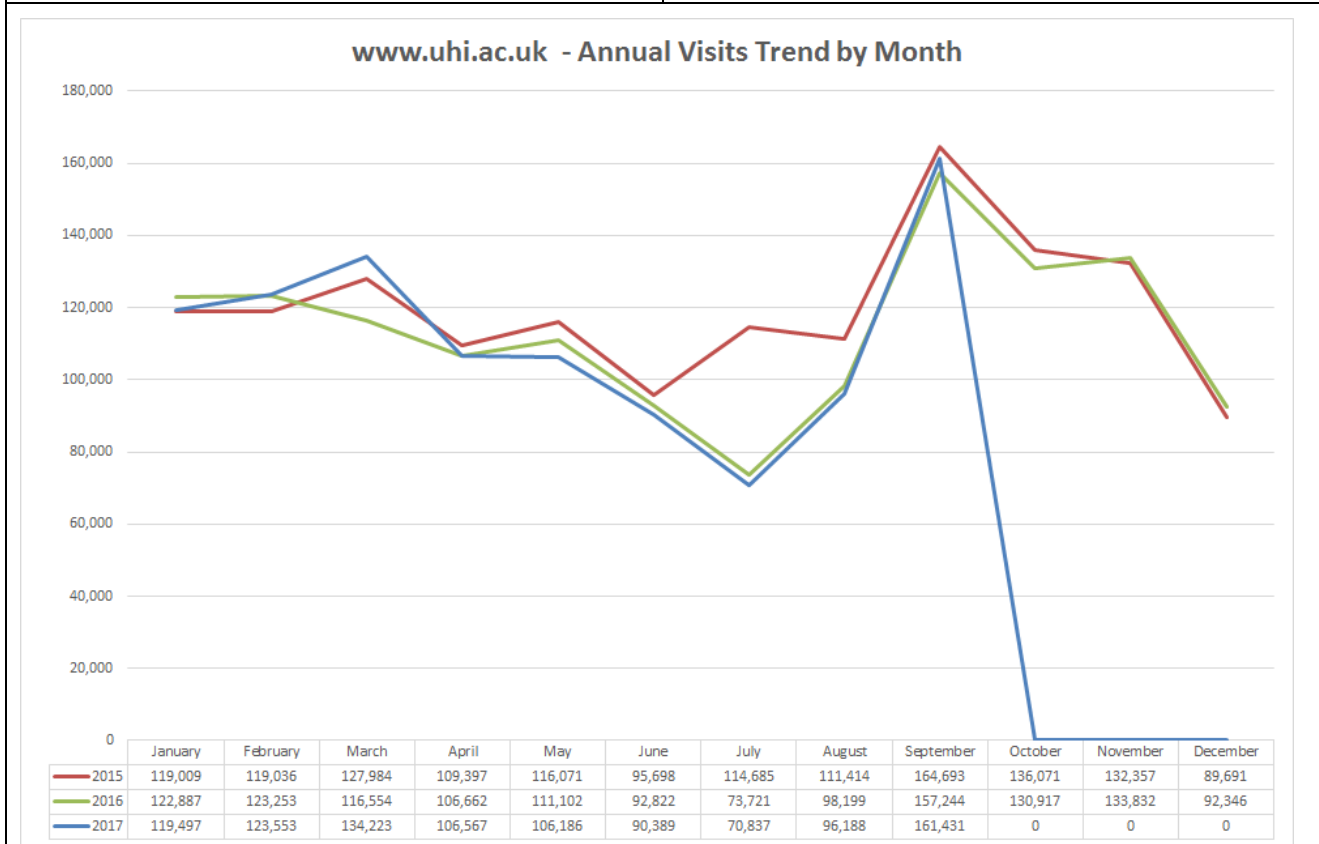


<b>Visits – 161,431</b> (22% Internal)		2.4%	of users use the site search from Google Direct from outwith UK Mobile (of which 60.8% Apple) Average page load time
vs Last Month	▲68%	53.4%	
vs Last Year	▲2.7%	16.6%	
		9%	
		32.6%	
		2.88s	

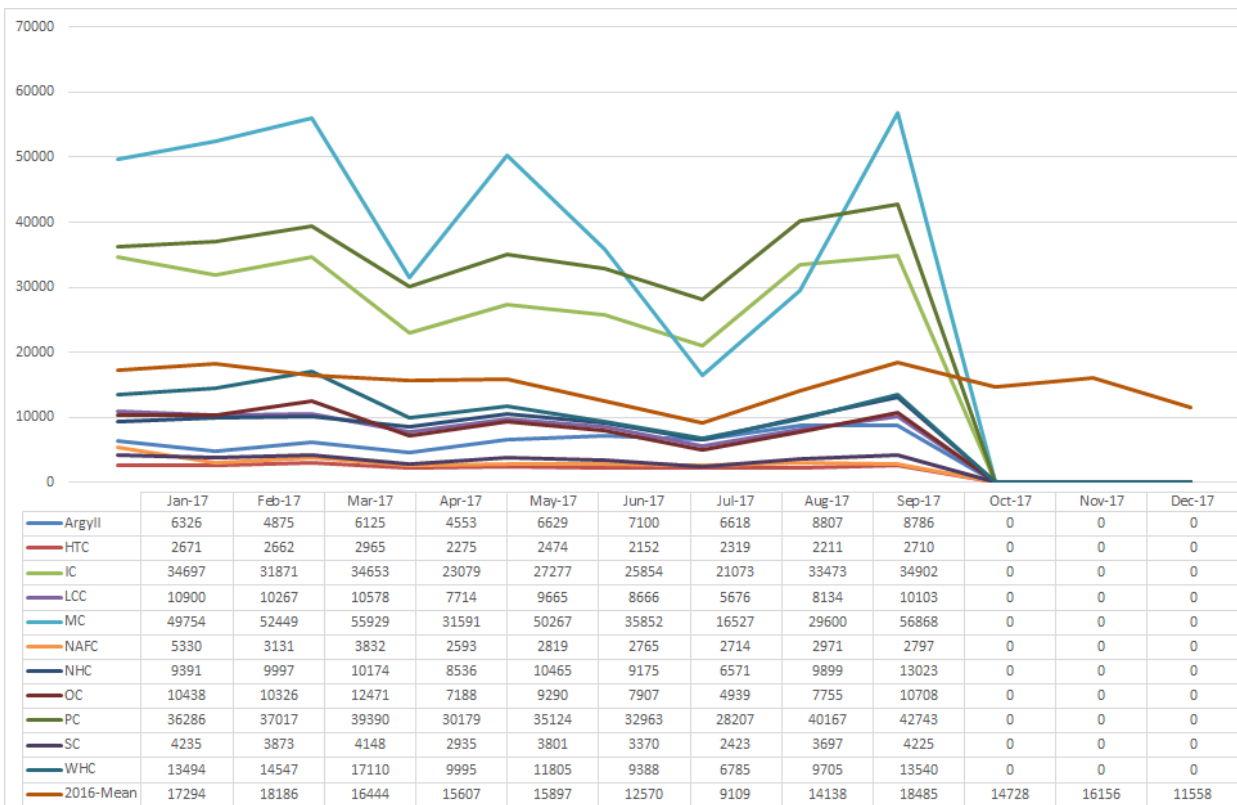
<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>1. PGDE Primary Teaching (-)</li> <li>2. MSc Sustainable Rural Development (19)</li> <li>3. BSc Nursing (2)</li> <li>4. BA Hons Childhood Practice (6)</li> <li>5. BSc Hons Psychology (-)</li> <li>6. BA Hons Child and Youth Studies (5)</li> <li>7. BA Hons Health Studies (8)</li> <li>8. MLitt Viking Studies (10)</li> <li>9. BSc Hons Marine Science (11)</li> <li>10. BSc Oral Health Science (12)</li> </ol>	<ol style="list-style-type: none"> <li>1. PGDE Primary Teaching</li> <li>2. BSc Nursing</li> <li>3. BSc Hons Psychology</li> <li>4. BA Hons Childhood Practice</li> <li>5. BA Hons Child and Youth Studies</li> <li>6. PGDE Secondary Teaching</li> <li>7. HNC Childhood Practice</li> <li>8. BSc Health Studies</li> <li>9. BSc Hons Marine Science</li> <li>10. MSc Sustainable Rural Development</li> </ol>

<b>Applications</b>	
Clicks to UCAS 254 (28.5%)	Internal Applications (Degrees) 1132 (12%) (pageviews)



<b>Social Media – Klout 67 (+2)</b>			
<b>Facebook Likes</b> 21,358 +433	<b>Twitter Followers</b> 10,789 +160	<b>YouTube Views</b> 142,398 +3616	<b>Flickr Views</b> 263,365 +1405

### Annual Cycle - One Web Partners



### Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.moray.uhi.ac.uk	sams.ac.uk
www.inverness.uhi.ac.uk	315
www.perth.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.northhighland.uhi.ac.uk	
www.lews.uhi.ac.uk	
www.argyll.uhi.ac.uk	
www.shetland.uhi.ac.uk	
www.htc.uhi.ac.uk	
4707	
4105	
3589	
1128	
1077	
1056	
1009	
923	
506	
315	

### Campaign Activity (£1788, 1.6% of ext)

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	4907	£179.50
sepphdstudentships17	FB	2868	£6.00
msscustainableluraldevsep17	FB	1688	£559.50
pgdeprimarysep17	FB	1263	£465.50
invnursingsep17	FB	706	£19.50
HMNB Clyde 2	email	526	£17.00
PublicLoginPage	WiFi	456	£3.50
busadminmodernapp17	FB	444	£2.00
PartTimeStudyJuy2017	FB	258	£7.50
hijobs	HI Jobs	247	£0.50