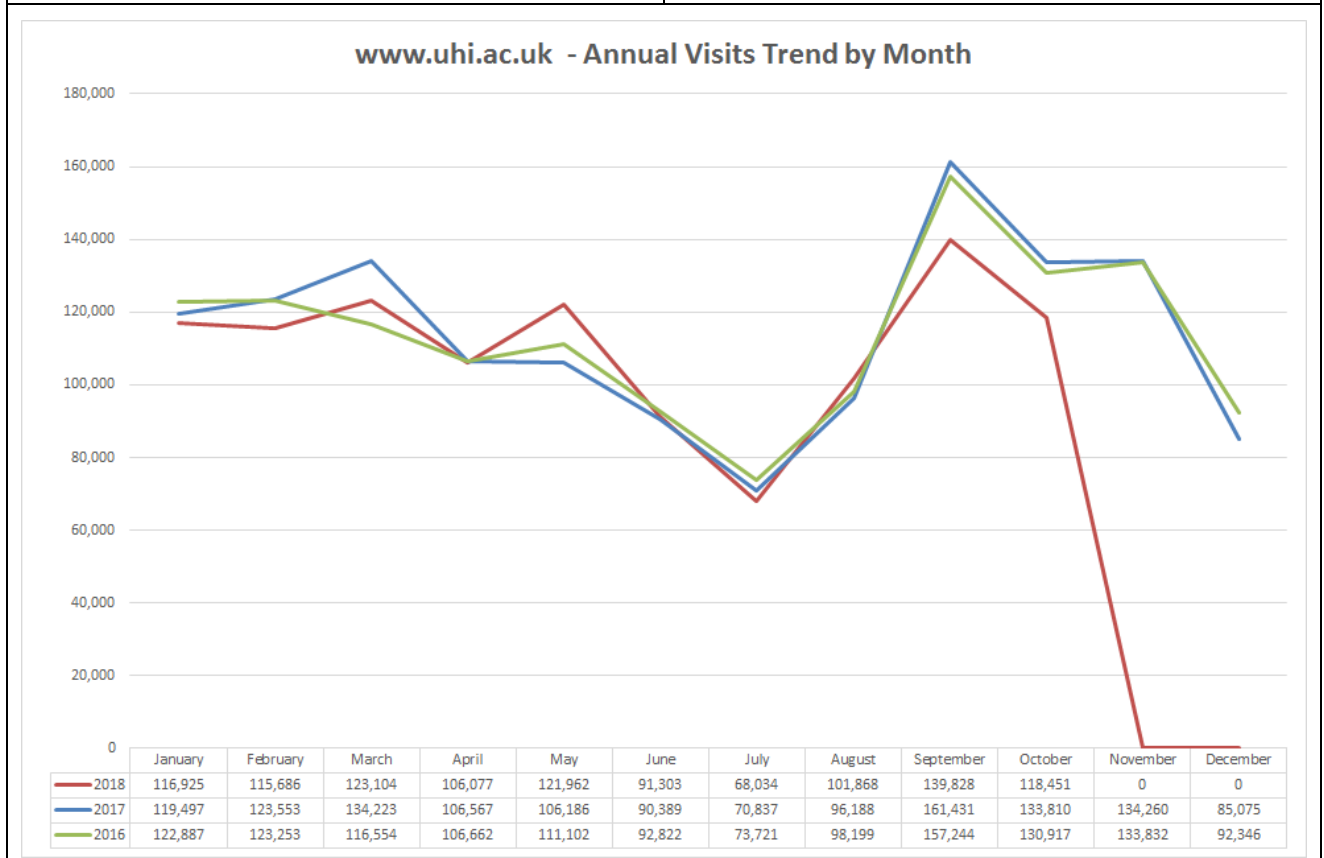


Visits – 118,451 (19% Internal)		52.1%	from Google Direct from outwith UK Mobile (of which 57% Apple) Average page load time
vs Last Month	▼15.3%	14%	
vs Last Year	▼11.5%	13%	
		31.4%	
		2.47s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Nursing (-) PGDE Primary Teaching (3) BSc Hons Psychology (6) BA Hons Childhood Practice (-) BA Hons Child and Youth Studies (-) MSc Psychology Conversion (8) PGDE Secondary (9) MLitt Viking Studies (11) BA Hons Professional Golf (14) BSc Hons Marine Science (13) 	<ol style="list-style-type: none"> BSc Nursing PGDE Primary Teaching BSc Hons Psychology BA Hons Childhood Practice BA Hons Child and Youth Studies PgDip Midwifery PGDE Secondary Teaching MSc Psychology Conversion HNC Childhood Practice MLitt Viking Studies

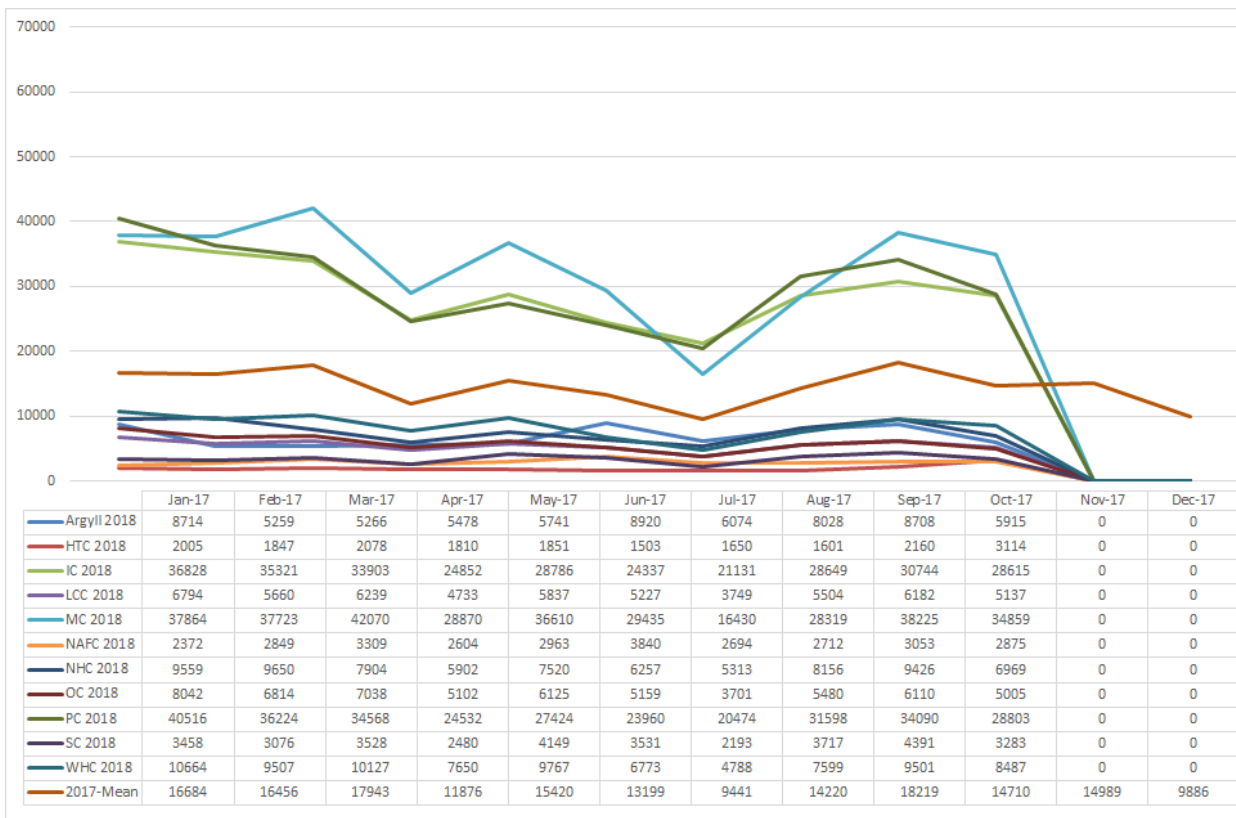
Applications

Clicks to UCAS 251 (13.2%)	Internal Applications (Degrees) 1378 (20%) (pageviews)
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Social Media			
Facebook Likes 24,419 +106	Twitter Followers 12,014 +150	YouTube Views 187,490 +5026	Flickr Views 368,387 +1655

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	2833
www.perth.uhi.ac.uk	2763
www.moray.uhi.ac.uk	2694
www.whc.uhi.ac.uk	662
www.orkney.uhi.ac.uk	641
www.northhighland.uhi.ac.uk	551
www.htc.uhi.ac.uk	548
www.argyll.uhi.ac.uk	543
www.lews.uhi.ac.uk	471
www.shetland.uhi.ac.uk	364

From non-One-Web

sams.ac.uk	285
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Campaign Activity

Campaign	Medium	Pageviews	Goal Value
VacancyClickOut	Website	4560	£116.50
businesslunchesintrooct18	Social	548	£6.00
sotywinnerspressreleaseoct18	Social	486	£1.00
adultsphotographyworkshopoct18	Social	403	£3.00
publicloginpage	WiFi	338	£91.00
inamaciverawardpressrelease18	Social	283	£0.00
generalnursingopendaypromooct18	Social	216	£3.50
valmaciverpressreleaseoct18	Social	199	£2.00
kidsphotographyworkshopoct18	Social	148	£0.50
aquacultureworkshopoct18	Social	126	£1.50