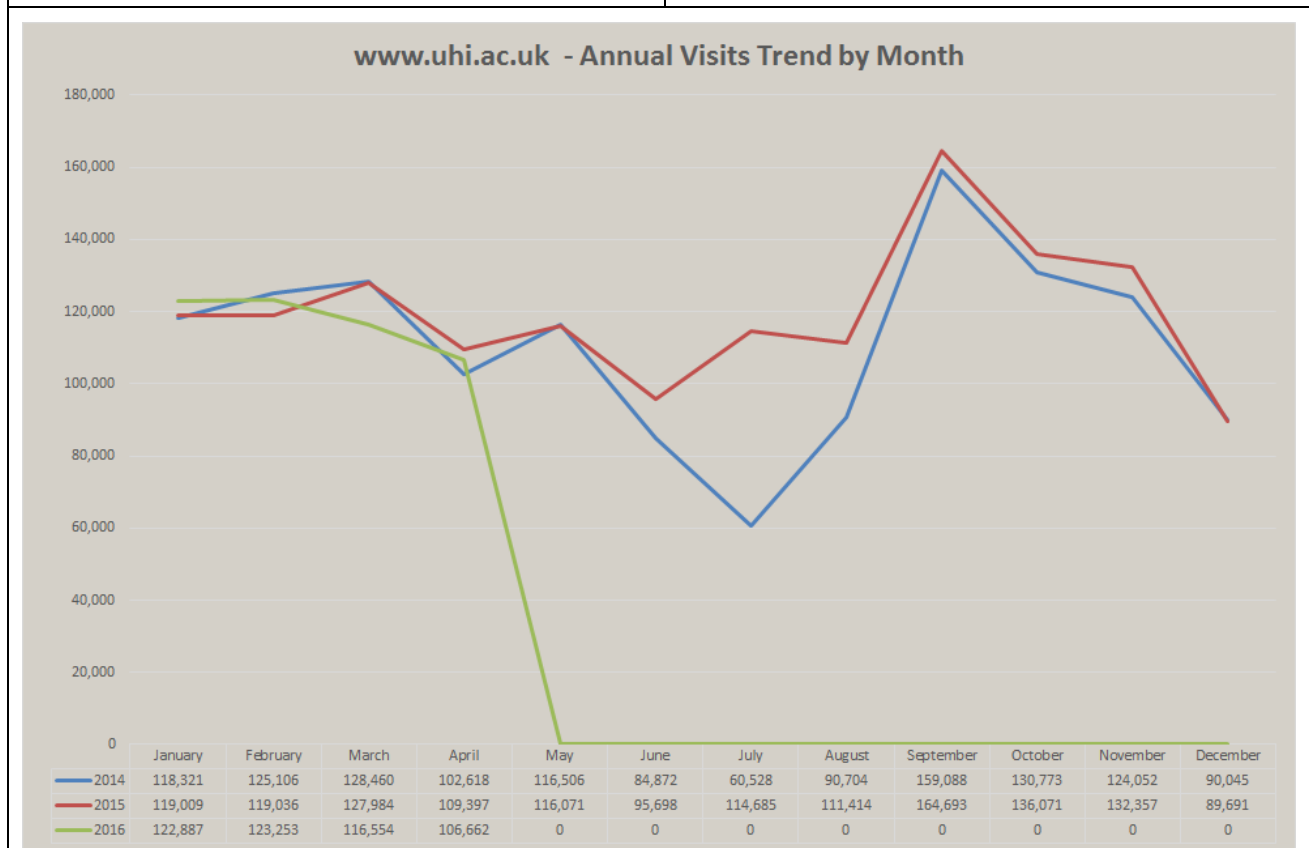


Visits – 106,662 (22% Internal)		2.1%	of users use the site search from Google Direct from outwith UK Mobile (of which 57.7% Apple) Average page load time
vs Last Month	▼8.5%	55%	
vs Last Year	▼2.5%	21.6% 12.4% 25.3% 4.08s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BSc Hons Psychology (3) BA Hons Adventure Tourism Mgmt (4) BA Hons Childhood Practice (2) BA Hons Child and Youth Studies (-) DipHE Professional Golf PGA (13) BSc Hons Marine Science (6) BA Hons Golf Management (11) MLitt Viking Studies (-) HNC Childhood Practice (14) 	<ol style="list-style-type: none"> PGDE Primary Teaching BSc Hons Psychology BA Hons Child and Youth Studies BA Hons Childhood Practice BA Hons Adventure Tourism Mgmt BA Hons Health Studies BSc Hons Marine Science MLitt Viking Studies DipHE Professional Golf PGA BA Hons Sociology and Criminology

Applications

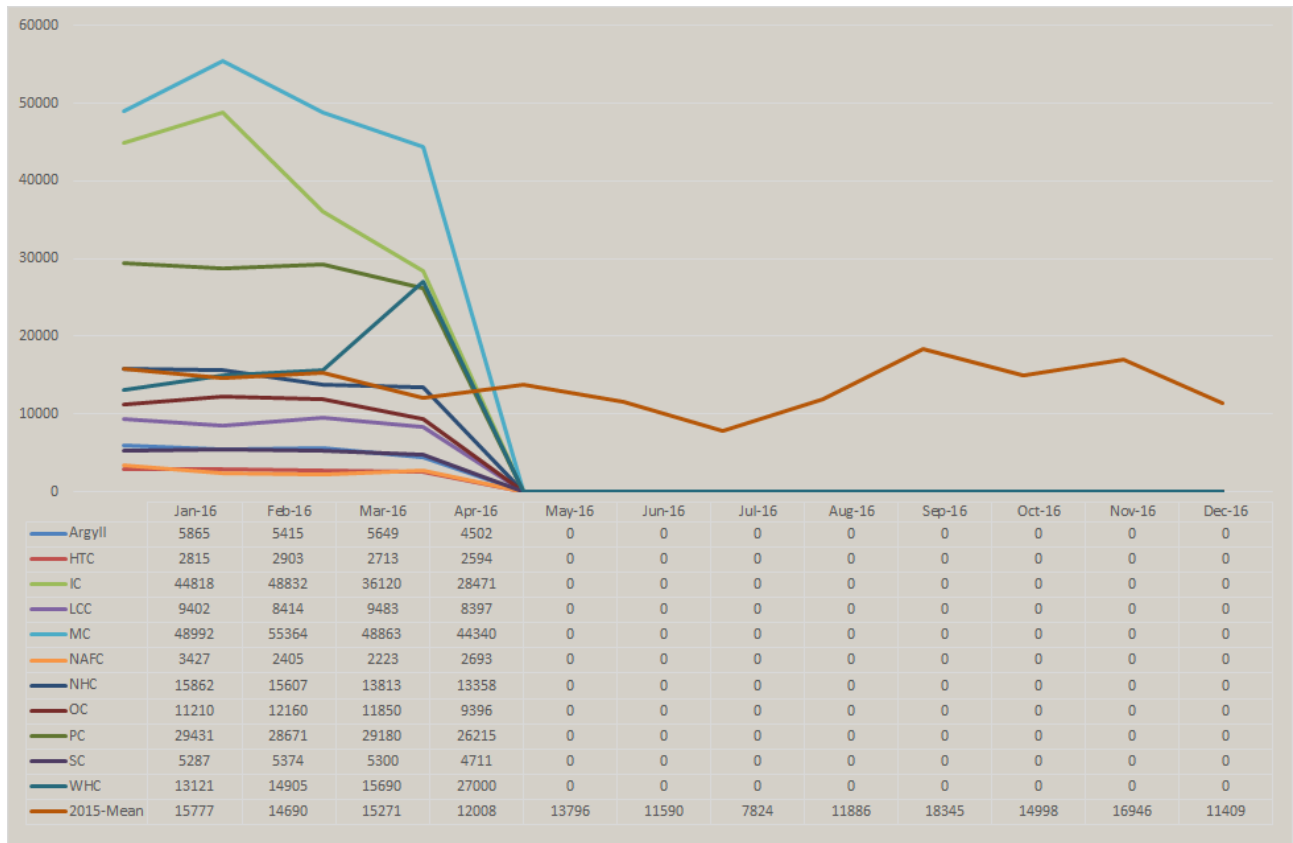
Clicks to UCAS 251 (9%)	Internal Applications (Degrees) 79 (17%) (pageviews)
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Social Media – Klout 64 (-1)

Facebook Likes 15469 +211	Twitter Followers 8977 +100	YouTube Views 84430 +3273	Flickr Views 236629 +2981
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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	3455	sams.ac.uk	803
www.moray.uhi.ac.uk	2504		
www.perth.uhi.ac.uk	1852		
www.whc.uhi.ac.uk	1544		
www.northhighland.uhi.ac.uk	1103		
www.orkney.uhi.ac.uk	764		
www.lews.uhi.ac.uk	760		
www.shetland.uhi.ac.uk	349		
www.argyll.uhi.ac.uk	346		
www.htc.uhi.ac.uk	342		

PPC Activity (-)

Campaign	Medium	Pageviews	Goal Value