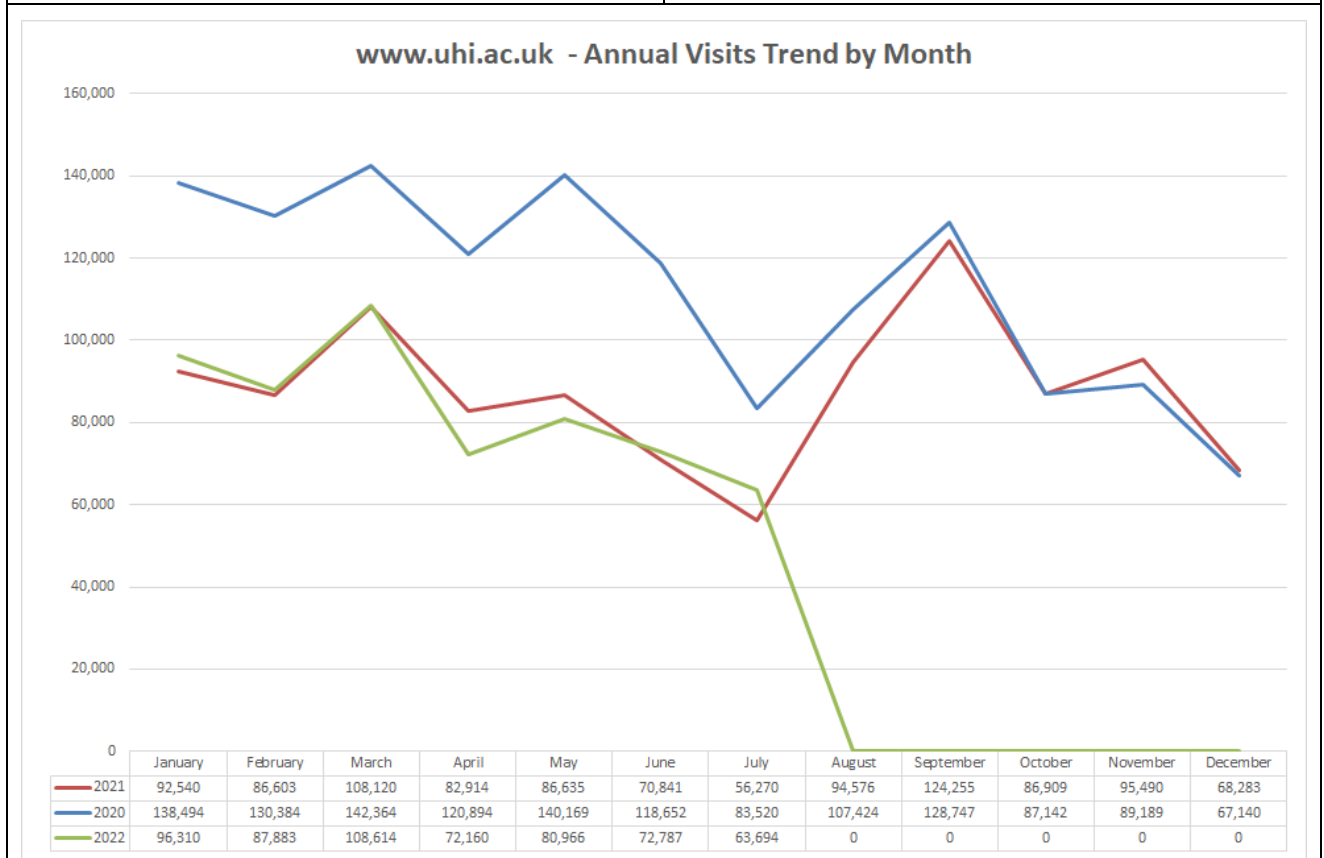


<b>Visits – 63,694</b>		33.6%	from Google Direct from outwith UK Mobile (of which 51.6% Apple) Average page load time
vs Last Month	▼12.5%	53.3%	
vs Last Year	▲13%	14.3%	
		50.8%	
		2.46s	

<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>PGDE Primary Teaching (5)</li> <li>BSc Nursing (1)</li> <li>MSc Applied Data Science (7)</li> <li>BSc Hons Psychology (8)</li> <li>MSc Psychology Conversion (6)</li> <li>BA Hons Childhood Practice (3)</li> <li>BA Hons Child and Youth Studies (4)</li> <li>HNC Childhood Practice (9)</li> <li>HNC Counselling (2)</li> <li>MLitt Viking Studies (20)</li> </ol>	<ol style="list-style-type: none"> <li>BSc Nursing</li> <li>PGDE Primary Teaching</li> <li>BA Hons Childhood Practice</li> <li>BSc Hons Psychology</li> <li>MSc Applied Data Science</li> <li>BA Hons Child and Youth Studies</li> <li>MSc Psychology Conversion</li> <li>HNC Childhood Practice</li> <li>MSc Adv. Nurse Practitioner</li> <li>MA Health and Wellbeing</li> </ol>

**Applications**

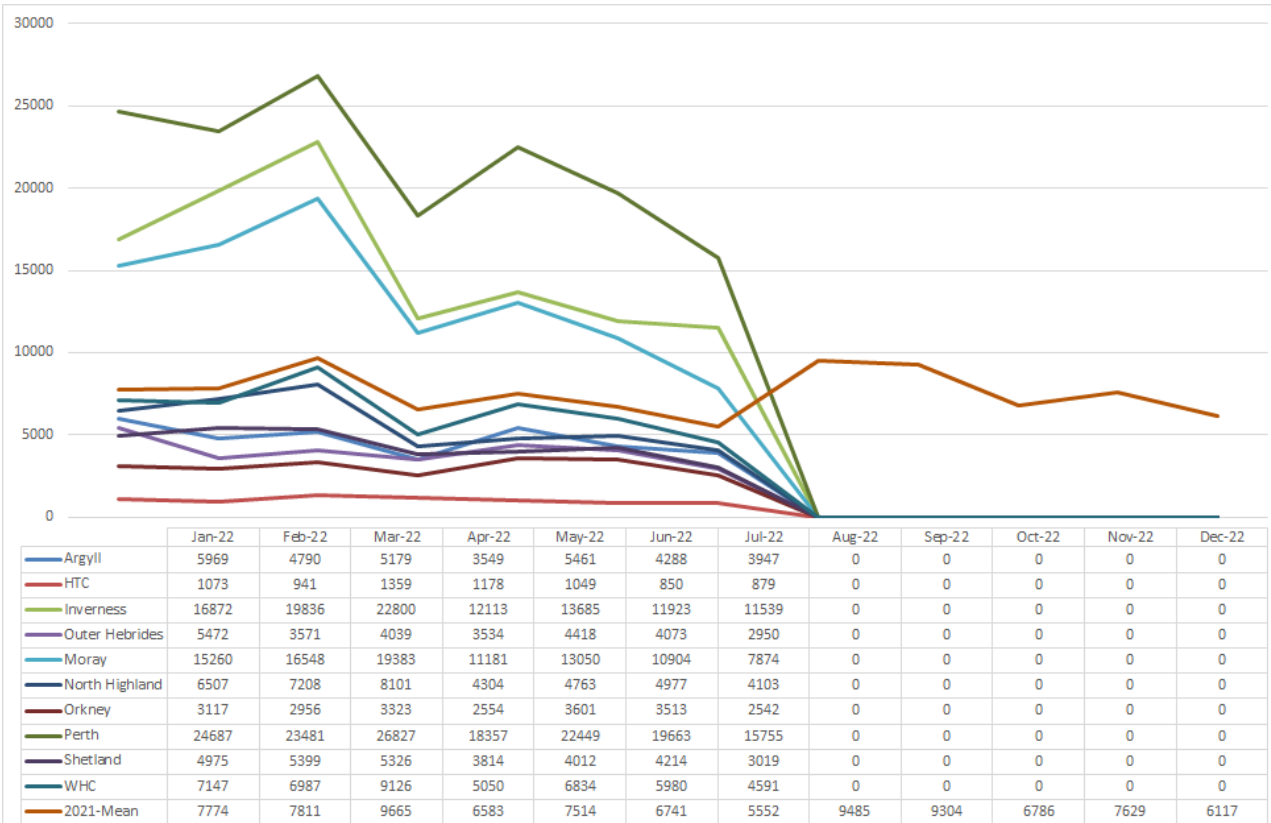
Clicks to UCAS 504 (27%)	Internal Applications (Degrees) 1213 (18%) (pageviews)
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**Social Media**

<b>Facebook Followers</b> 32,391 -	<b>Twitter Followers</b> 15,892 +36	<b>YouTube Views</b> 1.139m +284,642	<b>Insta Followers</b> 3,937 +36
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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 1540	sams.ac.uk 95
www.perth.uhi.ac.uk 1069	
www.moray.uhi.ac.uk 841	
www.whc.uhi.ac.uk 548	
www.northhighland.uhi.ac.uk 401	
www.outerhebrides.uhi.ac.uk 347	
www.argyll.uhi.ac.uk 340	
www.orkney.uhi.ac.uk 311	
www.shetland.uhi.ac.uk 301	
www.htc.uhi.ac.uk 132	

### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyRSS	eMail	1152	£54.00
VacancyClickOut	Website	958	£8.50
pdgejul22	Social	530	£1257.00
unplaced2022	UCAS	402	£208.50
commsofficerjul22	Social	194	£1.00
susmng22	Social	153	£0.00
clearing22	Social	114	£53.50
publicloginpage	WiFi	40	£3.50
nsspressreleasega22	Social	38	£0.00
accommjul22	Social	34	£0.50