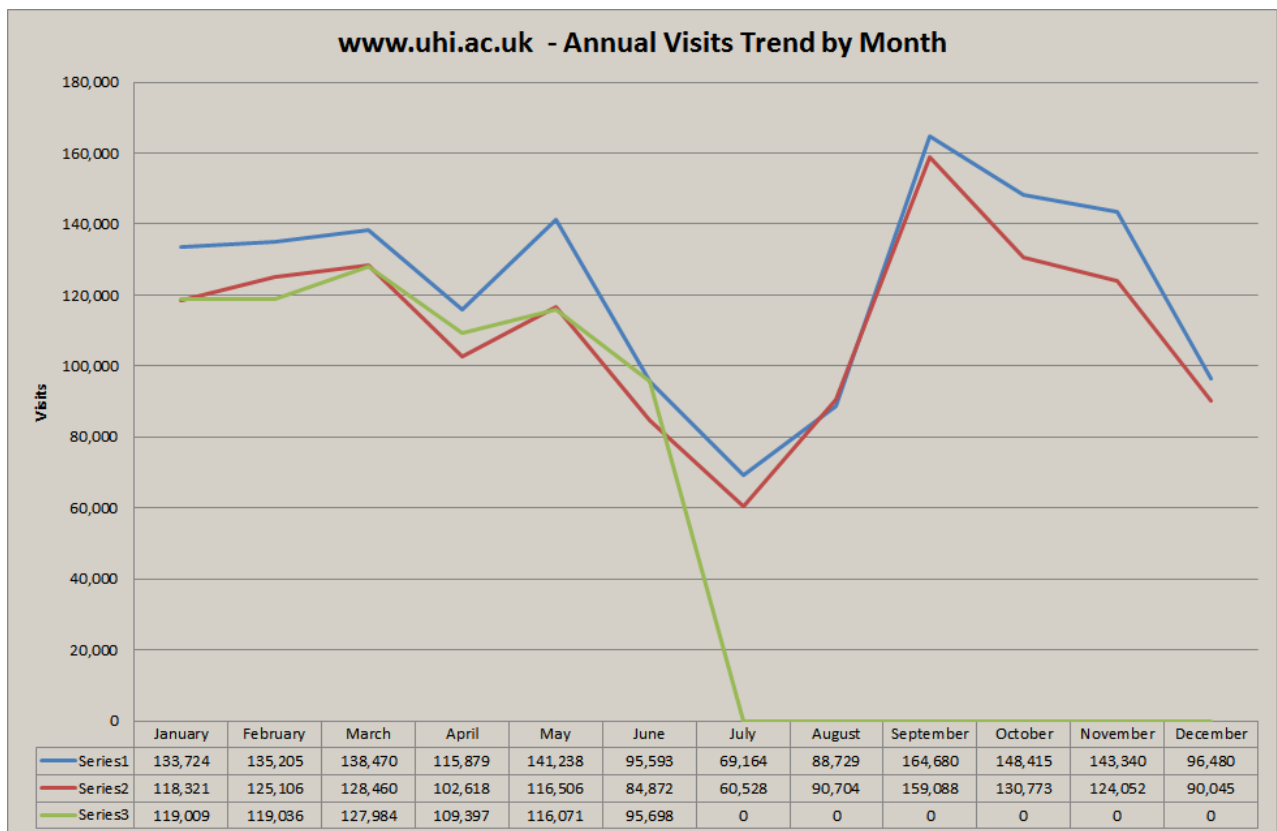


<b>Visits – 95,698 (21% Internal)</b>		2.3%	of users use the site search from Google Direct from outwith UK Mobile (of which 57.7% Apple) Average page load time
vs Last Month	▼17.5%	51%	
vs Last Year	▲12.8%	22.2%	
		13.7%	
		29.7%	
		3.61s	

<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>BA Hons Child &amp; Youth Studies (3)</li> <li>BSc Hons Psychology (4)</li> <li>HNC Equine Studies (39)</li> <li>BA Hons Archaeology (18)</li> <li>PGDE Primary Teaching (2)</li> <li>MA Fine Art (123)</li> <li>BA Hons Health Studies (-)</li> <li>BSc Hons Marine Science (-)</li> <li>BA Hons Contemporary Textiles (123)</li> <li>BA Hons Childhood Practice (5)</li> </ol>	<ol style="list-style-type: none"> <li>PGDE Primary Teaching</li> <li>BA Hons Child &amp; Youth Studies</li> <li>BSc Hons Psychology</li> <li>BA Hons Marine and Coastal Tourism</li> <li>BA Hons Adventure Tourism Management</li> <li>BA Hons Golf Management</li> <li>BSc Hons Marine Science</li> <li>BSc Oral Health Science</li> <li>BA Hons Health Studies</li> <li>HNC Equine Studies</li> </ol>

**Applications**

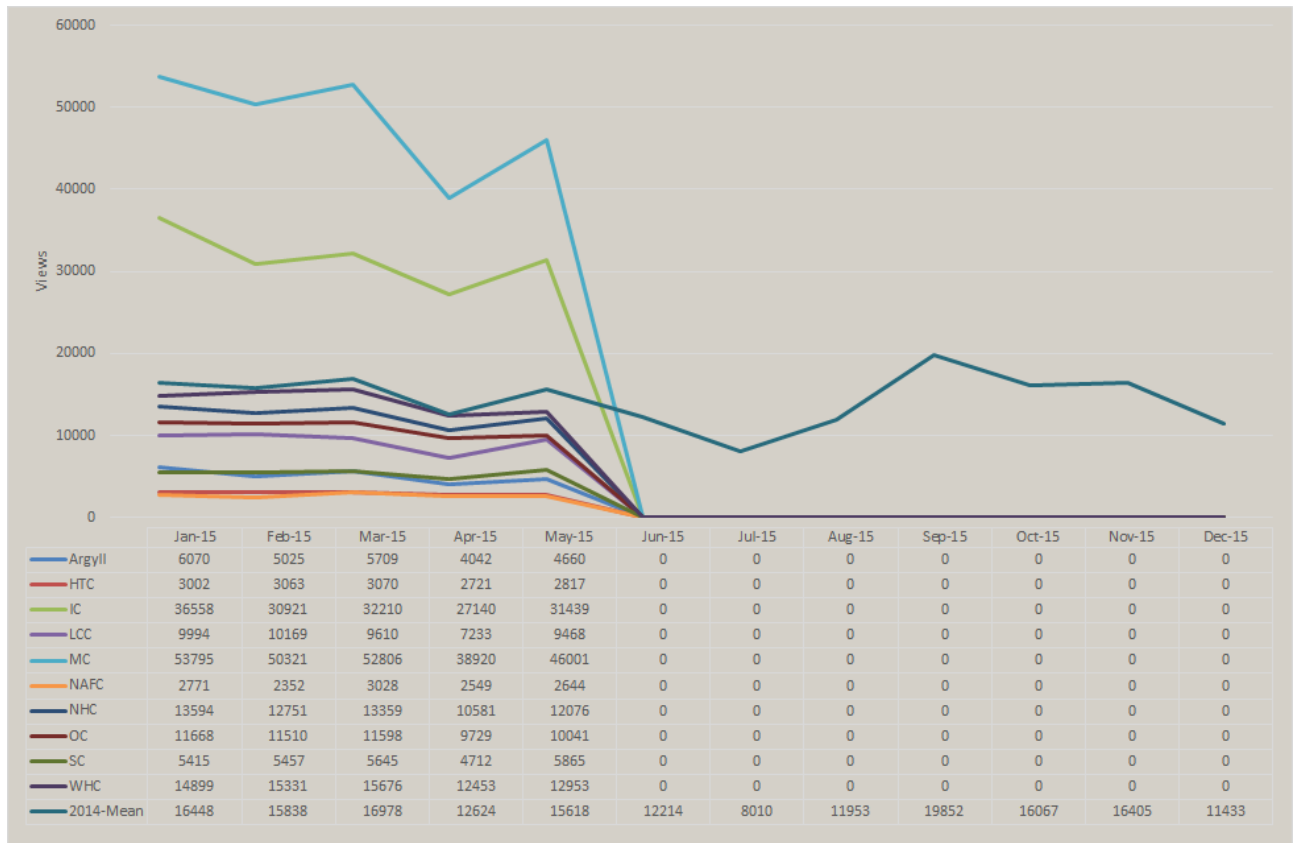
Clicks to UCAS 309 (21%)	Internal Applications (Degrees) 107 (19%) (pageviews)
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**Social Media – Klout 64 (-)**

<b>Facebook Likes</b> 9941 +872	<b>Twitter Followers</b> 7518 +143	<b>YouTube Views</b> 53950 +1940	<b>Flickr Views</b> 207961 +3202
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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 3039	sams.ac.uk 531
www.moray.uhi.ac.uk 1771	
www.northhighland.uhi.ac.uk 832	
www.lews.uhi.ac.uk 760	
www.orkney.uhi.ac.uk 746	
www.whc.uhi.ac.uk 619	
www.argyll.uhi.ac.uk 400	
www.htc.uhi.ac.uk 363	
www.shetland.uhi.ac.uk 333	

### PPC Activity (GA,£1369.04,1%)(FB,£1882.95,2.9%)(LI,£506.98,-)

Campaign	Medium	Pageviews	Goal Value
Online Learning Feb 2013	GA	1616	£491.50
ChildAndYouth2015	FB	1456	£787.50
EquineStudies2015	FB	1390	£890.50
Psychology2015	FB	1142	£686
ArchaeologyJune2015	FB	953	£443.50
MFA2015	FB	560	£199.00
ContTextiles2015	FB	475	£186.50
Hero Courses – Jan 2013	GA	367	£190.50
Fine Art	GA	294	£324.50
Hospitality2015	FB	269	£167.50