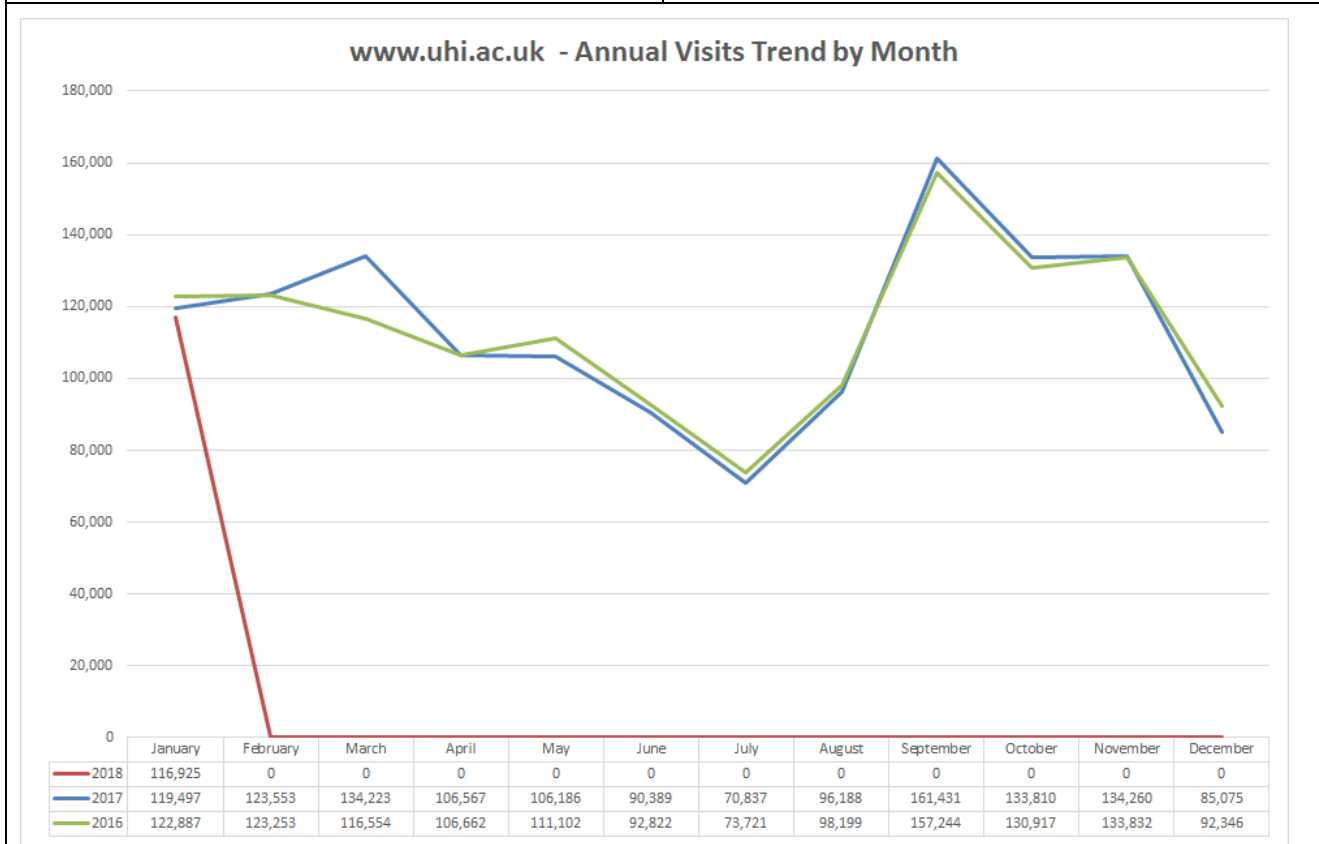


Visits – 116,925 (17% Internal)		2.7%	of users use the site search from Google Direct from outwith UK Mobile (of which 59% Apple) Average page load time
vs Last Month	▲37.4%	55.1%	
vs Last Year	▼2.2%	14.6%	
		12.3%	
		33.8%	
		2.64s	

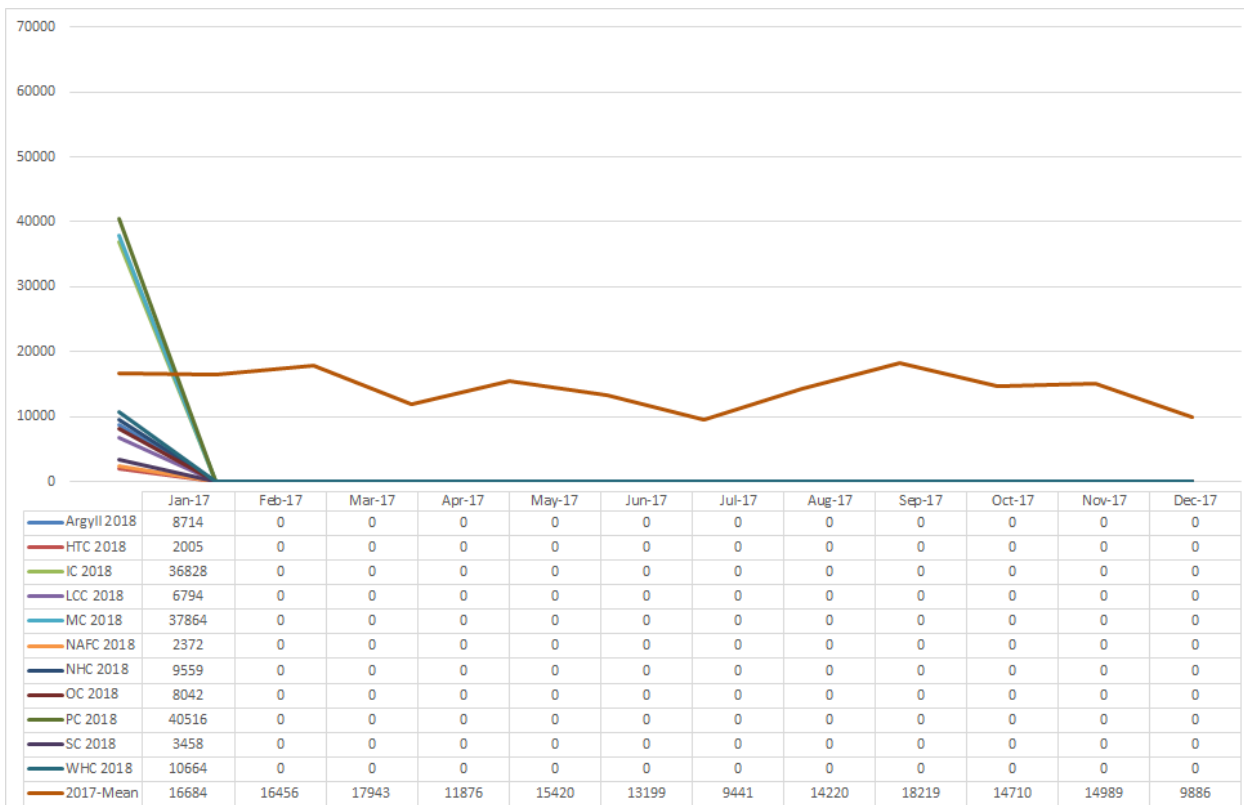
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (4) BA Hons Childhood Practice (8) BA Hons Child and Youth Studies (10) BSc Hons Psychology (3) MLitt Viking Studies (2) HNC Childhood Practice (11) BSc Oral Health Science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

Applications	
Clicks to UCAS 527 (97%)	Internal Applications (Degrees) 1371 (74%) (pageviews)



Social Media – Klout 67 (+1)			
Facebook Likes 22,006 +199	Twitter Followers 11,297 +191	YouTube Views 155,789 +3608	Flickr Views 305,017 +31,936

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 3426	sams.ac.uk 308
www.perth.uhi.ac.uk 3159	
www.moray.uhi.ac.uk 2406	
www.orkney.uhi.ac.uk 717	
www.northhighland.uhi.ac.uk 704	
www.argyll.uhi.ac.uk 688	
www.lews.uhi.ac.uk 687	
www.whc.uhi.ac.uk 675	
www.shetland.uhi.ac.uk 359	
www.htc.uhi.ac.uk 325	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	4902	£66.50
teachertrainingjan18	FB	1352	£12.00
scotgemjanplaces2018	FB	1253	£6.50
invnursingopeneve10jan18	FB	943	£177.00
Hospice	eMail	380	£2.00
publicloginpage	WiFi	245	£35.50
Bryden_Centre	eMail	95	£0.00
Welcome new alumni 2017	eMail	92	£1.50
twitter	Feed	88	£0.00
icjaneveclasses2018	FB	80	£0.50