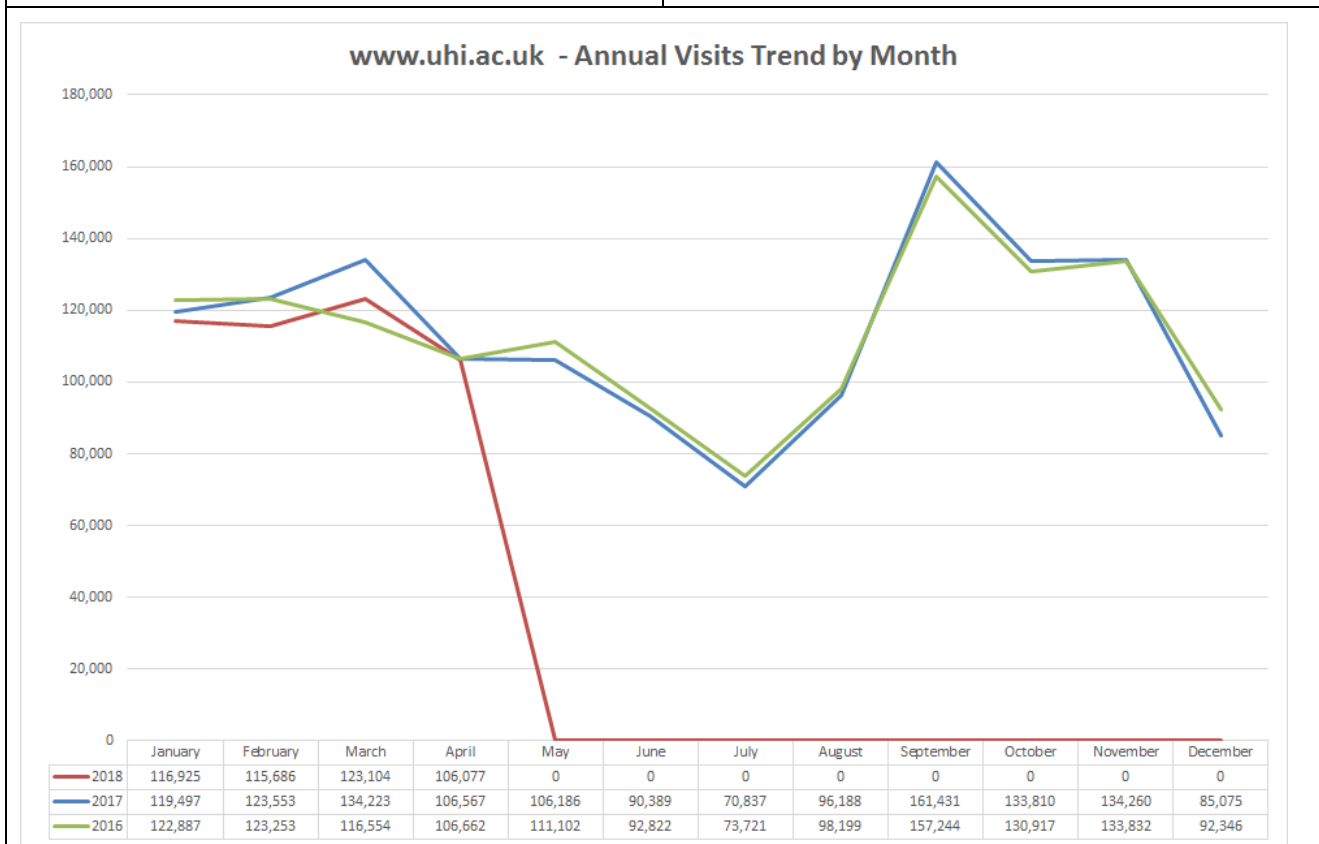


Visits – 106,077 (16% Internal)		16,608 49.4%	searches from Google Direct from outwith UK Mobile (of which 50% Apple) Average page load time
vs Last Month	▼ 13.8%	13.7%	
vs Last Year	—	11.8%	
		35.5%	
		2.92s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) BSc Hons Psychology (4) BA Hons Childhood Practice (5) PGDE Primary Teaching (2) BA Hons Child and Youth Studies (7) MSc Psychology Conversion (11) MLitt Viking Studies (6) MBA Aviation (26) HNC Childhood Practice (8) MBA Business Administration (38) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BSc Hons Psychology BA Hons Childhood Practice BA Hons Child and Youth Studies MLitt Viking Studies HNC Childhood Practice PGDE Secondary Teaching BSc Oral Health Science BSc Hons Marine Science

Applications

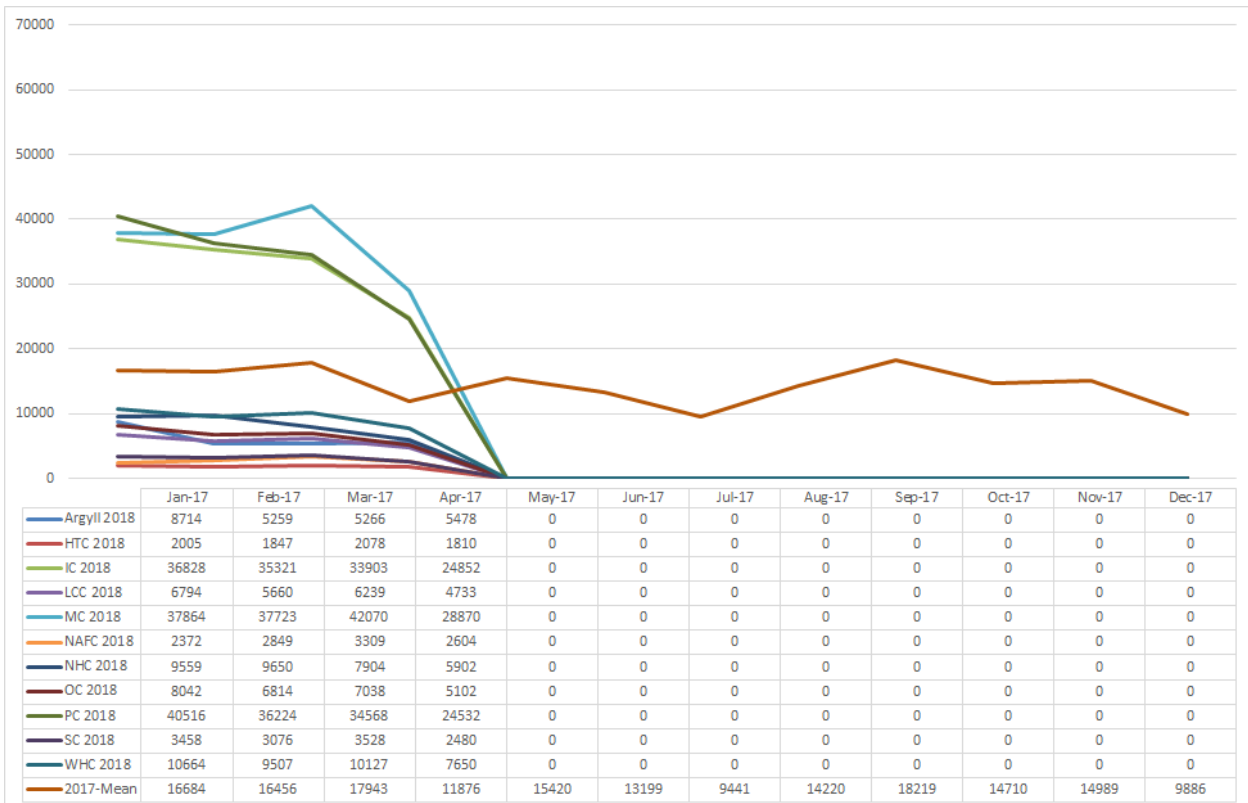
Clicks to UCAS 291 (20.7%)	Internal Applications (Degrees) 1003 (2.6%) (pageviews)
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Social Media – Klout 67 (+2)

Facebook Likes 22,624 +326	Twitter Followers 11,566 +50	YouTube Views 166,183 +3297	Flickr Views 325,722 +2231
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	2738
www.moray.uhi.ac.uk	2163
www.perth.uhi.ac.uk	2125
www.whc.uhi.ac.uk	575
www.lews.uhi.ac.uk	529
www.northhighland.uhi.ac.uk	493
www.argyll.uhi.ac.uk	467
www.orkney.uhi.ac.uk	428
www.htc.uhi.ac.uk	329
www.shetland.uhi.ac.uk	252

From non-One-Web

sams.ac.uk	520
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	3419	£31.50
invernesssciencefestival18	Social	1885	£3.00
invnursingapr18	Social	1312	£230.00
stornursingapr18	Social	1232	£72.50
1isf2018	Social	948	£1.00
nursingcasestudy2apr18	Social	791	£221.00
appliedsciencesif18	Social	749	£38.00
susruraldevesif18	Social	693	£49.50
mbaaviationesif18	Social	673	£66.00
mbabusinesadminesif18	Social	565	£44.00