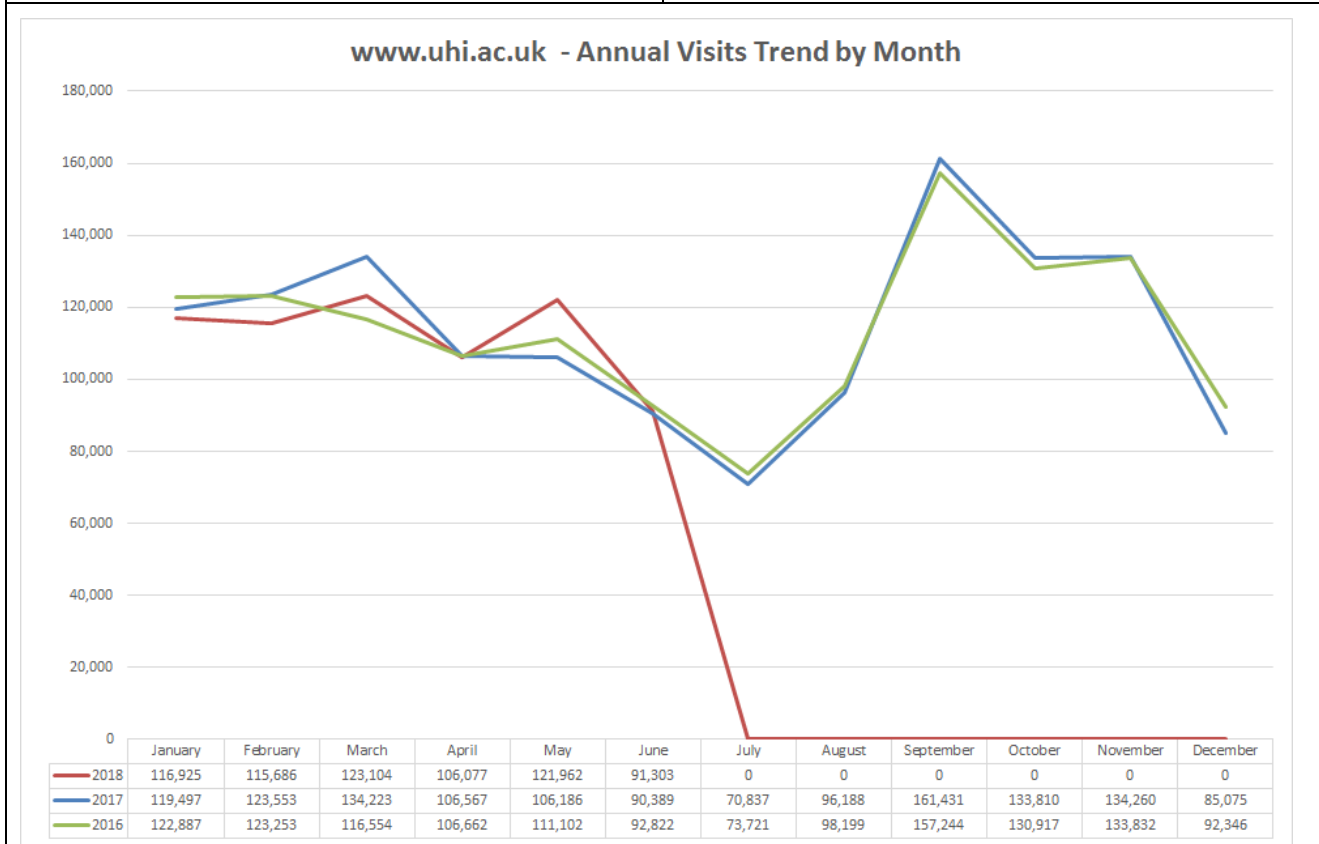


Visits – 91,303 (16% Internal)		18,585	searches from Google Direct from outwith UK Mobile (of which 49.5% Apple) Average page load time
vs Last Month		51.9%	
vs Last Year		14.5%	
▼ 25%	▲ 1%	15%	
		40.7%	
		2.65s	

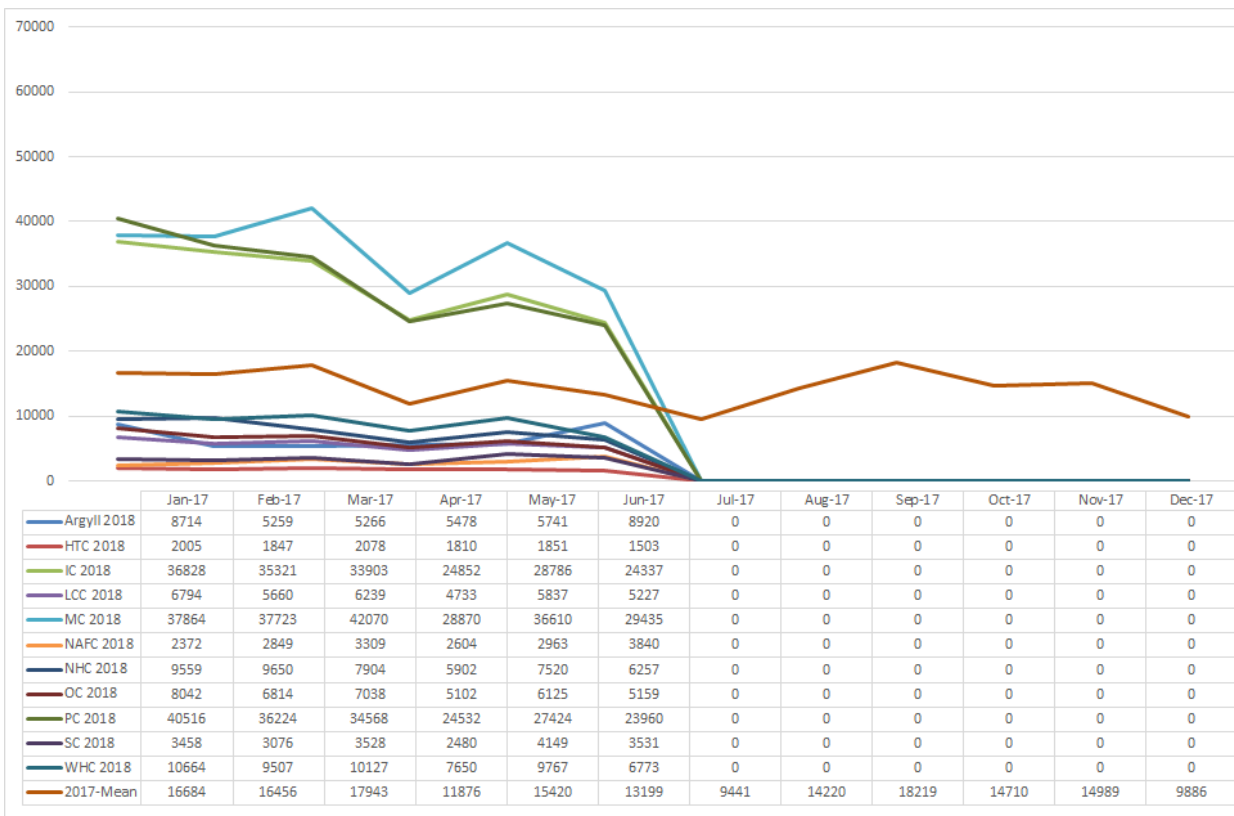
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) PGDE Secondary (8) BA Hons Childhood Practice (5) PGDE Primary Teaching (3) BA Hons Child and Youth Studies (6) BSc Hons Psychology (4) MSc Sustainable Rural Development (16) MSc Psychology Conversion (7) BA Hons Business and Management (12) MLitt Viking Studies (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 PGDE Secondary Teaching HNC Childhood Practice BA (Hons) Health Studies MSc Psychology Conversion

Applications	
Clicks to UCAS 328 (17%)	Internal Applications (Degrees) 1218 (14%) (pageviews)



Social Media			
Facebook Likes 23,594 +280	Twitter Followers 11,680 +41	YouTube Views 172,644 +3230	Flickr Views 330,664 +3126

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 2795	sams.ac.uk 892
www.perth.uhi.ac.uk 2088	
www.moray.uhi.ac.uk 1742	
www.northhighland.uhi.ac.uk 596	
www.argyll.uhi.ac.uk 559	
www.whc.uhi.ac.uk 549	
www.shetland.uhi.ac.uk 526	
www.lews.uhi.ac.uk 525	
www.orkney.uhi.ac.uk 490	
www.htc.uhi.ac.uk 212	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
pgdesecondaryjun18	Social	4087	£253.00
VacancyClickOut	Website	3285	£38.50
srdmastersjunead18	Social	2259	£133.00
interregstudentships	Social	1362	£8.00
socialhealthcarefajun18	Social	1093	£76.50
susdevjunead18	Social	591	£67.50
businessfajun18	Social	457	£6.00
artandsocialpracticeesif18	Social	331	£13.50
publicloginpage	WiFi	320	£31.00
parttimefeegrantjune2018	Social	313	£12.50