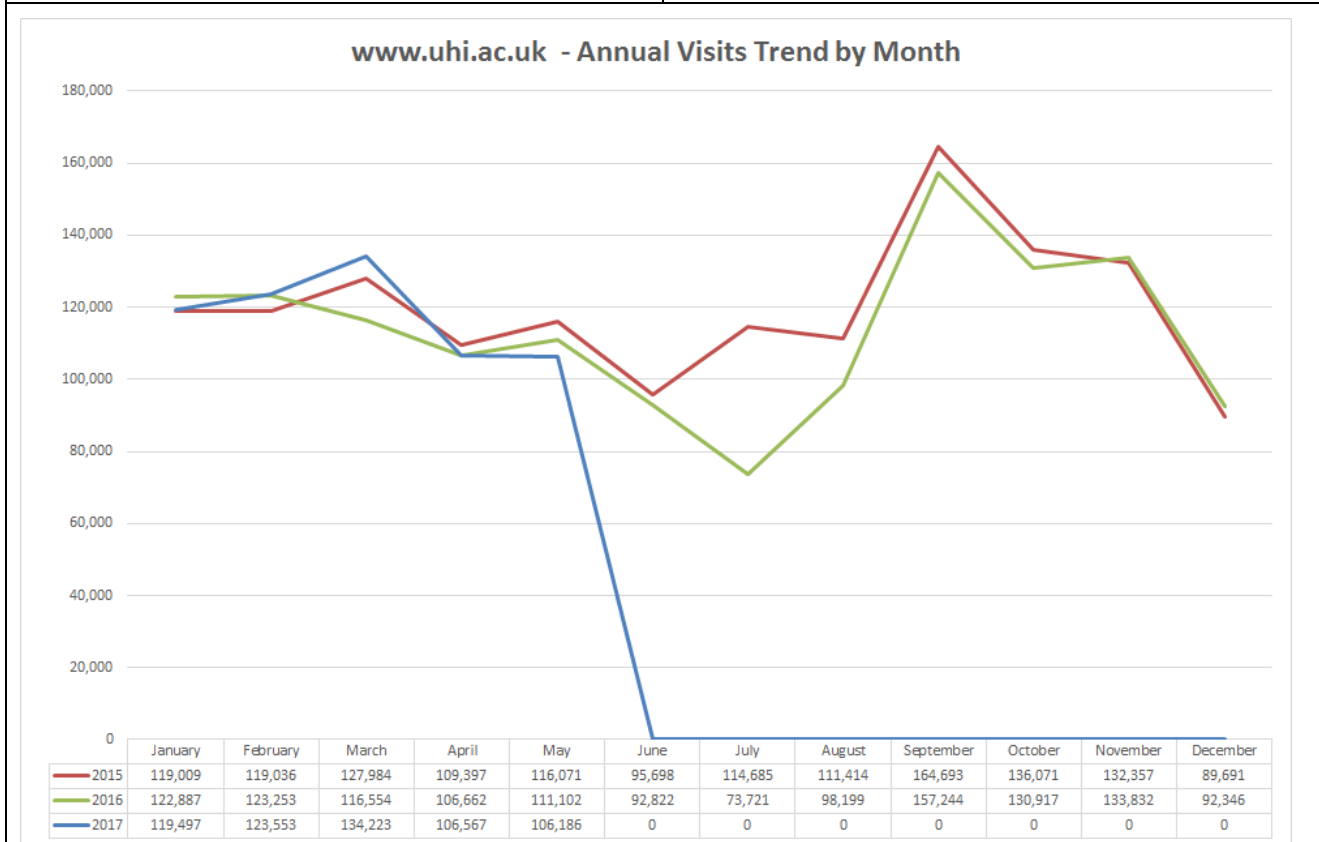


Visits – 106,186 (20% Internal)		2.7%	of users use the site search from Google Direct from outwith UK Mobile (of which 58.6% Apple) Average page load time
vs Last Month	—	55.1%	
vs Last Year	▼ 4.4%	18.8%	
		13.5%	
		29.6%	
		2.47s	

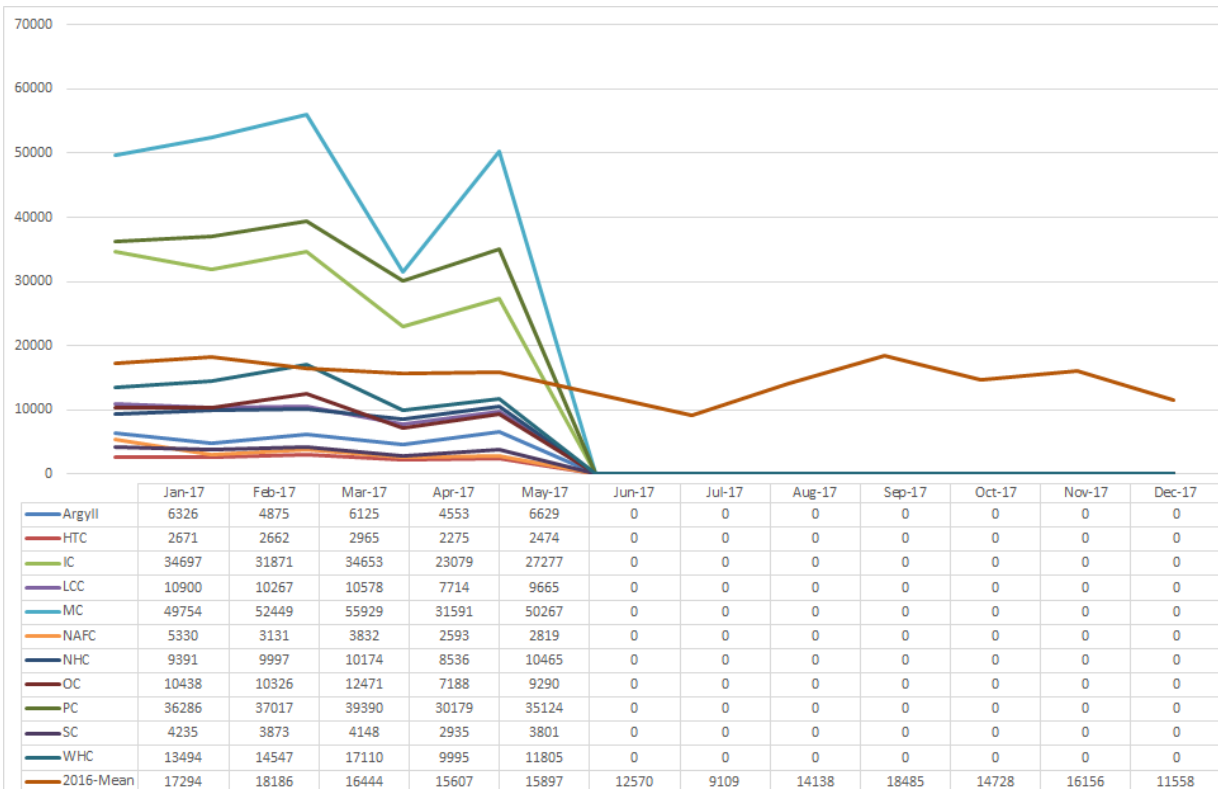
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (2) BSc Nursing (1) BA Hons Childhood Practice (6) BA Hons Child and Youth Studies (5) BSc Hons Psychology (3) PGDE Secondary Teaching (4) BA Hons Health Studies (-) HNC Childhood Practice (-) MLitt Viking Studies (11) BA Hons Adventure Tourism Mgmt (14) 	<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 358 (7.5%)	Internal Applications (Degrees) 1096 (14%) (pageviews)



Social Media – Klout 65 (-1)			
Facebook Likes 19,997 +110	Twitter Followers 10,339 +101	YouTube Views 131,186 +2465	Flickr Views 258,2654 +1574

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	3037
www.perth.uhi.ac.uk	2149
www.moray.uhi.ac.uk	2113
www.whc.uhi.ac.uk	787
www.orkney.uhi.ac.uk	700
www.lews.uhi.ac.uk	693
www.northhighland.uhi.ac.uk	653
www.argyll.uhi.ac.uk	458
www.shetland.uhi.ac.uk	381
www.htc.uhi.ac.uk	300

From non-One-Web

sams.ac.uk	557
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Campaign Activity (£775.07, 2% of ext)

Campaign	Medium	Pageviews	Goal Value
PhD2017	FB	2971	£21.50
VacancyClickOut	Web	2809	£27.50
FundedPGTMay17	FB	626	£54.00
PhD2017Tourism	FB	400	£2.50
PhD2017}	FB	313	£1.50
PublicLoginPage	WiFi	240	£2.00
PhD2017FoodDrink	FB	146	£2.50
PhD2017LifeSciences	FB	116	£1.50
MorayEngMay17	FB	98	£1.50
PhD2017Business	FB	71	£2.50