|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Visits** – 93,171 | | | 43%  45%  4.7%  35.5%  3.06s | from Google  Direct  from outwith UK  Mobile (of which 51.8% Apple)  Average page load time | |
| vs Last Month  vs Last Year | ▼ 25.7%  ▲6.7% | |
| **Courses by month** (previous month) | | | | **Courses by year-to-date** | |
| 1. BSc Nursing (-) 2. BA Hons Childhood Practice (-) 3. PGDE Primary Teaching (-) 4. MBA Business Admin Executive (5) 5. MSc Applied Data Science (4) 6. BSc Hons Psychology (7) 7. BA Hons Child and Youth Studies (6) 8. MSc Advanced Nurse Practitioner (17) 9. MSc Psychology Conversion (-) 10. HNC Accounting (8) | | | | 1. BSc Nursing 2. PGDE Primary Teaching 3. BA Hons Childhood Practice 4. BSc Hons Psychology 5. MSc Applied Data Science 6. BA Hons Child and Youth Studies 7. MSc Psychology Conversion 8. MBA Business Admin Executive 9. HNC Childhood Practice 10. MSc Adv. Nurse Practitioner | |
| **Applications** | | | | | |
| Clicks to UCAS 326 (27%) | | | | Internal Applications (Degrees) 1073 (25%) (pageviews) | |
|  | | | | | |
| **Social Media** | | | | | |
| **Facebook** Followers  32,461 -6 | | **Twitter** Followers  16,049 -1 | | **YouTube** Views  1.149m +3000 | **Insta** Followers  4,052 +54 |
| **Annual Cycle - One Web Partners** | | | | | |
|  | | | | | |
| **Referrals to** [**www.uhi.ac.uk**](http://www.uhi.ac.uk) | | | | | |
| From One-Web | | | | From non-One-Web | |
| |  |  | | --- | --- | | www.inverness.uhi.ac.uk | 1710 | | www.perth.uhi.ac.uk | 1492 | | www.moray.uhi.ac.uk | 1114 | | www.whc.uhi.ac.uk | 509 | | www.northhighland.uhi.ac.uk | 453 | | www.outerhebrides.uhi.ac.uk | 335 | | www.shetland.uhi.ac.uk | 380 | | www.argyll.uhi.ac.uk | 331 | | www.orkney.uhi.ac.uk | 277 | | www.htc.uhi.ac.uk | 143 | | | | | |  |  | | --- | --- | | sams.ac.uk | 126 | | |
| **Campaign Activity** | | | | | |
| |  |  |  |  | | --- | --- | --- | --- | | **Campaign** | **Medium** | **Pageviews** | **Goal Value** | | VacancyRSS | eMail | 758 | £4.50 | | VacancyClickOut | Website | 666 | £8.00 | | UHIOpenDayClickout | Website | 162 | £5.00 | | sinfolineoct22 | Social | 155 | £0.00 | | Marketingofficeroct22 | Social | 129 | £0.00 | | publicloginpage | WiFi | 68 | £21.00 | | webmanager22 | Social | 67 | £0.00 | | nursingandohl13oct22 | Social | 66 | £1.50 | | discretionaryfundoct22 | Social | 45 | £6.00 | | WhyMoray | Social | 18 | £1.00 | |  |  |  |  | | | | | | |