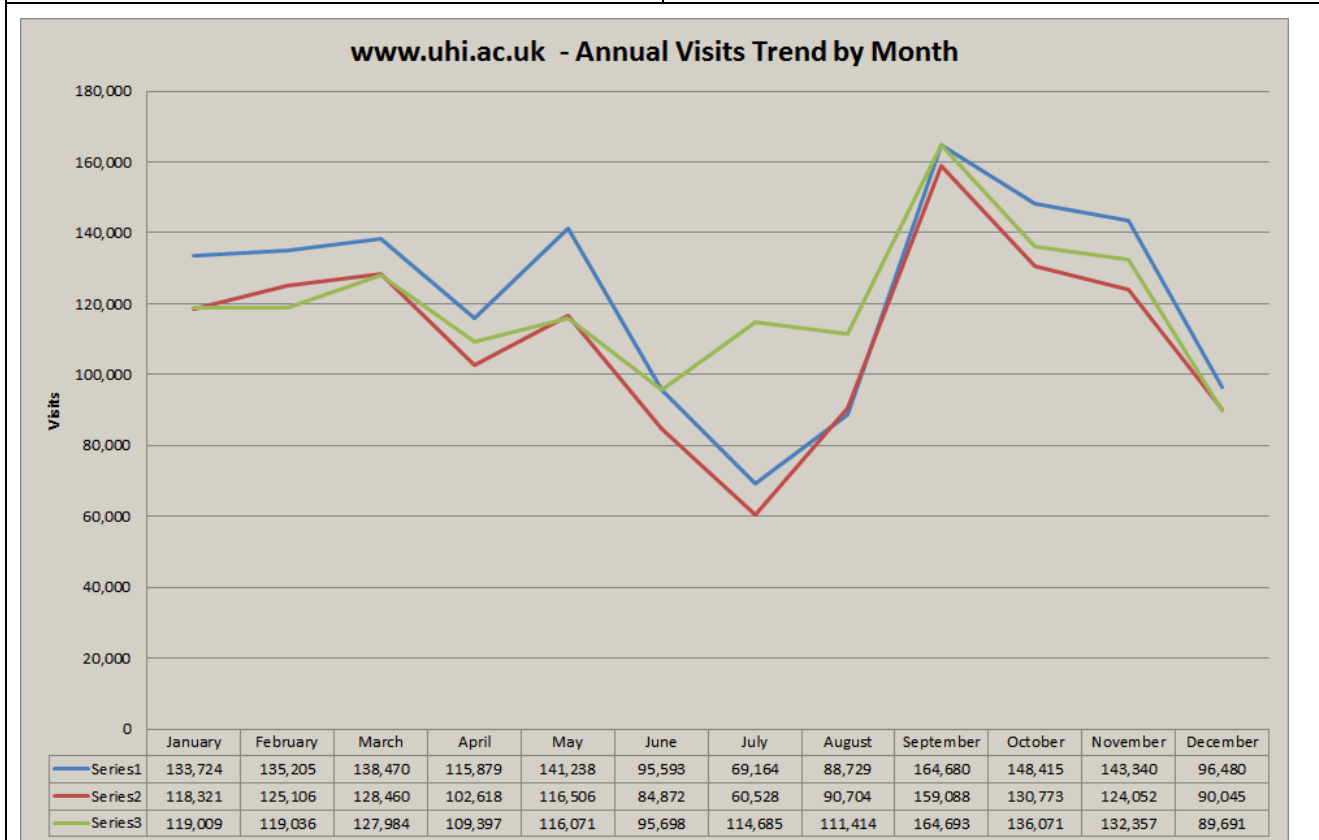


Visits – 89,691 (22% Internal)		1.9% 52%	of users use the site search from Google Direct from outwith UK Mobile (of which 58.9% Apple) Average page load time
vs Last Month vs Last Year	▼33% -	21.7% 13% 26.4% 4.2s	

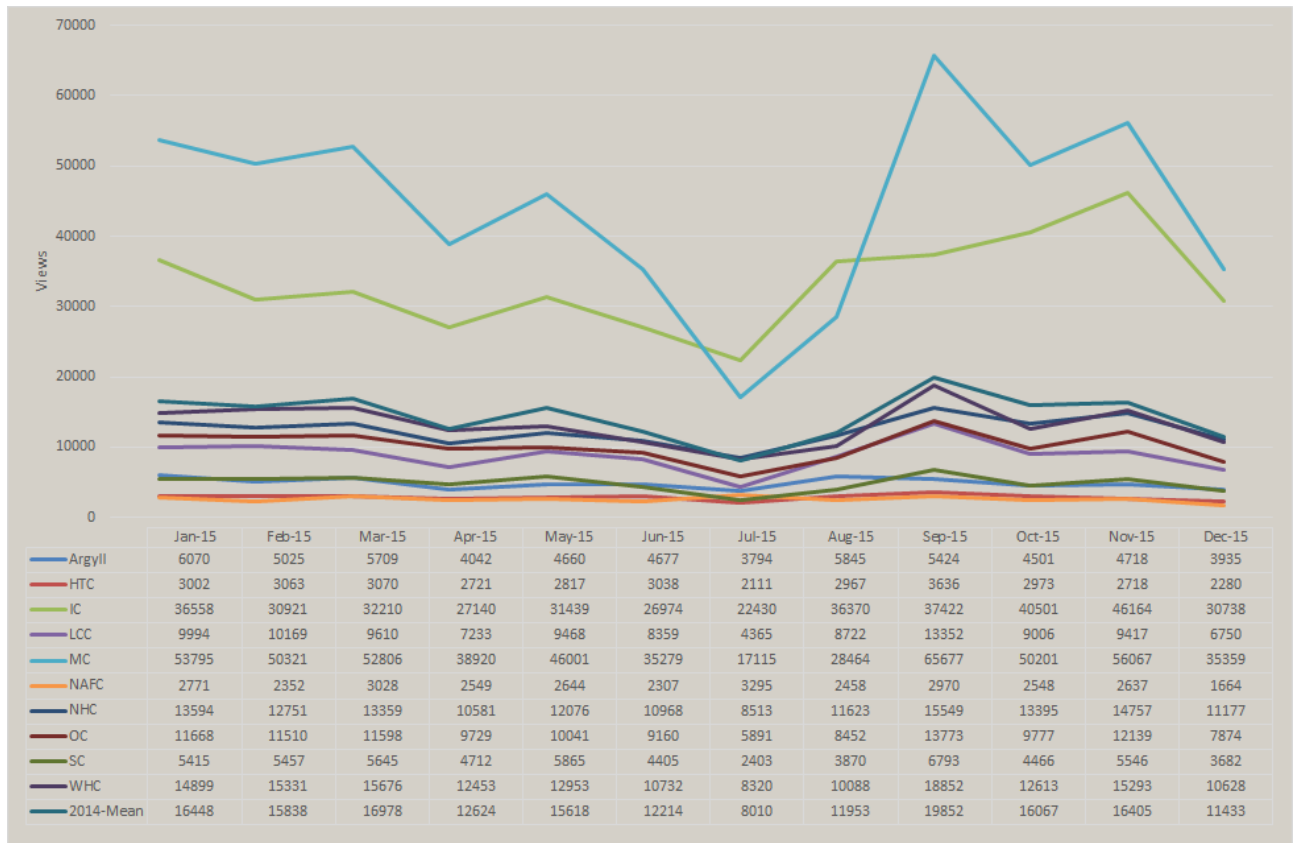
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BSc Hons Psychology (-) BA Hons Child and Youth Studies (-) BA Hons Health Studies (5) BA Hons Adventure Tourism Mgmt (4) MLitt Viking Studies (8) BSc Hons Marine Science (6) BA Hons Golf Management (20) BA Hons Childhood Practice (-) 9 BA Hons Business and Management (7) 	<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 244 (5%)	Internal Applications (Degrees) 82 (34%) (pageviews)



Social Media – Klout 65 (-2)			
Facebook Likes 14515 +425	Twitter Followers 8509 +88	YouTube Views 74106 +2012	Flickr Views 225180 +2025

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 2825	sams.ac.uk 288
www.moray.uhi.ac.uk 2109	
www.northhighland.uhi.ac.uk 898	
www.whc.uhi.ac.uk 623	
www.orkney.uhi.ac.uk 621	
www.lews.uhi.ac.uk 520	
www.shetland.uhi.ac.uk 295	
www.htc.uhi.ac.uk 274	
www.argyll.uhi.ac.uk 264	

PPC Activity (FB £94.82,0.5%)

Campaign	Medium	Pageviews	Goal Value
RMElanding2015	FB	207	£8.00
SciencesLanding2015	FB	187	£4.00
TechnologyLanding2015	FB	176	£13.00
PELanding2015	FB	143	£8.50
HistoryLanding2015	FB	61	£1.00
BusinessLanding2015	FB	46	£1.50
MusicLanding2015	FB	44	£51.50
MBABusAdminInt2015	FB	22	£9.50
GeographyLanding2015	FB	21	£2.00
HealthStudiesBursary2015	FB	20	£0.00