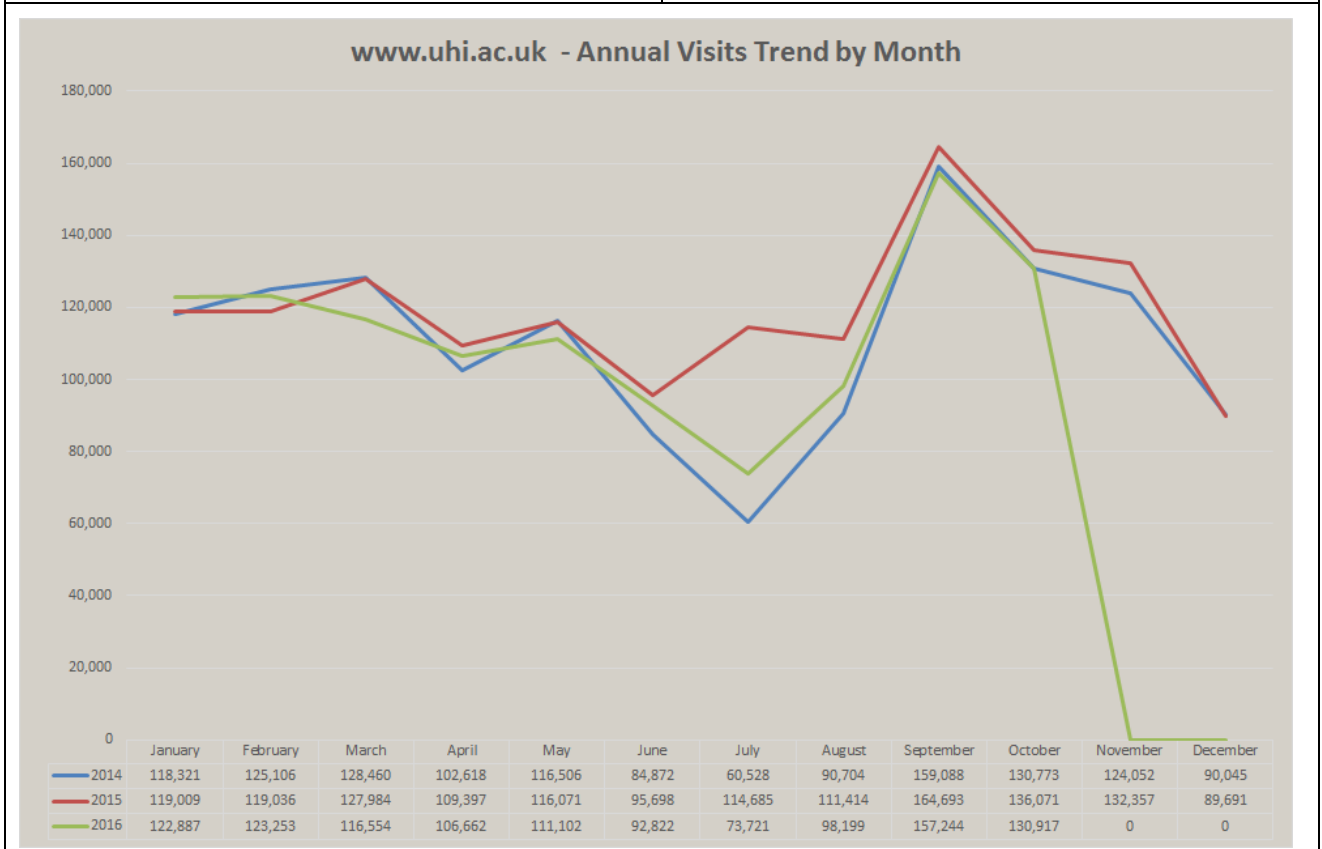


Visits – 130,917 (22% Internal)		2.2%	of users use the site search from Google Direct from outwith UK Mobile (of which 56.8% Apple) Average page load time
vs Last Month	▼16.7%	54.8%	
vs Last Year	▼3.8%	19.6%	
		11.8%	
		25.6%	
		3.26s	

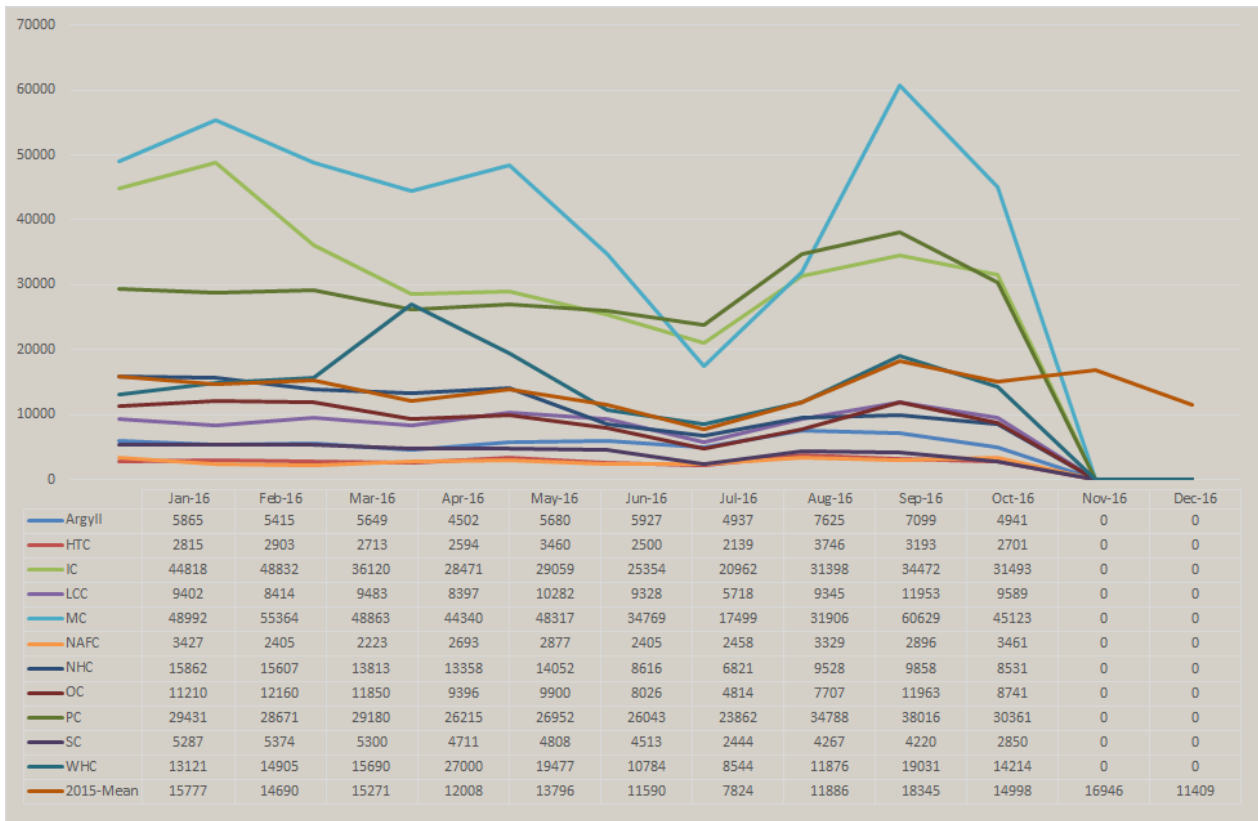
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (-) BSc Hons Psychology (-) BA Hons Adventure Tourism Mgmt (7) BA Hons Child and Youth Studies (4) BA Hons Childhood Practice (9) BSc Hons Marine Science (5) BSc Oral health Science (10) BA Hons History (16) BA Hons Business and Management (11) 	<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) 79 (36.3%) (pageviews)



Social Media – Klout 67 (-)			
Facebook Likes 18578 +249	Twitter Followers 9624 +110	YouTube Views 113192 +2421	Flickr Views 246623 +1799

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	3571
www.moray.uhi.ac.uk	2976
www.perth.uhi.ac.uk	2374
www.whc.uhi.ac.uk	1007
www.northhighland.uhi.ac.uk	930
www.lews.uhi.ac.uk	804
www.orkney.uhi.ac.uk	791
www.argyll.uhi.ac.uk	501
www.htc.uhi.ac.uk	424
www.shetland.uhi.ac.uk	301

From non-One-Web

sams.ac.uk	346
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PPC Activity (£600, 0.5% of ext)

Campaign	Medium	Pageviews	Goal Value
NursingInvOpenNov16	FB	578	£548.00
NursingOpenSep	FB	215	£3.00
PublicLoginPage	Public WiFi	202	£15.00
MerikaResearchDay16	FB	92	£0.00
2016_PGDE_fb_push	Fb	77	£1.50
2016PhDStudentships	FB	64	£7.50
hijobs	Jobs	60	£100.50
Clearing2016	FB	48	£2.50
NursingOpenSep	FB	43	£4.00
MorayOpenDayOct16	FB	34	£1.50