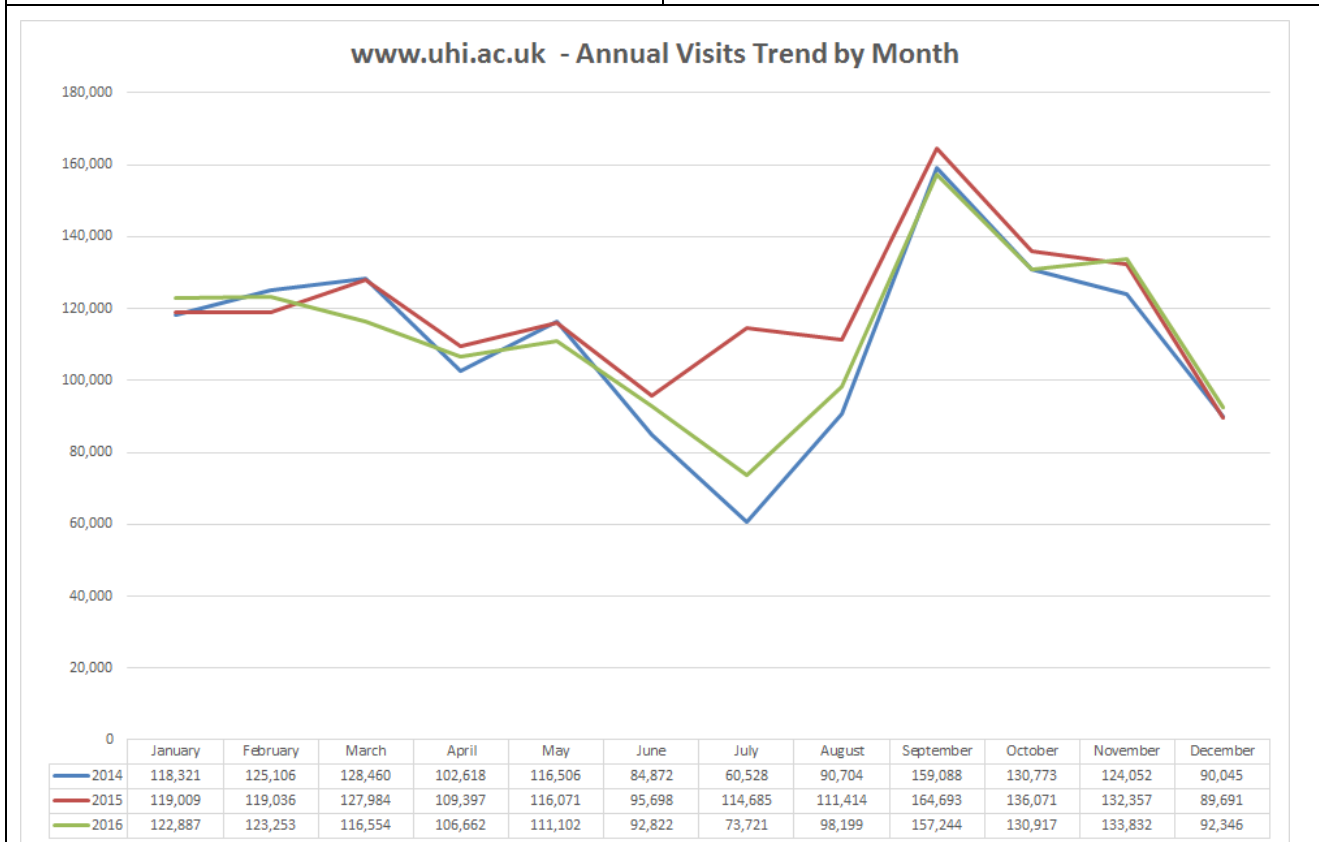


Visits – 92,346 (22% Internal)		2.2%	of users use the site search from Google Direct from outwith UK Mobile (of which 57.4% Apple) Average page load time
vs Last Month	▼31%	57.5%	
vs Last Year	▲3%	18.3%	
		13.4%	
		27.6%	
		3.45s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BSc Nursing (-) BSc Hons Psychology (-) BA Hons Child and Youth Studies (-) PGDE Secondary Teaching (11) BA Hons Childhood Practice (5) BSc Hons Marine Science (6) BA Hons Adventure Tourism Mgmt (9) BA Hons Business and Management (12) MLitt Viking Studies (-) 	<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

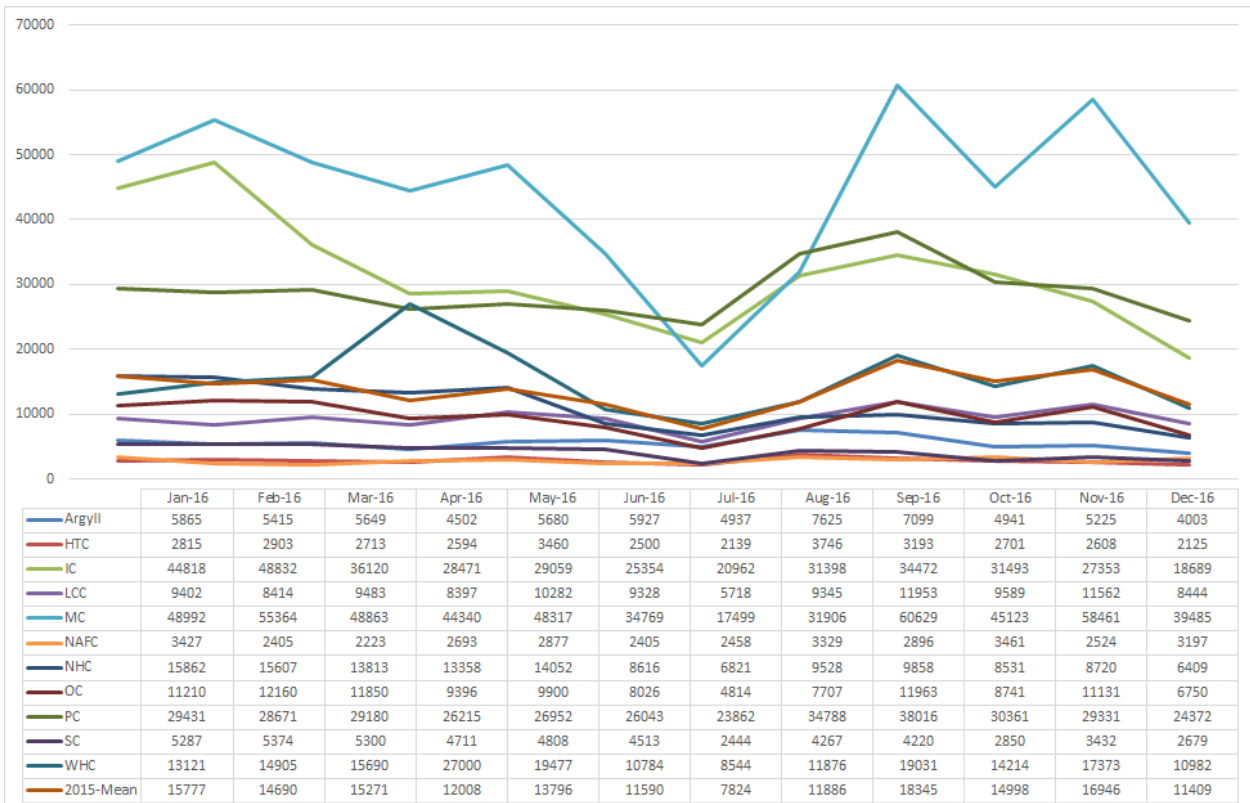
Clicks to UCAS 416 (4.6%)	Internal Applications (Degrees) 660 (-) (pageviews)
---------------------------	---



Social Media – Klout 66 (-1)

Facebook Likes 18894 +96	Twitter Followers 9813 +76	YouTube Views 115405 +2213	Flickr Views 248717 +1134
------------------------------------	--------------------------------------	--------------------------------------	-------------------------------------

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk	sams.ac.uk
www.moray.uhi.ac.uk	295
www.perth.uhi.ac.uk	
www.lews.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.northhighland.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.argyll.uhi.ac.uk	
www.htc.uhi.ac.uk	
www.shetland.uhi.ac.uk	
2177	
2019	
1677	
674	
660	
563	
526	
332	
260	
238	

PPC Activity (£1101.82, 0.4% of ext)

Campaign	Medium	Pageviews	Goal Value
Christmas 2016	FB	502	£2.50
PublicLoginPage	Public WiFi	129	£11.00
MorayDosiPost2016	FB	37	£1.50
NursingInvOpenNov16	FB	21	£3.50
StudentEngagementPostFB16	FB	21	£0.00
NursingInvOpenJan17	FB	14	£5.50
NursingRelease16	FB	14	£0.50
MorayNataliePost2016	FB	13	£0.00
NursingWIOpenNov16	FB	9	£51.00
MCAGBCCJan17	FB	8	£0.00