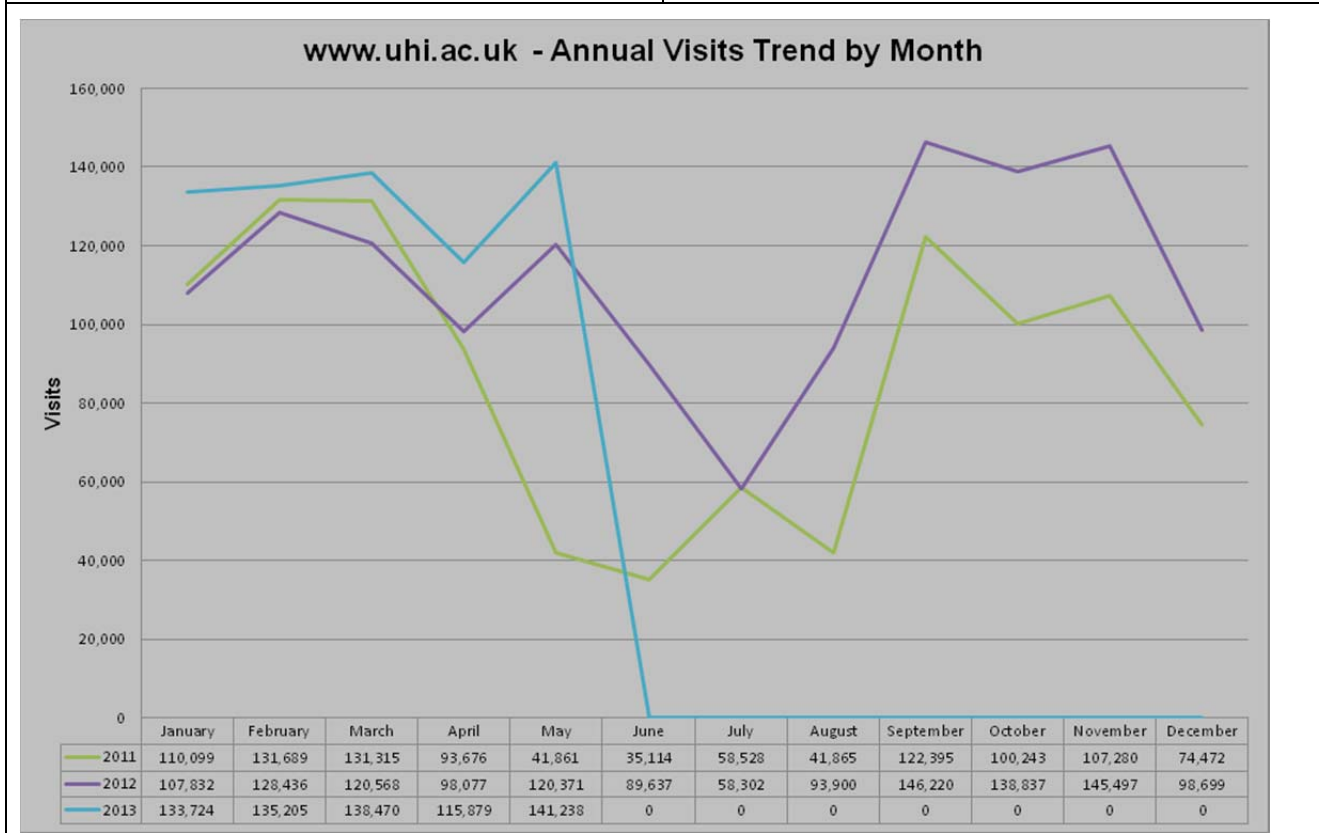


Visits - 141238		3%	of users use the site search from Google Direct from outwith UK Mobile (of which 73.3% Apple) Average page load time
vs Last Month	▲21.9%	39.2%	
vs Last Year	▲17.3%	35.3% 9.3% 10.5% 3.14s	

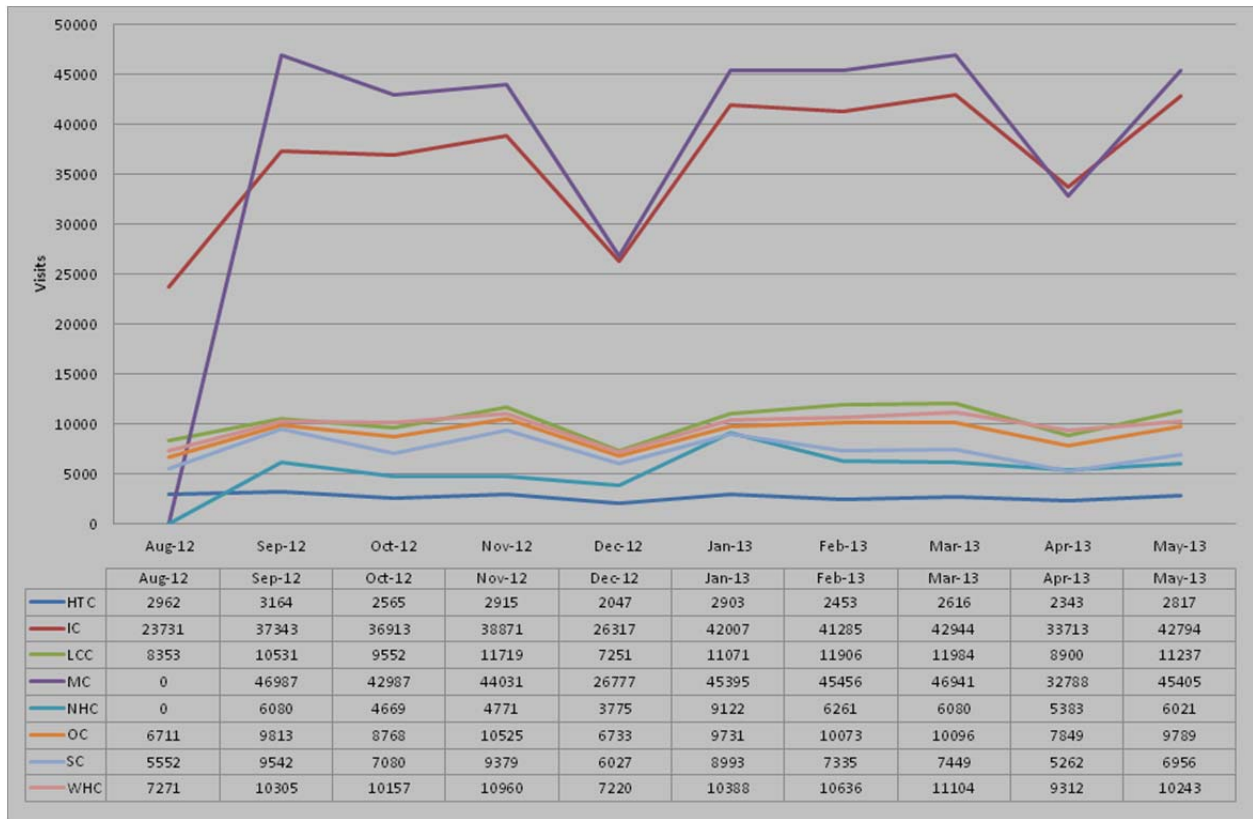
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Hons Psychology (2) BA Hons Adventure Tourism Management (4) PGDE Primary Teaching (1) BA Hons Golf Management (3) BA Hons Child & Youth Studies (-) Med Masters of Education (13) HNC Accounting (19) BA Hons Business & Management (10) BA Childhood Practice (21) BSc Hons Environmental Science (8) 	<ol style="list-style-type: none"> BSc Hons Psychology BA Hons Adventure Tourism Management BSc Hons Environmental Science BA Hons Child & Youth Studies BA Hons Golf Management PGDE Primary Teaching BSc Hons Marine Science BSc Oral Health Science BA Hons Business and Management BA Hons Popular Music

Applications	
Clicks to UCAS 7 (89.3%)	Internal Applications (Degrees) 240 (11.6%) (pageviews)



Social Media			
Facebook Likes 5156 +29	Twitter Followers 4500 +120	YouTube Views 11267 +581	Flickr Views 70031 +2744

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web		From non-One-Web	
www.inverness.uhi.ac.uk	904	perth.uhi.ac.uk	1,320
www.moray.uhi.ac.uk	320	smo.uhi.ac.uk	306
www.lews.uhi.ac.uk	252	sams.ac.uk	271
www.whc.uhi.ac.uk	240	www2.smo.uhi.ac.uk	75
www.orkney.uhi.ac.uk	152	nafc.ac.uk	22
www.htc.uhi.ac.uk	38	argyllcollege.uhi.ac.uk	9
www.shetland.uhi.ac.uk	11		
www.northhighland.uhi.ac.uk	8		

PPC Activity (Spend £1571.35, 4.7% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	10,332	£2,298.50
Hero Courses - Jan 2013	640	£307.00
Local Message SN University	28	£0.50
Celtic Connections - Jan 2013	11	£0.00
Local Message SN Courses	3	£0.00
Local Message DN Placements & ICM	1	£0.50