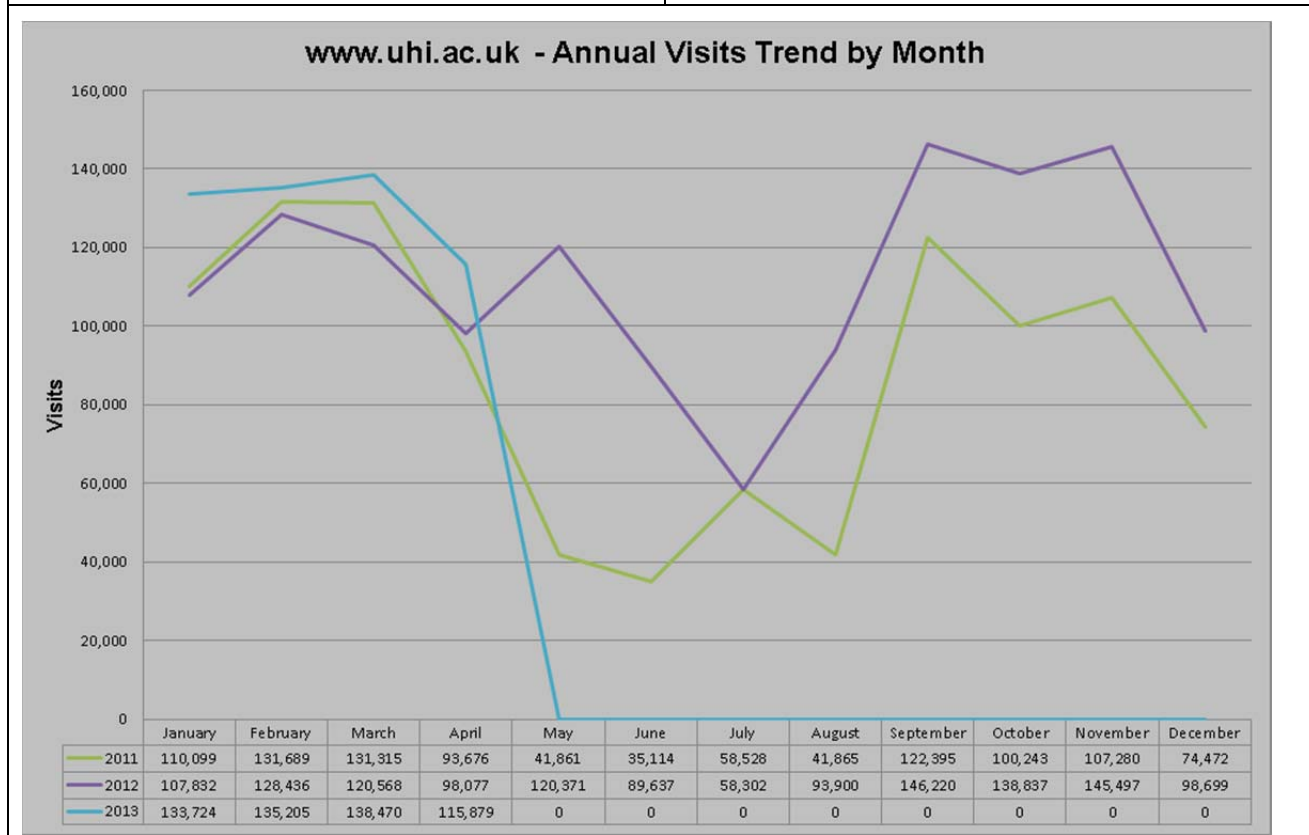


Visits - 115879		3.7%	of users use the site search from Google Direct from outwith UK Mobile (of which 74.6% Apple) Average page load time
vs Last Month	▼ 16%	41.9%	
vs Last Year	▲ 18.2%	33.4%	
		10.8%	
		9.7%	
		2.83s	

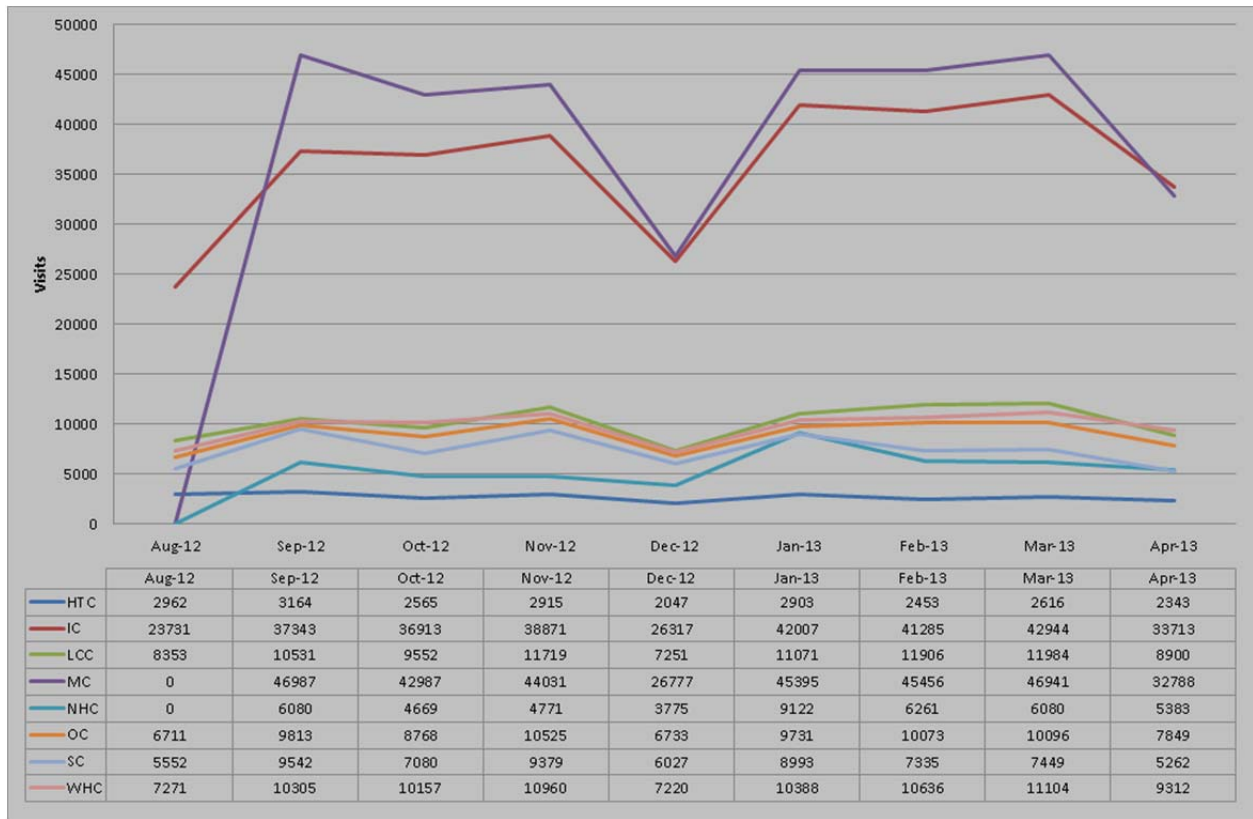
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BSc Hons Psychology (-) BA Hons Golf Management (4) BA Hons Adventure Tourism Management (3) BA Hons Child & Youth Studies (6) HNC Applied Sciences Pathway to Medicine (13) BSc Hons Marine Science (-) BSc Hons Environmental Science (5) BSc Oral Health Science (10) BA Hons Business & Management (9) 	<ol style="list-style-type: none"> BSc Hons Environmental Science BSc Hons Psychology BA Hons Adventure Tourism Management BA Hons Child & Youth Studies BA Hons Golf Management BSc Hons Marine Science PGDE Primary Teaching BSc Oral Health Science BA Hons Popular Music BA Hons Scottish Cultural Studies

Applications	
Clicks to UCAS 65 (62.2%)	Internal Applications (Degrees) 215 (73.2%) (pageviews)



Social Media			
Facebook Likes 5127 +42	Twitter Followers 4380 +148	YouTube Views 10686 +968	Flickr Views 67287 +1478

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	618
www.moray.uhi.ac.uk	439
www.northhighland.uhi.ac.uk	225
www.whc.uhi.ac.uk	197
www.lews.uhi.ac.uk	168
www.orkney.uhi.ac.uk	117
www.htc.uhi.ac.uk	111
www.shetland.uhi.ac.uk	103

From non-One-Web

perth.uhi.ac.uk	1,831
sams.ac.uk	386
smo.uhi.ac.uk	377
www2.smo.uhi.ac.uk	54
argyllcollege.com	26
argyllcollege.uhi.ac.uk	1

PPC Activity (Spend £1495.36, 3.7% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	7,609	£827.00
Hero Courses - Jan 2013	710	£256.00
Local Message SN University	33	£0.50
Celtic Connections - Jan 2013	10	£0.00
Local Message SN Courses	5	£0.00
HERO Campaigns	2	£0.50
Local Message DN Placements & ICM 1		£0.00