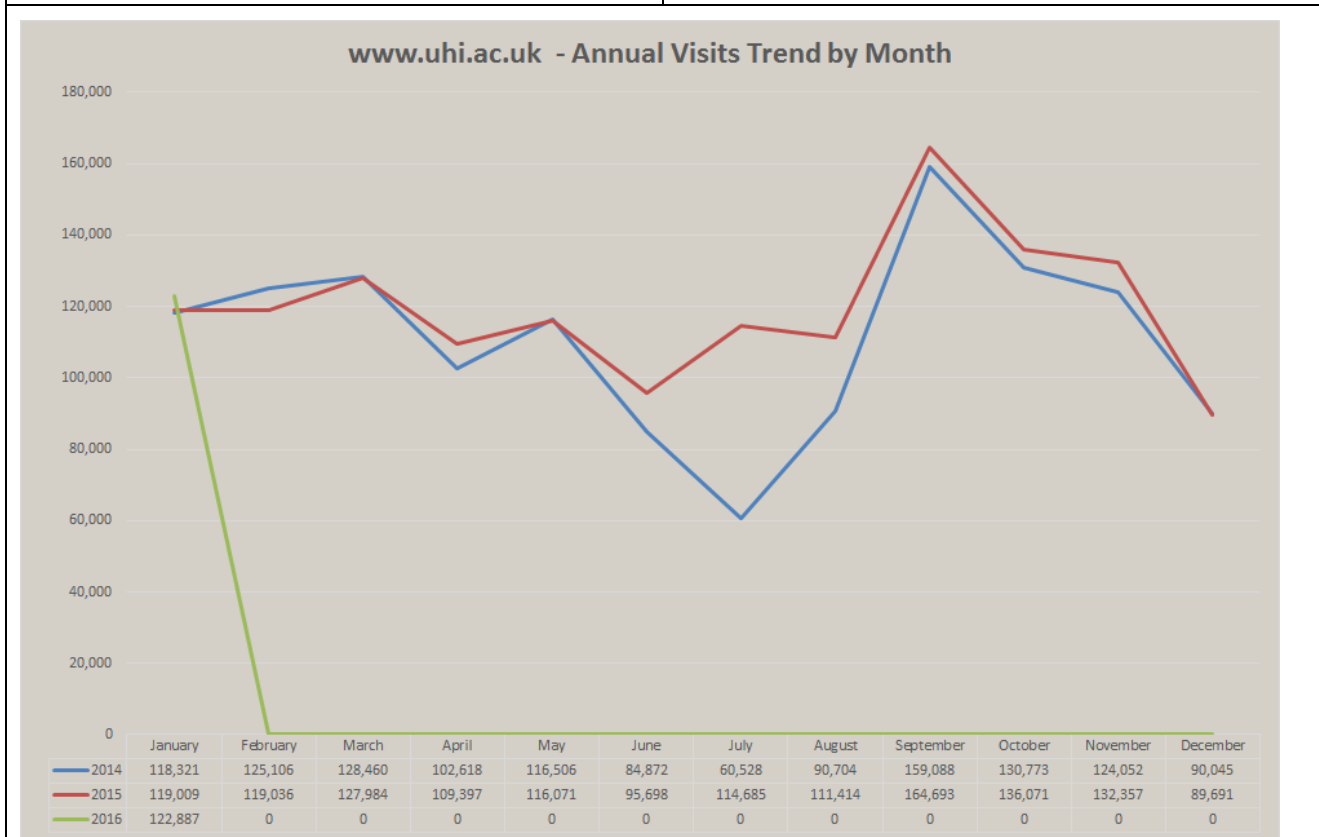


Visits – 122,887 (22% Internal)		2.2%	of users use the site search from Google Direct from outwith UK Mobile (of which 56.6% Apple) Average page load time
vs Last Month	▲37%	53.2%	
vs Last Year	▲3.3%	21.3%	
		12.1%	
		28.5%	
		3.77s	

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 (-) BA Hons Childhood Practice (9) BSc Oral Health Science (16) MA Health and Wellbeing (14) BA Hons Adventure Tourism Mgmt (5) BSc Hons Marine Science (7) BA Hons Applied Music (15) 	<ol style="list-style-type: none"> PGDE Primary Teaching BSc Hons Psychology BA Hons Child and Youth Studies BA Hons Health Studies BA Hons Childhood Practice BSc Oral Health Science MA Health and Wellbeing BA Hons Adventure Tourism Mgmt BSc Hons Marine Science BA Hons Applied Music

Applications

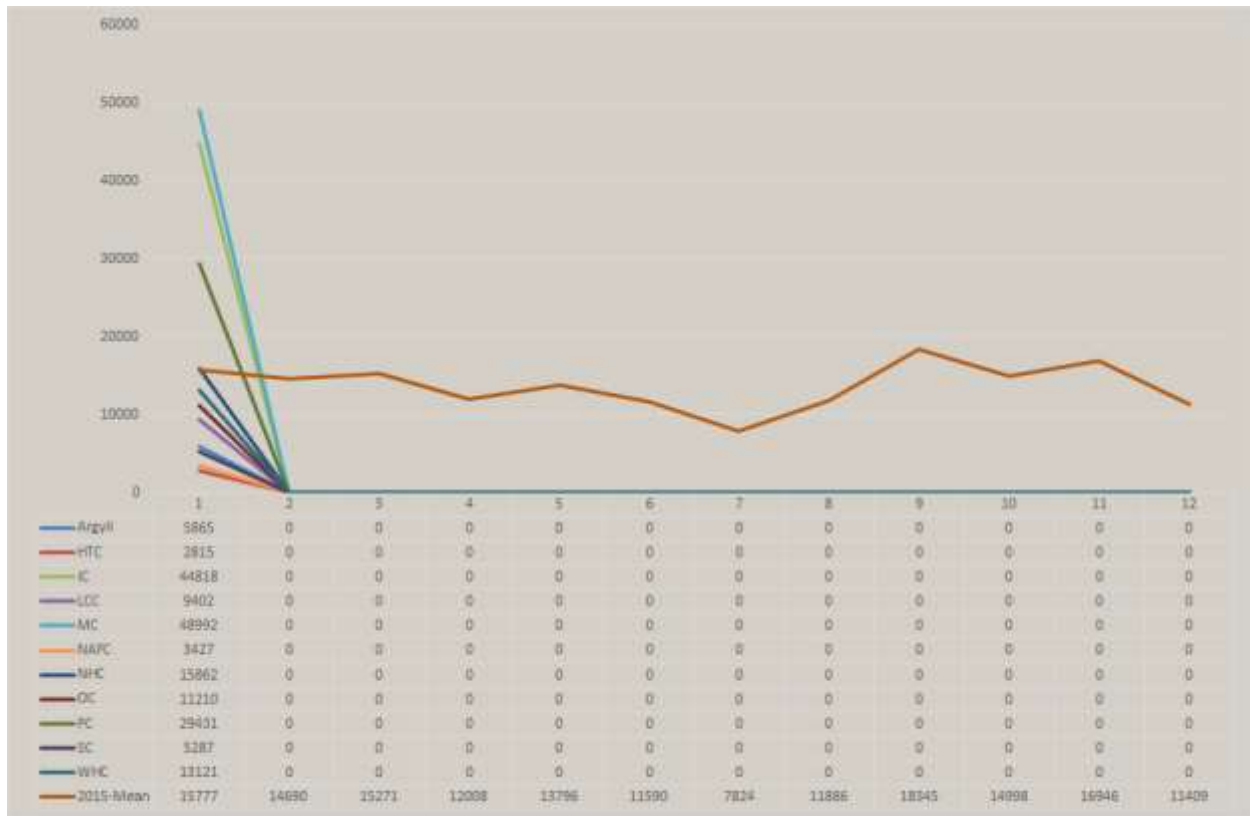
Clicks to UCAS 440 (80%)	Internal Applications (Degrees) 126 (54%) (pageviews)
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Social Media – Klout 65 (-)

Facebook Likes 14934 +419	Twitter Followers 8613 +104	YouTube Views 76587 +2481	Flickr Views 228750 +3570
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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	4655	sams.ac.uk	443
www.moray.uhi.ac.uk	2840	smo.uhi.ac.uk	4
www.perth.uhi.ac.uk	2563		
www.northhighland.uhi.ac.uk	1551		
www.orkney.uhi.ac.uk	1024		
www.whc.uhi.ac.uk	836		
www.lews.uhi.ac.uk	779		
www.argyll.uhi.ac.uk	532		
www.shetland.uhi.ac.uk	476		
www.htc.uhi.ac.uk	387		

PPC Activity (FB £0.00,0.1%)

Campaign	Medium	Pageviews	Goal Value
Christmas 2015	FB	37	£0.50
SciencesLanding2015	FB	31	£0.00
HealthStudiesBursary2015	FB	26	£0.50
EnglishLanding2015	FB	22	£1.00
HistoryLanding2015	FB	19	£0.00
Child	FB	18	£3.50
EngineeringLanding2015	FB	17	£0.50
WHCMay2015	FB	16	£0.50
ArchaeologyBursary2015	FB	13	£0.50
HealthandWellbeingLanding2015	FB	13	£0.00