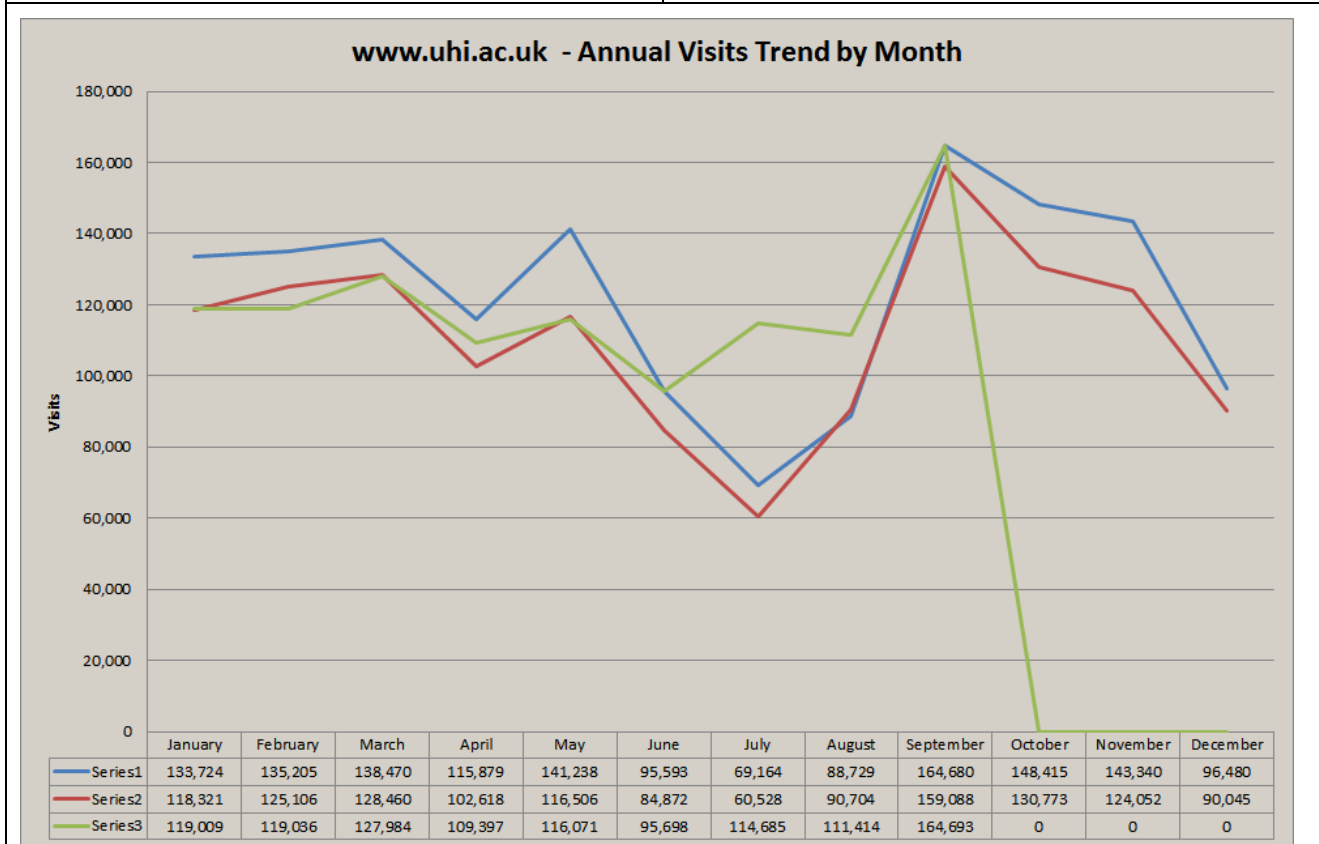


<b>Visits – 164,693 (31% Internal)</b>		<b>2.1%</b> 51.6%	of users use the site search from Google Direct from outwith UK Mobile (of which 59.3% Apple) Average page load time
vs Last Month vs Last Year	<b>▲47.8%</b> <b>▲3.5%</b>	<b>25.5%</b> <b>9.6%</b> <b>25.3%</b> 3.51s	

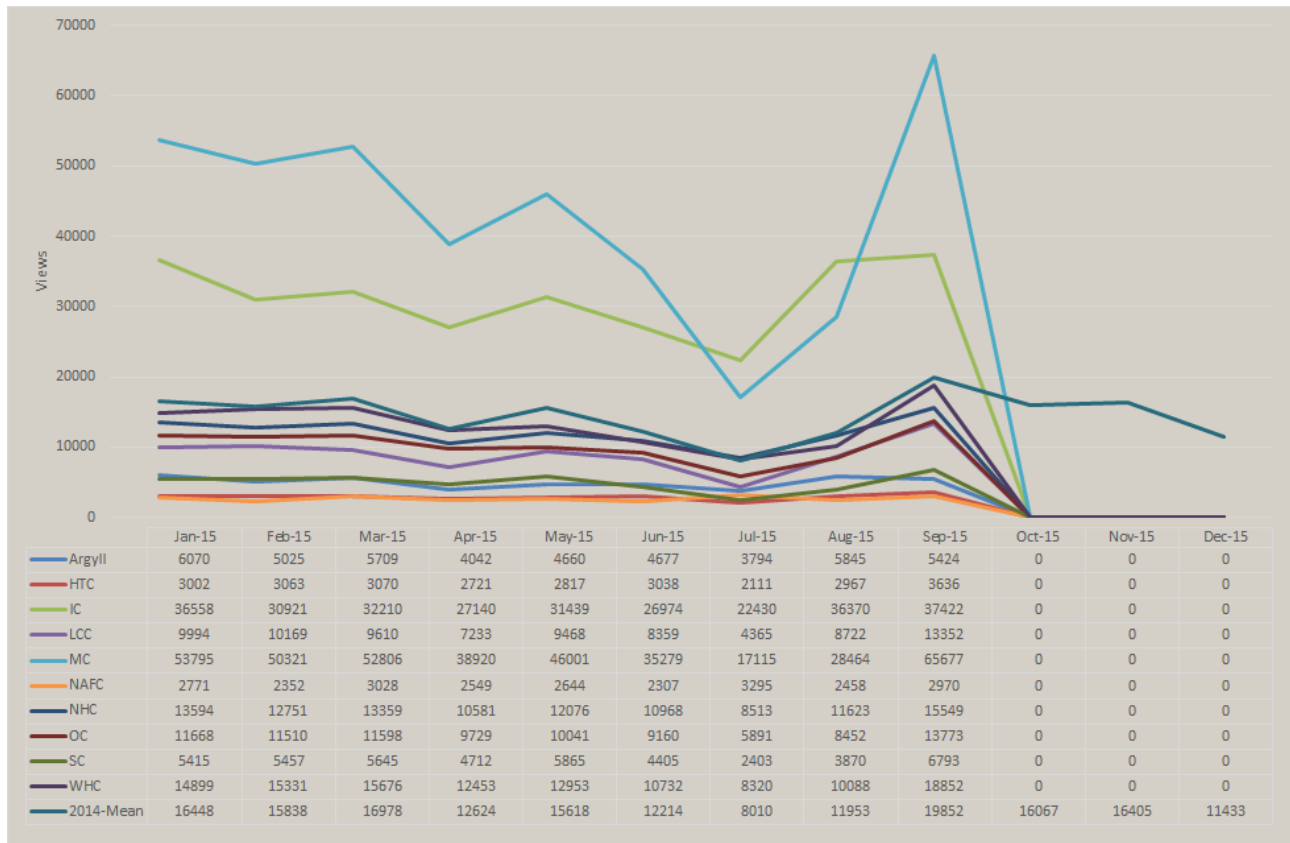
<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>PGDE Primary Teaching (6)</li> <li>BSc Hons Psychology (8)</li> <li>BA Hons Child and Youth Studies (7) 7</li> <li>BSc Hons Marine Science (13)</li> <li>BA Hons Adventure Tourism Mgmt (16)</li> <li>HNC Applied Sciences Pathway to Med (12)</li> <li>BSc Oral Health Science (15)</li> <li>BA Hons Childhood Practice (25)</li> <li>MBA Business Administration (5)</li> <li>BA Hons Sociology and Criminology (11)</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 Marine Science</li> <li>BSc Hons Geography</li> <li>BA Hons Adventure Tourism Management</li> </ol>

<b>Applications</b>	
Clicks to UCAS 197 (61%)	Internal Applications (Degrees) 94 (29%) (pageviews)



<b>Social Media – Klout 67 (+3)</b>			
<b>Facebook Likes</b> 13644 +305	<b>Twitter Followers</b> 8089 +173	<b>YouTube Views</b> 67787 +2468	<b>Flickr Views</b> 217222 +3707

### Annual Cycle - One Web Partners



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

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 5399	sams.ac.uk 405
www.moray.uhi.ac.uk 5091	
www.northhighland.uhi.ac.uk 1489	
www.lews.uhi.ac.uk 1399	
www.orkney.uhi.ac.uk 1291	
www.whc.uhi.ac.uk 1194	
www.shetland.uhi.ac.uk 639	
www.argyll.uhi.ac.uk 542	
www.htc.uhi.ac.uk 500	

### PPC Activity (GA,£868.81,1%)(FB,£24.92,0.2%)

Campaign	Medium	Pageviews	Goal Value
Online Learning Feb 2013	GA	1917	£351.50
Hero Courses - Jan 2013	GA	326	£109.50
MBABusAdminInt2015	FB	263	£119.00
HealthStudiesBursary2015	FB	149	£0.50
Fine Art	GA	143	£99.50
AppliedMusicBursary2015	FB	85	£3.50
MBAAviationInt2015	FB	84	£36.50
Child	FB	51	£9.50
ContTextiles2015	FB	33	£1.00
WHCMay2015	FB	27	£13.00