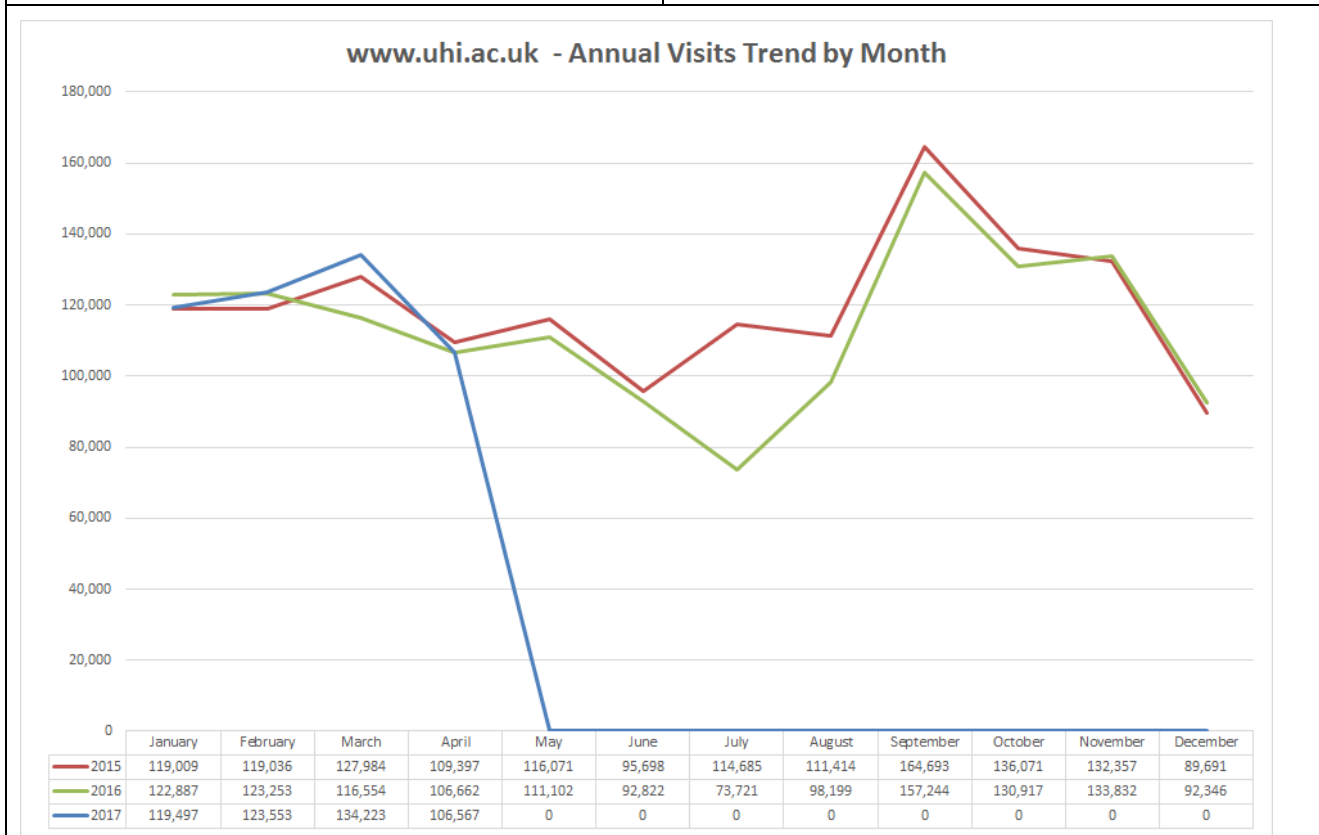


Visits – 106,567 (16% Internal)		2.5%	of users use the site search from Google Direct from outwith UK Mobile (of which 55.3% Apple) Average page load time
vs Last Month	▼20.6%	51.2%	
vs Last Year	—	16.8%	
		11.3%	
		31.2%	
		3.87s	

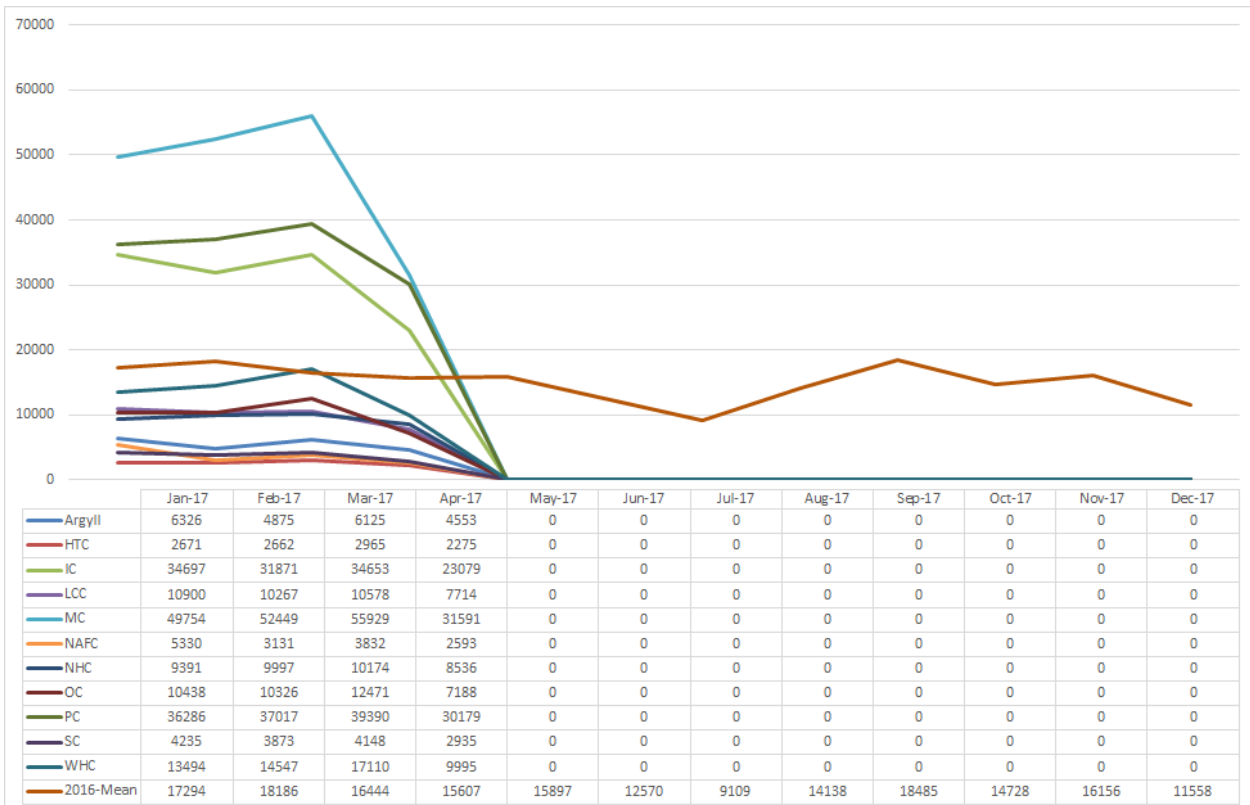
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (2) PGDE Primary Teaching (1) BSc Hons Psychology (-) PGDE Secondary Teaching (6) BA Hons Child and Youth Studies (4) BA Hons Childhood Practice (5) BA Hons Health Studies (10) HNC Childhood Practice (7) BSc Oral Health Science (13) BA Hons Business and Mgmt (11) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BSc Hons Psychology BA Hons Child and Youth Studies PGDE Secondary Teaching BA Hons Childhood Practice HNC Childhood Practice BA Hons Adventure Tourism Mgmt BSc Hons Marine Science BSc Health Studies

Applications	
Clicks to UCAS 656 (53%)	Internal Applications (Degrees) 958 (7%) (pageviews)



Social Media – Klout 66 (-1)			
Facebook Likes 19,887 +239	Twitter Followers 10,238 +158	YouTube Views 128,721 +2340	Flickr Views 256,690 +2148

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 3060	sams.ac.uk 463
www.perth.uhi.ac.uk 2033	
www.moray.uhi.ac.uk 1970	
www.whc.uhi.ac.uk 725	
www.northhighland.uhi.ac.uk 714	
www.lews.uhi.ac.uk 682	
www.orkney.uhi.ac.uk 627	
www.argyll.uhi.ac.uk 436	
www.shetland.uhi.ac.uk 349	
www.htc.uhi.ac.uk 317	

PPC Activity (£826.28, 7.1% of ext)

Campaign	Medium	Pageviews	Goal Value
PhD2017	FB	12014	£160.00
VacancyClickOut	Web	1313	£16.50
PhD2017}	FB	1005	£11.00
InvSciFestBoost1Mar17	FB	517	£3.00
InvNursingApr17	FB	514	£974.00
PhD studentships	FB	489	£3.00
ISF2017PressRel	FB	468	£1.00
RoddanTrustBursary2017	FB	405	£4.00
PhD2017LifeSciences	FB	378	£52.00
PhD2017FoodDrink	FB	373	£2.50