|  |  |  |
| --- | --- | --- |
| **Visits** – 93,171 | 43%45%4.7%35.5%3.06s | from GoogleDirectfrom outwith UKMobile (of which 51.8% Apple)Average page load time |
| vs Last Monthvs 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** Followers32,461 -6 | **Twitter** Followers16,049 -1 | **YouTube** Views1.149m +3000 | **Insta** Followers4,052 +54 |
| **Annual Cycle - One Web Partners** |
|  |
| **Referrals to** [**www.uhi.ac.uk**](http://www.uhi.ac.uk) |
| From One-Web | From non-One-Web |
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| --- | --- |
| 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 |

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| sams.ac.uk  | 126 |

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| **Campaign Activity** |
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| **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 |
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