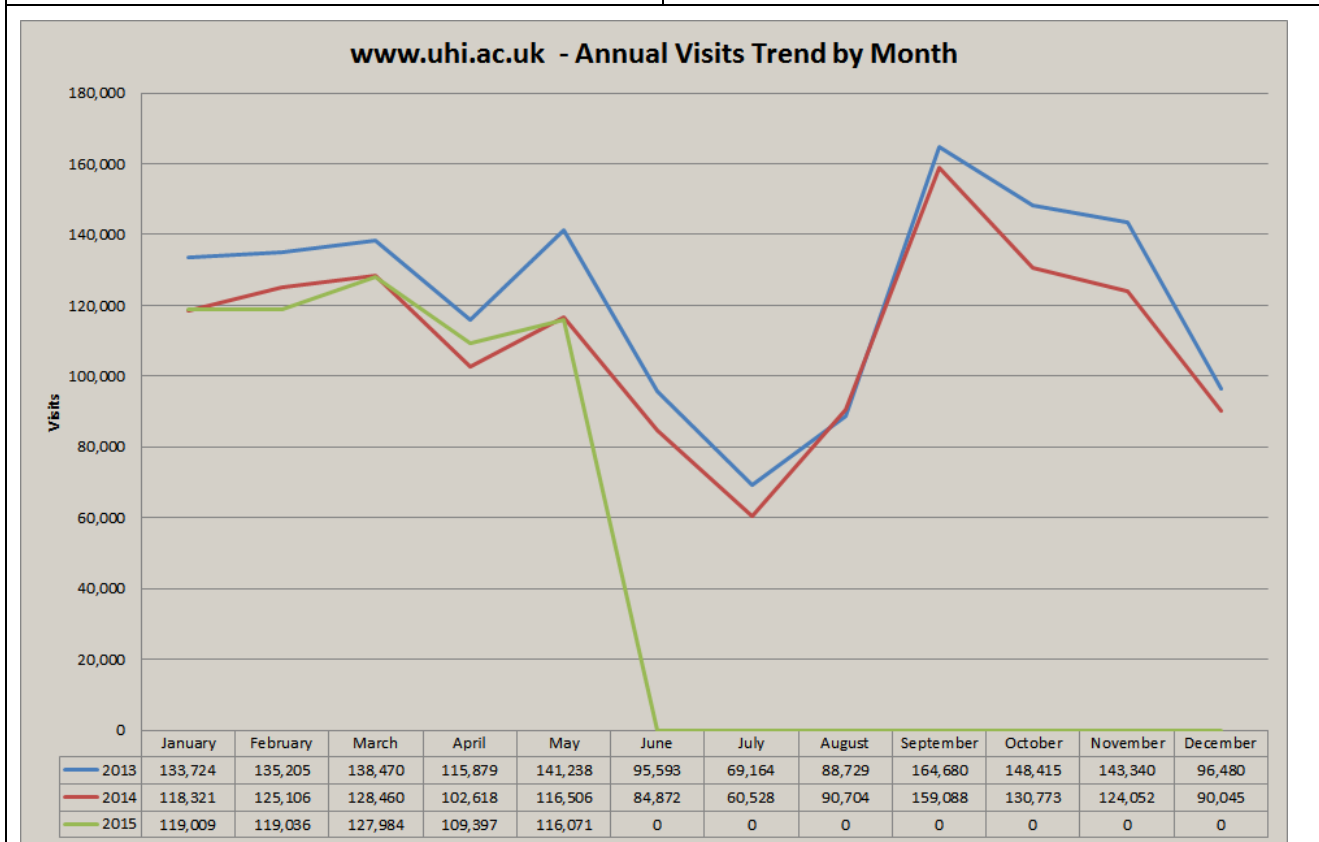


| | | | |
|--|----------|-------|-------------------------------|
| Visits – 116,071 (24% Internal) | | 1.8% | of users use the site search |
| vs Last Month vs Last Year | ▲6% - | 50% | from Google |
| | | 24.5% | Direct |
| | | 11% | from outwith UK |
| | | 26.4% | Mobile (of which 58.2% Apple) |
| | | 4.9s | Average page load time |

| | |
|---|--|
| Courses by month (previous month) | Courses by year-to-date |
| <ol style="list-style-type: none"> BA Hons Marine and Coastal Tourism (57) PGDE Primary Teaching (1) BA Hons Child & Youth Studies (5) BSc Hons Psychology (2) BA Hons Childhood Practice (14) BA Hons Adventure Tourism Management (3) BA Hons Health Studies (11) BSc Hons Marine Science (-) BA Hons Golf Management (12) BA Hons Fine Art (6) | <ol style="list-style-type: none"> PGDE Primary Teaching BA Hons Child & Youth Studies BSc Hons Psychology BA Hons Marine and Coastal Tourism BA Hons Golf Management BA Hons Adventure Tourism Management BSc Hons Marine Science BSc Oral Health Science BA Hons Health Studies BEng Hons Aircraft Engineering |

Applications

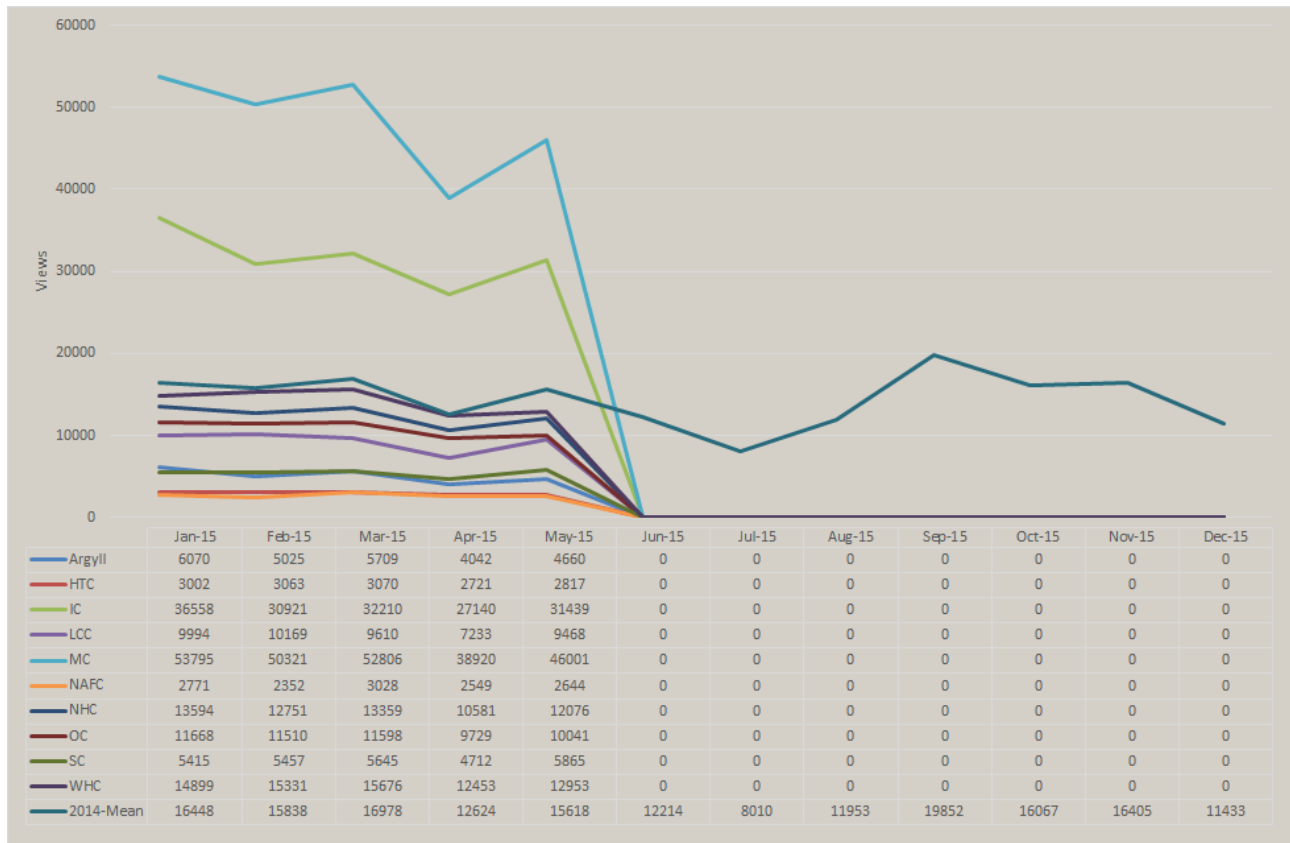
| | |
|------------------------|---|
| Clicks to UCAS 255 (-) | Internal Applications (Degrees) 90 (4%) (pageviews) |
|------------------------|---|



Social Media – Klout 64 (+1)

| | | | |
|------------------------------------|---------------------------------------|-------------------------------------|-------------------------------------|
| Facebook Likes 9069 +450 | Twitter Followers 7375 +148 | YouTube Views 52010 +2384 | Flickr Views 204759 +2043 |
|------------------------------------|---------------------------------------|-------------------------------------|-------------------------------------|

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

| From One-Web | | From non-One-Web | |
|-----------------------------|------|------------------|-----|
| www.inverness.uhi.ac.uk | 3292 | sams.ac.uk | 362 |
| www.moray.uhi.ac.uk | 2176 | | |
| www.northhighland.uhi.ac.uk | 906 | | |
| www.lews.uhi.ac.uk | 848 | | |
| www.orkney.uhi.ac.uk | 781 | | |
| www.whc.uhi.ac.uk | 671 | | |
| www.htc.uhi.ac.uk | 365 | | |
| www.shetland.uhi.ac.uk | 350 | | |
| www.argyll.uhi.ac.uk | 455 | | |

PPC Activity (GA,£1308.08,1%)(FB,£1020,1.7%)(LI,£73.36,0.01%)

| Campaign | Medium | Pageviews | Goal Value |
|--------------------------------|--------|-----------|------------|
| WHCMay2015 | FB | 2924 | £1360 |
| Online Learning Feb 2013 | GA | 1309 | £187 |
| GolfOpenMay2015 | FB | 734 | £71.50 |
| ChildAndYouth2015 | FB | 467 | £306.50 |
| Hero Courses – Jan 2013 | GA | 372 | £325 |
| WHC Tourism 2015-16 | GA | 147 | £263 |
| Management School – Trial 2013 | GA | 20 | £9 |
| ChildhoodPractice2015 | LI | 10 | £4.50 |
| SustainableDev2015 | LI | 9 | £3.50 |
| WHCApril2015 | FB | 7 | £0 |