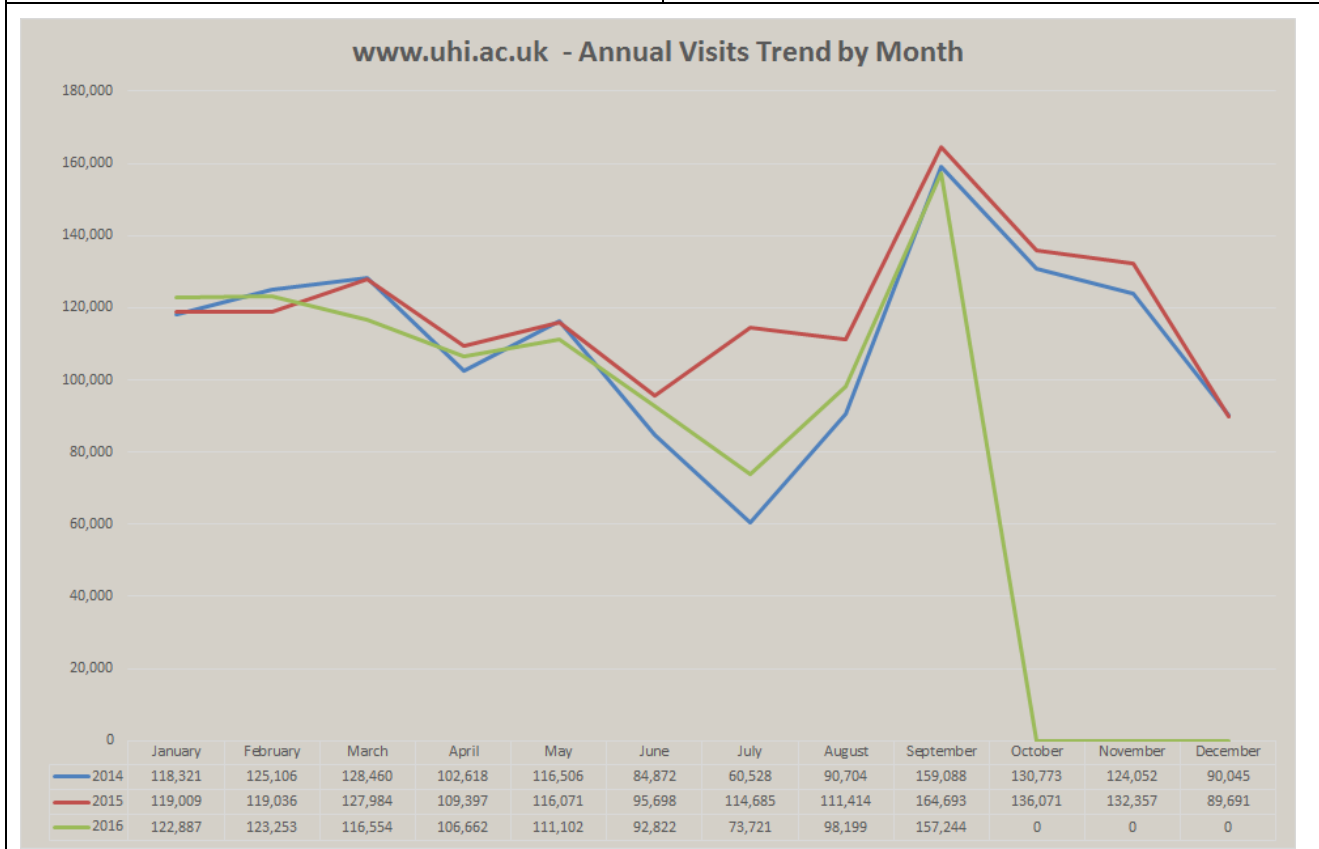


Visits – 157244 (27% Internal)		2.4%	of users use the site search from Google Direct from outwith UK Mobile (of which 56.8% Apple) Average page load time
vs Last Month	▲60%	55.5%	
vs Last Year	▼4.5%	20.5%	
		9.3%	
		28.4%	
		2.99s	

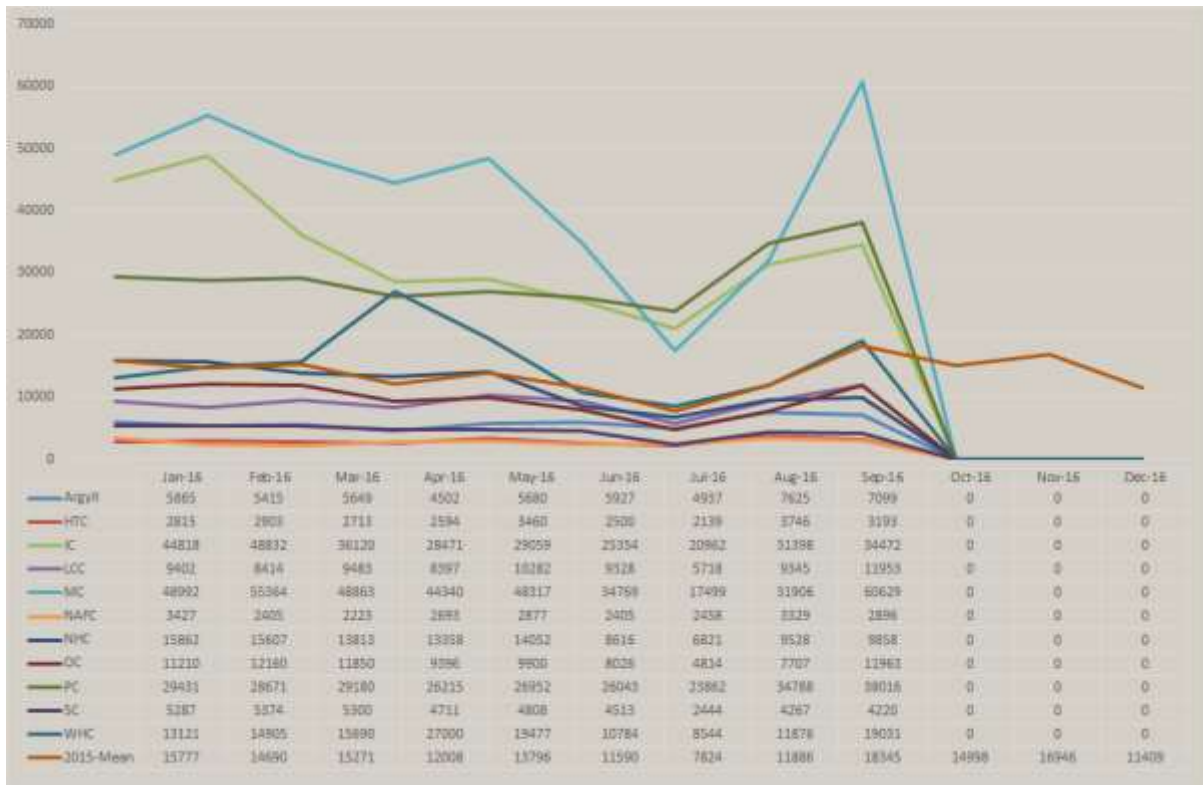
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (1) BSc Hons Psychology (-) BA Hons Child and Youth Studies (-) BSc Hons Marine Science (6) BA Hons Sociology and Criminology (10) BA Hons Adventure Tourism Mgmt (5) HNC Applied Sciences Pathway to Med (-) BA Hons Childhood Practice (7) BSc Oral health Science (15) 	<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 BA Hons Sociology and Criminology MLitt Viking Studies BA Hons Business and Management

Applications	
Clicks to UCAS 303 (15%)	Internal Applications (Degrees) 124 (10.7%) (pageviews)



Social Media – Klout 67 (+2)			
Facebook Likes 18329 +453	Twitter Followers 9514 +138	YouTube Views 110771 +2802	Flickr Views 244824 +2149

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.moray.uhi.ac.uk	sams.ac.uk
www.inverness.uhi.ac.uk	523
www.perth.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.northhighland.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.lews.uhi.ac.uk	
www.argyll.uhi.ac.uk	
www.shetland.uhi.ac.uk	
www.htc.uhi.ac.uk	

PPC Activity (£999.22, 1.3% of ext)

Campaign	Medium	Pageviews	Goal Value
NursingRelease16	FB	2807	£470.00
NursingOpenSep	FB	826	£178.00
PublicLoginPage	Public WiFi	211	£14.00
LCCAug2016	FB	149	£1.00
obraichean-gaidhlig	Job Board	88	£0.00
MSc Health and Wellbeing and Infection Prevention and Control	Newsletter	60	£0.50
hijobs	Job Board	50	£0.00
2016_PGDE_fb_push	FB	40	£1.50
Clearing2016	UCAS	36	£3.00
MBAaviationInt2015	FB	23	£10.50