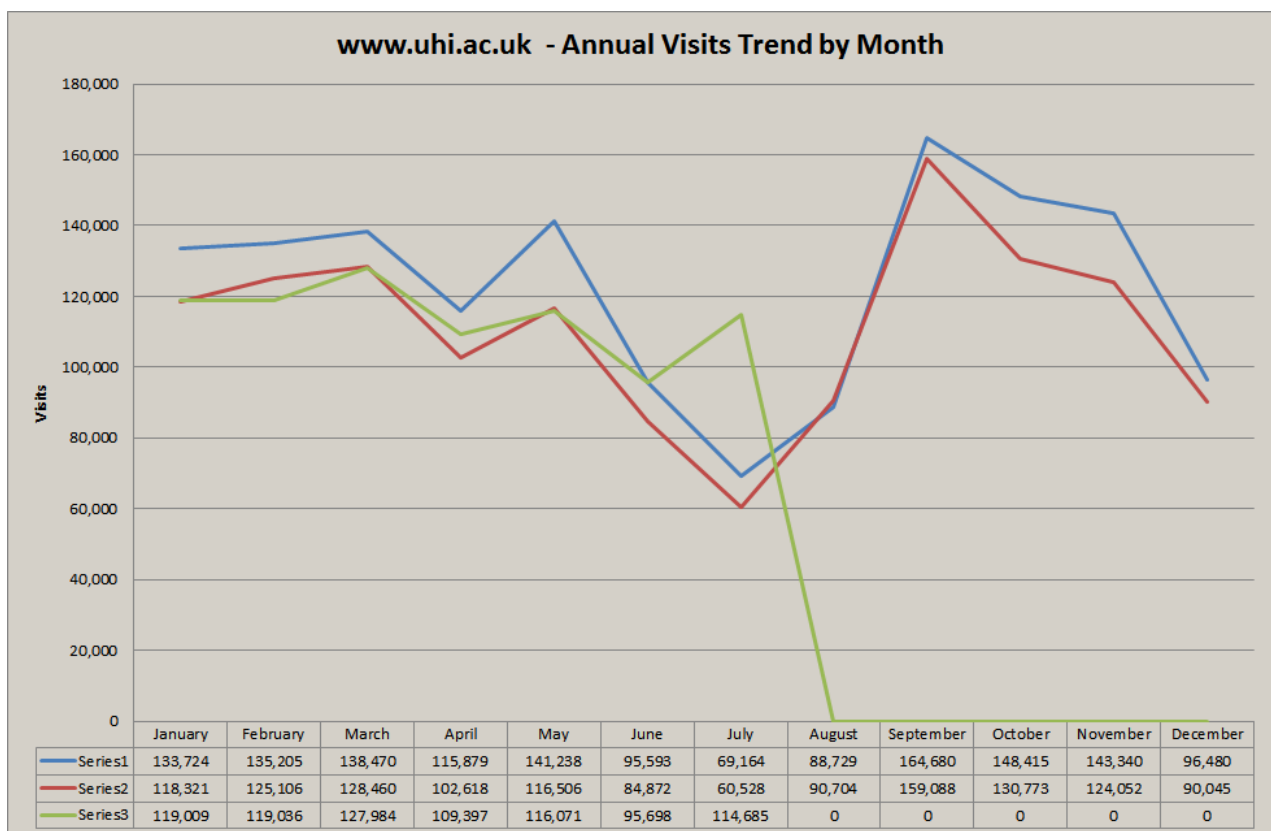


Visits – 114,685 (11% Internal)		1.5% 33%	of users use the site search from Google Direct from outwith UK Mobile (of which 27.4% Apple) Average page load time
vs Last Month vs Last Year	▲ 19.8% ▲ 89.5%	14.2% 38.9% 52.8% 7.94s	

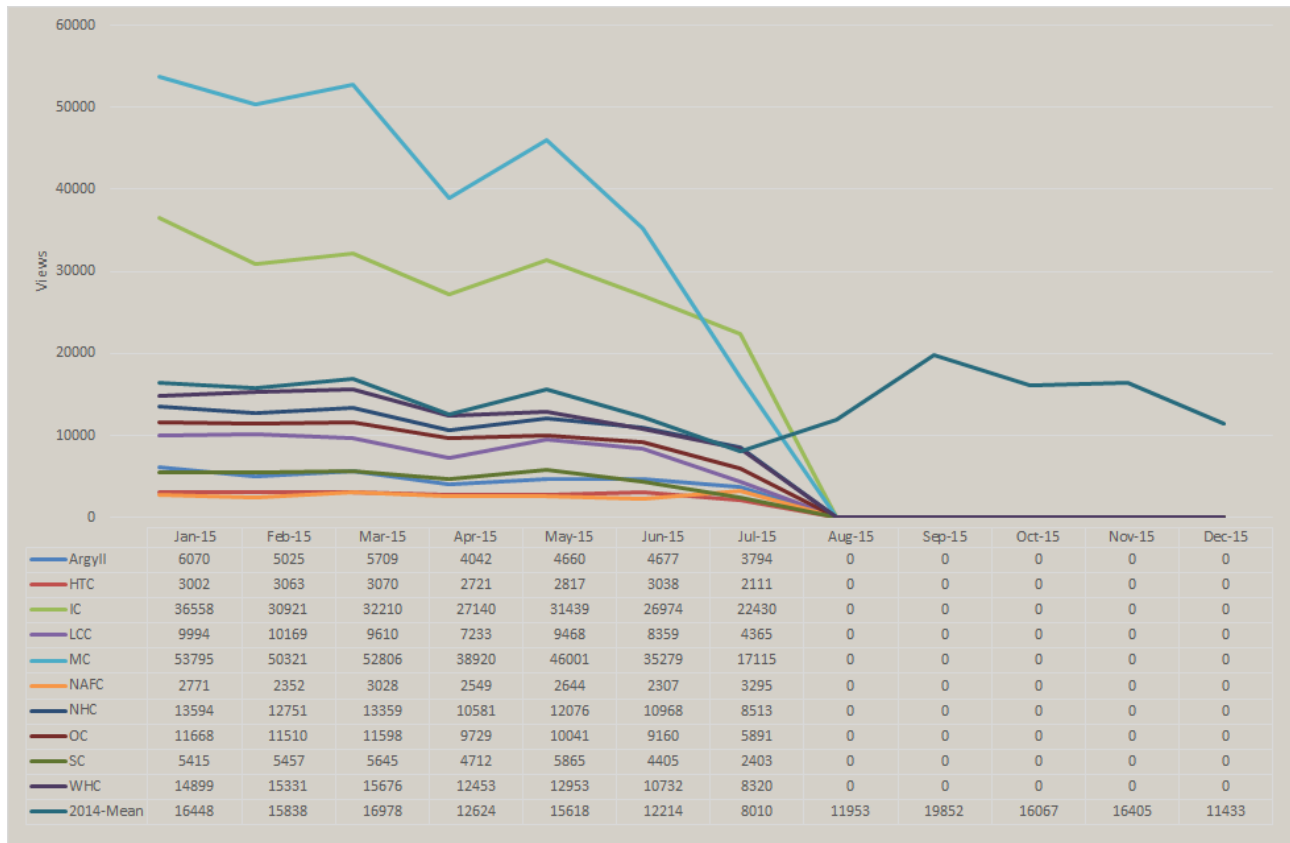
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> MBA Business Administration (21) MBA Aviation (35) BA Hons Gaelic and Traditional Music (140) BSc Hons Psychology (2) BSc Hons Geography (54) MSc Air Transport Ops and Management (27) BA Hons Child and Youth Studies (1) BA Hons Health Studies (7) BA Hons Archaeology (4) PGDE Primary Teaching (5) 	<ol style="list-style-type: none"> MBA Business Administration MBA Aviation PGDE Primary Teaching BSc Hons Psychology BA Hons Child & Youth Studies MSC Air Transport Ops and Management BA Hons Health Studies BA Hons Archaeology BA Hons Adventure Tourism Management BSc Hons Marine Science

Applications	
Clicks to UCAS 314 (1.6%)	Internal Applications (Degrees) 86 (19.6%) (pageviews)



Social Media – Klout 65 (+1)			
Facebook Likes 12862 +2921	Twitter Followers 7808 +290	YouTube Views 56683 +2733	Flickr Views 211380 +3419

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 2899	sams.ac.uk 396
www.moray.uhi.ac.uk 1270	
www.northhighland.uhi.ac.uk 672	
www.orkney.uhi.ac.uk 592	
www.whc.uhi.ac.uk 575	
www.lews.uhi.ac.uk 514	
www.argyll.uhi.ac.uk 365	
www.htc.uhi.ac.uk 272	
www.shetland.uhi.ac.uk 235	

PPC Activity (GA,£1804.23,1.7%)(FB,£4710.10,41%)

Campaign	Medium	Pageviews	Goal Value
MBABusAdminInt2015	FB	22947	£12113.50
MBAAviationInt2015	FB	12039	£8055.50
Gaelic	FB	2686	£1106.50
GeographyJuly2015	FB	1945	£1183.00
MscAirTraffic2015	FB	1845	£749.00
Psychology2015	FB	1844	£1160.50
Online Learning Feb 2013	GA	1693	£44.50
MBABusAdminUK2015	FB	1524	£712.00
MBAAviationUK2015	FB	1473	£621.00
ChildAndYouth2015	FB	1130	£684.50