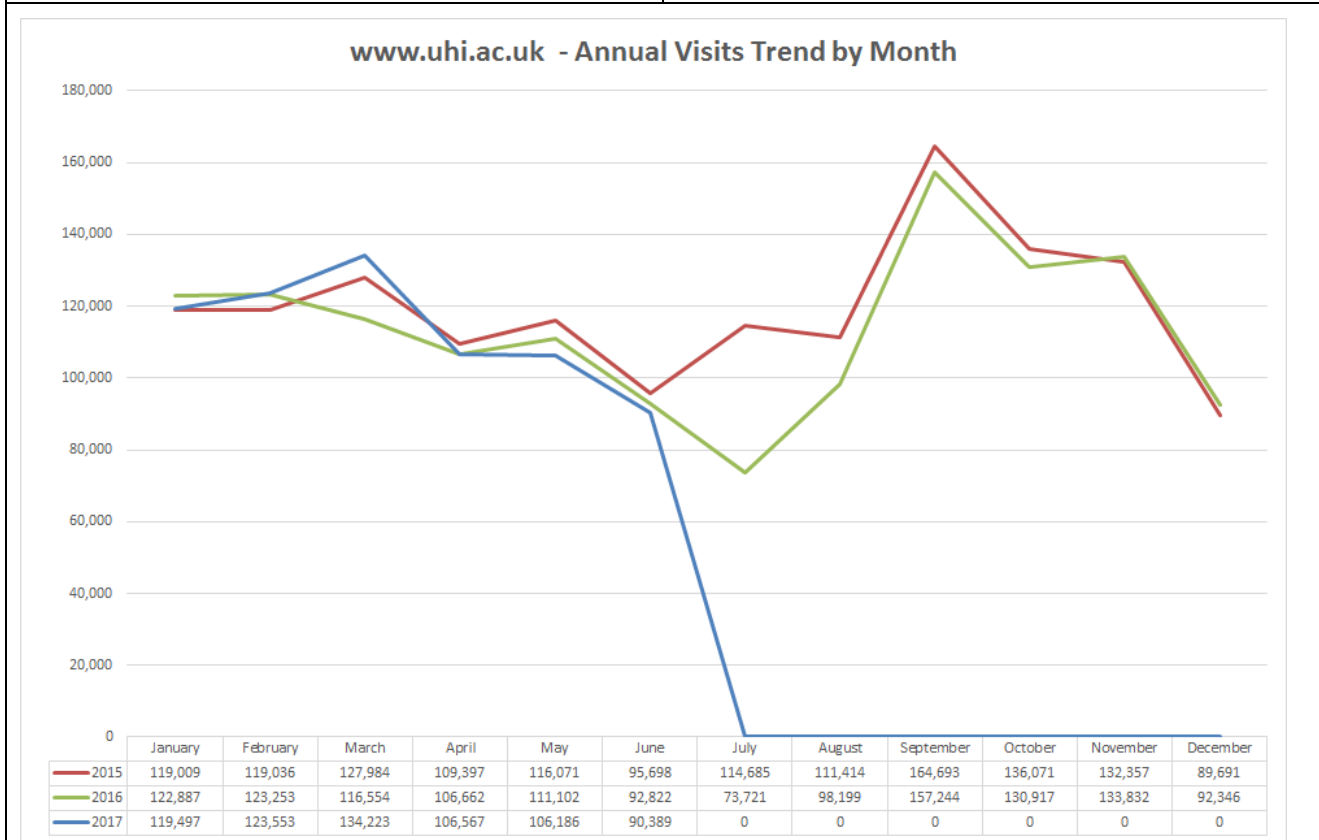


Visits – 90,389 (16% Internal)		2.8%	of users use the site search from Google Direct from outwith UK Mobile (of which 52.2% Apple) Average page load time
vs Last Month	▼15%	54%	
vs Last Year	▼2.6%	16.7%	
		14.4%	
		38.2%	
		2.94s	

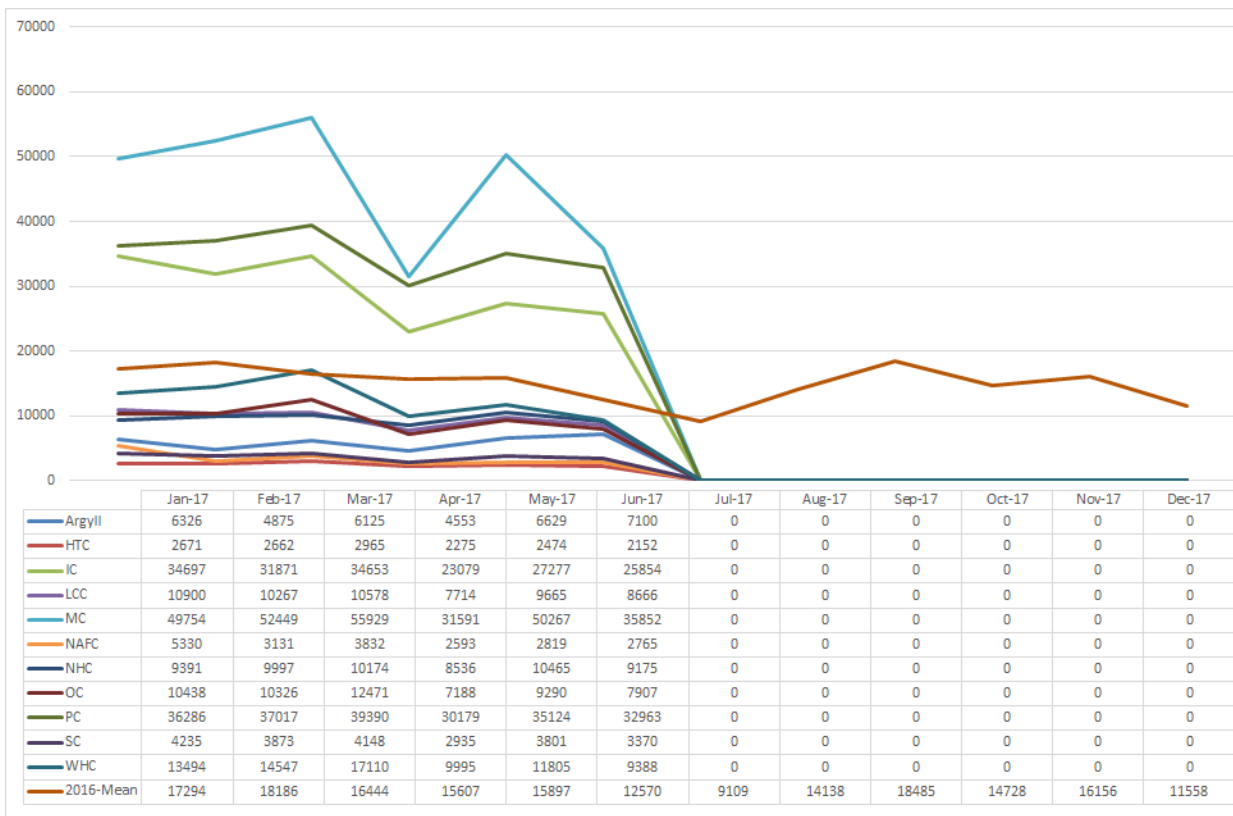
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> MA Art and Social Practice (12) PGDE Primary Teaching (1) BSc Nursing (2) BA Hons Childhood Practice (3) BA Hons Child and Youth Studies (4) BSc Hons Psychology (5) MBA Business Administration (15) PGDE Secondary Teaching (6) MSc Sustainable Rural Development (16) MSc Archaeological Practice (-) 	<ol style="list-style-type: none"> PGDE Primary Teaching BSc Nursing BSc Hons Psychology BA Hons Childhood Practice BA Hons Child and Youth Studies PGDE Secondary Teaching HNC Childhood Practice BSc Health Studies BSc Hons Marine Science BA Hons Adventure Tourism Mgmt

Applications	
Clicks to UCAS 350 (2.2%)	Internal Applications (Degrees) 1145 (4.5%) (pageviews)



Social Media – Klout 67 (+2)			
Facebook Likes 20,399 +402	Twitter Followers 10,400 +61	YouTube Views 133,690 +2504	Flickr Views 259,400 +1135

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.perth.uhi.ac.uk	354
www.moray.uhi.ac.uk	
www.lews.uhi.ac.uk	
www.argyll.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.northhighland.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.shetland.uhi.ac.uk	
www.htc.uhi.ac.uk	

Campaign Activity (£3002.80, 5% of ext)

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Web	6577	£80.50
FundedPGTMay17	FB	2310	£160.00
CFHMasters2017	FB	2062	£69.50
TARGETpostgrad	FB	1338	£36.00
LifeSciencesDirectorJune17	FB	1273	£3.00
FundedPGArchaeologyJune17	FB	1182	£23.50
FundedBus	FB	1014	£79.00
ArtSocialPracticeJune17	FB	720	£254.50
OptometryPressRelease2017	FB	706	£5.50
PhD2017	FB	569	£7.00