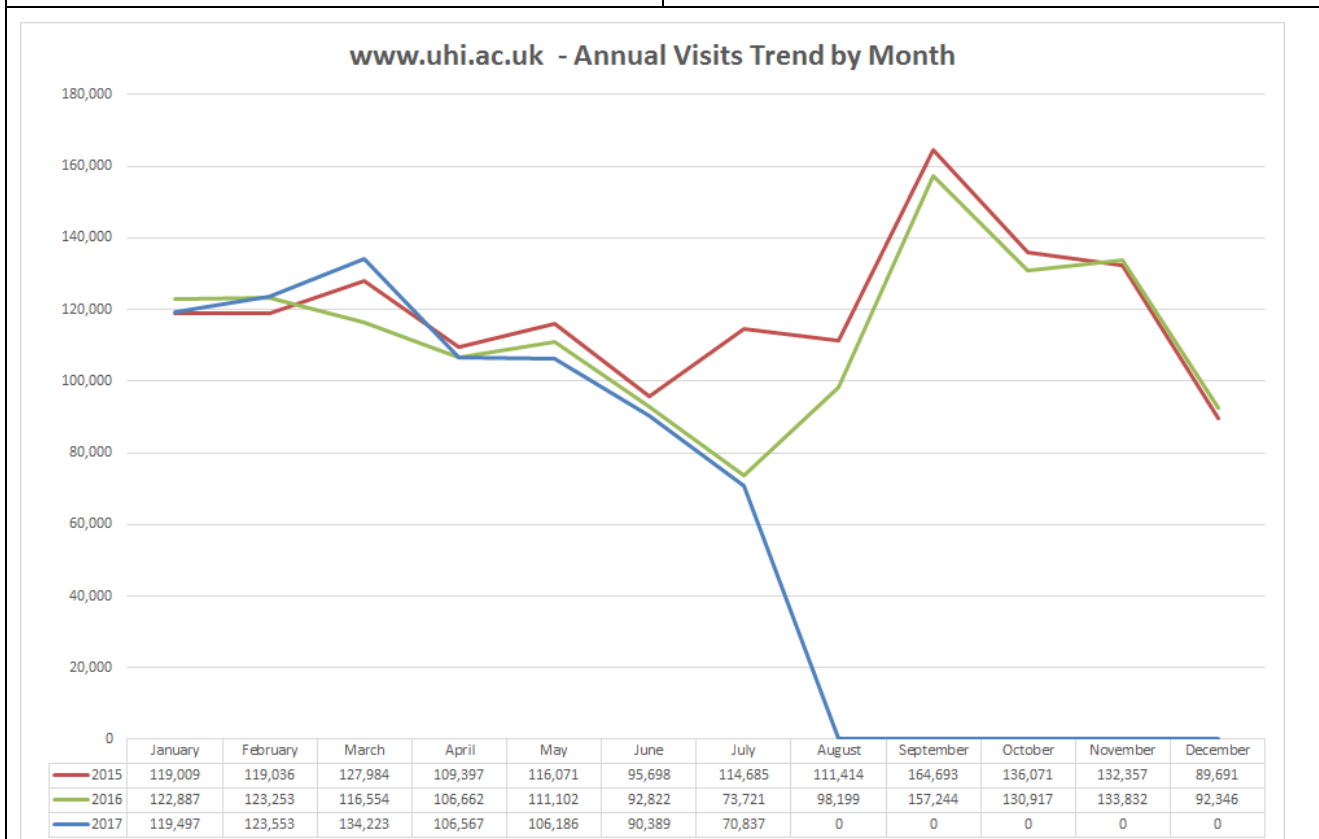


Visits – 70,837 (10% Internal)		2.8%	of users use the site search from Google Direct from outwith UK Mobile (of which 50.8% Apple) Average page load time
vs Last Month	▼11.6%	52.5%	
vs Last Year	▼3.9%	14.8%	
		17.6%	
		42.8%	
		3.62s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (3) PGDE Primary Teaching (-) BSc Hons Psychology (6) BA Hons Childhood Practice (-) BA Hons Child and Youth Studies (-) BA Hons Health Studies (11) BSc Hons Marine Science (15) MLitt Viking Studies (21) MSc Psychology Conversion (20) HNC Childhood Practice (14) 	<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

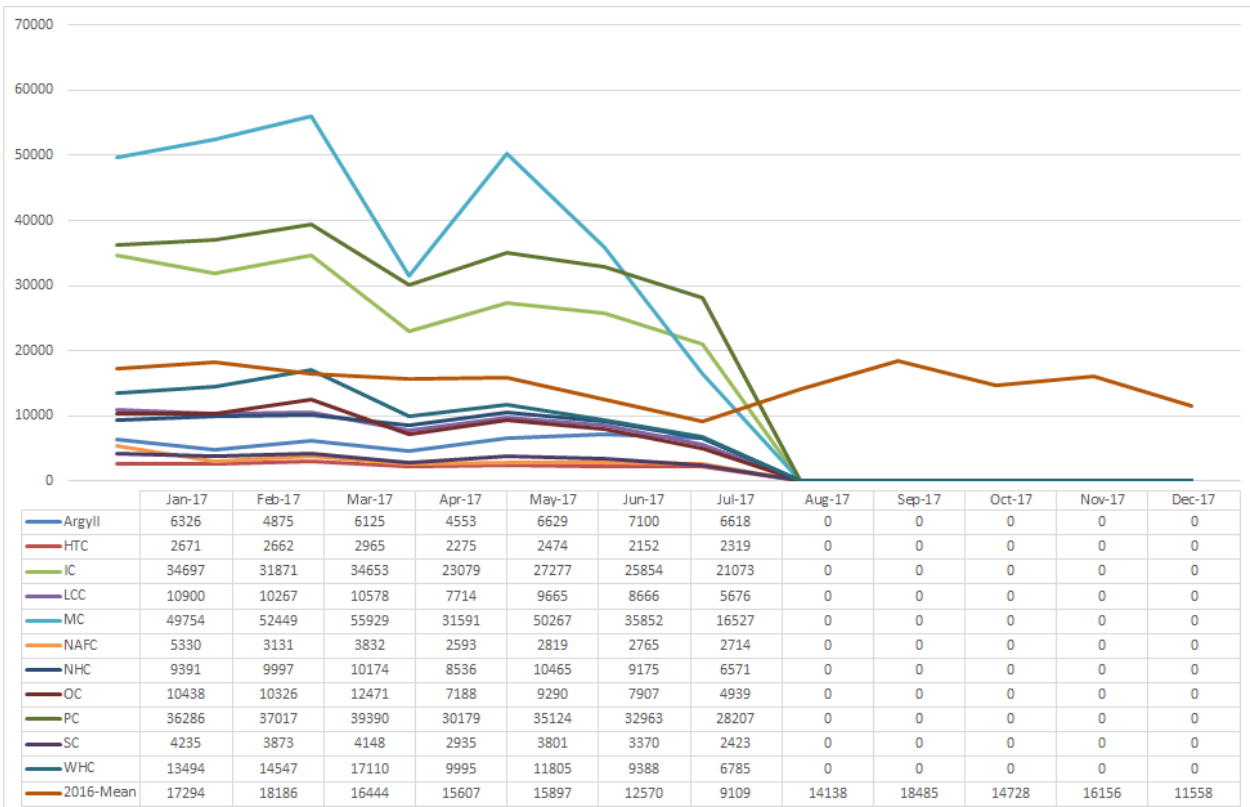
Clicks to UCAS 307 (12.3%)	Internal Applications (Degrees) 1003 (12%) (pageviews)
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Social Media – Klout 66 (-1)

Facebook Likes 20,730 +331	Twitter Followers 10,521 +121	YouTube Views 135,926 +2236	Flickr Views 261,180 +1780
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	2374
www.perth.uhi.ac.uk	1591
www.moray.uhi.ac.uk	1169
www.whc.uhi.ac.uk	618
www.northhighland.uhi.ac.uk	475
www.orkney.uhi.ac.uk	404
www.lews.uhi.ac.uk	402
www.argyll.uhi.ac.uk	385
www.shetland.uhi.ac.uk	280
www.htc.uhi.ac.uk	197

From non-One-Web

sams.ac.uk	439
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Campaign Activity (£4,801, 7.9% of ext)

Campaign	Medium	Pageviews	Goal Value
PartTimeStudyJuy2017	FB	11970	£895.50
VacancyClickOut	Website	5139	£69.50
HeadofDevelopmentVacancyJul17	FB	1141	£5.50
CFHMasters2017	FB	906	£36.50
OptometryPressRelease2017	FB	627	£11.00
SportsJune2017	FB	513	£193.50
055362A		234	£18.50
CreativeIndustriesJune2017	FB	175	£9.50
ArchTechnologyJuly2017	FB	170	£26.00
SciencesJuly2017	FB	162	£10.50