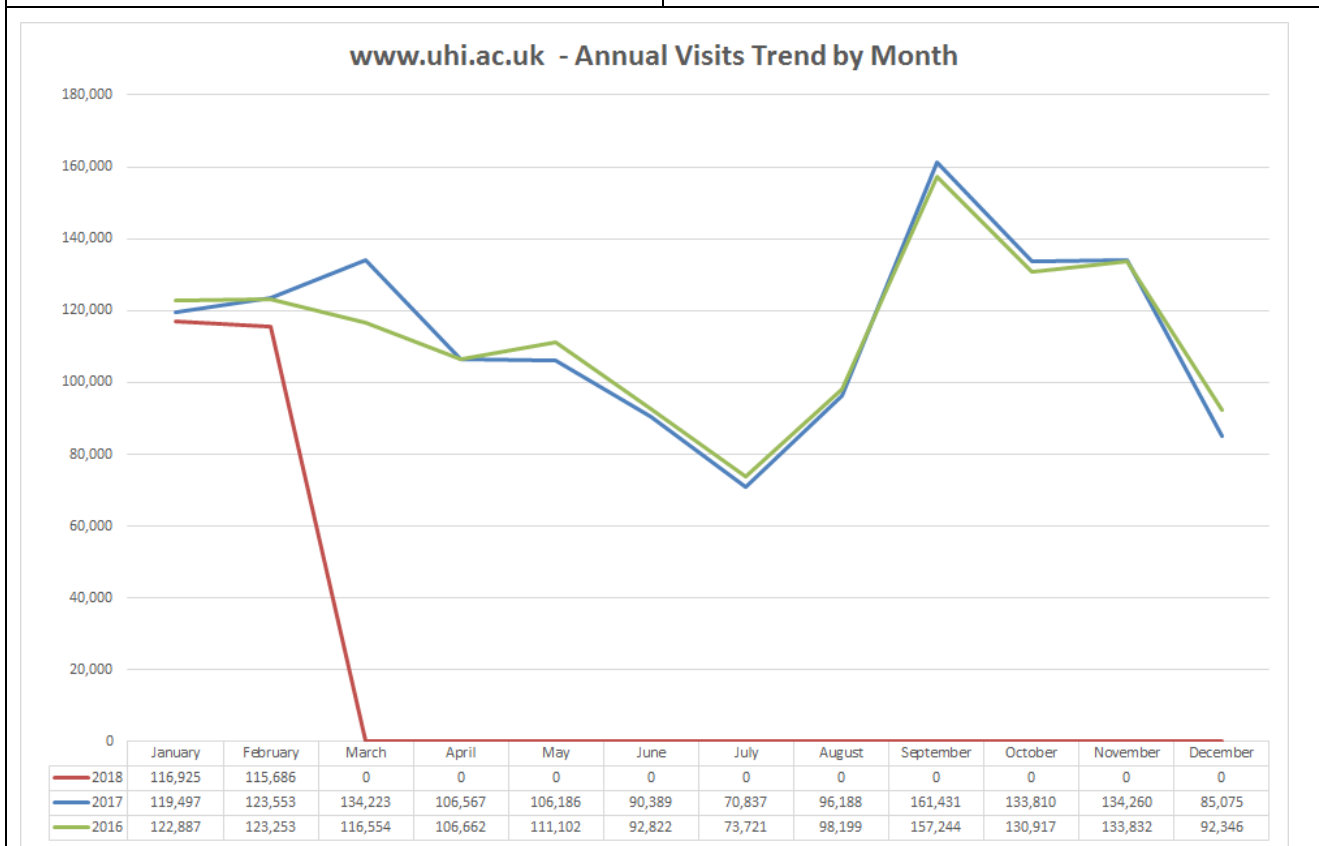


Visits – 115,686 (21% Internal)		6,072	searches from Google Direct from outwith UK Mobile (of which 59% Apple) Average page load time
		52.7%	
vs Last Month	▼1%	13.3%	
vs Last Year	▼6.4%	10.2%	
		30.4%	
		3.05s	

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

Applications

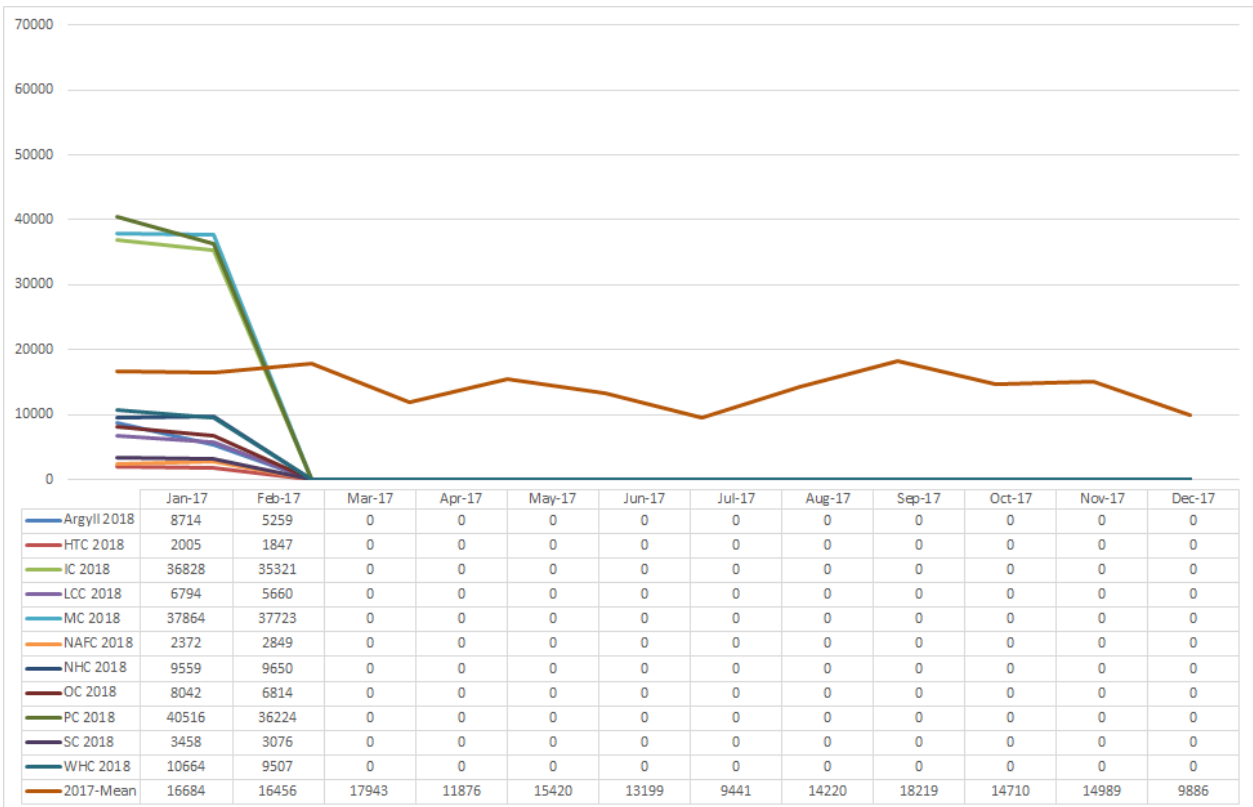
Clicks to UCAS 339 (36%)	Internal Applications (Degrees) 913 (33%) (pageviews)
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Social Media – Klout 66 (-1)

Facebook Likes 22,158 +152	Twitter Followers 11,420 +123	YouTube Views 158, 229 +3133	Flickr Views 319,662 +14,645
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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.perth.uhi.ac.uk	189
www.moray.uhi.ac.uk	
www.northhighland.uhi.ac.uk	
www.lews.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.argyll.uhi.ac.uk	
www.shetland.uhi.ac.uk	
www.htc.uhi.ac.uk	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	5765	£125.50
progdirvacancyfeb18	FB	1637	£3.00
uhiscolfundfeb18	FB	714	£7.50
glacivilenggradappfeb18	FB	452	£5.00
ecmepressreleasejan18	FB	432	£1.50
publicloginpage	WiFi	278	£43.50
abercivilenggradappfeb18	FB	240	£1.50
hijobs	Feed	224	£2.50
civilenggradappfeb18	FB	201	£2.00
201415 DLHE Graduates	eMail	126	£6.00