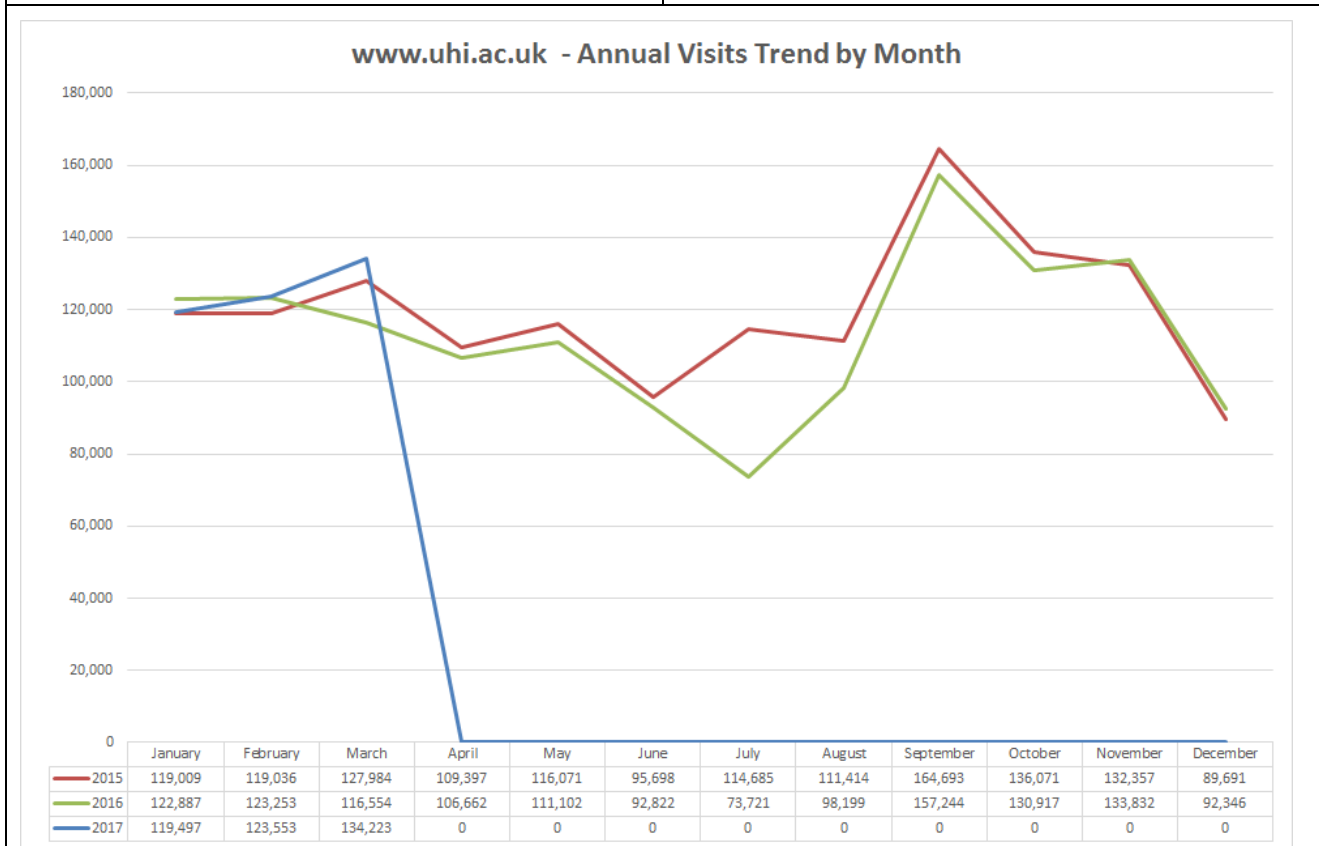


Visits – 134,23 (22% Internal)		2.4%	of users use the site search from Google Direct from outwith UK Mobile (of which 55.2% Apple) Average page load time
vs Last Month	▲ 8.6%	56%	
vs Last Year	▲ 15.1%	17.7% 11.3% 26.5% 3.29s	

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 (7) PGDE Secondary Teaching (3) HNC Childhood Practice (6) BSc Hons Marine Science (-) BA Hons Adventure Tourism Mgmt (-) BA Hons Health Studies (11) 	<ol style="list-style-type: none"> PGDE Primary Teaching BSc Nursing 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 Health Studies

Applications

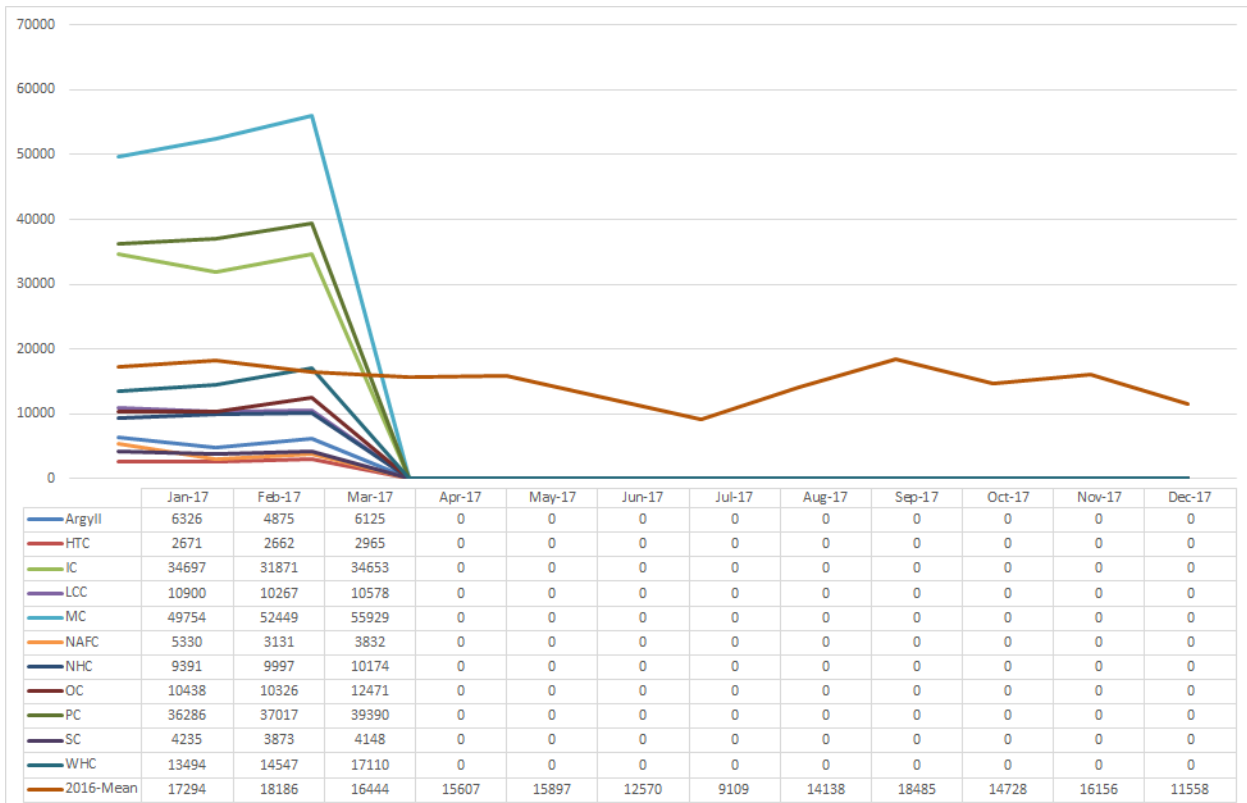
Clicks to UCAS 409 (-)	Internal Applications (Degrees) 1029 (-) (pageviews)
------------------------	--



Social Media – Klout 67 (-)

Facebook Likes 19,648 +250	Twitter Followers 10,080 +116	YouTube Views 126,381 +3095	Flickr Views 254,542 +2034
--------------------------------------	---	---------------------------------------	--------------------------------------

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	387
www.perth.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.northhighland.uhi.ac.uk	
www.lews.uhi.ac.uk	
www.argyll.uhi.ac.uk	
www.htc.uhi.ac.uk	
www.shetland.uhi.ac.uk	

PPC Activity (£1360.87, 1% of ext)

Campaign	Medium	Pageviews	Goal Value
InvSciFestBoost1Mar17	FB	722	£1.50
RoddanTrustBursary2017	FB	611	£1.00
UHISciFundMar17	FB	401	£6.00
PublicLoginPage	WiFi	280	£43.00
Christmas 2016	FB	213	£54.00
ICUHIApprenticeshipOpenDayMar17	FB	156	£0.00
NursingStorOpenMar17	FB	151	£5.00
Openday	FB	119	£1.50
UHIScolFundFeb17	FB	118	£0.50
CVSMar2017	FB	106	£7.50