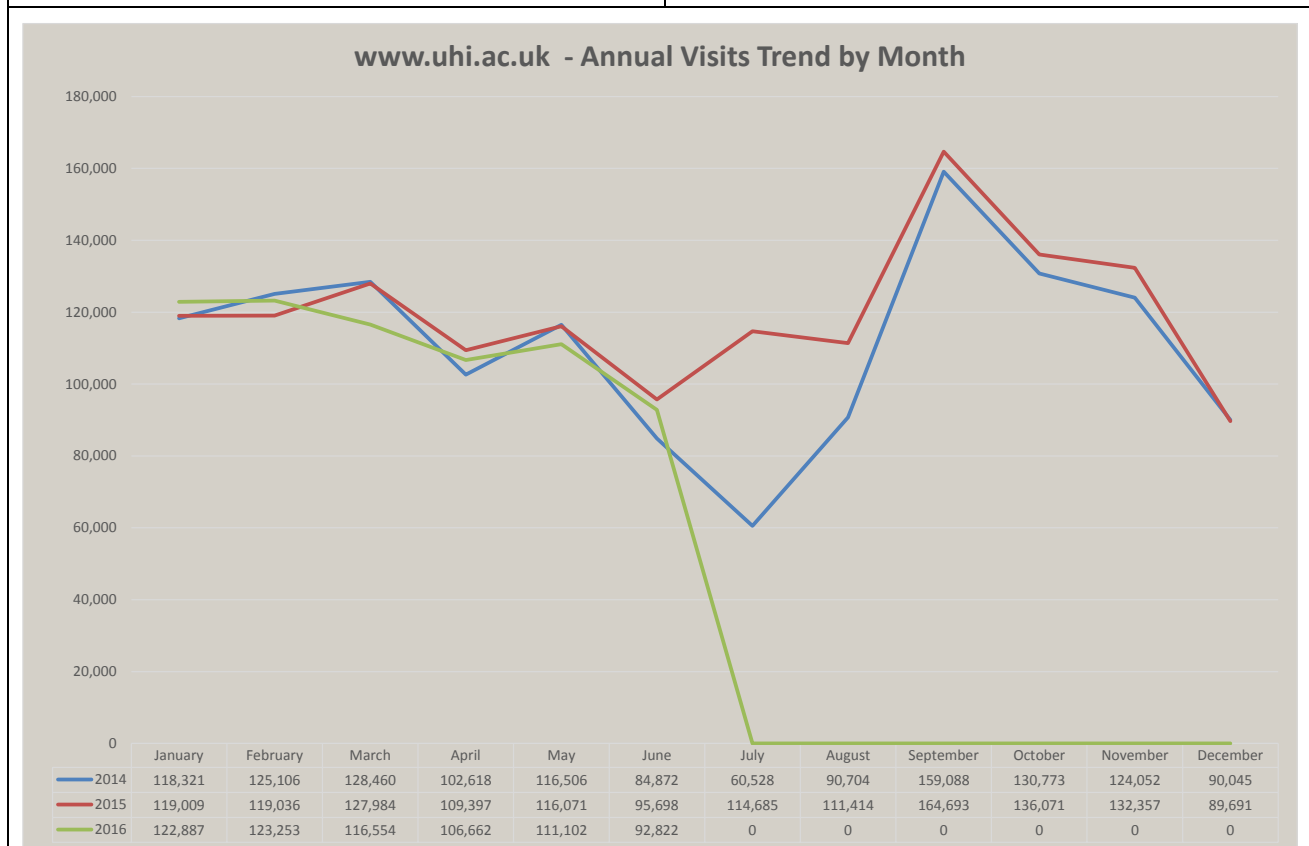


<b>Visits – 92,822 (19% Internal)</b>		2.6%	of users use the site search from Google Direct from outwith UK Mobile (of which 48.8% Apple) Average page load time
vs Last Month	▼16.5%	51.8%	
vs Last Year	▼3%	17.7%	
		14.5%	
		34.4%	
		4.62s	

<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>PGDE Primary Teaching (-)</li> <li>BA Hons Child and Youth Studies (4)</li> <li>BSc Hons Psychology (2)</li> <li>BA Hons Childhood Practice (3)</li> <li>BA Hons Adventure Tourism Mgmt (7)</li> <li>BSc Hons Marine Science (5)</li> <li>BA Hons Health Studies (8)</li> <li>MA Health and Wellbeing (18)</li> <li>HNC Childhood Practice (19)</li> <li>PGDE Secondary Teaching English Medium (34)</li> </ol>	<ol style="list-style-type: none"> <li>PGDE Primary Teaching</li> <li>BSc Hons Psychology</li> <li>BA Hons Child and Youth Studies</li> <li>BA Hons Childhood Practice</li> <li>BA Hons Adventure Tourism Mgmt</li> <li>BSc Hons Marine Science</li> <li>BA Hons Health Studies</li> <li>MLitt Viking Studies</li> <li>DipHE Professional Golf PGA</li> <li>BA Hons Sociology and Criminology</li> </ol>

**Applications**

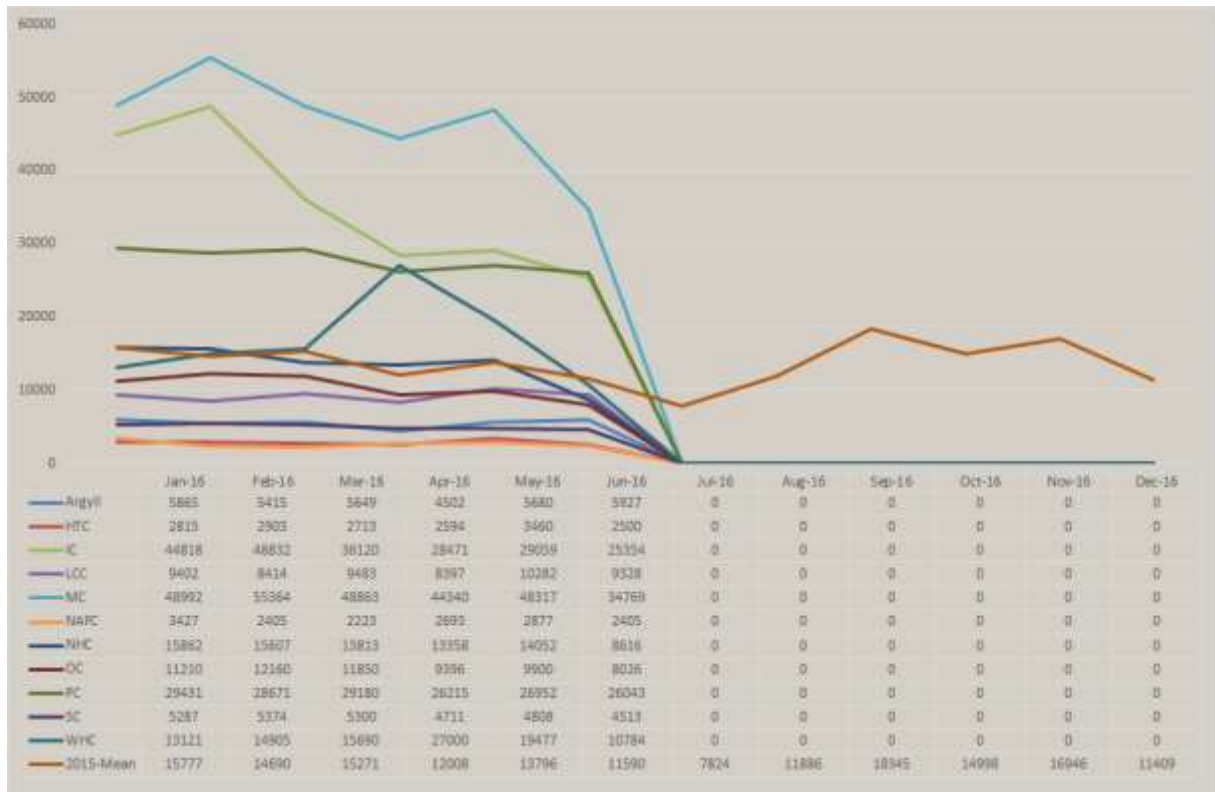
Clicks to UCAS 282 (6.4%)	Internal Applications (Degrees) 97 (3.2%) (pageviews)
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**Social Media – Klout 65 (-)**

<b>Facebook Likes</b> 16075 +373	<b>Twitter Followers</b> 9189 +108	<b>YouTube Views</b> 90157 +1985	<b>Flickr Views</b> 239679 +1296
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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	sams.ac.uk
www.perth.uhi.ac.uk	363
www.moray.uhi.ac.uk	
www.northhighland.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.lews.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.argyll.uhi.ac.uk	
www.shetland.uhi.ac.uk	
www.htc.uhi.ac.uk	

### PPC Activity (-)

Campaign	Medium	Pageviews	Goal Value
ArticulationAd16	FB	5465	£61.50
2016_PGDE_fb_push	FB	1541	£488.50
2016PhDStudentships	FB	958	£63.00
2016PhDStudentships	FB	435	£97.50
MSc Health and Wellbeing and Infection Prevention and Control	FB	324	£172.50
UHIEvents2016	FB	184	£166.00
hijobs	FB	177	£0.00
EngWomen2016	FB	134	£7.50
Clearing2016	FB	124	£7.50
SportsPromo2016	FB	117	£6.50