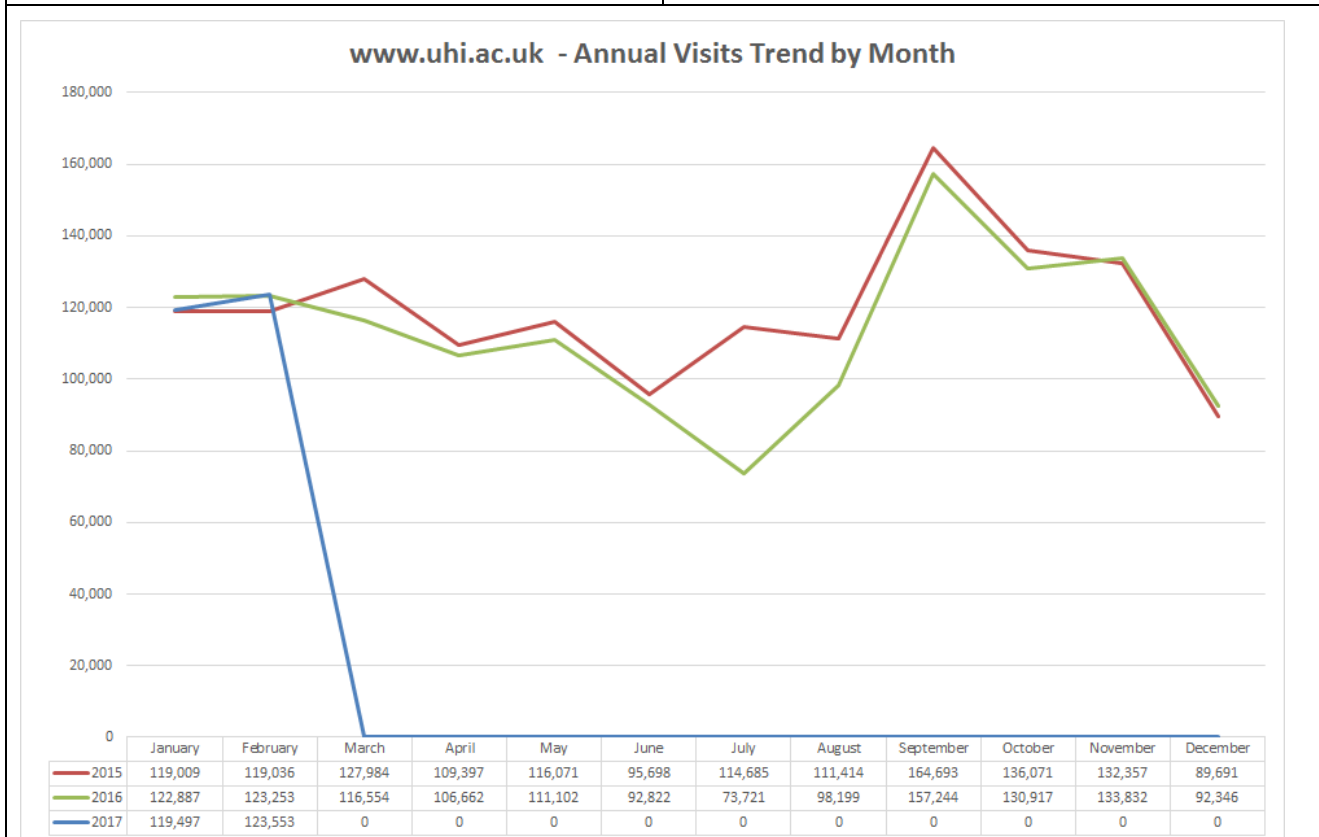


Visits – 123,553 (23% Internal)		2.3%	of users use the site search from Google Direct from outwith UK Mobile (of which 56.2% Apple) Average page load time
vs Last Month	▲3.4%	56%	
vs Last Year	—0.0%	17.8% 11.4% 28.2% 3.36s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (2) PGDE Primary Teaching (1) PGDE Secondary Teaching (9) BSc Hons Psychology (3) BA Hons Child and Youth Studies (5) HNC Childhood Practice (6) BA Hons Childhood Practice (4) BSc Hons Marine Science (11) BA Hons Adventure Tourism Mgmt (8) BA Hons Sociology and Criminology (16) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BSc Hons Psychology BA Hons Child and Youth Studies BA Hons Childhood Practice PGDE Secondary Teaching HNC Childhood Practice BA Hons Adventure Tourism Mgmt BSc Hons Marine Science BSc Oral Health Science

Applications

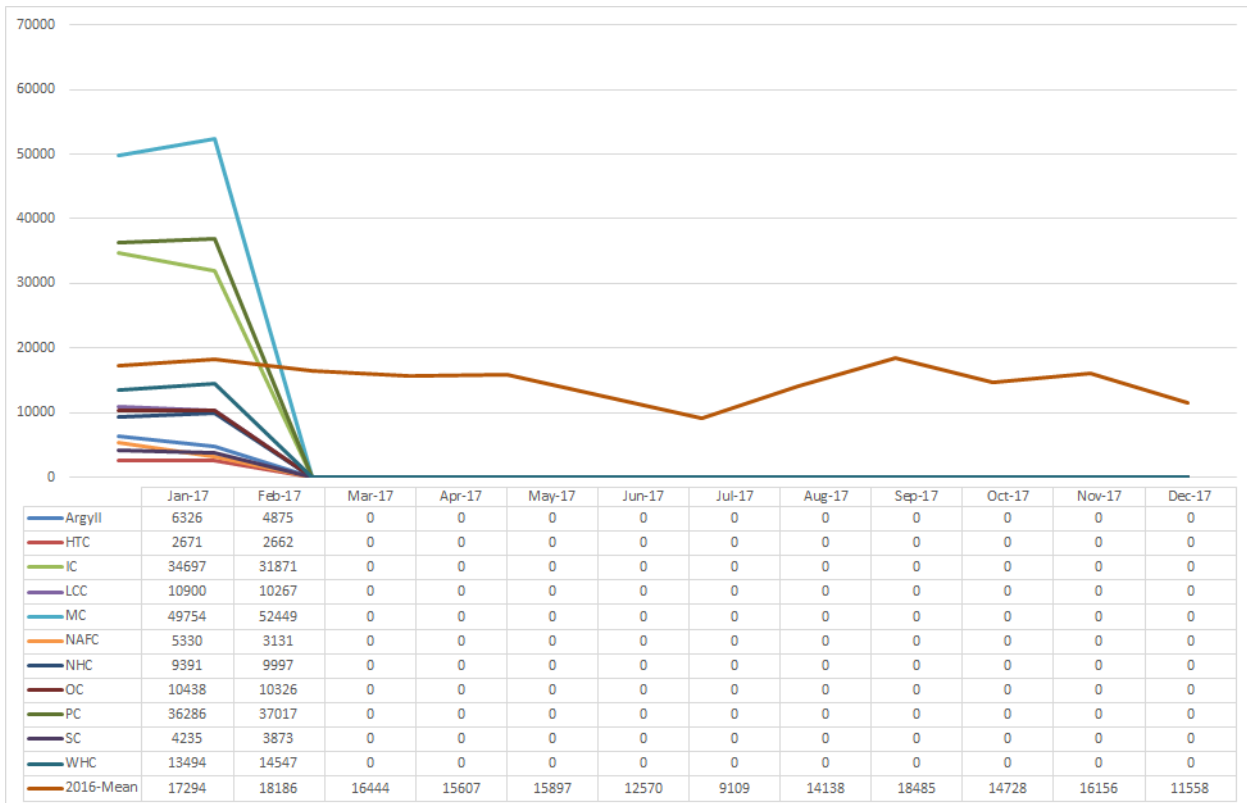
Clicks to UCAS 407 (43%)	Internal Applications (Degrees) 1037 (11%) (pageviews)
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Social Media – Klout 67 (-)

Facebook Likes 19398 +222	Twitter Followers 9964 +67	YouTube Views 123286 +2579	Flickr Views 252508 +1249
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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	340
www.perth.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.lews.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	

PPC Activity (£891.18, 1% of ext)

Campaign	Medium	Pageviews	Goal Value
UHIScolFundFeb17	FB	679	£58.50
NursingFeesFeb17	FB	647	£828.50
PublicLoginPage	WiFi	210	£33.00
Christmas 2016	FB	175	£1.00
CVSFeb2017	FB	158	£0.50
MarineScienceFBAd17	FB	119	£90.50
GolfFBAdFeb17	FB	109	£23.50
buffer		101	£0.50
NursingInvOpenFeb17	FB	62	£2.00
ColeenGreigVidFBFeb17	FB	56	£4.00