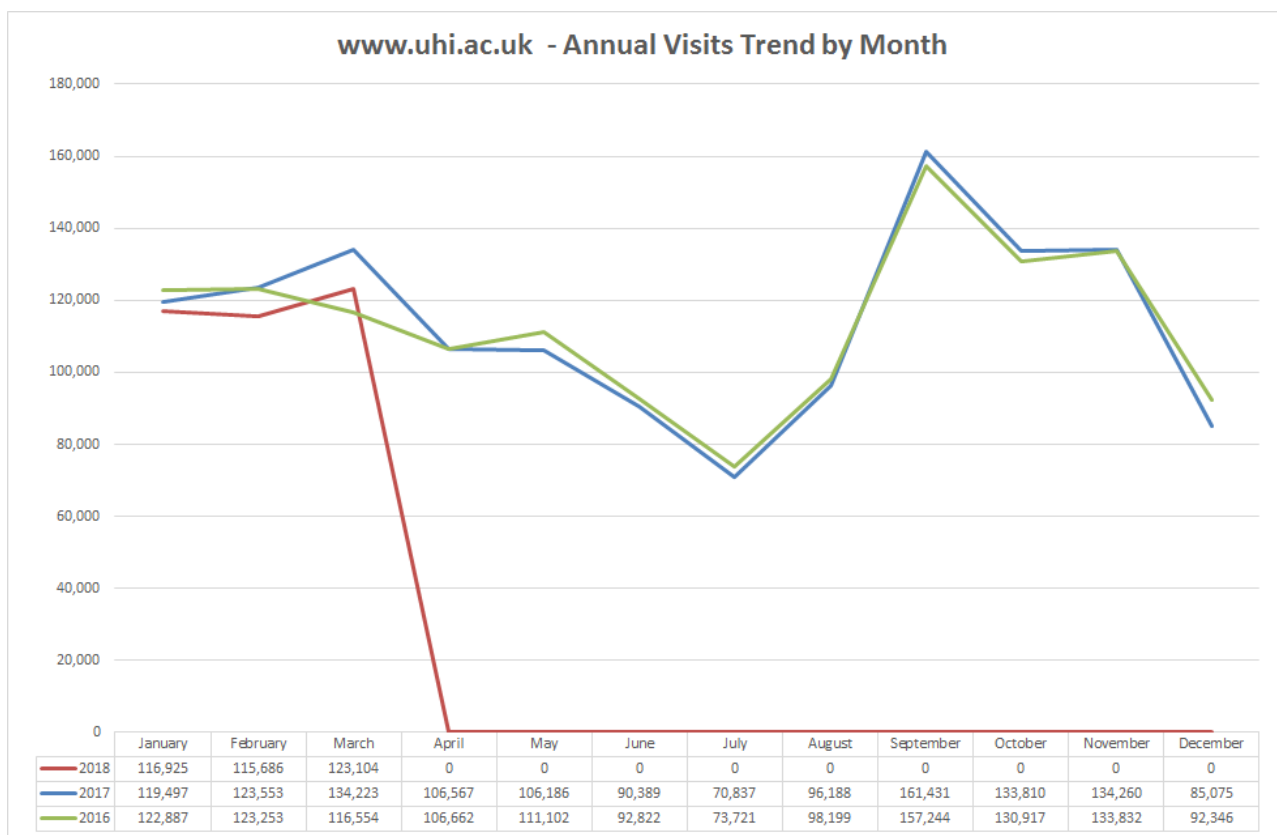


<b>Visits – 123,104 (19% Internal)</b>		21,850	searches from Google Direct from outwith UK Mobile (of which 58% Apple) Average page load time
vs Last Month		53.6%	
vs Last Year		13.7%	
▲6.4%		10.7%	
		28.5%	
		2.95s	

<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>BSc Nursing (-)</li> <li>PGDE Primary Teaching (-)</li> <li>BA Hons Creative Writing (57)</li> <li>BSc Hons Psychology (3)</li> <li>BA Hons Childhood Practice (-)</li> <li>MLitt Viking Studies (7)</li> <li>BA Hons Child and Youth Studies (4)</li> <li>HNC Childhood Practice (6)</li> <li>PGDE Secondary Teaching (8)</li> <li>BA (Hons) Business and Management (11)</li> </ol>	<ol style="list-style-type: none"> <li>BSc Nursing</li> <li>PGDE Primary Teaching</li> <li>BSc Hons Psychology</li> <li>BA Hons Child and Youth Studies</li> <li>BA Hons Childhood Practice</li> <li>MLitt Viking Studies</li> <li>HNC Childhood Practice</li> <li>PGDE Secondary Teaching</li> <li>BSc Oral Health Science</li> <li>BSc Hons Marine Science</li> </ol>

**Applications**

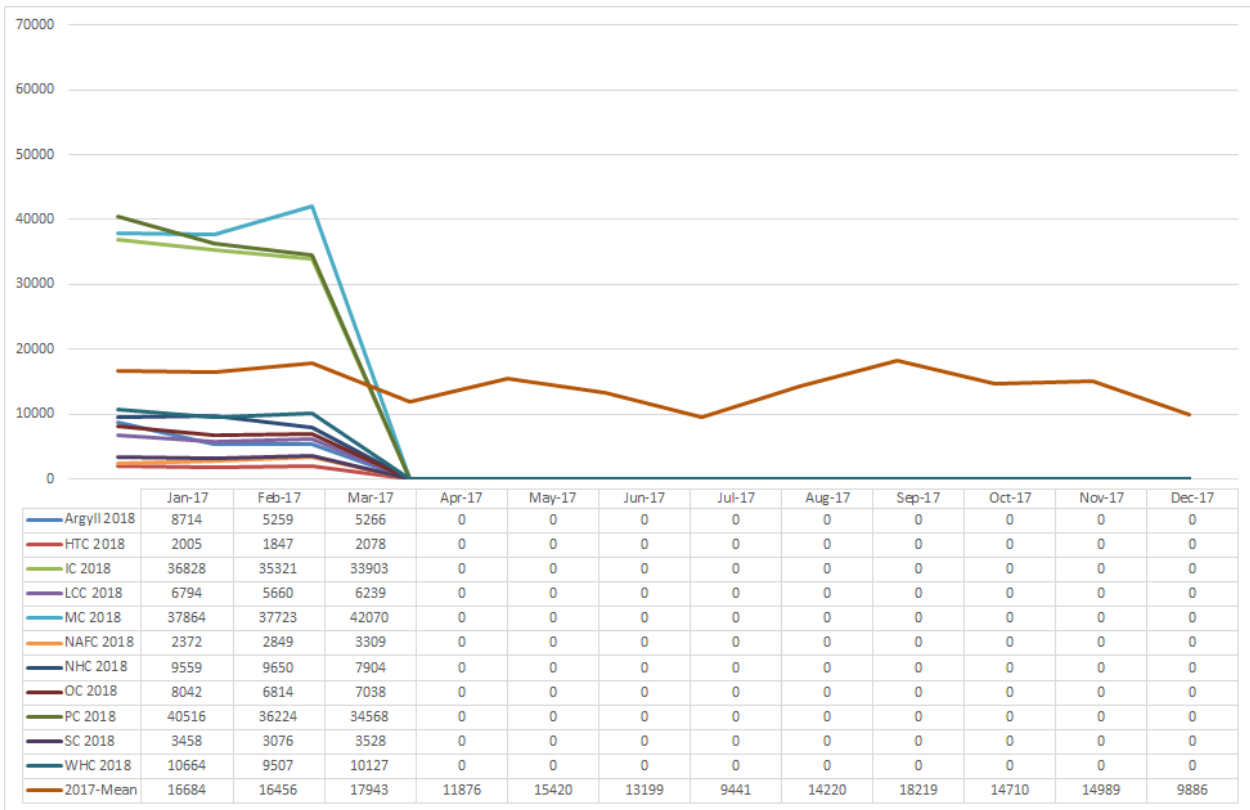
Clicks to UCAS 367 (8.3%)	Internal Applications (Degrees) 977 (7%) (pageviews)
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**Social Media – Klout 65 (-1)**

<b>Facebook Likes</b> 22,298 +140	<b>Twitter Followers</b> 11,516 +96	<b>YouTube Views</b> 162,836 +4607	<b>Flickr Views</b> 323,489 +3827
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### Annual Cycle - One Web Partners



### Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.perth.uhi.ac.uk	sams.ac.uk
www.inverness.uhi.ac.uk	430
www.moray.uhi.ac.uk	
www.northhighland.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.lews.uhi.ac.uk	
www.argyll.uhi.ac.uk	
www.htc.uhi.ac.uk	
www.shetland.uhi.ac.uk	

### Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	3327	£43.50
creativewritingmar2018	FB	1061	£377.50
publicloginpage	WiFi	629	£87.50
critenqmar18	FB	329	£129.00
cvs18	FB/Tw	211	£0.50
hijobs	HIE	208	£1.50
FEReport	Newsletter	185	£1.00
RandA	Newsletter	133	£1.50
googledigeventsmar2018	FB/Tw	118	£1.50
JB	Newsletter	90	£0.00