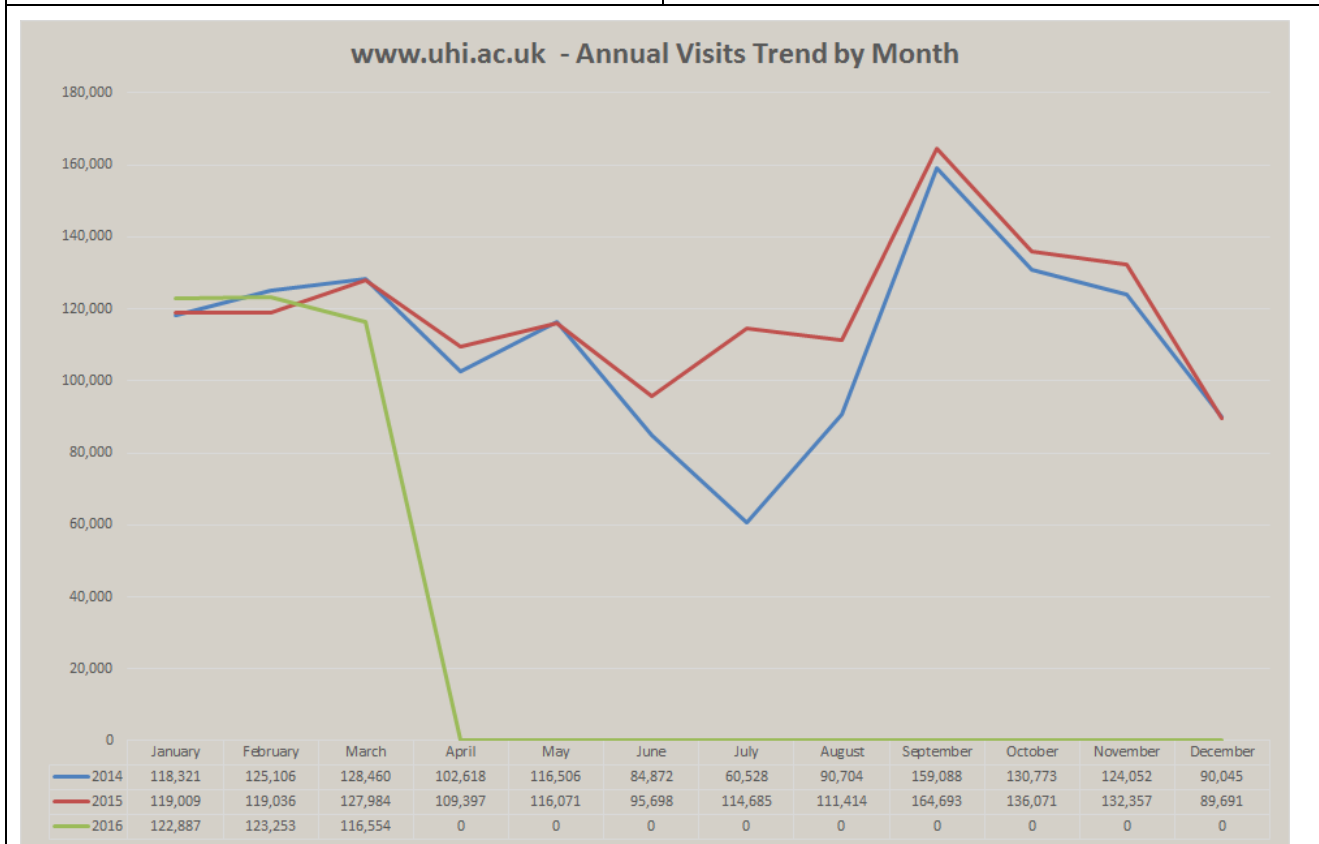


Visits – 116,554 (24% Internal)		2.0%	of users use the site search from Google Direct from outwith UK Mobile (of which 57.7% Apple) Average page load time
vs Last Month	▼5.4%	54%	
vs Last Year	▼9%	21.7% 11.2% 23.4% 4.19s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BA Hons Childhood Practice (4) BSc Hons Psychology (2) BA Hons Adventure Tourism Mgmt (6) BA Hons Child and Youth Studies (3) BSc Hons Marine Science (5) BA Hons Health Studies (-) BA Hons Sociology and Criminology (15) MLitt Viking Studies (8) HNC Social Sciences (18) 	<ol style="list-style-type: none"> PGDE Primary Teaching BSc Hons Psychology BA Hons Child and Youth Studies BA Hons Childhood Practice BA Hons Health Studies BSc Hons Marine Science BA Hons Adventure Tourism Mgmt MLitt Viking Studies BSc Oral Health Science BA Hons Sociology and Criminology

Applications

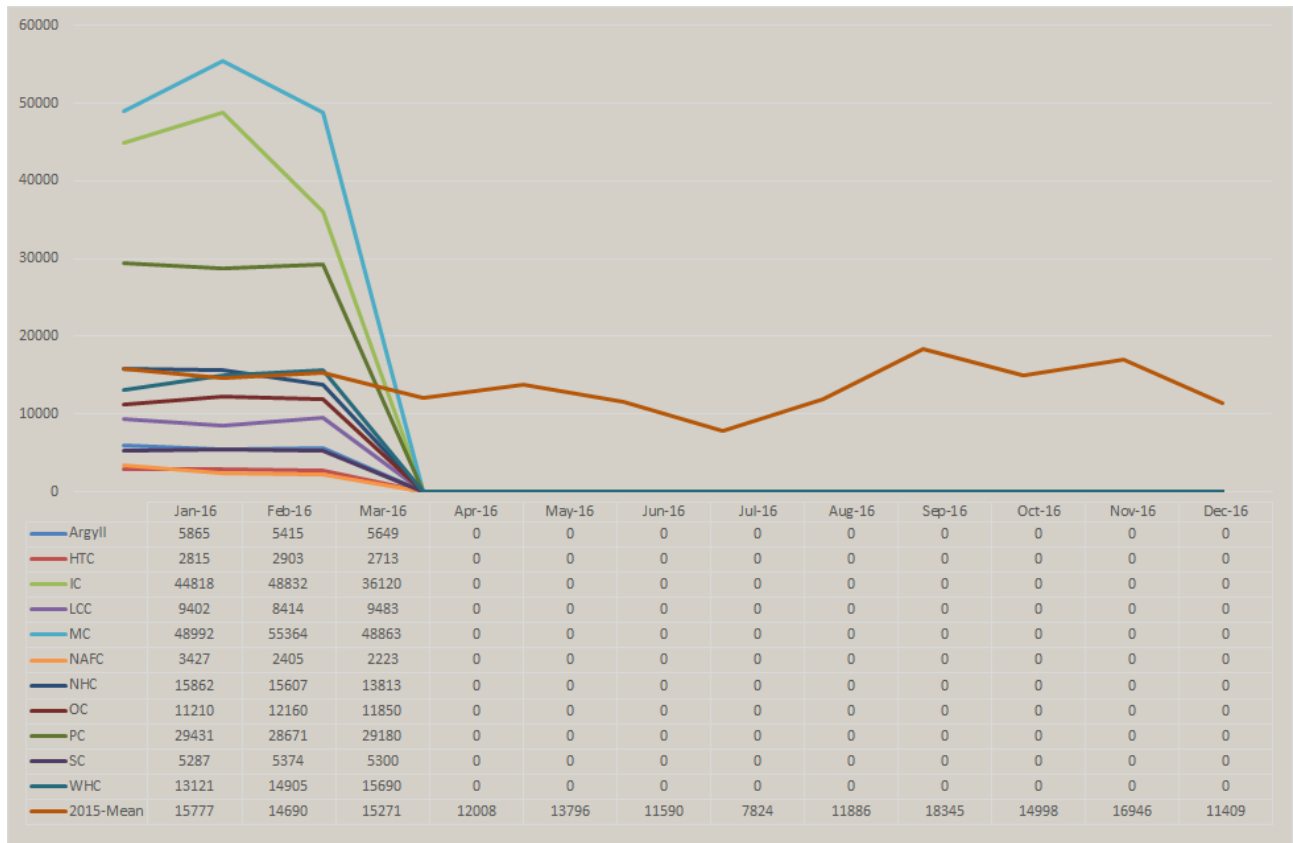
Clicks to UCAS 276 (63%)	Internal Applications (Degrees) 108 (14%) (pageviews)
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Social Media – Klout 65 (-)

Facebook Likes 15258 +160	Twitter Followers 8877 +130	YouTube Views 81158 +2269	Flickr Views 233648 +2004
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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 3902	sams.ac.uk 849
www.moray.uhi.ac.uk 2951	
www.perth.uhi.ac.uk 2379	
www.whc.uhi.ac.uk 1284	
www.northhighland.uhi.ac.uk 1061	
www.orkney.uhi.ac.uk 974	
www.lews.uhi.ac.uk 737	
www.shetland.uhi.ac.uk 395	
www.argyll.uhi.ac.uk 383	
www.htc.uhi.ac.uk 332	

PPC Activity (-)

Campaign	Medium	Pageviews	Goal Value