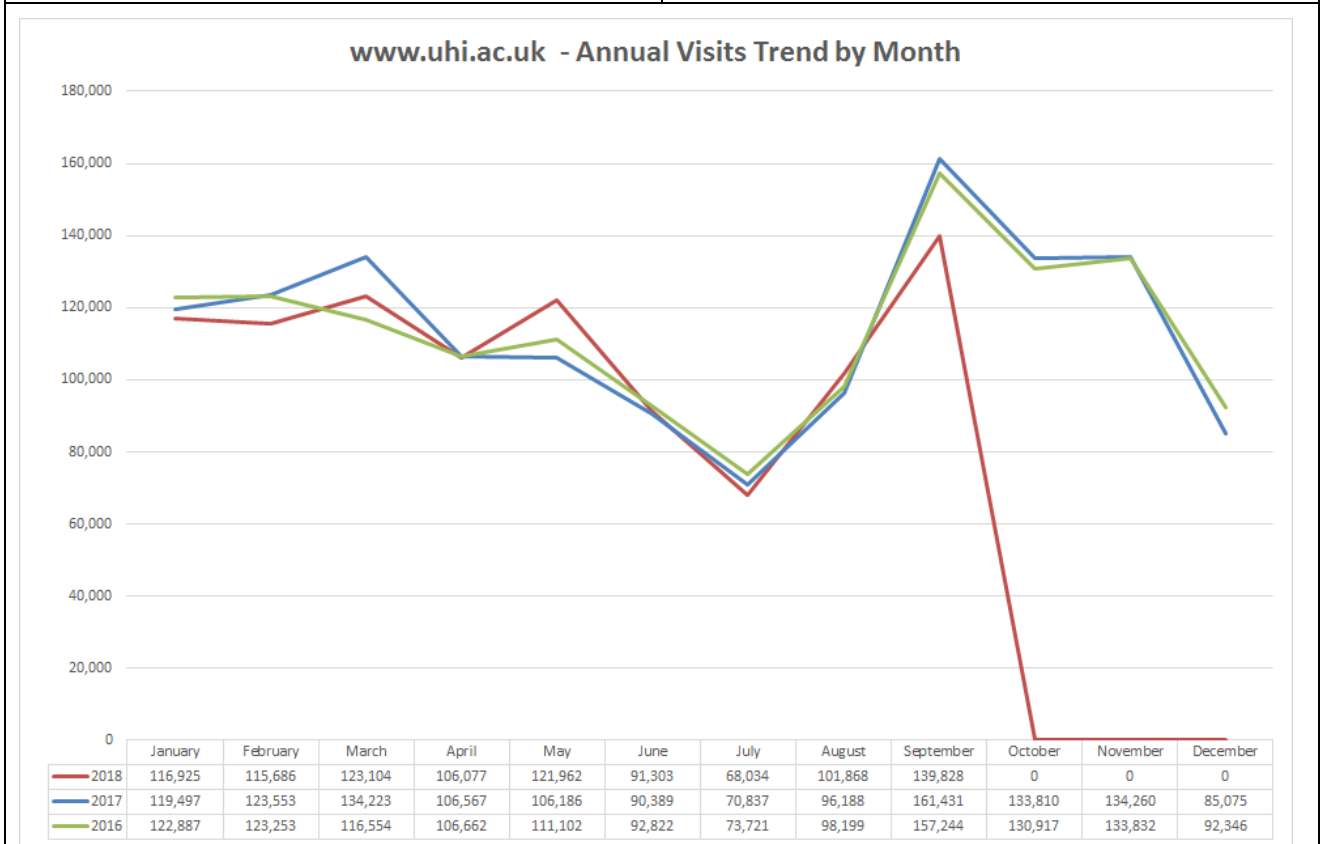


Visits – 139,828 (20% Internal)		26,475 49.2%	searches from Google Direct from outwith UK Mobile (of which 58% Apple) Average page load time
vs Last Month	▲37.2%	14.6%	
vs Last Year	▼13.4%	8.8% 34.1% 4.23s	

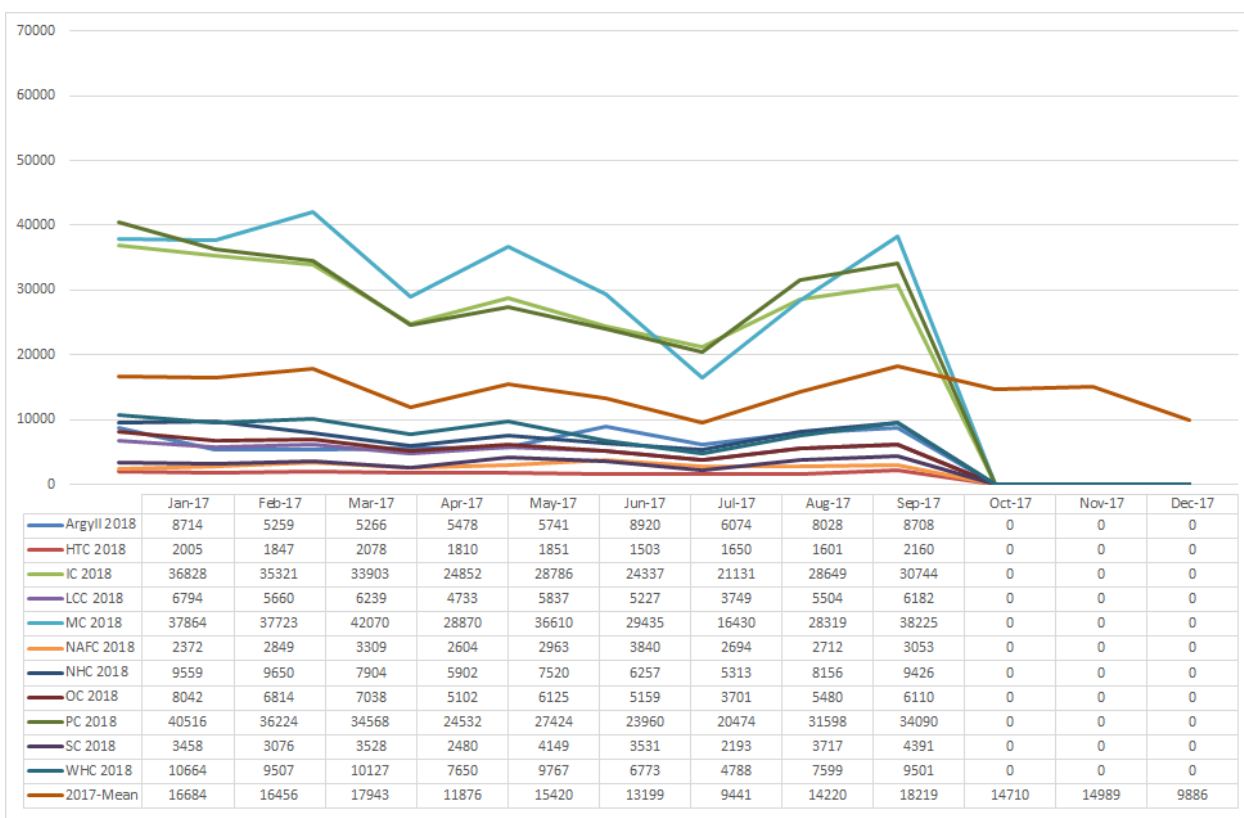
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (2) PgDip Midwifery (2) PGDE Primary Teaching (-) BA Hons Childhood Practice (6) BA Hons Child and Youth Studies (7) BSc Hons Psychology (6) HNC Childhood Practice (8) MSc Psychology Conversion (9) PGDE Secondary (4) BA (Hons) Business and Management (11) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BSc Hons Psychology BA Hons Childhood Practice PgDip Midwifery BA Hons Child and Youth Studies PGDE Secondary Teaching MSc Psychology Conversion HNC Childhood Practice MLitt Viking Studies

Applications	
Clicks to UCAS 289 (16.3%)	Internal Applications (Degrees) 1728 (25%) (pageviews)



Social Media			
Facebook Likes 24,313 +154	Twitter Followers 11,864 +140	YouTube Views 182,464 +3027	Flickr Views 366,732 +3589

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.perth.uhi.ac.uk 3695	sams.ac.uk 328
www.inverness.uhi.ac.uk 3340	
www.moray.uhi.ac.uk 3153	
www.whc.uhi.ac.uk 869	
www.northhighland.uhi.ac.uk 817	
www.orkney.uhi.ac.uk 688	
www.argyll.uhi.ac.uk 677	
www.lews.uhi.ac.uk 555	
www.shetland.uhi.ac.uk 421	
www.htc.uhi.ac.uk 355	

Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	3377	£213.50
invnursingopendaysep18	Social	517	£117.50
publicloginpage	WiFi	373	£101.00
cnovisitsep18	Social	244	£0.00
PartTimeStudyJuy2017	Social	181	£8.50
eliteathledefund18	Social	121	£0.00
cmibusinessbreakfastsep18	Social	84	£1.00
nssresultsjul18	Social	75	£0.50
RachaelBewsVidFBJan17	Social	58	£0.50
ECC	Social	56	£0.50