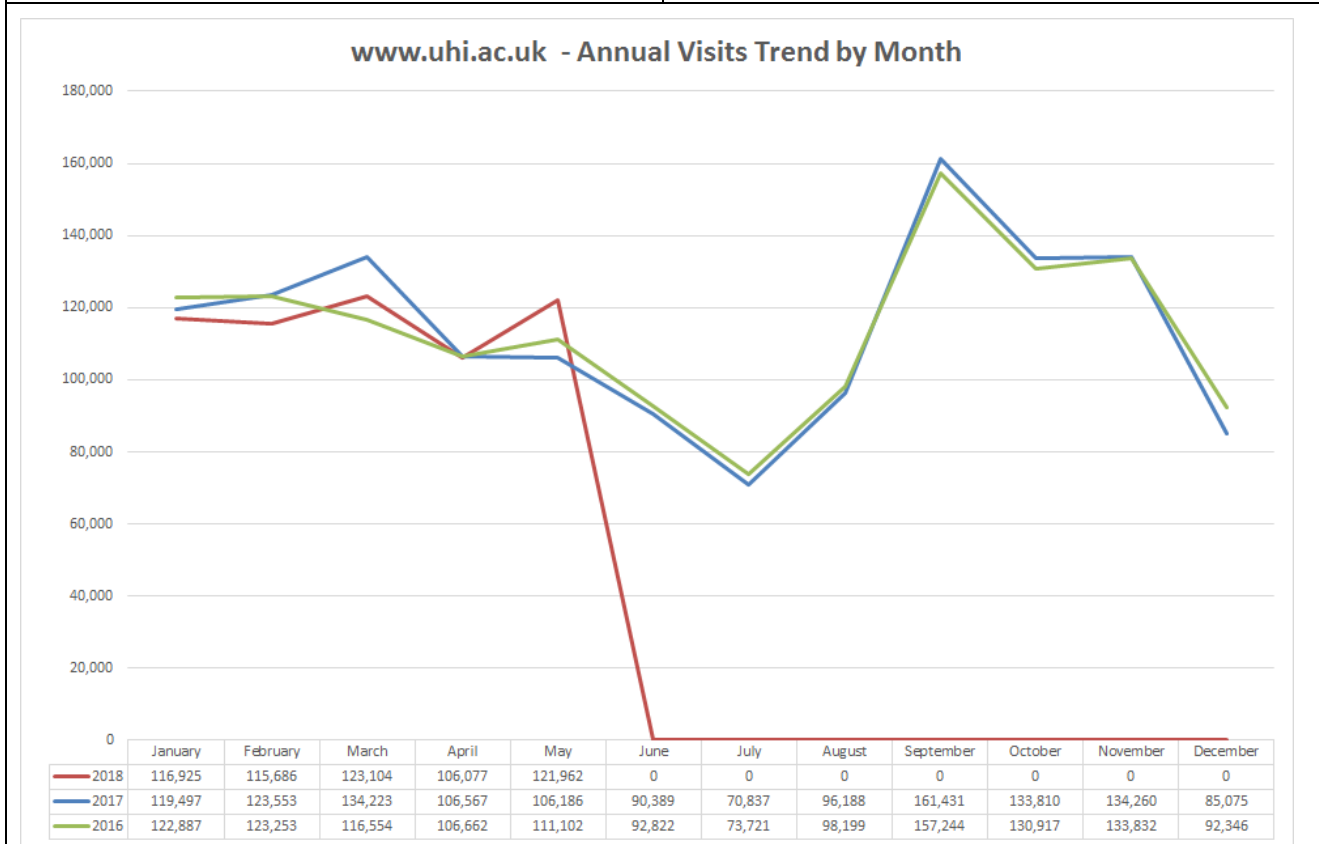


Visits – 121,962 (17% Internal)		19,482 47.5%	searches from Google Direct from outwith UK Mobile (of which 50% Apple) Average page load time
vs Last Month vs Last Year	▲ 15% ▲ 14.9%	14% 11% 39.8% 2.75s	

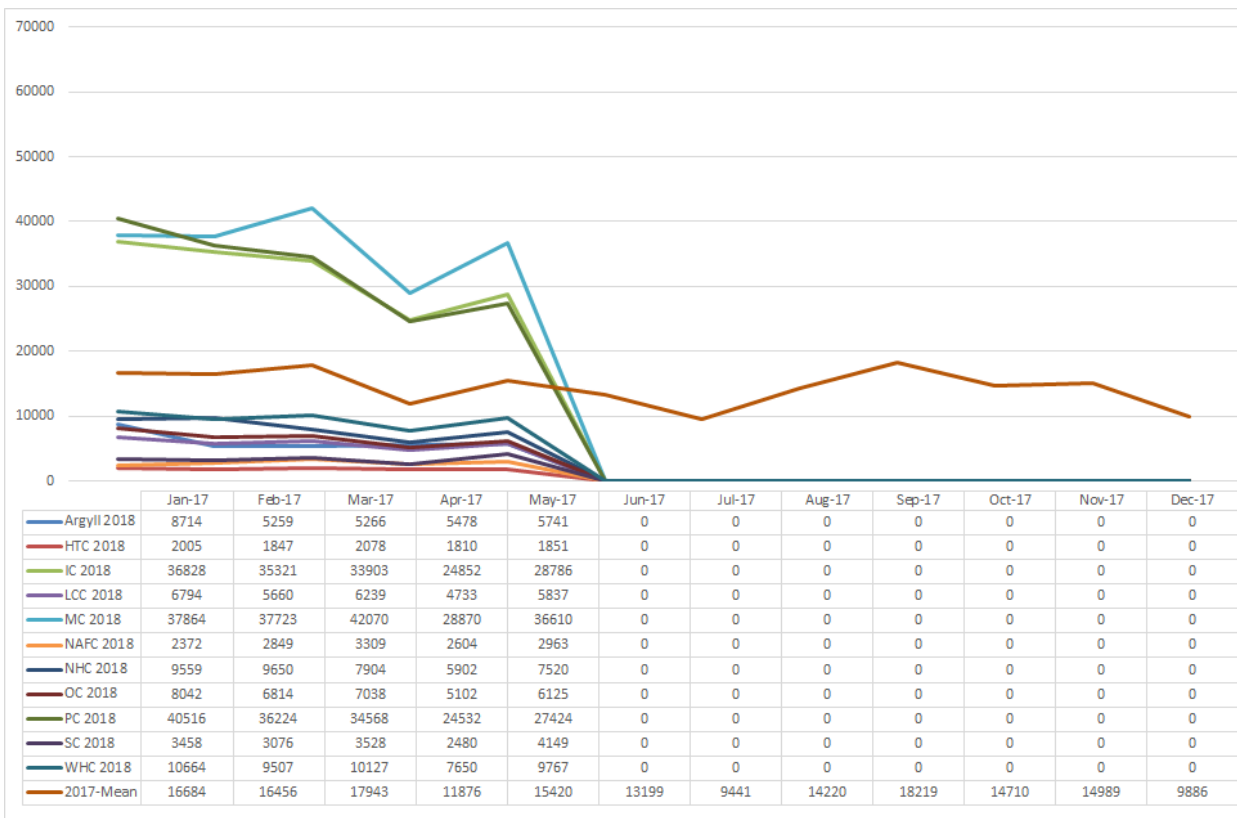
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) MA Art and Social Practice (20) PGDE Primary Teaching (4) BSc Hons Psychology (2) BA Hons Childhood Practice (3) BA Hons Child and Youth Studies (5) MSc Psychology Conversion (6) PGDE Secondary (15) MLitt Viking Studies (7) HNC Childhood Practice (9) 	<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 MSc Psychology Conversion BA (Hons) Health Studies

Applications	
Clicks to UCAS 280 (4%)	Internal Applications (Degrees) 1414 (40%) (pageviews)



Social Media			
Facebook Likes 23,314 +690	Twitter Followers 11,639 +73	YouTube Views 169,414 +3231	Flickr Views 327,538 +1816

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 2933	sams.ac.uk 250
www.perth.uhi.ac.uk 2247	
www.moray.uhi.ac.uk 2122	
www.lews.uhi.ac.uk 646	
www.northhighland.uhi.ac.uk 563	
www.whc.uhi.ac.uk 549	
www.argyll.uhi.ac.uk 475	
www.orkney.uhi.ac.uk 457	
www.shetland.uhi.ac.uk 338	
www.htc.uhi.ac.uk 288	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
parttimestudymay18	Social	6313	£299.00
VacancyClickOut	Website	4469	£103.00
artandsocialpracticeesif18	Social	1817	£243.50
marketingresearchassistantapr18	Social	1404	£3.00
modernapprenticeshipprmay2018	Social	1397	£8.50
leadershipmay18	Social	1351	£69.00
intnursesdaypressreleasemay2018	Social	1114	£66.50
proandcontractsofficermay18	Social	1052	£2.00
sustainablemountainscol18	Social	904	£16.00
sustainableenergyesif18	Social	589	£53.50