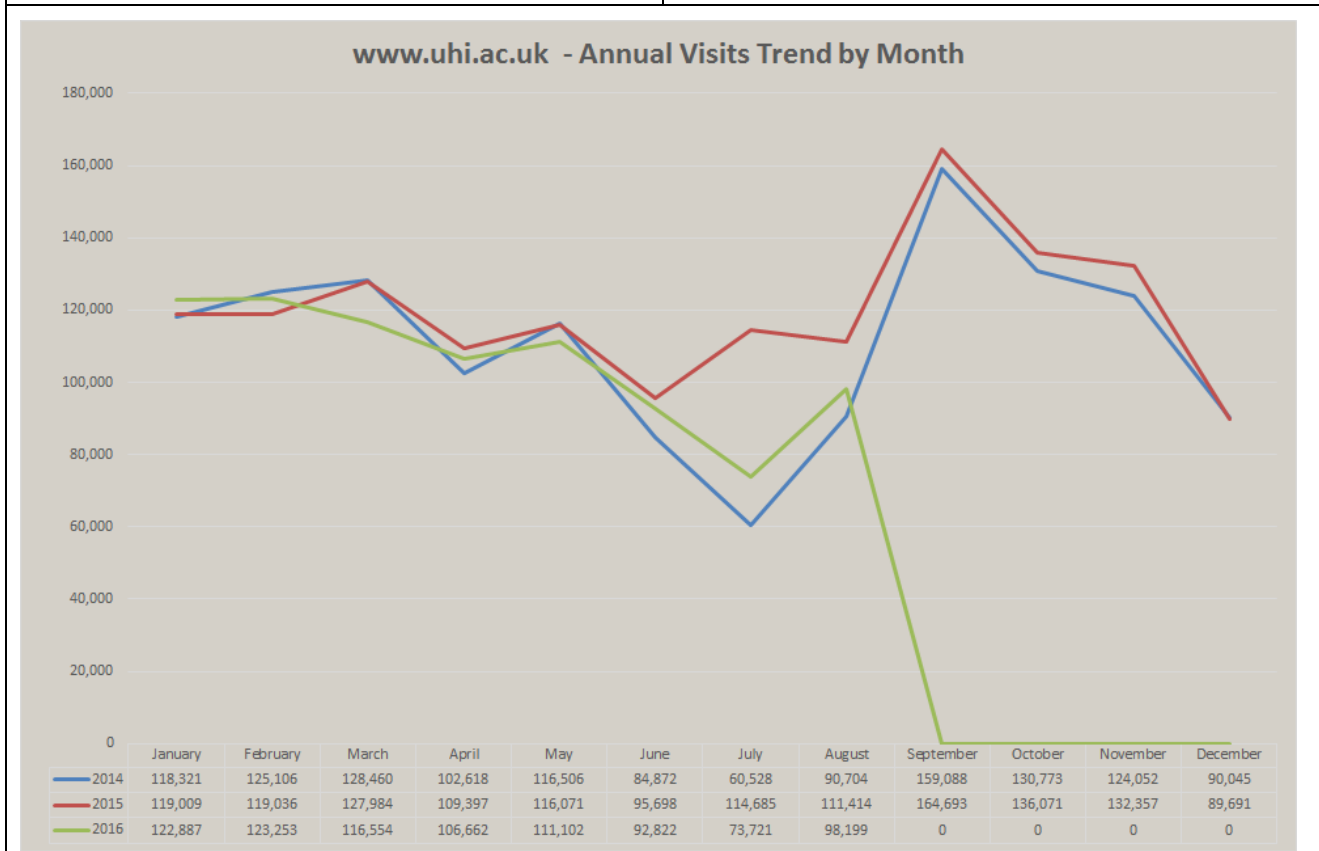


Visits – 98,199 (19% Internal)		3%	of users use the site search from Google Direct from outwith UK Mobile (of which 61% Apple) Average page load time
vs Last Month	▲33%	58.4%	
vs Last Year	▼12%	17.7%	
		14%	
		33.6%	
		3.1s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (3) BA Hons Theological Studies (65) BSc Hons Psychology (4) BA Hons Child and Youth Studies (5) BA Hons Adventure Tourism Mgmt (7) BSc Hons Marine Science (-) BA Hons Childhood Practice (14) HNC Applied Sciences Pathway to Med (23) BA Hons Business and Management (13) BA Hons Sociology and Criminology (17) 	<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 Sociology and Criminology BA Hons Business and Management

Applications

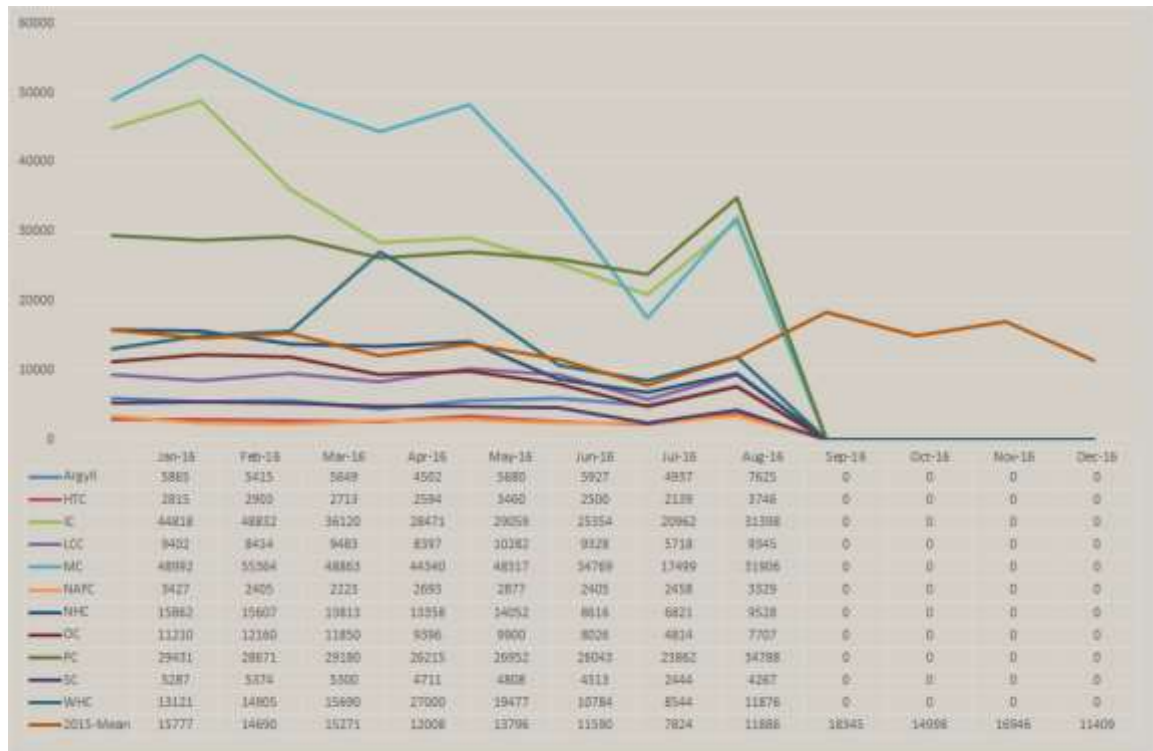
Clicks to UCAS 353 (35%)	Internal Applications (Degrees) 112 (15%) (pageviews)
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Social Media – Klout 65 (-1)

Facebook Likes 17876 +277	Twitter Followers 9376 +97	YouTube Views 107969 +16006	Flickr Views 242675 +1347
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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	4321	
www.perth.uhi.ac.uk	2744	
www.moray.uhi.ac.uk	2081	
www.whc.uhi.ac.uk	925	
www.northhighland.uhi.ac.uk	850	
www.lews.uhi.ac.uk	842	
www.orkney.uhi.ac.uk	696	
www.argyll.uhi.ac.uk	620	
www.htc.uhi.ac.uk	582	
www.shetland.uhi.ac.uk	488	
	sams.ac.uk	692

PPC Activity (£917.48, 0.7% of ext)

Campaign	Medium	Pageviews	Goal Value
TheologyAdAug2016	FB	1202	£426
Graduation2016Dates	FB	142	£1.50
MCAAUG2016	FB	87	£2.50
2016_PGDE_fb_push	FB	83	£1.50
LCCAUG2016	FB	68	0
KAW Wave 1 - Group 1 Networked UCAS plus Direct UF accepted Moray	eMail	67	£2.00
PublicLoginPage	WiFi	62	£10.00
MCFineArt2016	FB	56	£16.00
MSc Health and Wellbeing and Infection Prevention and Control	eMail	51	£1.50
Clearing2016	UCAS	48	£21.50