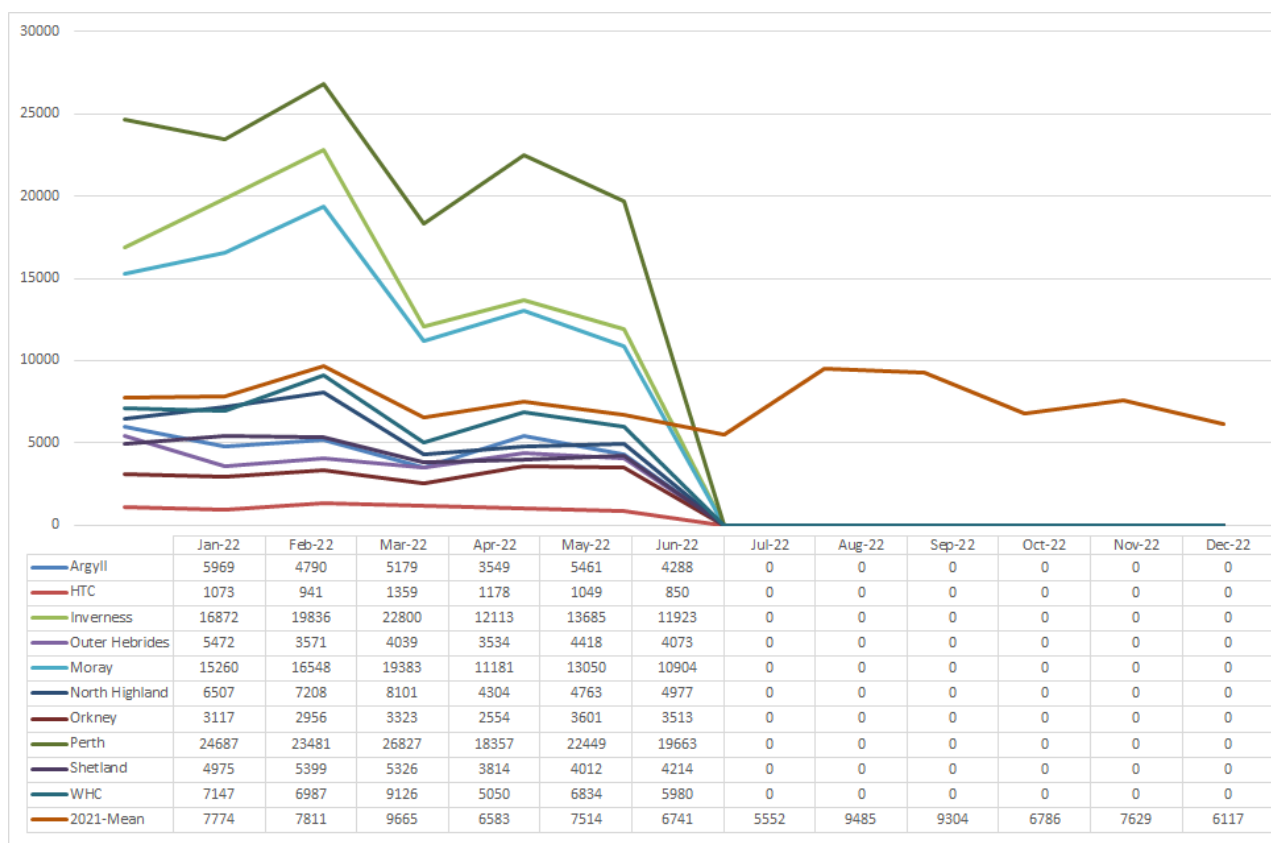
Clicks to UCAS 397 (8.5%)	Internal Applications (Degrees) 1480 (7.3%) (pageviews)
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Social Media

Facebook Likes 30,241 +35	Twitter Followers 15,892 -4	YouTube Views 854,302 +175,523	Insta Followers 3,901 -
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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 1471	sams.ac.uk 225
www.perth.uhi.ac.uk 1311	
www.moray.uhi.ac.uk 926	
www.whc.uhi.ac.uk 648	
www.shetland.uhi.ac.uk 424	
www.outerhebrides.uhi.ac.uk 403	
www.northhighland.uhi.ac.uk 402	
www.argyll.uhi.ac.uk 396	
www.orkney.uhi.ac.uk 364	
www.htc.uhi.ac.uk 112	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyRSS	eMail	1796	£6.00
VacancyClickOut	Website	1070	£18.00
unplaced2022	UCAS	970	£20.00
srm22	Social	315	£0.00
headofisr22	Social	218	£0.00
directorofsr22	Social	214	£0.00
june2022ppc	Social	54	£4.00
adsjune22	Social	45	£7.50
RGDOE22	Social	28	£0.50
OrkneyJuneOpenDay	Social	26	£0.00