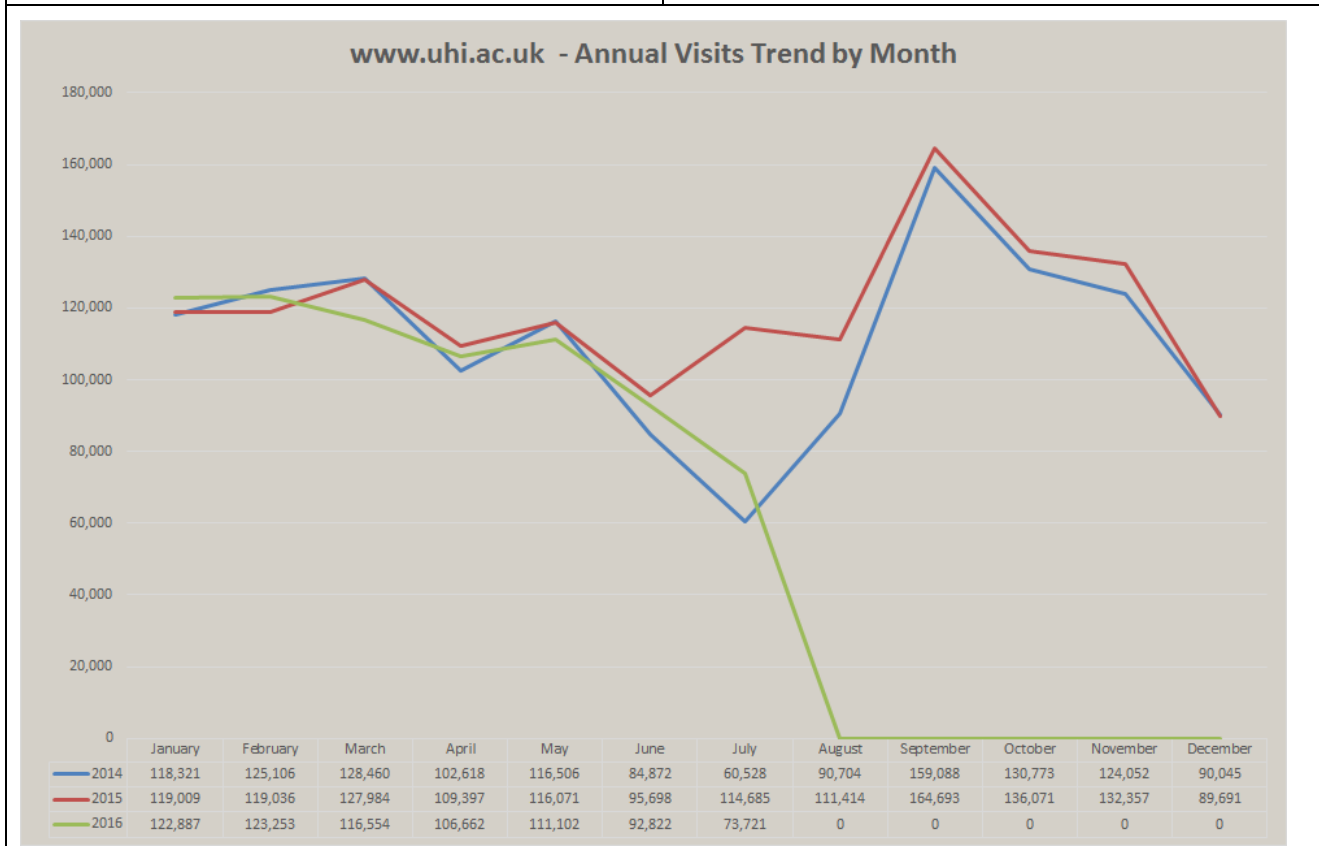


Visits – 73,721 (13% Internal)		2.5%	of users use the site search from Google Direct from outwith UK Mobile (of which 50.8% Apple) Average page load time
vs Last Month	▼20.5%	54%	
vs Last Year	▼36%	16.4% 17.4% 36.2% 3.88s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BA Hons Fine Art (45) MSc Applied Bioscience Skills for Ind (74) PGDE Primary Teaching (1) BSc Hons Psychology (3) BA Hons Child and Youth Studies (2) BSc Hons Marine Science (-) BA Hons Adventure Tourism Mgmt (5) MLitt Viking Studies (11) BA Hons Health Studies (7) MSc Leadership and Management (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 Adventure Tourism Mgmt BSc Hons Marine Science BA Hons Health Studies MLitt Viking Studies BA Hons Fine Art BA Hons Sociology and Criminology

Applications

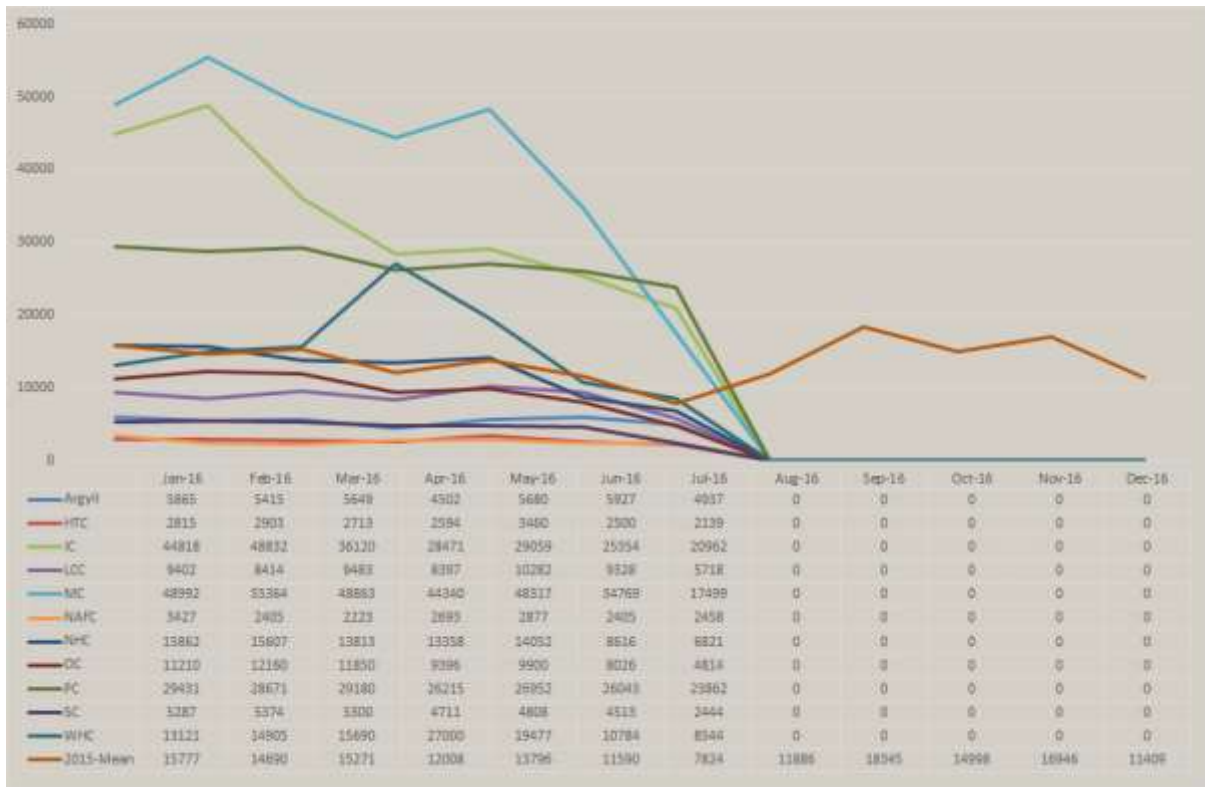
Clicks to UCAS 261 (7.5%)	Internal Applications (Degrees) 97 (-) (pageviews)
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Social Media – Klout 66 (+1)

Facebook Likes 17599 +1574	Twitter Followers 9279 +90	YouTube Views 91963 +1806	Flickr Views 241328 +1649
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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	2841	
www.perth.uhi.ac.uk	1825	
www.moray.uhi.ac.uk	1136	
www.northhighland.uhi.ac.uk	750	
www.whc.uhi.ac.uk	669	
www.lews.uhi.ac.uk	491	
www.orkney.uhi.ac.uk	481	
www.argyll.uhi.ac.uk	393	
www.shetland.uhi.ac.uk	294	
www.htc.uhi.ac.uk	232	
	sams.ac.uk	413

PPC Activity (£3814.06, 4.6% of ext)

Campaign	Medium	Pageviews	Goal Value
CFHMasters2016	FB	4566	£301.00
AppliedBioscienceFBJul16	FB	1134	£431.00
MCFineArt2016	FB	1067	£464.00
MSc Health and Wellbeing and Infection Prevention and Control	FB	678	£64.50
Clearing2016	FB	480	£168.50
DipHEDentalTechJul16	FB	226	£98.50
Forfront186	??	169	£2.50
2016PhDStudentships	FB	89	£5.00
ArticulationAd16	FB	83	£0.00
PublicLoginPage	??	67	£6.50