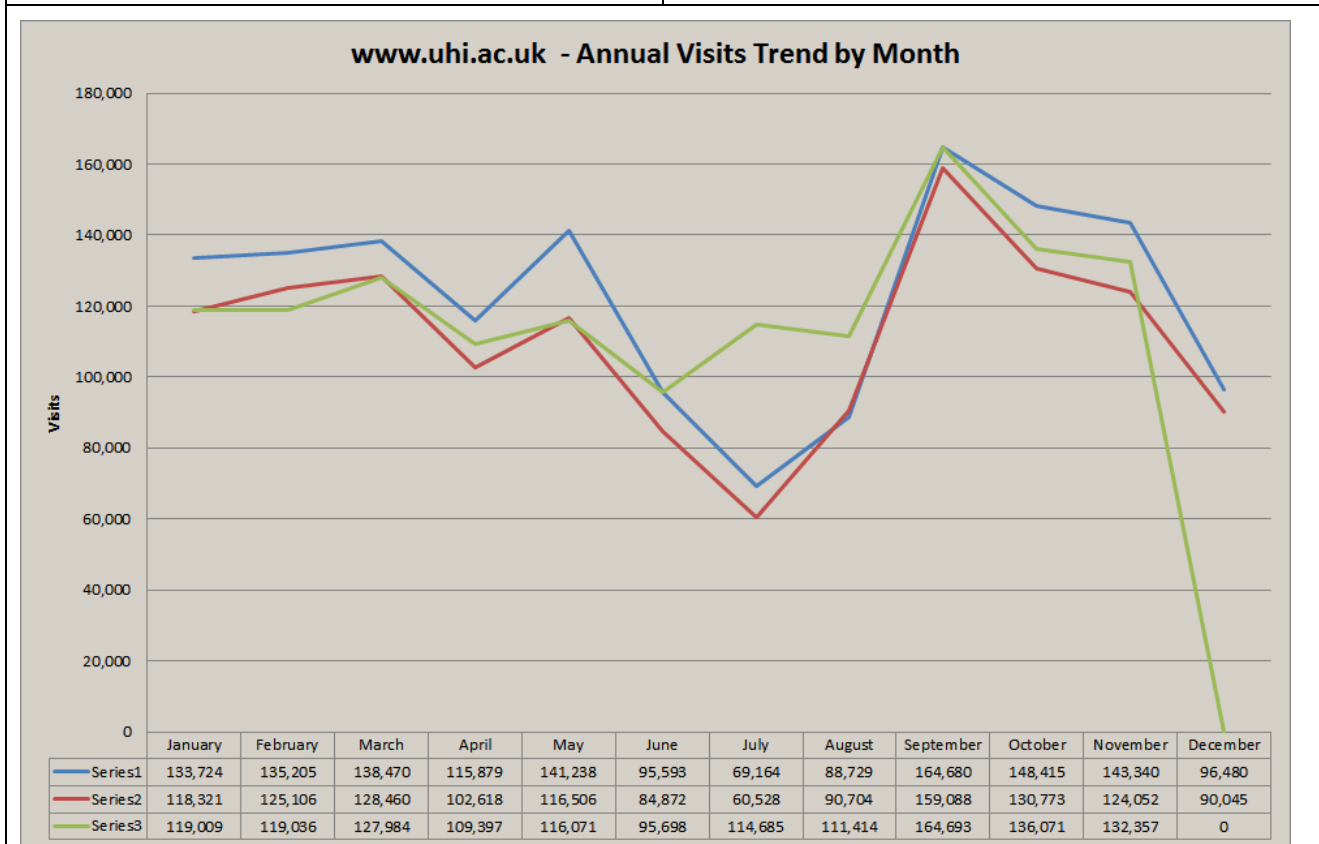


Visits – 132,357 (25% Internal)		2.0%	of users use the site search from Google Direct from outwith UK Mobile (of which 58.8% Apple) Average page load time
vs Last Month	▼2.7%	51.4%	
vs Last Year	▲6.7%	22.8%	
		10.7%	
		22.7%	
		3.44s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BSc Hons Psychology (2) BA Hons Child and Youth Studies (5) BA Hons Adventure Tourism Mgmt (2) BA Hons Health Studies (8) BSc Hons Marine Science (4) BA Hons Business and Management (9) MLitt Viking Studies (11) BA Hons Childhood Practice (15) BEng Hons Aircraft Engineering (14) 	<ol style="list-style-type: none"> MBA Business Administration MBA Aviation PGDE Primary Teaching BSc Hons Psychology BA Hons Child & Youth Studies BA Hons Health Studies BA Hons Archaeology BSc Hons Marine Science BA Hons Adventure Tourism Management BSc Hons Geography

Applications

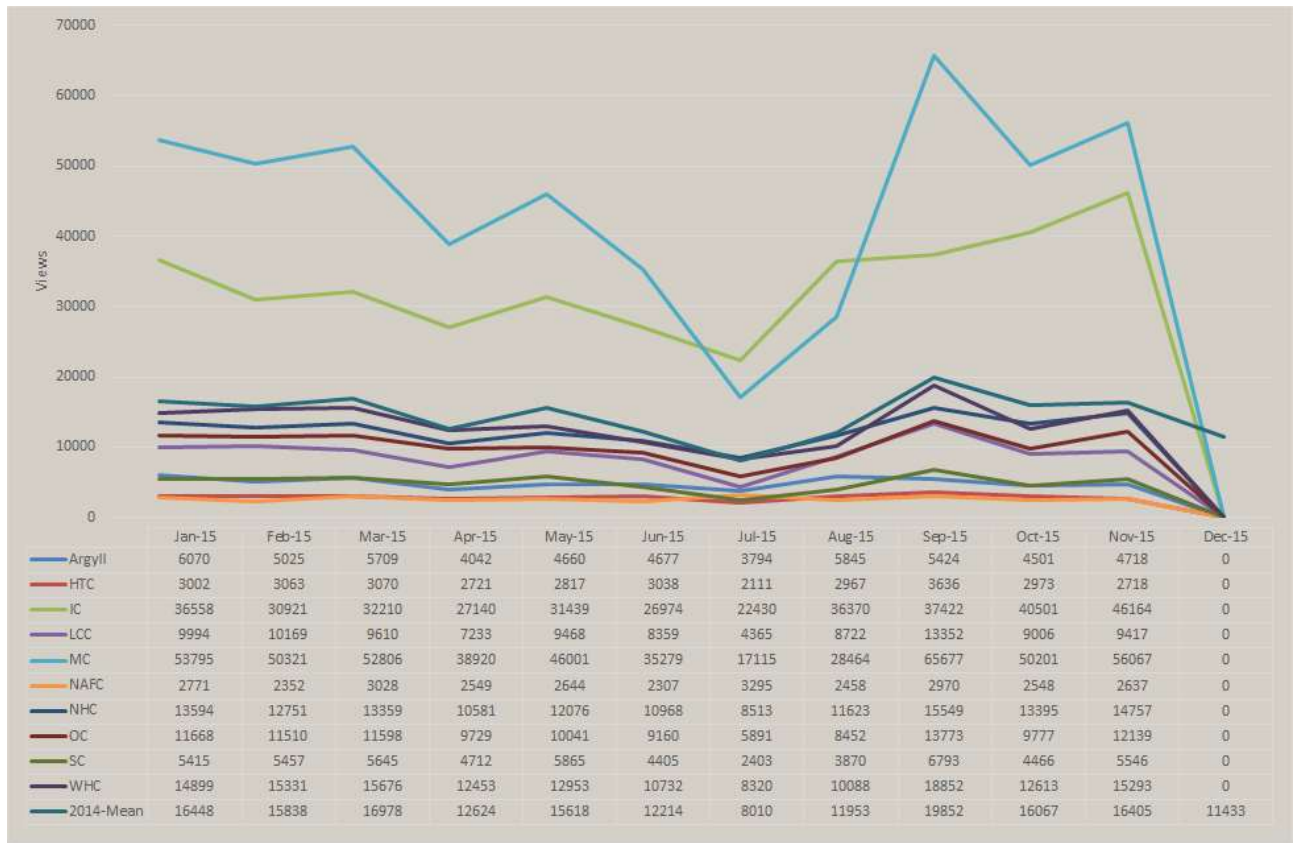
Clicks to UCAS 256 (17%)	Internal Applications (Degrees) 124 (11%) (pageviews)
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Social Media – Klout 67 (+1)

Facebook Likes 14090 +265	Twitter Followers 8421 +174	YouTube Views 72094 +2105	Flickr Views 223155 +3361
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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	4319	sams.ac.uk	816
www.moray.uhi.ac.uk	3072		
www.northhighland.uhi.ac.uk	1401		
www.orkney.uhi.ac.uk	1033		
www.whc.uhi.ac.uk	944		
www.lews.uhi.ac.uk	721		
www.shetland.uhi.ac.uk	441		
www.argyll.uhi.ac.uk	393		
www.htc.uhi.ac.uk	375		

PPC Activity (FB £664.82,0.7%)

Campaign	Medium	Pageviews	Goal Value
BusinessLanding2015	FB	467	£6.50
ArtandDesignLanding2015	FB	355	£27.50
HistoryLanding2015	FB	226	£12.00
ModernStudiesLanding2015	FB	213	£115.50
EngineeringLanding2015	FB	182	£63.50
GeographyLanding2015	FB	174	£10.00
MusicLanding2015	FB	143	£9.50
HealthandWellbeingLanding2015	FB	85	£54.50
EnglishLanding2015	FB	40	£0.50
Child	FB	27	£5.00