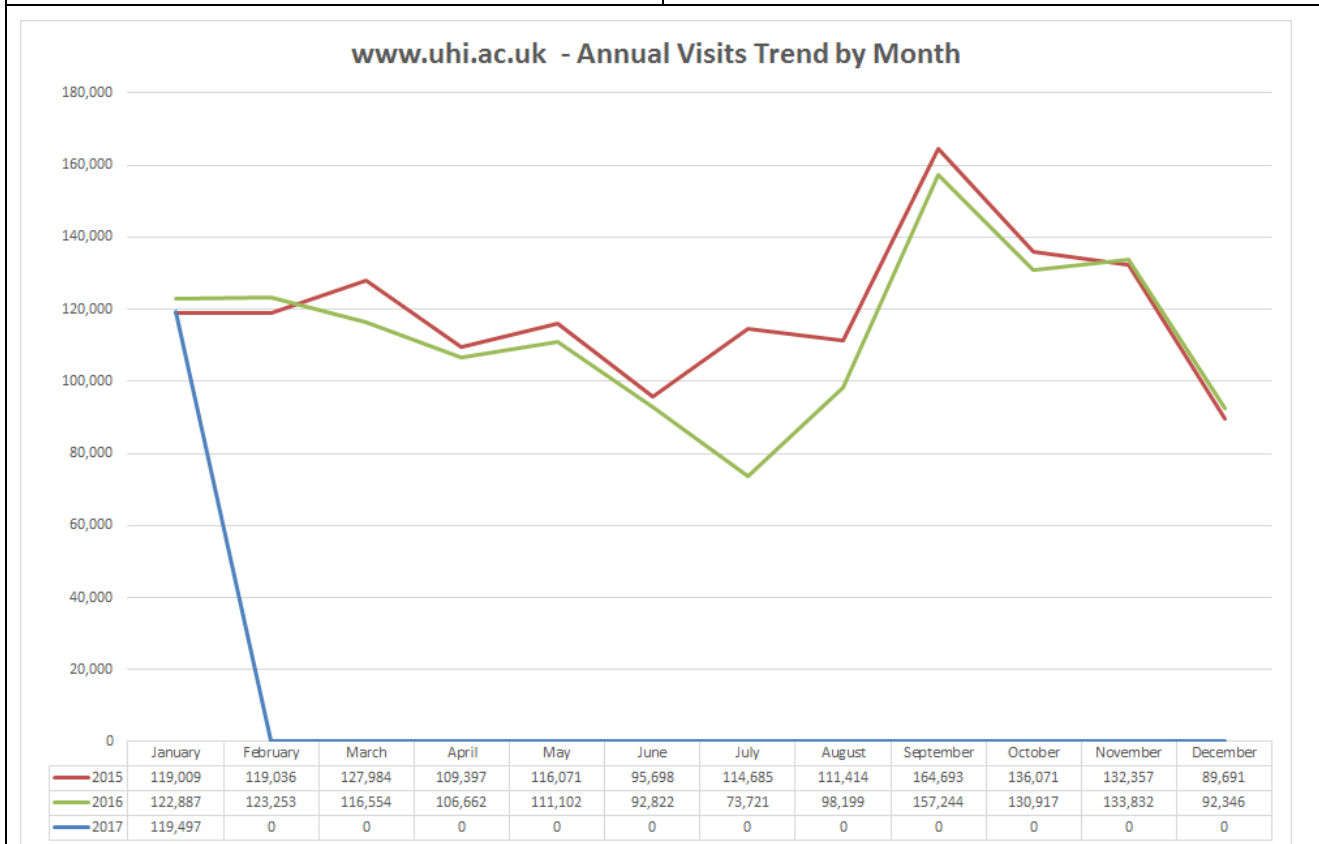


|  |       |                                |  |
|--|-------|--------------------------------|--|
| <b>Visits – 119,497 (19% Internal)</b> |       | 2.5%                           | of users use the site search from Google<br>Direct<br>from outwith UK<br>Mobile (of which 57.7% Apple)<br>Average page load time |
| vs Last Month                          | ▲28%  | 59%                            |  |
| vs Last Year                           | ▼2.8% | 17%<br>12.6%<br>31.9%<br>3.21s |  |

|  |  |
|--|--|
| <b>Courses by month</b> (previous month)   | <b>Courses by year-to-date</b>   |
| <ol style="list-style-type: none"> <li>PGDE Primary Teaching (-)</li> <li>BSc Nursing (-)</li> <li>BSc Hons Psychology (-)</li> <li>BA Hons Childhood Practice (6)</li> <li>BA Hons Child and Youth Studies (4)</li> <li>HNC Childhood Practice (16)</li> <li>BSc Oral Health Science (11)</li> <li>BA Hons Adventure Tourism Mgmt (-)</li> <li>PGDE Secondary Teaching (5)</li> <li>MLitt Viking Studies (-)</li> </ol> | <ol style="list-style-type: none"> <li>PGDE Primary Teaching</li> <li>BSc Nursing</li> <li>BSc Hons Psychology</li> <li>BA Hons Childhood Practice</li> <li>BA Hons Child and Youth Studies</li> <li>HNC Childhood Practice</li> <li>BSc Oral Health Science</li> <li>BA Hons Adventure Tourism Mgmt</li> <li>PGDE Secondary Teaching</li> <li>MLitt Viking Studies</li> </ol> |

**Applications**

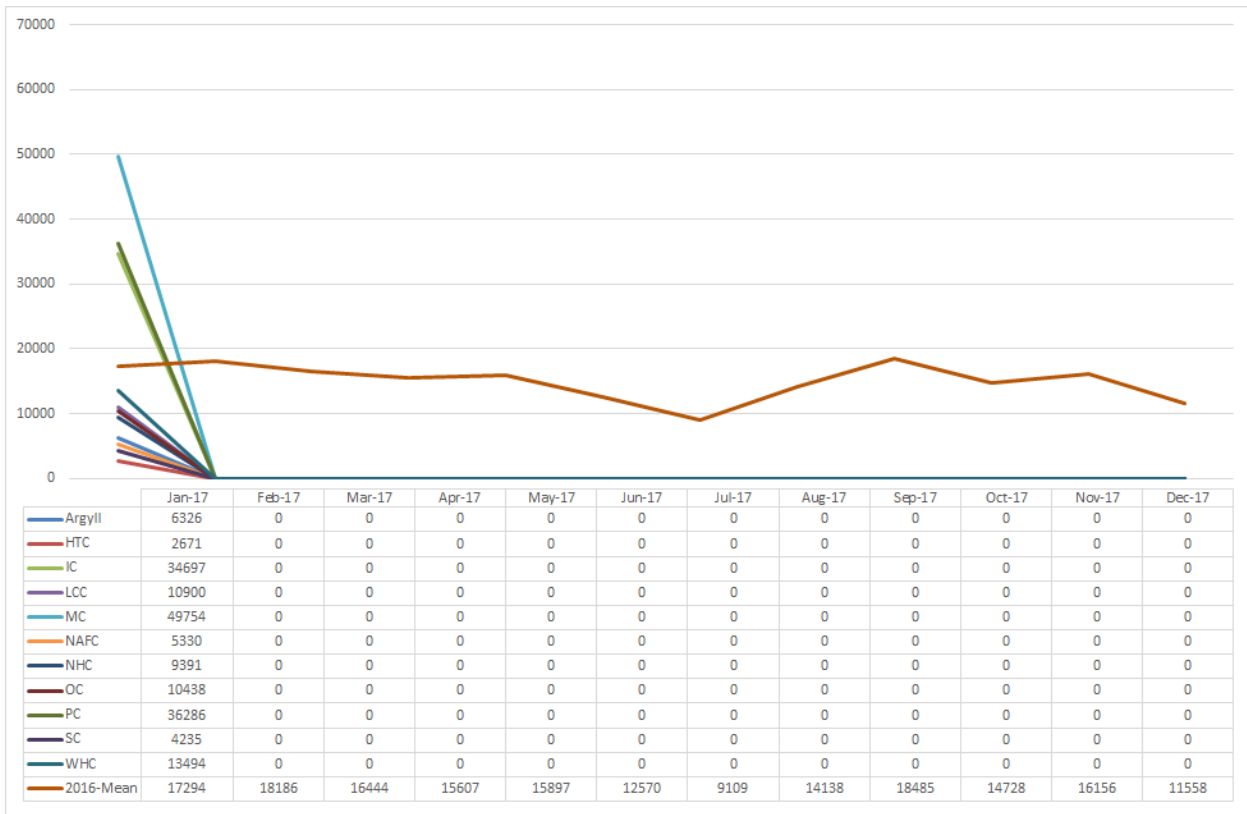
|                          |  |
|--------------------------|--|
| Clicks to UCAS 713 (71%) | Internal Applications (Degrees) 1037 (57%) (pageviews) |
|--------------------------|--|



**Social Media – Klout 67 (+1)**

|                                     |                                      |                                      |                                     |
|-------------------------------------|--------------------------------------|--------------------------------------|-------------------------------------|
| <b>Facebook Likes</b><br>19176 +282 | <b>Twitter Followers</b><br>9897 +84 | <b>YouTube Views</b><br>120707 +5302 | <b>Flickr Views</b><br>251259 +2542 |
|-------------------------------------|--------------------------------------|--------------------------------------|-------------------------------------|

### Annual Cycle - One Web Partners



### Referrals to www.uhi.ac.uk

| From One-Web                    | From non-One-Web |
|---------------------------------|------------------|
| www.inverness.uhi.ac.uk 4108    | sams.ac.uk 426   |
| www.moray.uhi.ac.uk 2757        |                  |
| www.perth.uhi.ac.uk 2589        |                  |
| www.orkney.uhi.ac.uk 902        |                  |
| www.whc.uhi.ac.uk 890           |                  |
| www.northhighland.uhi.ac.uk 864 |                  |
| www.lews.uhi.ac.uk 841          |                  |
| www.argyll.uhi.ac.uk 472        |                  |
| www.shetland.uhi.ac.uk 443      |                  |
| www.htc.uhi.ac.uk 331           |                  |

### PPC Activity (£1250.92, 0.5% of ext)

| Campaign              | Medium      | Pageviews | Goal Value |
|-----------------------|-------------|-----------|------------|
| NursingInvOpenJan17   | FB          | 563       | £525.50    |
| NursingInvOpenFeb17   | FB          | 552       | £14.50     |
| Christmas 2016        | FB          | 193       | £2.00      |
| CityRegionRelease17FB | FB          | 183       | £1.50      |
| PublicLoginPage       | Public WiFi | 108       | £12.00     |
| buffer                | TW          | 11        | £0.00      |
| NursingInvOp          | FB          | 7         | £0.00      |
| NursingOpenSep        | FB          | 7         | £1.50      |
| ICEveningClassesJan17 | FB          | 6         | £1.50      |
| MCGymJan17            | FB          | 6         | £0.00      |