

<b>Visits</b> 138,470 <b>2.4% ▲</b>	3.6% 41.5% 34.9% 9.3% 9.1% 2.94s	of users use the site search from Google Direct from outwith UK Mobile (of which 73.7% Apple) Average page load time
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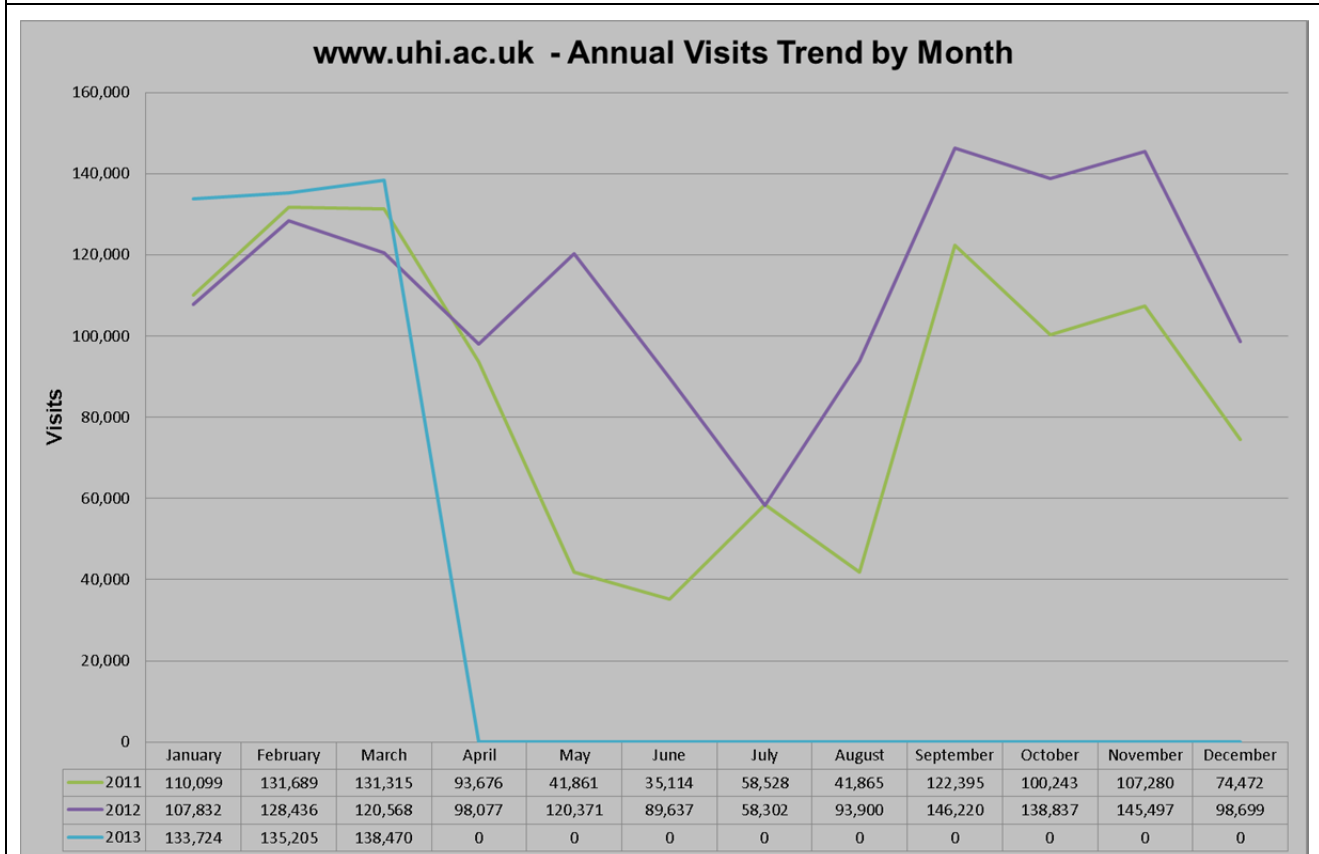
### Top Ten Courses (previous month)

1. PGDE Primary Teaching (n/a) 2. BSc Hons Psychology (4) 3. BA Hons Adventure Tourism Management (-) 4. BA Hons Golf Management (9) 5. BSc Hons Environmental Science (1)	6. BA Hons Child & Youth Studies (-) 7. BSc Hons Marine Science (5) 8. BA Hons Fine Art (12) 9. BA Hons Business & Management (11) 10. BSc Oral Health Science (-)
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### Applications

Clicks to UCAS 172 (6.1%)	Internal Applications (Degrees) 804 (99.5%) (pageviews)
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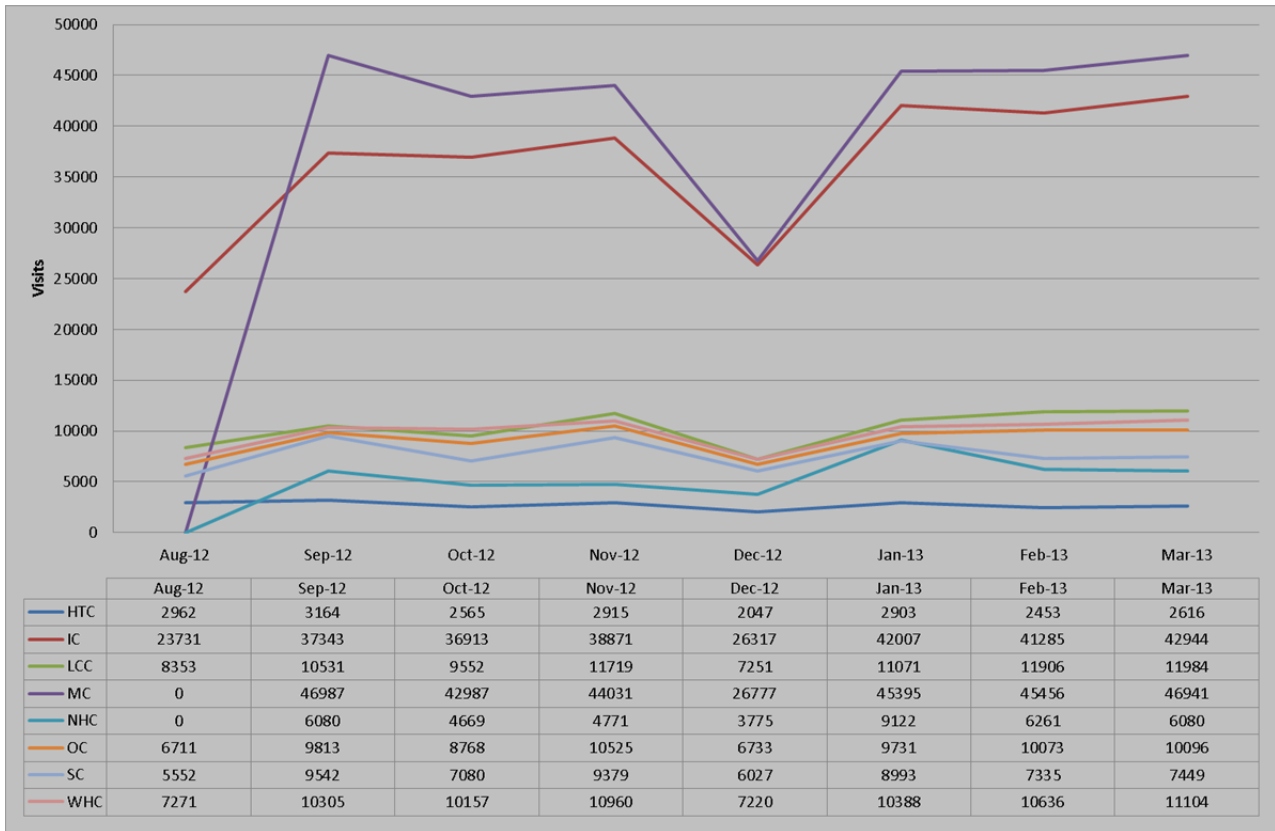
### Annual Cycle



### Social Media

<b>Facebook Likes</b> 5085 <b>+57</b>	<b>Twitter Followers</b> 4232 <b>+177</b>	<b>YouTube Views</b> 9718 <b>+371</b>	<b>Flickr Views</b> 65809 <b>+1424</b>
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## Annual Cycle - One Web Partners



## Referrals to www.uhi.ac.uk

From One-Web		From non-One-Web	
inverness.uhi.ac.uk	764	perth.uhi.ac.uk	2,677
moray.uhi.ac.uk	487	sams.ac.uk	269
lews.uhi.ac.uk	232	smo.uhi.ac.uk	265
orkney.uhi.ac.uk	230	www2.smo.uhi.ac.uk	57
whc.uhi.ac.uk	122	leirsinn.smo.uhi.ac.uk	7
shetland.uhi.ac.uk	109	argyllcollege.com	4
htc.uhi.ac.uk	46	nafc.ac.uk	2
northhighland.uhi.ac.uk	26		

## PPC Activity (Spend £1301.60, 3.18% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	6,900	£254.00
Hero Courses - Jan 2013	1,249	£341.50
Local Message SN University	42	£0.00
Celtic Connections - Jan 2012	31	£0.00
Local Message DN Placements & ICM 27		£0.50
HERO Campaigns	7	£1.00
Local Message SN Courses	2	£0.50