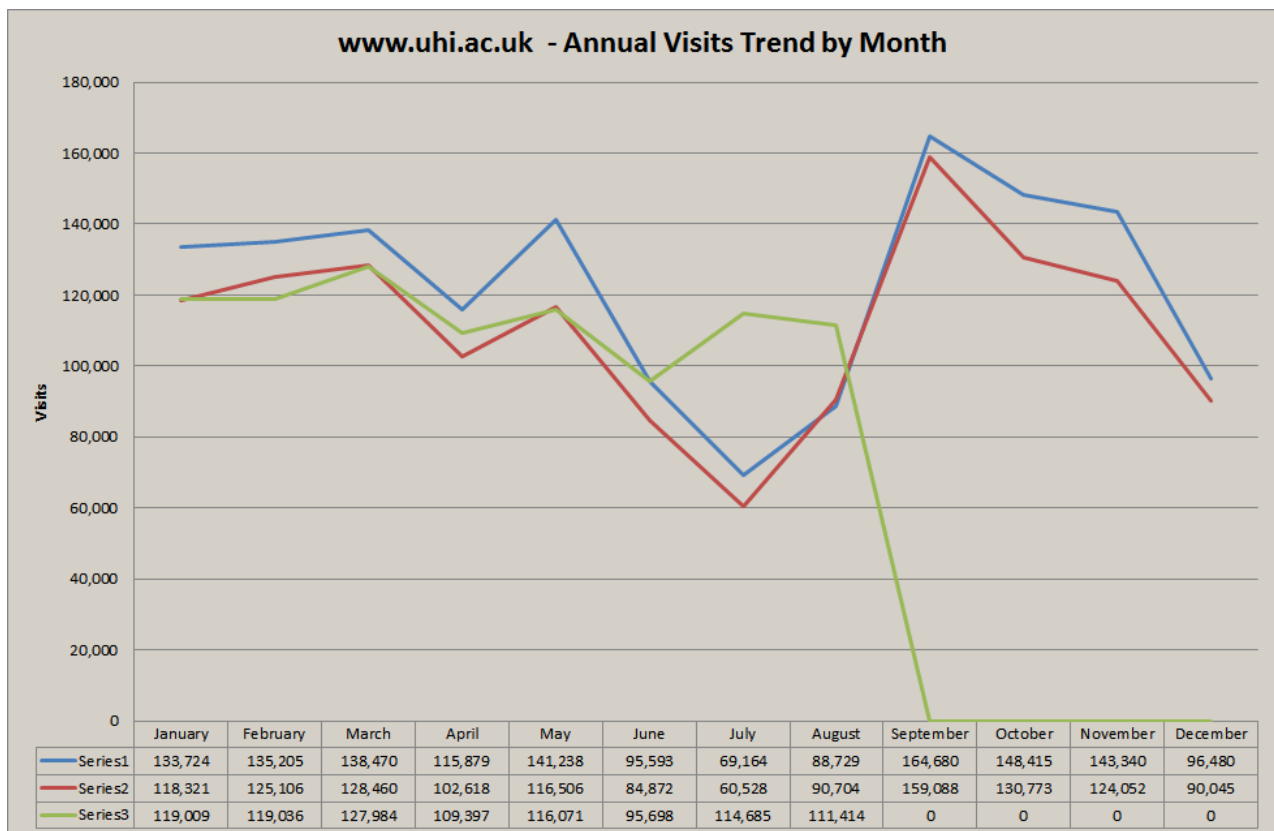


<b>Visits – 111,414 (17% Internal)</b>		2.5%	of users use the site search from Google Direct from outwith UK Mobile (of which 54.4% Apple) Average page load time
vs Last Month	▼2.9%	50.9%	
vs Last Year	▲58.2%	20.1%	
		14.5%	
		36.8%	
		3.22s	

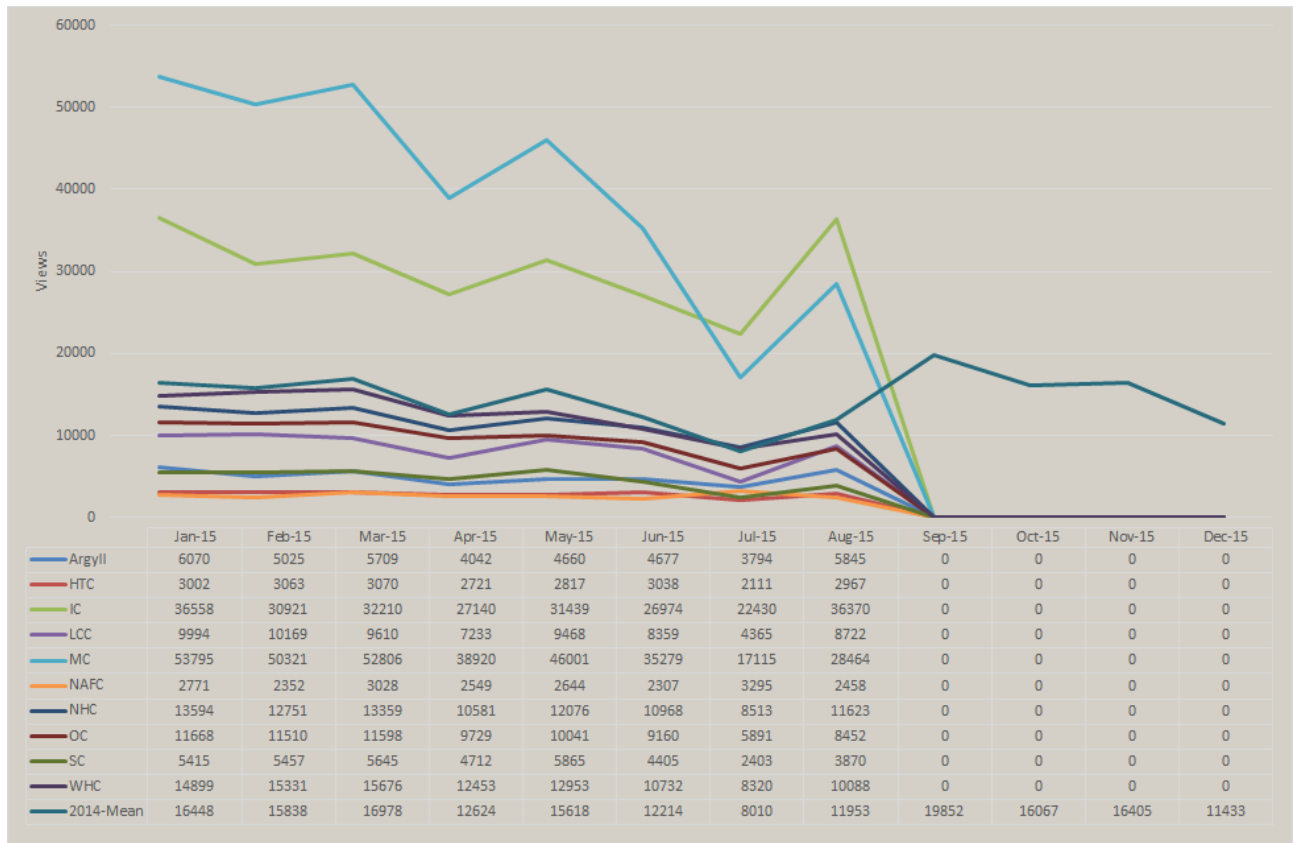
<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>BA Hons Archaeology (9)</li> <li>BA Hons Health Studies (8)</li> <li>BSc Hons Geography (5)</li> <li>BA Hons Applied Music (16)</li> <li>MBA Business Administration (1)</li> <li>PGDE Primary Teaching (10)</li> <li>BA Hons Child and Youth Studies (-)</li> <li>BSc Hons Psychology (4)</li> <li>MBA Aviation (2)</li> <li>BA Hons Sociology and Criminology (26)</li> </ol>	<ol style="list-style-type: none"> <li>MBA Business Administration</li> <li>MBA Aviation</li> <li>PGDE Primary Teaching</li> <li>BSc Hons Psychology</li> <li>BA Hons Child &amp; Youth Studies</li> <li>BA Hons Health Studies</li> <li>BA Hons Archaeology</li> <li>BSc Hons Geography</li> <li>MSC Air Transport Ops and Management</li> <li>BA Hons Applied Music</li> </ol>

<b>Applications</b>	
Clicks to UCAS 505 (60.8%)	Internal Applications (Degrees) 132 (53.5%) (pageviews)



<b>Social Media – Klout 64 (-1)</b>			
<b>Facebook Likes</b> 13339 +477	<b>Twitter Followers</b> 7916 +108	<b>YouTube Views</b> 65319 +8636	<b>Flickr Views</b> 213515 +2135

### Annual Cycle - One Web Partners



### Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 4838	sams.ac.uk 354
www.moray.uhi.ac.uk 2263	
www.lews.uhi.ac.uk 1187	
www.northhighland.uhi.ac.uk 985	
www.orkney.uhi.ac.uk 889	
www.whc.uhi.ac.uk 740	
www.argyll.uhi.ac.uk 598	
www.shetland.uhi.ac.uk 541	
www.htc.uhi.ac.uk 377	

### PPC Activity (GA,£1631.72,1%)(FB,£1906.36,3.8%)

Campaign	Medium	Pageviews	Goal Value
HealthStudiesBursary2015	FB	2290	£895.00
ArchaeologyBursary2015	FB	1738	£823.50
Online Learning Feb 2013	GA	1612	£293.00
Child	FB	1576	£1110.00
AppliedMusicBursary2015	FB	1564	£593.50
GeographyBursary2015	FB	1496	£605.00
MBABusAdminInt2015	FB	1258	£519.50
Hero Courses - Jan 2013	GA	674	£241.00
MBAAviationInt2015	FB	527	£222.50
Fine Art	GA	220	£171.50