

Visits 135,205 1%▲	3.5% 41.5% 33.5% 10.5% 9.8% 2.78s	of users use the site search from Google Direct from outwith UK Mobile (of which 70.9% Apple) Average page load time
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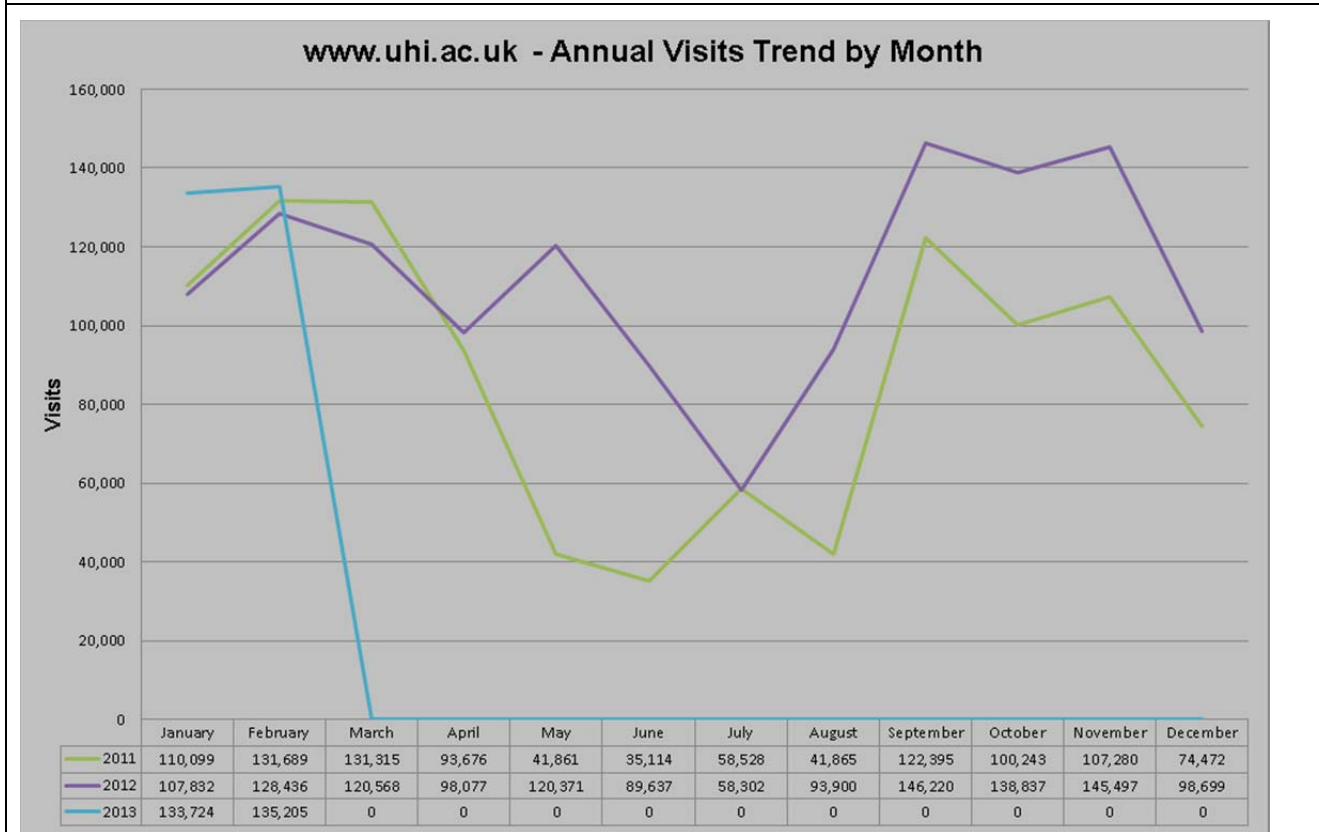
Top Ten Courses (previous month)

1. BA Hons Environmental Science (3)	6. BA Hons Child & Youth Studies (10)
2. BEng Energy Engineering (8)	7. BA Hons Popular Music (6)
3. BA Hons Adventure Tourism Management (4)	8. BA Hons Contemporary Textiles (76)
4. BSc Hons Psychology (5)	9. BA Hons Golf Management (15)
5. BSc Hons Marine Science (9)	10. BSc Oral Health Science (7)

Applications

Clicks to UCAS 183 (35%)	Internal Applications (Degrees) 403 (12%) (pageviews)
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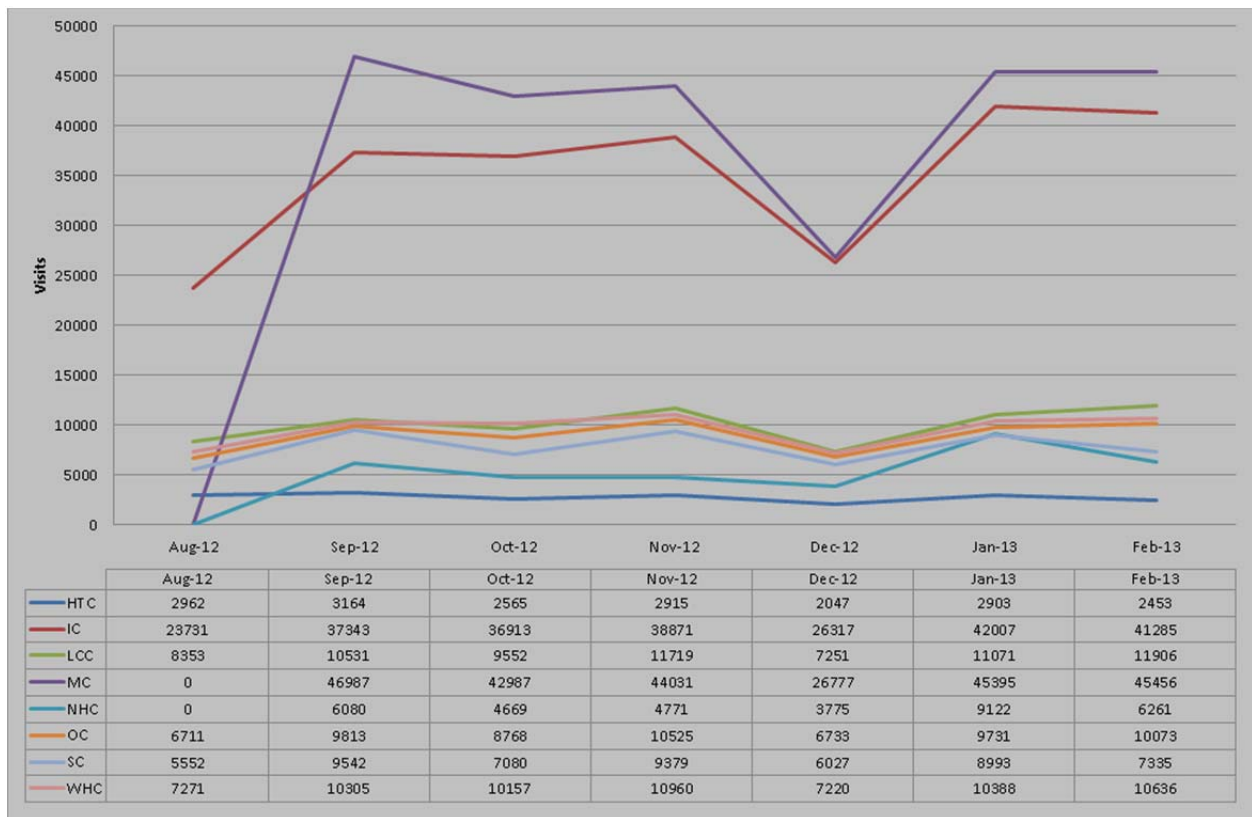
Annual Cycle



Social Media

Facebook Likes 5028 +100	Twitter Followers 4055 +162	YouTube Views 9347 (Youtube no longer include private / unlisted views)	Flickr Views 64385 +1743
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

inverness.uhi.ac.uk	706
moray.uhi.ac.uk	653
lews.uhi.ac.uk	270
orkney.uhi.ac.uk	217
whc.uhi.ac.uk	161
shetland.uhi.ac.uk	107
htc.uhi.ac.uk	60
northhighland.uhi.ac.uk	32

From non-One-Web

perth.uhi.ac.uk	2,908
smo.uhi.ac.uk	333
sams.ac.uk	264
www2.smo.uhi.ac.uk	162
argyllcollege.com	27

PPC Activity (Spend £1327.51, 3.17% of external pageviews)

Online Learning Jan 2013	4,059
Hero Courses - Jan 2013	3,183
Celtic Connections - Jan 2013	675
Local Message DN Placements & ICM	97
Local Message SN University	71
Local Message SN Courses	25
HERO Campaigns	20