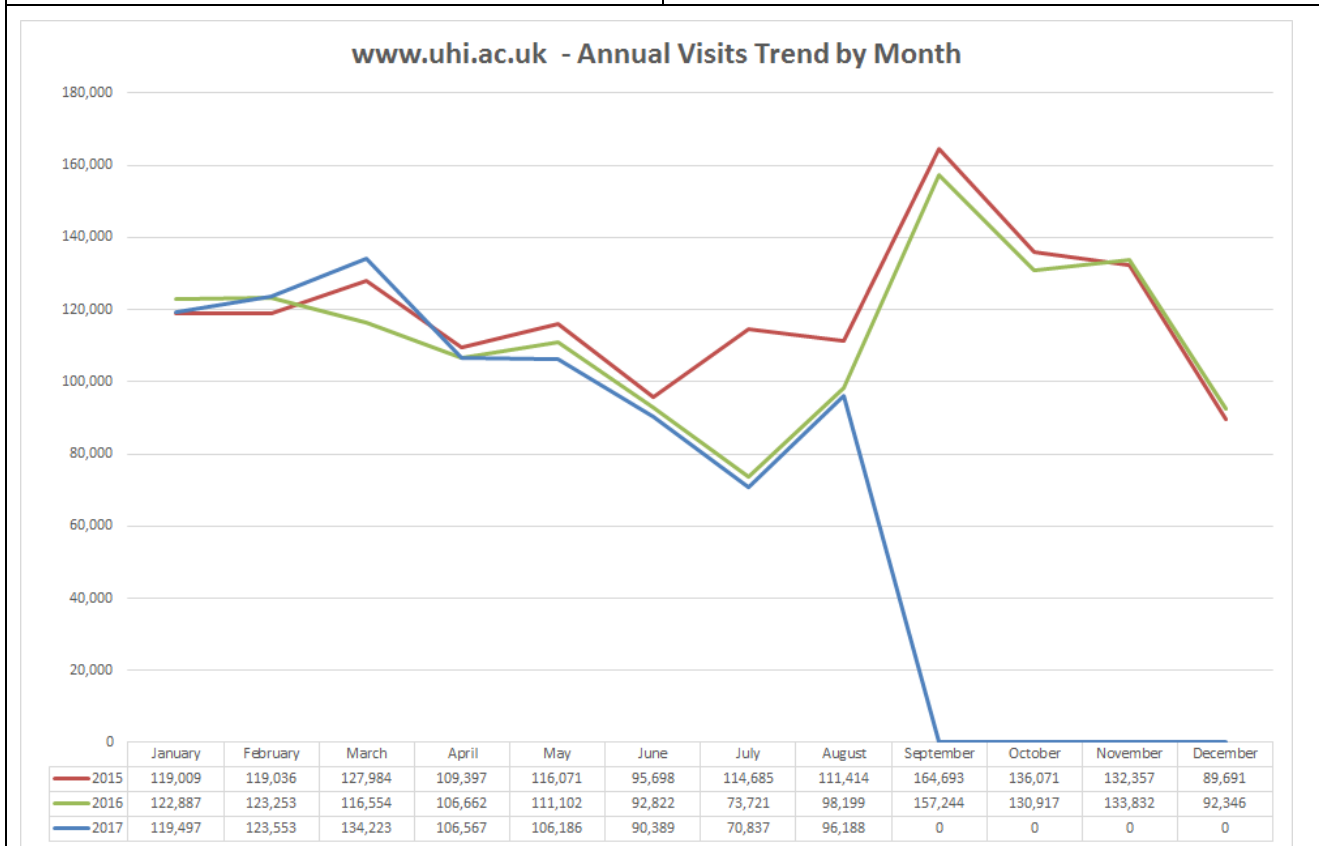


Visits – 96,188 (15% Internal)		3.2%	of users use the site search from Google Direct from outwith UK Mobile (of which 60.8% Apple) Average page load time
vs Last Month	▲36%	57.8%	
vs Last Year	▼2%	17%	
		13.5%	
		39.4%	
		3.39s	

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 (-) MSc Adv Nursing Prac (227) BA Hons Child and Youth Studies (-) BA Hons Childhood Practice (4) MSc Applied BioSci Skills for Ind (127) BA Hons Health Studies (6) BA Hons Business and Management (20) MLitt Viking Studies (8) 	<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 MLitt Viking Studies

Applications

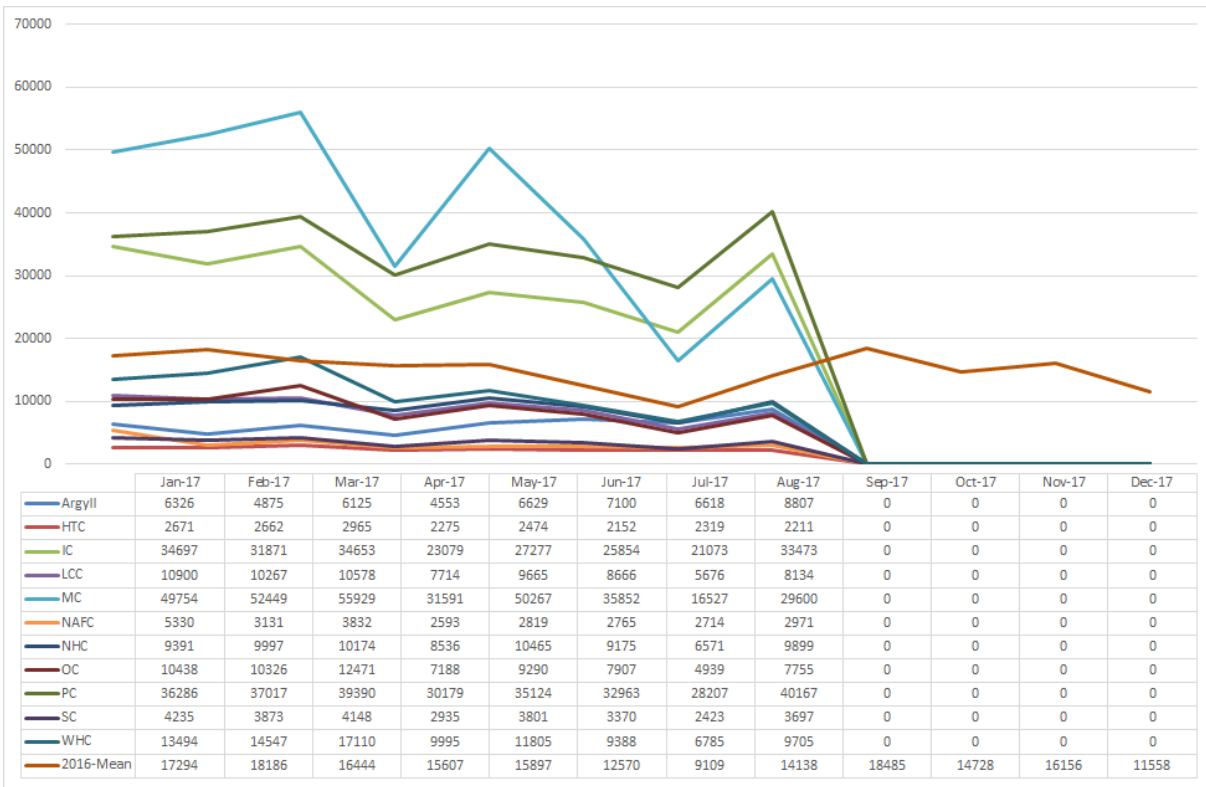
Clicks to UCAS 355 (15.6%)	Internal Applications (Degrees) 1281 (28%) (pageviews)
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Social Media – Klout 65 (-1)

Facebook Likes 20,925 +195	Twitter Followers 10,629 +108	YouTube Views 138,782 +2856	Flickr Views 261,960 +780
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk	3929
www.perth.uhi.ac.uk	2566
www.moray.uhi.ac.uk	2002
www.lews.uhi.ac.uk	784
www.northhighland.uhi.ac.uk	767
www.whc.uhi.ac.uk	704
www.argyll.uhi.ac.uk	633
www.orkney.uhi.ac.uk	565
www.shetland.uhi.ac.uk	425
www.htc.uhi.ac.uk	235
	sams.ac.uk
	328

Campaign Activity (£2197.54, 0.01% of ext)

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	4262	£82.50
AppliedBioscienceSkillsAug17	TW/FB/Linked	541	£237.00
PartTimeStudyJuy2017	FB	541	£18.00
PublicLoginPage	WiFi	273	£3.00
sephdstudentships17	FB	195	£1.50
NHCEngineeringJune2017	FB	184	£5.00
UHIOpenDayClickout	Website	179	£3.50
FundedPGTMay17	FB	155	£4.00
Bateman	Comms	149	£0.00
hijobs	HI Jobs	103	£1.00