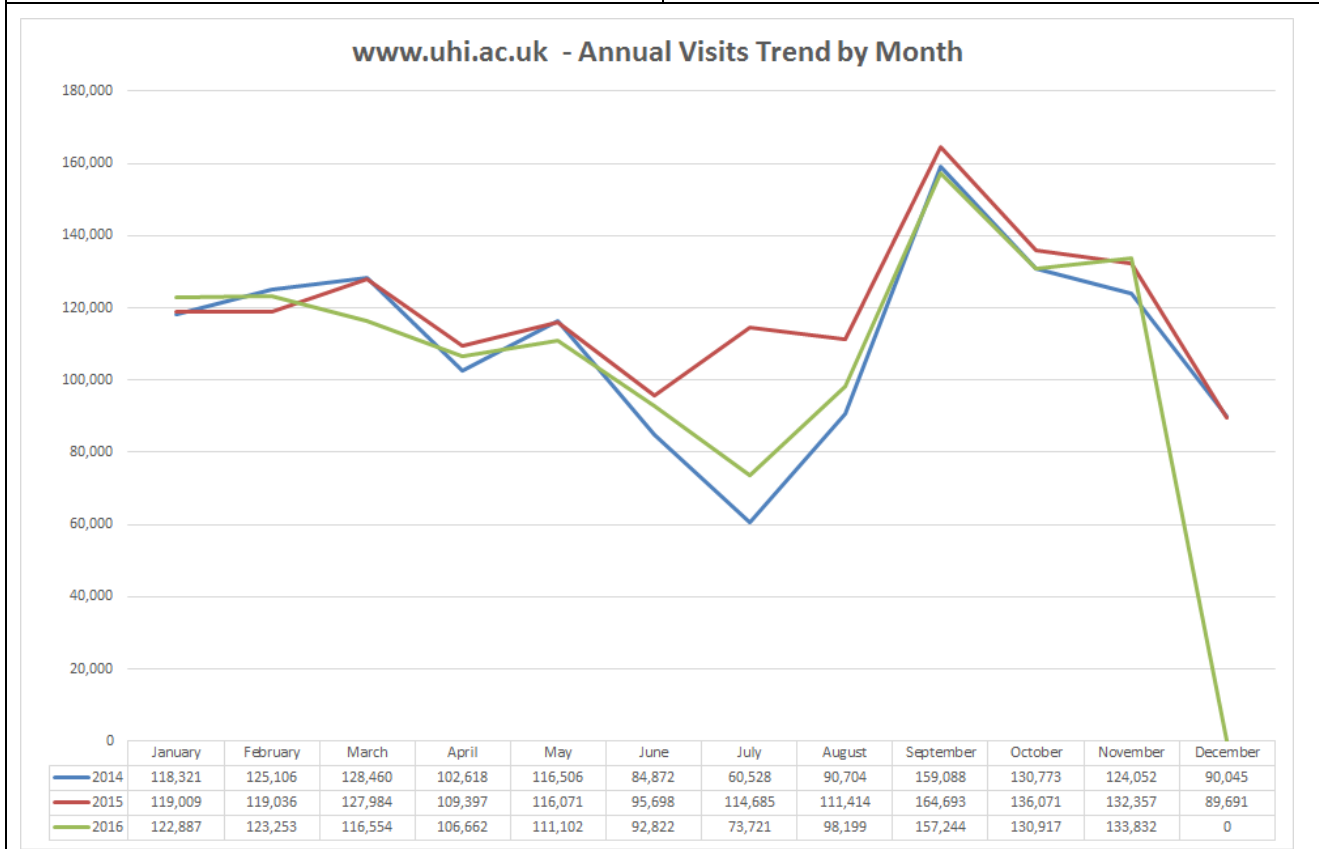


Visits – 133,832 (24% Internal)		2.1%	of users use the site search from Google Direct from outwith UK Mobile (of which 57.4% Apple) Average page load time
vs Last Month	▲2.2%	56.5%	
vs Last Year	▲1.1%	19.6% 11.3% 24.2% 3.33s	

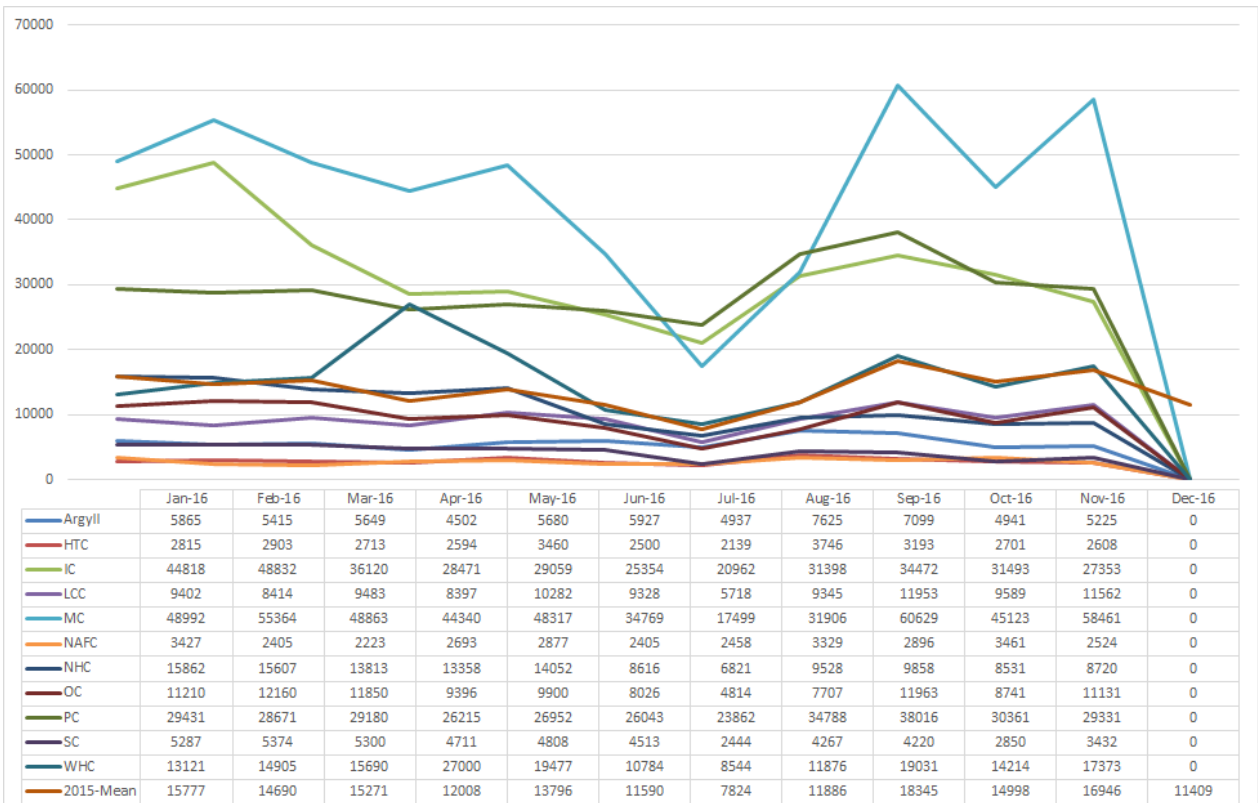
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (2) BSc Nursing (1) BSc Hons Psychology (-) BA Hons Child and Youth Studies (5) BA Hons Childhood Practice (6) BSc Hons Marine Science (7) HNC Childhood Practice (20) BA Hons Sociology & Criminology (11) BA Hons Adventure Tourism Mgmt (4) MLitt Viking Studies (12) 	<ol style="list-style-type: none"> PGDE Primary Teaching BSc Hons Psychology BA Hons Child and Youth Studies BA Hons Childhood Practice BSc Hons Marine Science BA Hons Adventure Tourism Mgmt BA Hons Health Studies BA Hons Sociology and Criminology MLitt Viking Studies BA Hons Business and Management

Applications	
Clicks to UCAS 436 (44%)	Internal Applications (Degrees) - (-) (pageviews)



Social Media – Klout 67 (-)			
Facebook Likes 18798 +220	Twitter Followers 9737 +113	YouTube Views 115405 +2213	Flickr Views 247583 +960

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk	3528
www.moray.uhi.ac.uk	3129
www.perth.uhi.ac.uk	2354
www.whc.uhi.ac.uk	1095
www.lews.uhi.ac.uk	958
www.northhighland.uhi.ac.uk	902
www.orkney.uhi.ac.uk	888
www.argyll.uhi.ac.uk	430
www.htc.uhi.ac.uk	396
www.shetland.uhi.ac.uk	309
	sams.ac.uk
	472

PPC Activity (£1237.15, 0.3% of ext)

Campaign	Medium	Pageviews	Goal Value
NursingWIOpenNov16	FB	247	£352.50
PublicLoginPage	Public WiFi	236	£21.50
hijobs	Jobs	124	£0.00
NursingRelease16	FB	111	£0.00
2016_PGDE_fb_push	FB	50	£0.00
2016PhDStudentships	FB	41	£6.00
NursingInvOpenNov16	FB	28	£3.00
201415 DLHE Graduates	FB	15	£0.00
MorayOpenDayOct16	FB	15	£0.50
buffer	TW	14	£0.00