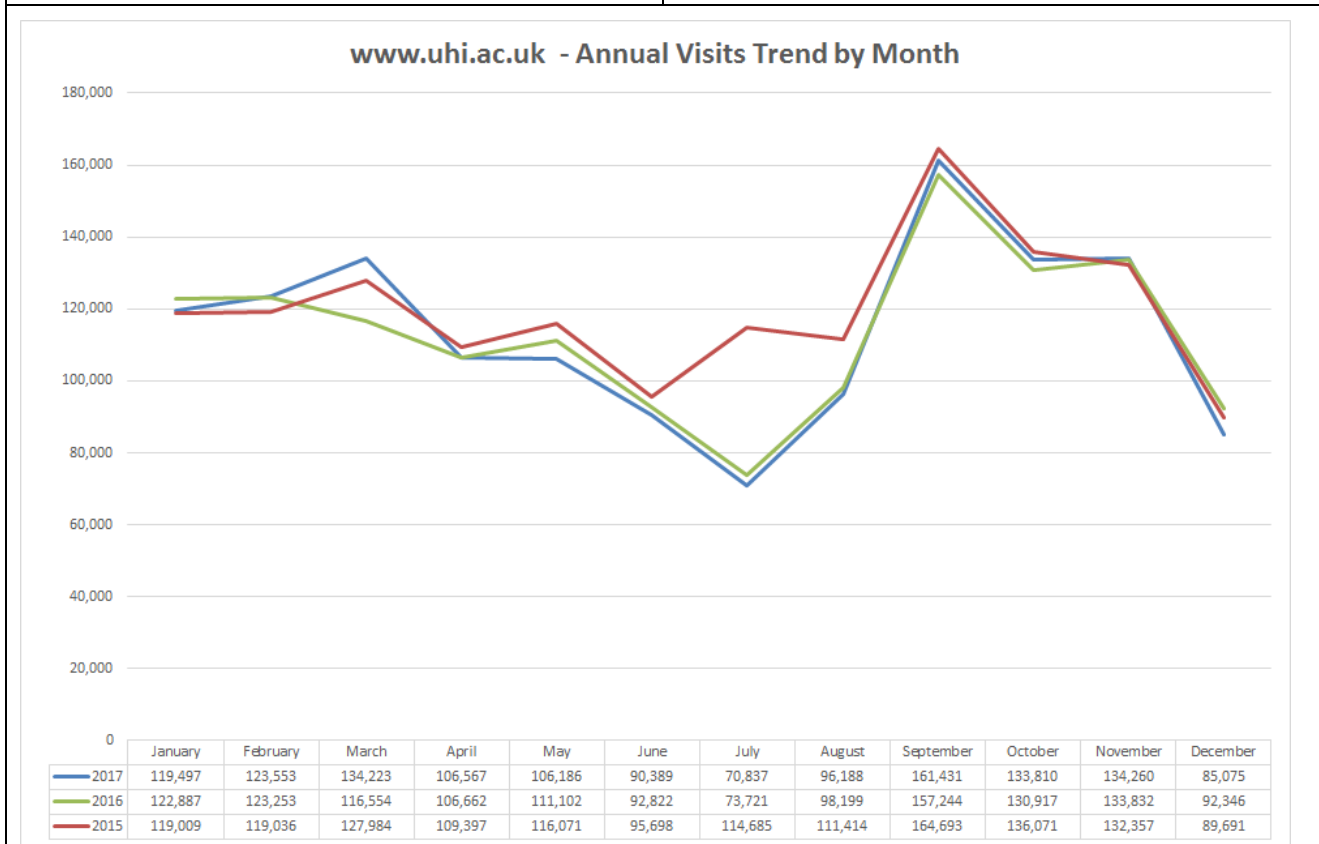


Visits – 85,075 (19% Internal)		2.4%	of users use the site search from Google Direct from outwith UK Mobile (of which 59% Apple) Average page load time
vs Last Month	▼36.6%	54.3%	
vs Last Year	▼7.9%	16.6%	
		13.4%	
		26.9%	
		2.74s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (2) MLitt Viking Studies (7) BSc Hons Psychology (4) PGDE Primary Teaching (1) BSc Hons Marine Science (8) PGDE Secondary Teaching (9) BA Hons Business and Management (10) BA Hons Childhood Practice (5) BSc Oral Health Science (13) BA Hons Child and Youth Studies (6) 	<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 MLitt Viking Studies BSc Hons Marine Science HNC Childhood Practice BSc Health Studies

Applications

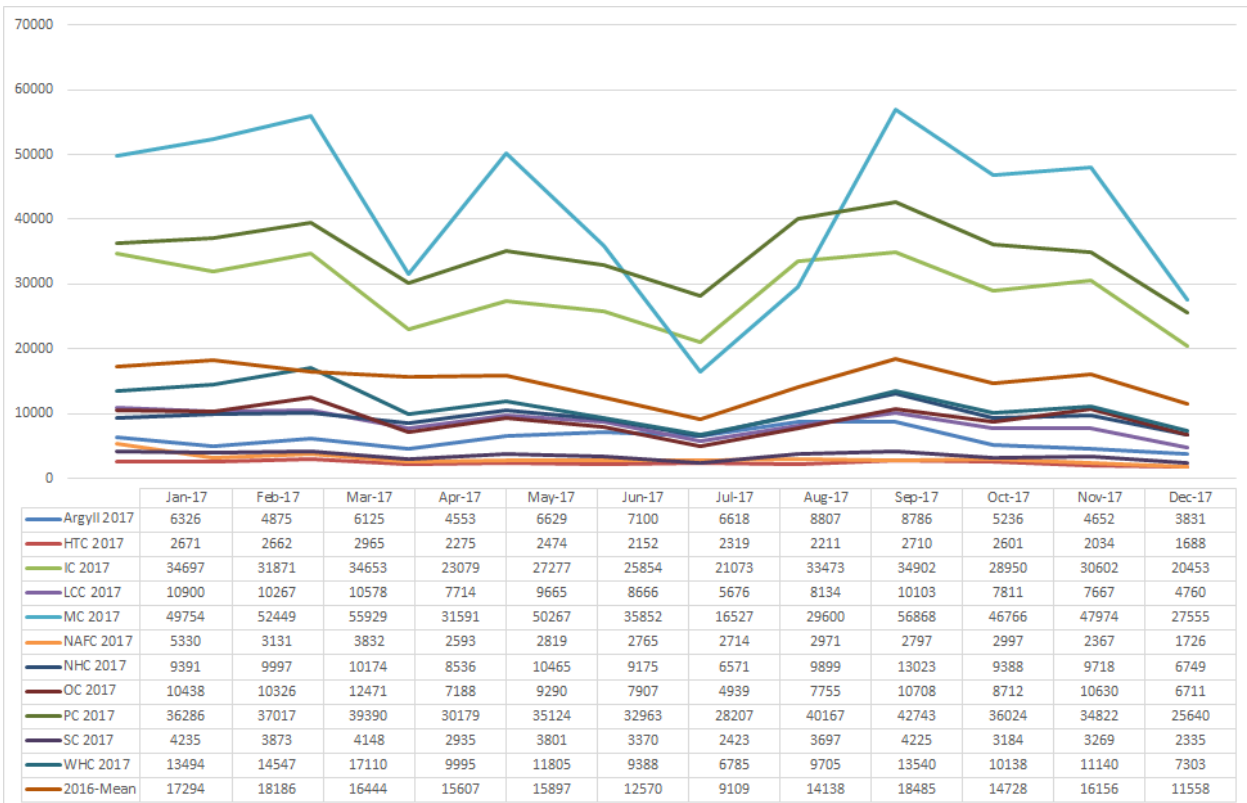
Clicks to UCAS 267 (-)	Internal Applications (Degrees) 790 (20.3%) (pageviews)
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Social Media – Klout 66 (-1)

Facebook Likes 21,807 +214	Twitter Followers 11,106 +81	YouTube Views 152,181 +3003	Flickr Views 273,081 +1547
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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	sams.ac.uk
www.moray.uhi.ac.uk	193
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	
1922	
1707	
1707	
535	
479	
424	
398	
361	
229	
198	

Campaign Activity (£600, 0.3% of ext)

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	3358	£55.00
invnursingopendaydec17	FB	841	£21.50
publicloginpage	WiFi	306	£23.00
Welcome new alumni 2017	Mail	297	£0.00
Christmas 2017 - Bilingual	Mail	136	£1.00
golfdec17	FB	113	£59.00
201415 DLHE Graduates	Mail	98	£1.50
mcjan18starts	FB	52	£0.00
gif2of5nov2017	FB	39	£2.00
mcuniopendaynov17	FB	27	£0.00