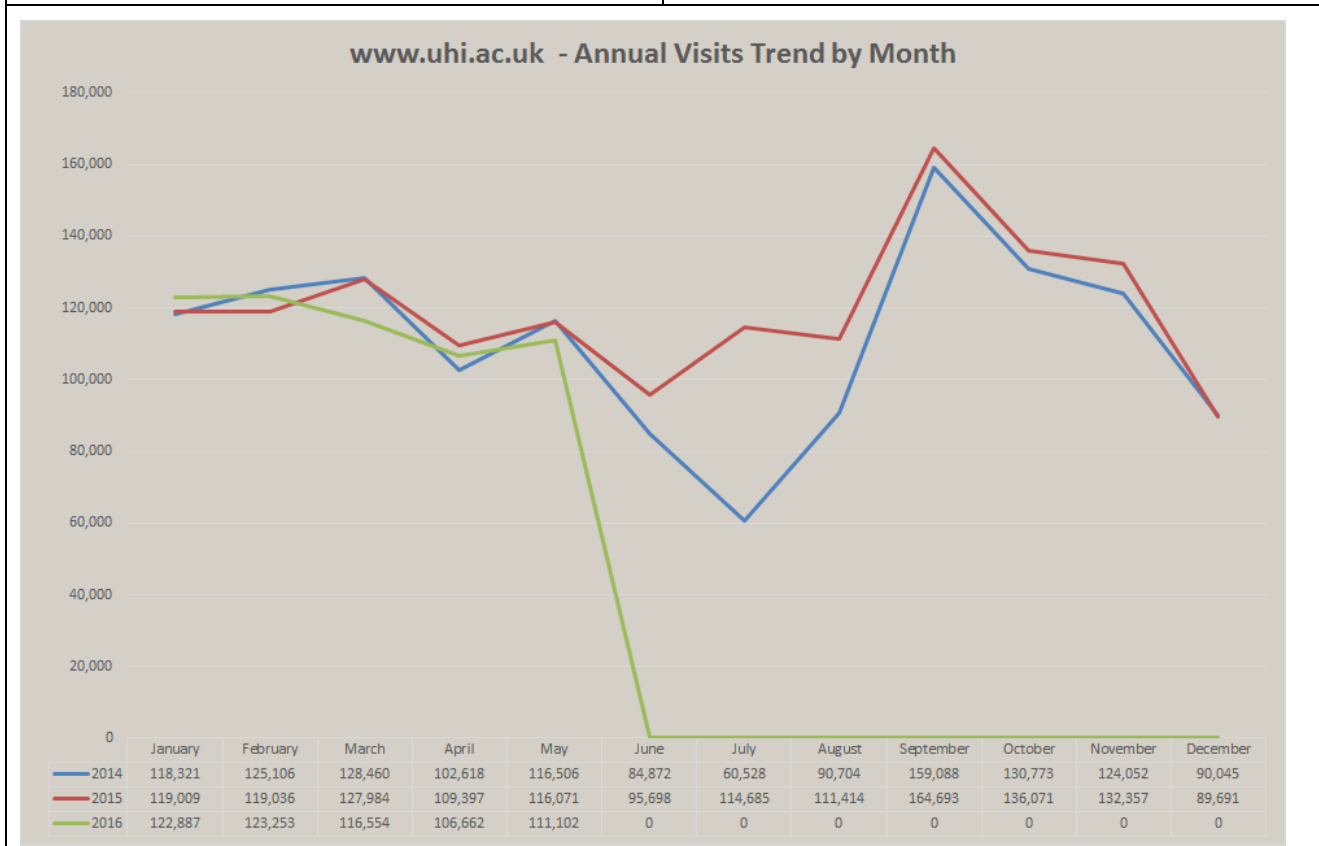


Visits – 106,662 (22% Internal)		2.2%	of users use the site search from Google Direct from outwith UK Mobile (of which 57.7% Apple) Average page load time
vs Last Month	▲4.2%	52.7%	
vs Last Year	▼4.3%	21% 13.9% 28.5% 3.94s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BSc Hons Psychology (-) BA Hons Childhood Practice (4) BA Hons Child and Youth Studies (5) BSc Hons Marine Science (7) MLitt Viking Studies (9) BA Hons Adventure Tourism Mgmt (3) BA Hons Health Studies (15) BSC Oral Health Science (19) BA Hons Business and Management (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 BA Hons Sociology and Criminology DipHE Professional Golf PGA

Applications

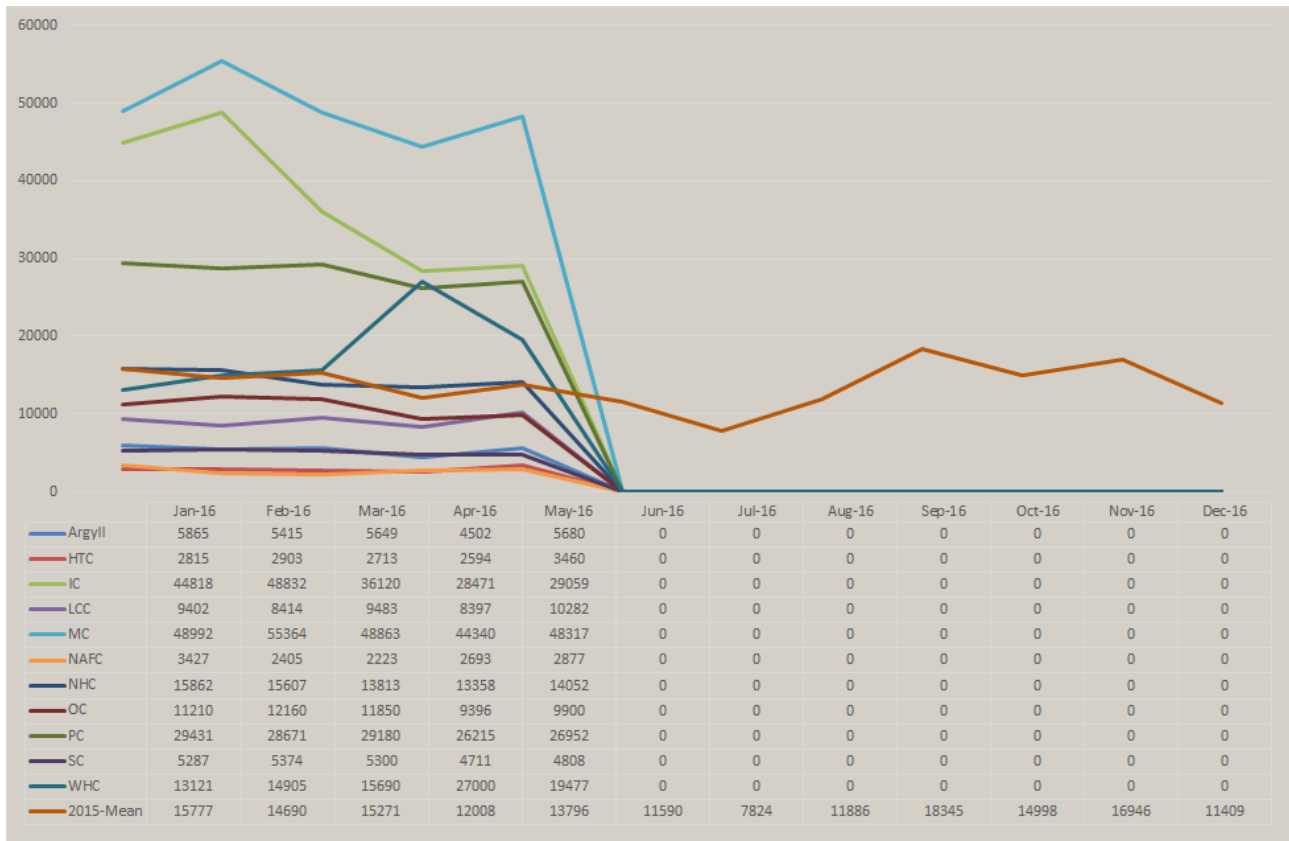
Clicks to UCAS 265 (5.6%)	Internal Applications (Degrees) 94 (19%) (pageviews)
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Social Media – Klout 65 (+1)

Facebook Likes 15702 +233	Twitter Followers 9081 +104	YouTube Views 88172 +3742	Flickr Views 238383 +1754
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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	3386	sams.ac.uk	660
www.moray.uhi.ac.uk	2160		
www.perth.uhi.ac.uk	1996		
www.whc.uhi.ac.uk	936		
www.northhighland.uhi.ac.uk	882		
www.lews.uhi.ac.uk	732		
www.orkney.uhi.ac.uk	694		
www.argyll.uhi.ac.uk	432		
www.htc.uhi.ac.uk	368		
www.shetland.uhi.ac.uk	349		

PPC Activity (-)

Campaign	Medium	Pageviews	Goal Value