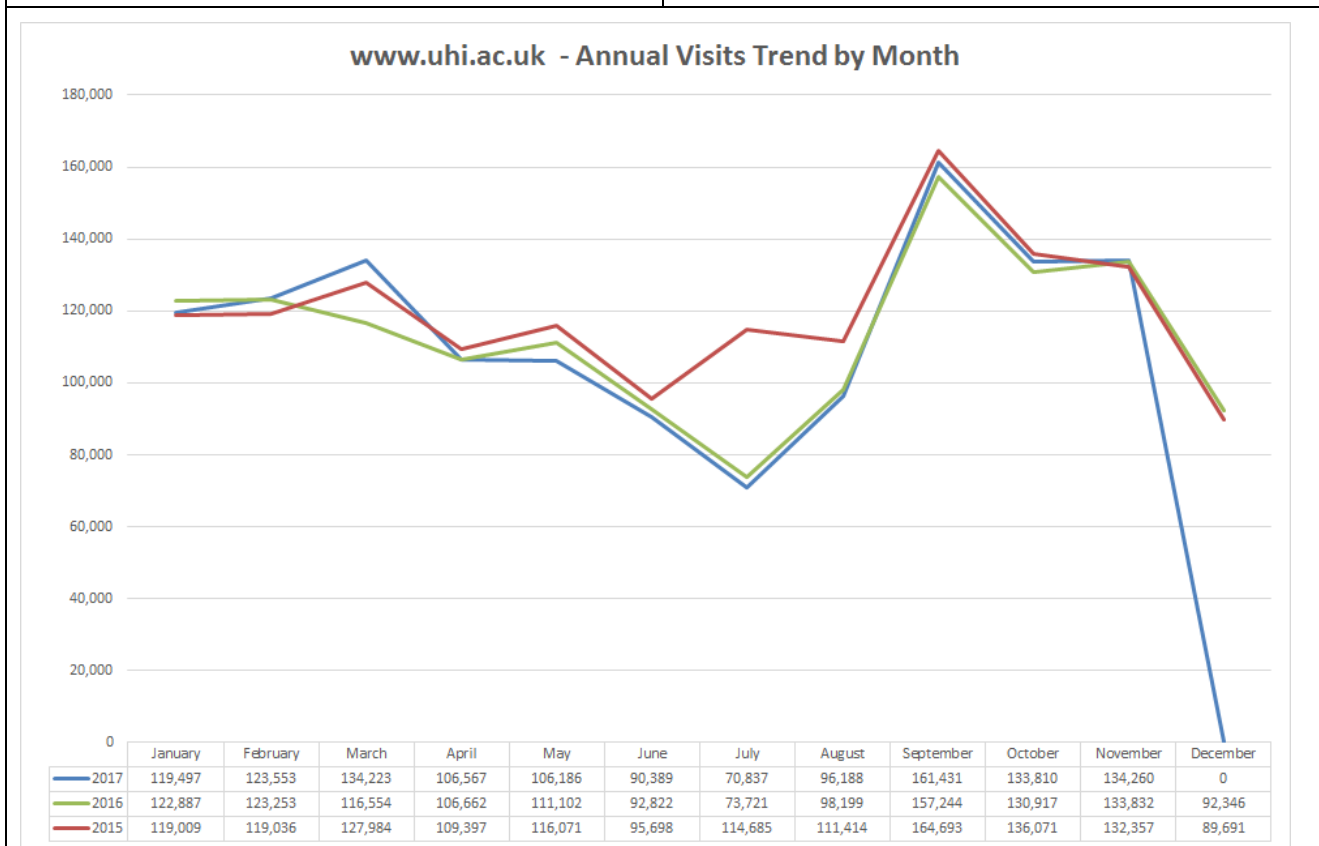


Visits – 134,260 (24% Internal)		2.4%	of users use the site search from Google Direct from outwith UK Mobile (of which 58.7% Apple) Average page load time
vs Last Month	—	54.7%	
vs Last Year	—	16.3%	
		9.7%	
		25.2%	
		2.9s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (2) BSc Nursing (1) MSc Advanced Nursing Prac (18) BSc Hons Psychology (3) BA Hons Childhood Practice (6) BA Hons Child and Youth Studies (7) MLitt Viking Studies (4) BSc Hons Marine Science (5) PGDE Secondary Teaching (10) BA Hons Business and Management (9) 	<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 BSc Hons Marine Science HNC Childhood Practice MLitt Viking Studies BSc Health Studies

Applications

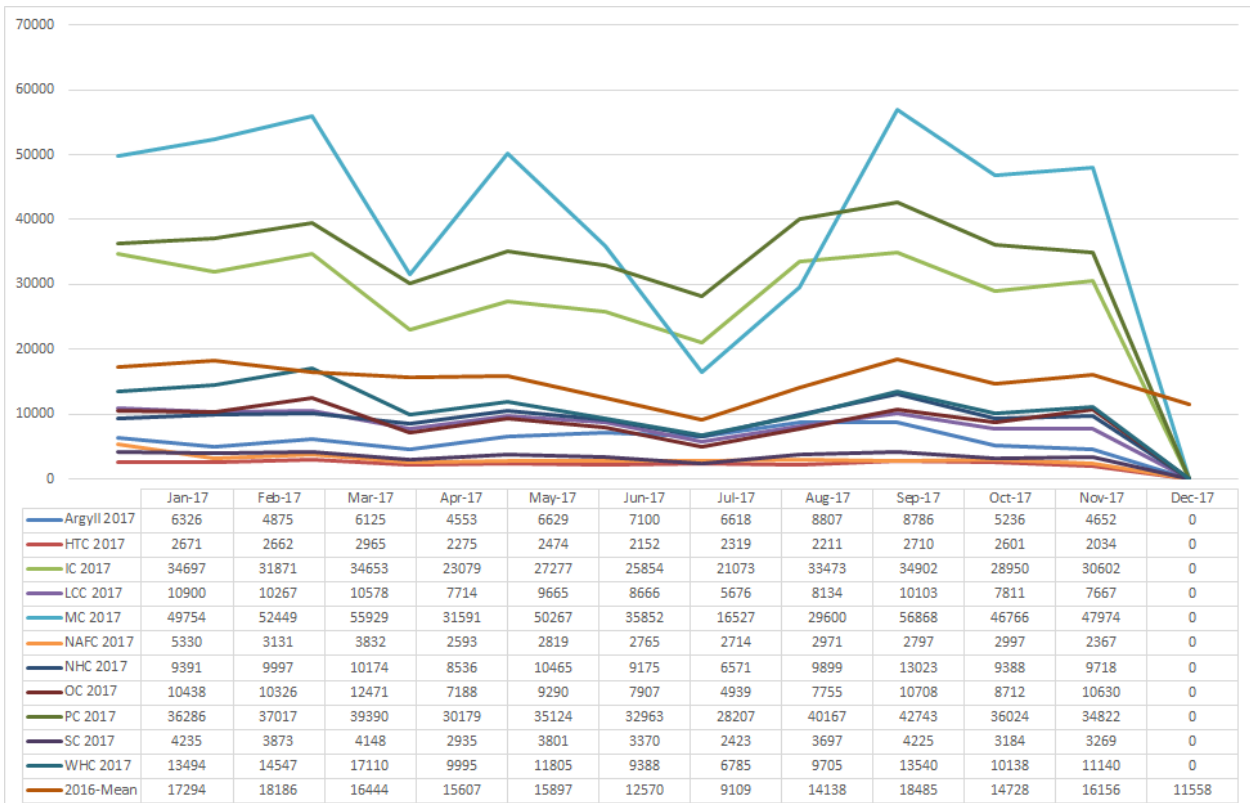
Clicks to UCAS 265 (27%)	Internal Applications (Degrees) 991 (7.6%) (pageviews)
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Social Media – Klout 67 (-)

Facebook Likes 21,593 +89	Twitter Followers 11,025 +114	YouTube Views 149,178 +3335	Flickr Views 271,534 +2941
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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	1616
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	
3175	
3122	
2508	
896	
805	
686	
616	
511	
381	
282	

Campaign Activity (£600, 0.3% of ext)

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	7107	£294.00
stornursingnov17	FB	349	£4.00
Welcome new alumni 2017	eMail	340	£1.00
publicloginpage	WiFi	337	£43.00
gif1of5nov2017	FB	177	£0.00
2015-16 DLHE Continuing	eMail	135	£3.50
hijobs	HIE	125	£0.00
201415 DLHE Graduates	eMail	120	£4.00
financemanagervacancy17	FB	109	£2.50
mcuniopendaynov17	FB	98	£1.50