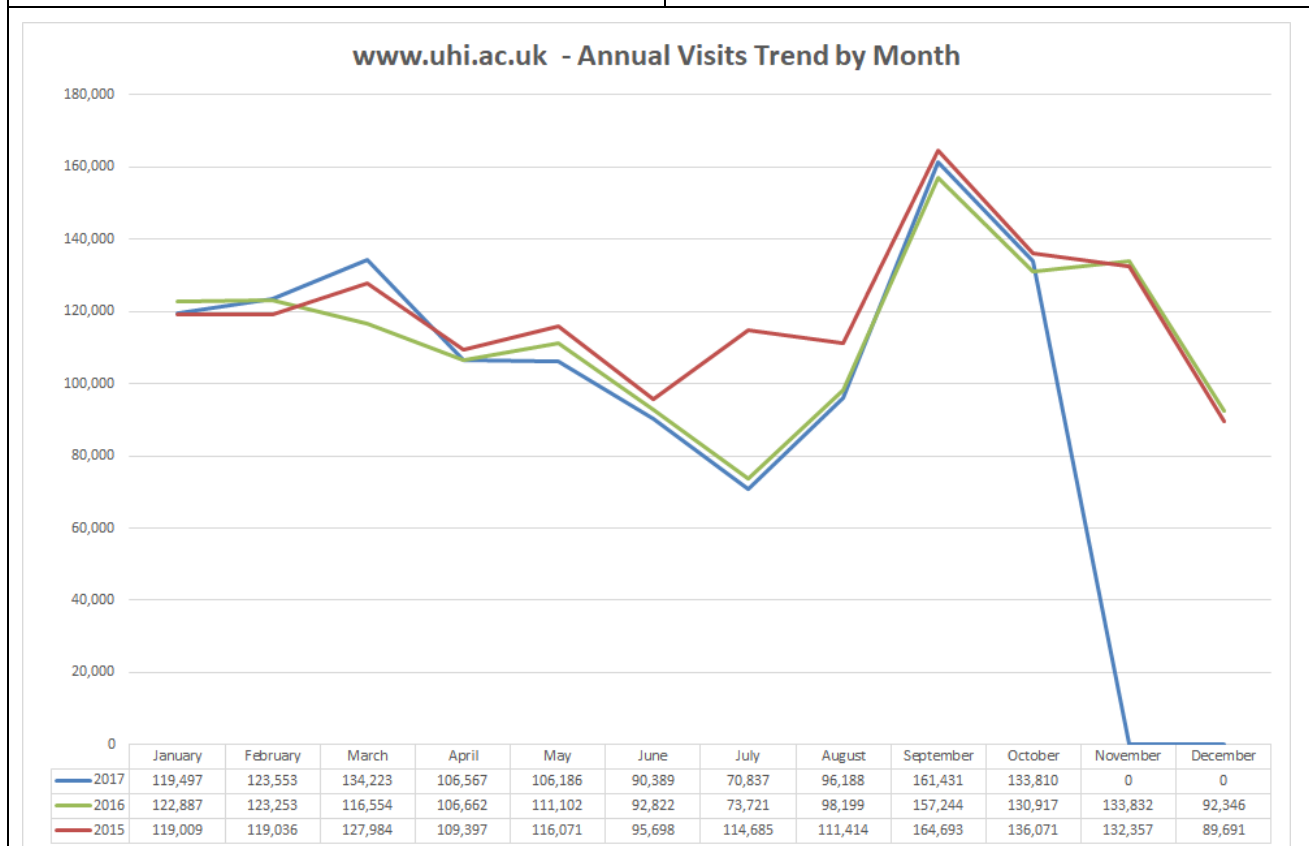


<b>Visits</b> – 133,810 (21% Internal)		2.4%	of users use the site search from Google Direct from outwith UK Mobile (of which 51% Apple) Average page load time
vs Last Month	▼ 17%	53.8%	
vs Last Year	▲ 2.2%	16.5%	
		11%	
		26.8%	
		3.41s	

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

**Applications**

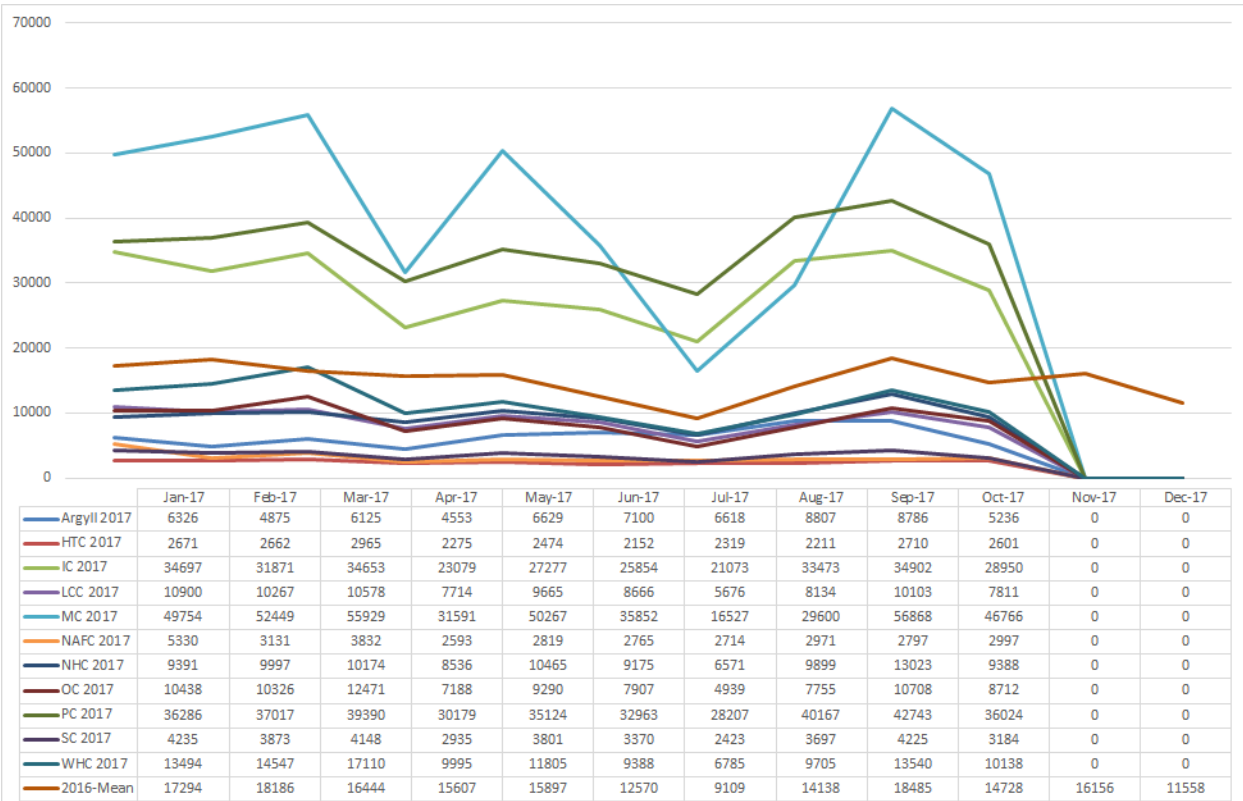
Clicks to UCAS 208 (18%)	Internal Applications (Degrees) 921 (19%) (pageviews)
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**Social Media – Klout 67 (-)**

<b>Facebook Likes</b> 21,504 +146	<b>Twitter Followers</b> 10,911 +122	<b>YouTube Views</b> 145,843 +3445	<b>Flickr Views</b> 268,593 +5228
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### 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	556
www.perth.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.whc.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	
3349	
3052	
2762	
897	
757	
725	
718	
565	
374	
324	

### Campaign Activity (£989, 0.3% of ext)

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	5716	£61.50
stornursingoct17	FB	302	£4.50
sotyoct2017	FB	214	£1.00
publicloginpage	WiFi	205	£35.00
BusLunch	FB	124	£0.00
PublicLoginPage	WiFi	123	£7.00
sasvisitoct17	FB	116	£1.00
FESoY	FB	91	£0.50
FundedPGTMay17	FB	66	£0.00
royalnursingvisitsep17	FB	66	£1.50