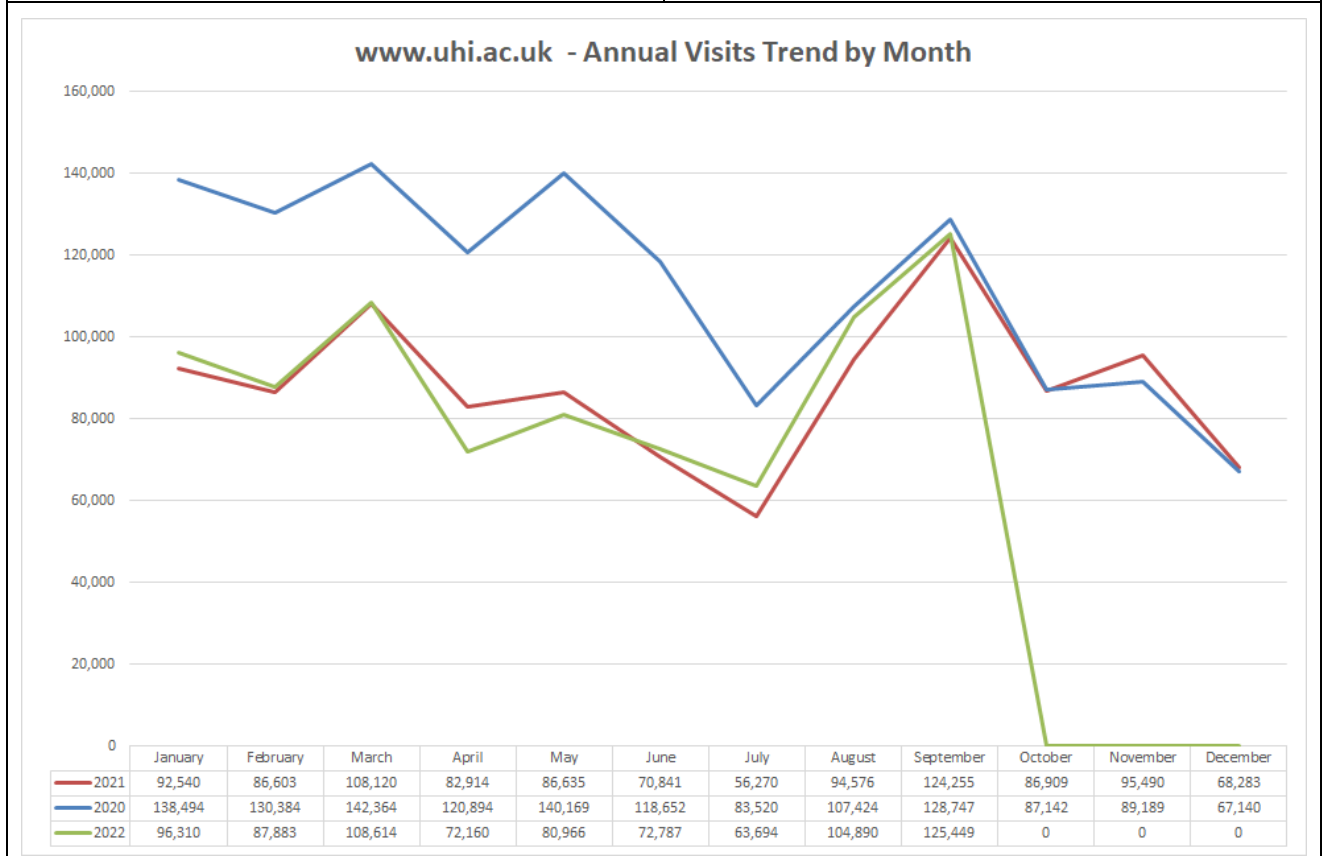


Visits – 125,449		46%	from Google Direct from outwith UK Mobile (of which 53.5% Apple) Average page load time
vs Last Month	▲19.6%	42.4%	
vs Last Year	▲1%	9.6%	
		38.2%	
		2.17s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) BA Hons Childhood Practice (-) PGDE Primary Teaching (4) MSc Applied Data Science (7) MBA Executive (10) BA Hons Child and Youth Studies (3) BSc Hons Psychology (5) HNC Accounting (-) MSc Psychology Conversion (11) BA Hons Business and Management (14) 	<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 HNC Childhood Practice MBA Executive MSc Adv. Nurse Practitioner

Applications

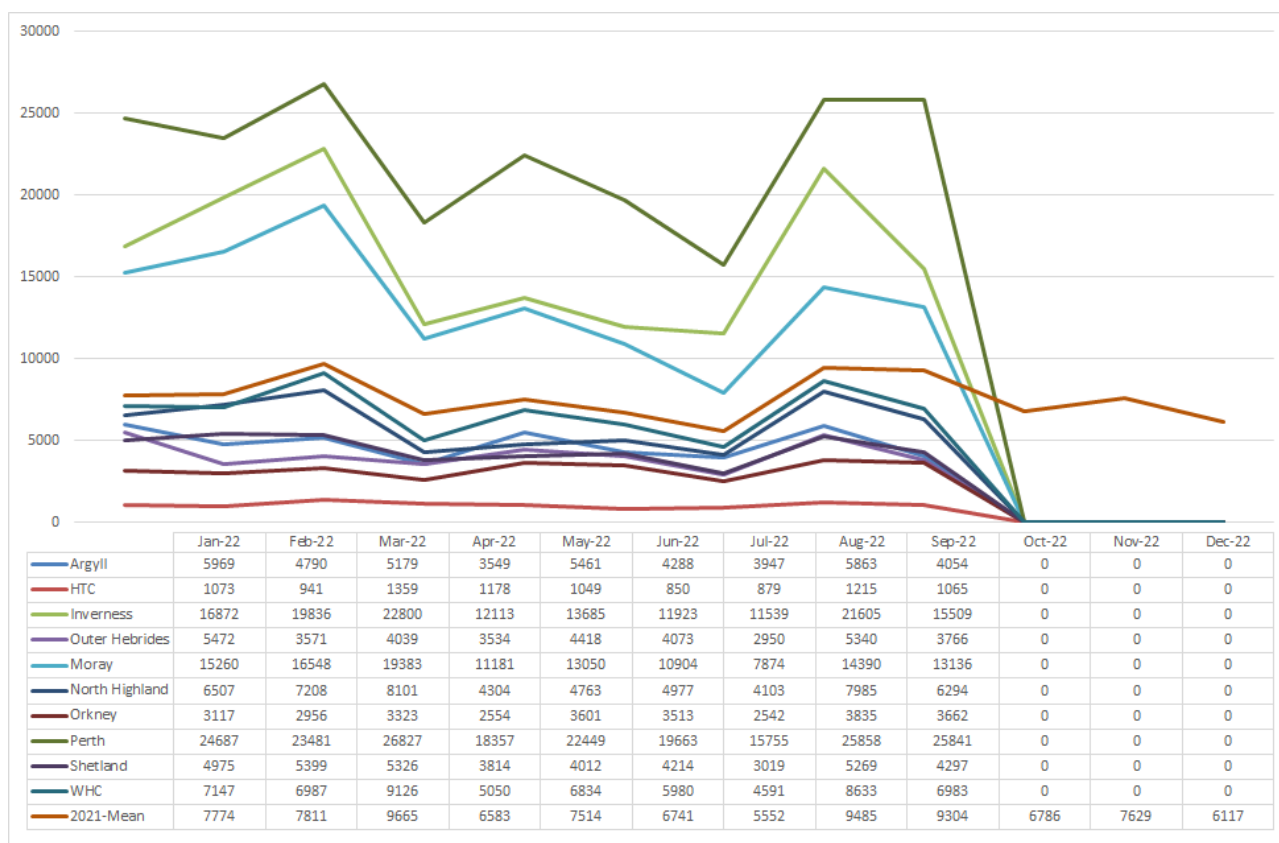
Clicks to UCAS 238 (53%)	Internal Applications (Degrees) 1433 (17%) (pageviews)
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Social Media

Facebook Followers 32,467 +35	Twitter Followers 16,050 +65	YouTube Views 1.146m +3000	Insta Followers 3,998 +27
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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 2132	sams.ac.uk 147
www.perth.uhi.ac.uk 2062	
www.moray.uhi.ac.uk 1398	
www.whc.uhi.ac.uk 675	
www.northhighland.uhi.ac.uk 595	
www.outerhebrides.uhi.ac.uk 452	
www.shetland.uhi.ac.uk 428	
www.argyll.uhi.ac.uk 409	
www.orkney.uhi.ac.uk 381	
www.htc.uhi.ac.uk 128	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyRSS	eMail	1204	£3.50
VacancyClickOut	Website	522	£6.00
publicloginpage	WiFi	186	£47.50
researchernanotechnology22	Social	141	£0.00
sep22places	Social	119	£6.00
clearing22	Social	113	£156.00
UHIOpenDayClickout	Website	39	£0.00
optometryopenday24Sep	Social	25	£1.00
unplaced2022	Social	22	£0.50
freejancourses22	Social	18	£0.50