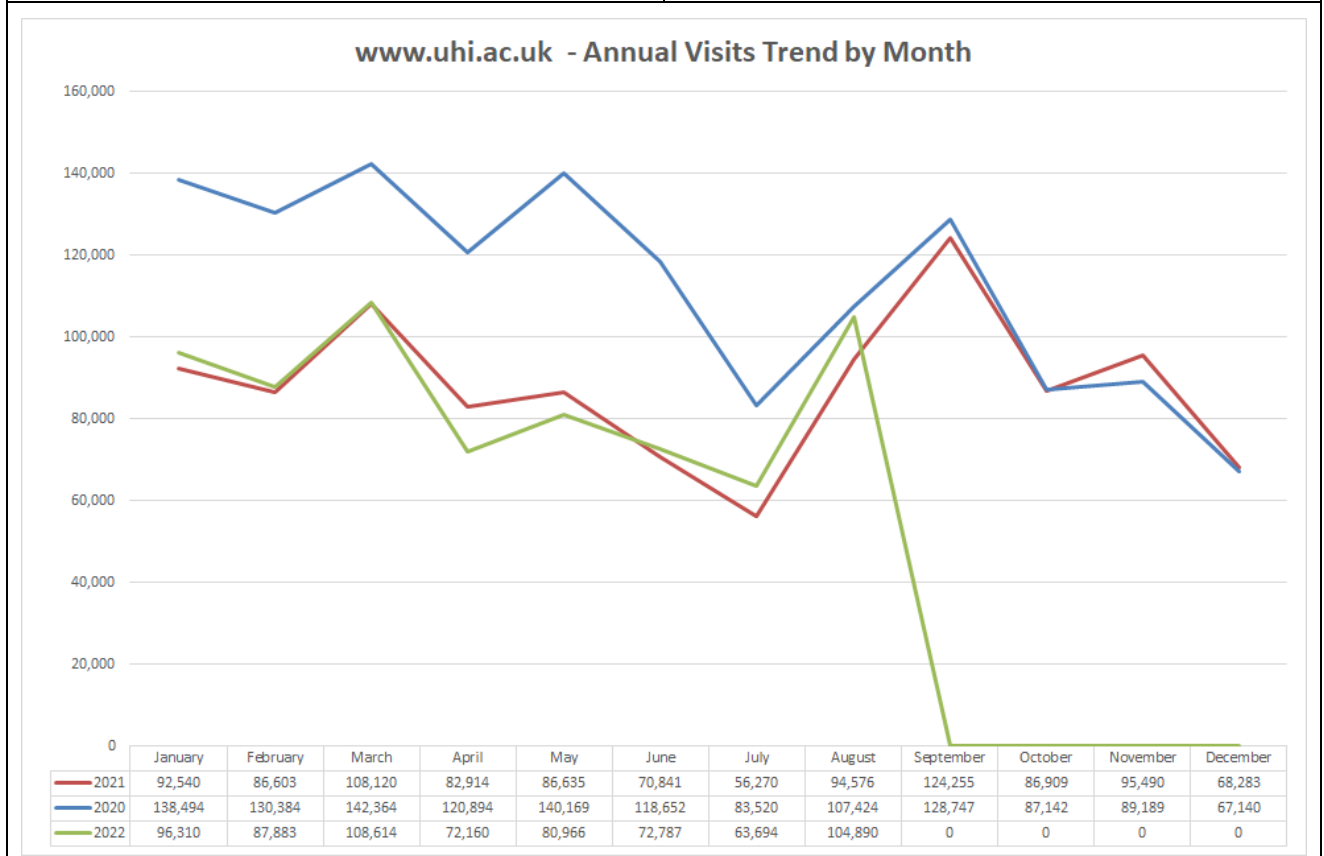


<b>Visits – 104,890</b>		42%	from Google
vs Last Month vs Last Year	▲64.7%	47.5%	Direct
	▲10.9%	10.5%	from outwith UK
		46.4%	Mobile (of which 51.6% Apple)
		2.78s	Average page load time

<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>BSc Nursing (2)</li> <li>BA Hons Childhood Practice (6)</li> <li>BA Hons Child and Youth Studies (7)</li> <li>PGDE Primary Teaching (1)</li> <li>BSc Hons Psychology (4)</li> <li>HNC Childhood Practice (8)</li> <li>MSc Applied Data Science (3)</li> <li>HNC Accounting (13)</li> <li>HNC Social Sciences (41)</li> <li>MBA Executive (11)</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**

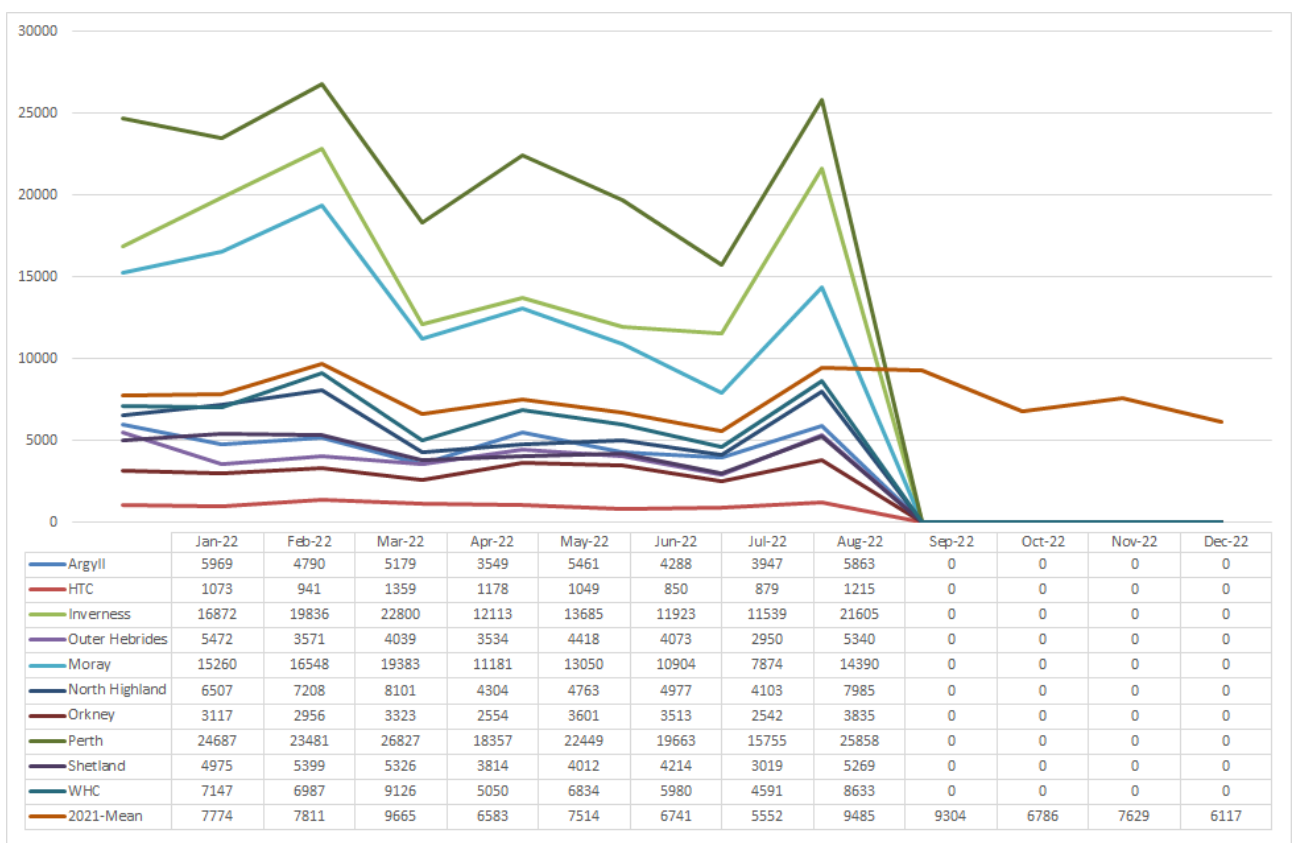
Clicks to UCAS 450 (11%)	Internal Applications (Degrees) 1754 (45%) (pageviews)
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**Social Media**

<b>Facebook Followers</b> 32,432 +41	<b>Twitter Followers</b> 15,985 +93	<b>YouTube Views</b> 1.142m +3080	<b>Insta Followers</b> 3,971 +34
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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 2956	sams.ac.uk 125
www.perth.uhi.ac.uk 2186	
www.moray.uhi.ac.uk 1572	
www.whc.uhi.ac.uk 873	
www.northhighland.uhi.ac.uk 735	
www.argyll.uhi.ac.uk 622	
www.shetland.uhi.ac.uk 592	
www.outerhebrides.uhi.ac.uk 555	
www.orkney.uhi.ac.uk 433	
www.htc.uhi.ac.uk 185	

### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	558	£12.50
VacancyRSS	eMail	365	£1.50
sep22places	Social	249	£66.50
UHIOpenDayClickout	Website	181	£2.50
unplaced2022	UCAS	150	£208.50
clearing22	Social	118	£58.00
commsassaug22	Social	111	£0.00
nursingsep22push	Social	84	£31.00
publicloginpage	WiFi	67	£8.50
examresults22	Social	45	£0.50