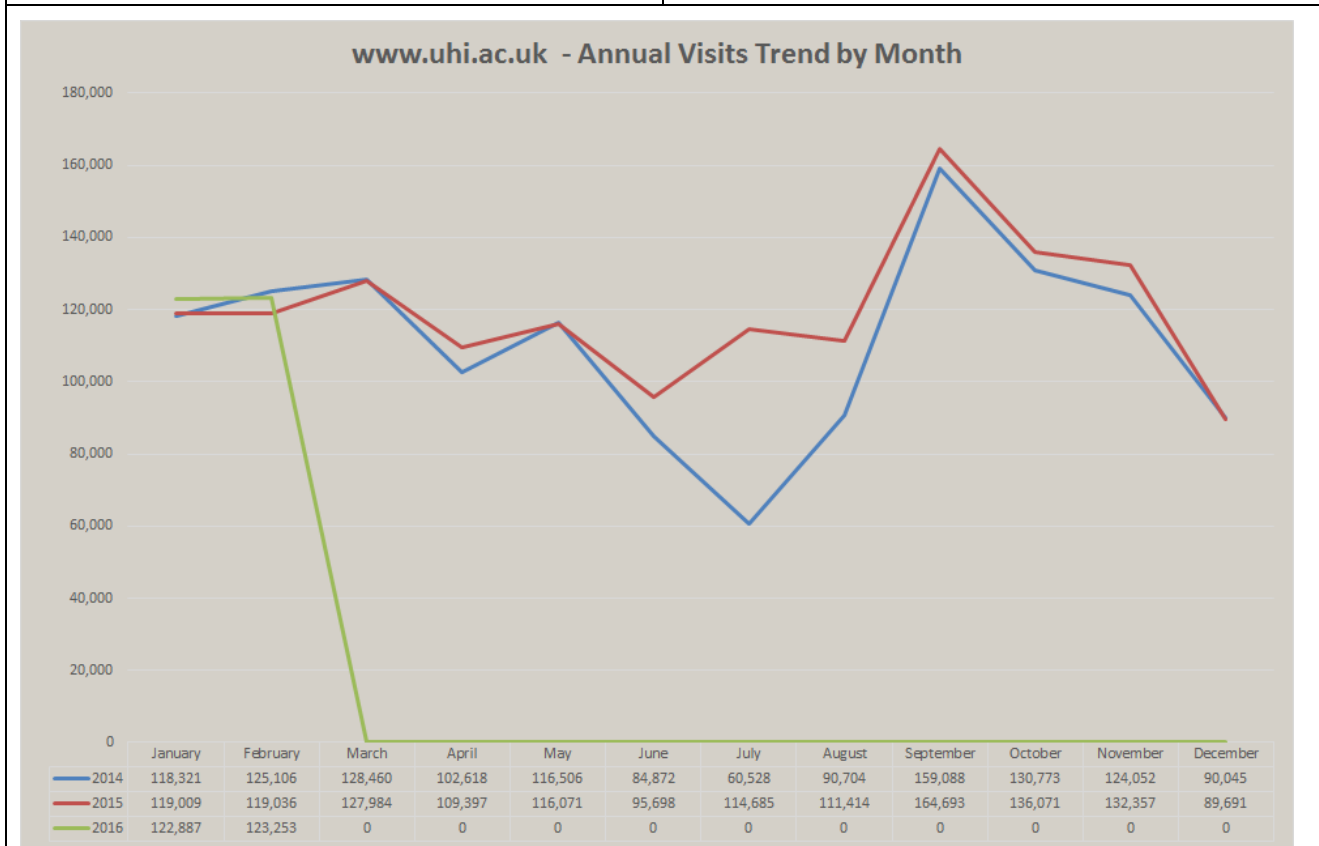


Visits – 123,253 (25% Internal)		2.1%	of users use the site search from Google Direct from outwith UK Mobile (of which 58.3% Apple) Average page load time
vs Last Month	▲3%	53%	
vs Last Year	▲3.5%	22% 10.4% 23.8% 4.09s	

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 Childhood Practice (5) BSc Hons Marine Science (9) BA Hons Adventure Tourism Mgmt (8) BA Hons Health Studies (4) MLitt Viking Studies (13) DipHE Professional Golf PGA (16) BSc Oral Health Science (6) 	<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 Hons Marine Science BA Hons Adventure Tourism Mgmt BSc Oral Health Science MLitt Viking Studies DipHE Professional Golf PGA

Applications

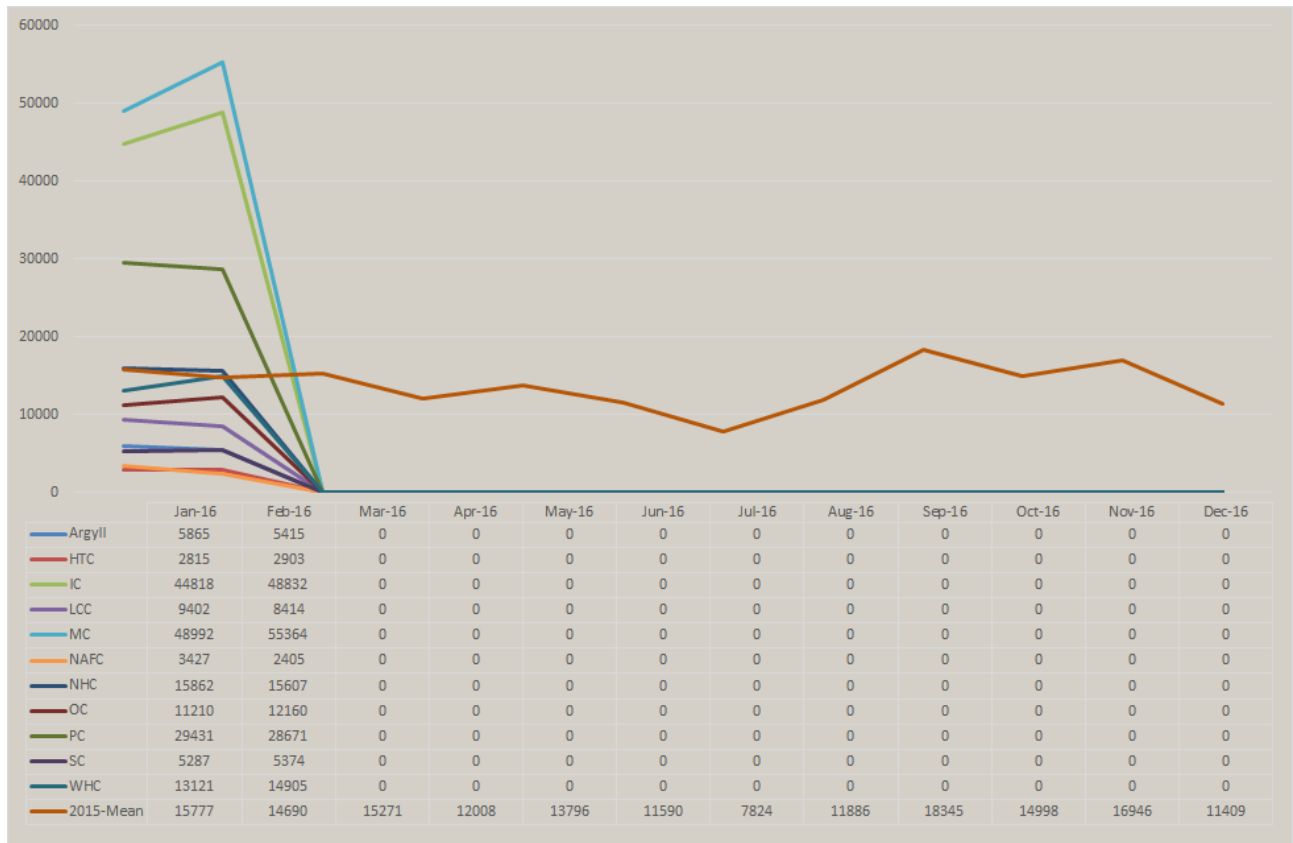
Clicks to UCAS 440 (68%)	Internal Applications (Degrees) 95 (75%) (pageviews)
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Social Media – Klout 65 (-)

Facebook Likes 15098 +164	Twitter Followers 8747 +134	YouTube Views 78889 +2302	Flickr Views 231644 +2894
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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	4449	sams.ac.uk	750
www.moray.uhi.ac.uk	3200		
www.perth.uhi.ac.uk	2333		
www.northhighland.uhi.ac.uk	1370		
www.orkney.uhi.ac.uk	952		
www.whc.uhi.ac.uk	909		
www.lews.uhi.ac.uk	853		
www.shetland.uhi.ac.uk	488		
www.argyll.uhi.ac.uk	483		
www.htc.uhi.ac.uk	408		

PPC Activity (-)

Campaign	Medium	Pageviews	Goal Value