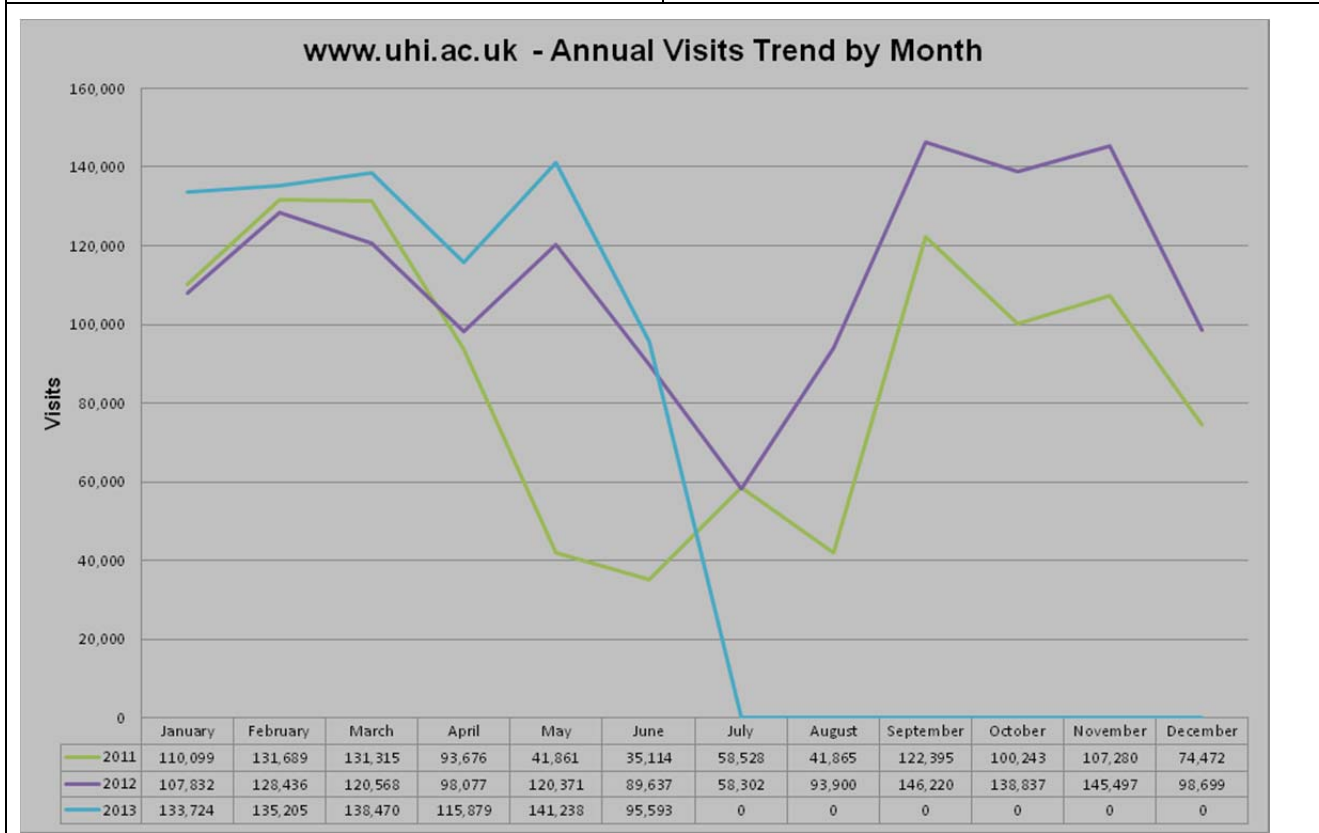


<b>Visits – 95,593</b>		4%	of users use the site search from Google Direct from outwith UK Mobile (of which 71.7% Apple) Average page load time
vs Last Month	▼32%	39.6%	
vs Last Year	▲29.9%	31.3%	
		9.3%	
		12.7%	
		3.09s	

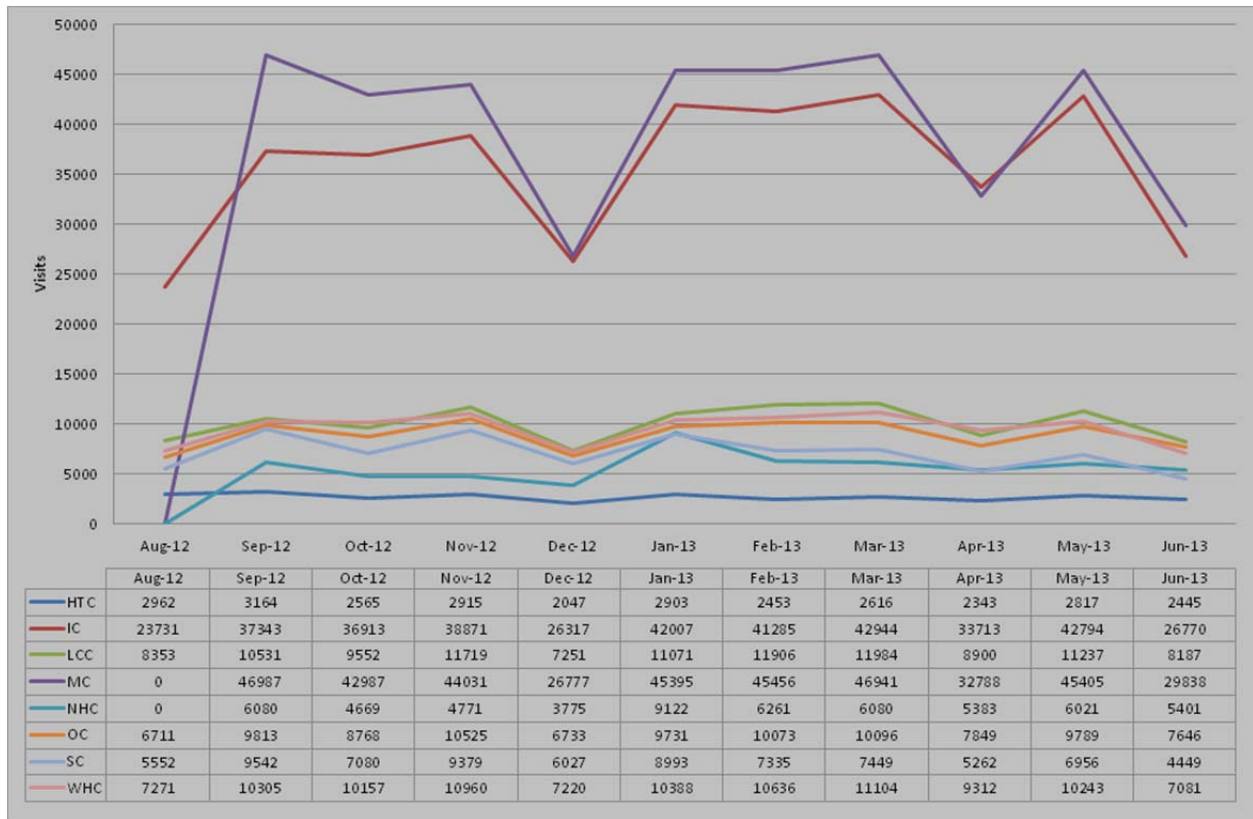
<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>BSc Hons Psychology (-)</li> <li>BA Hons Child &amp; Youth Studies (5)</li> <li>BA Hons Adventure Tourism Management (2)</li> <li>BA Hons Golf Management (-)</li> <li>BSc Hons Environmental Science (10)</li> <li>PGDE Primary Teaching (3)</li> <li>CertHE An Cursa Adhartais (117)</li> <li>BA Hons Business &amp; Management (-)</li> <li>BA Hons Fine Art (20)</li> <li>BSc Hons Marine Science (11)</li> </ol>	<ol style="list-style-type: none"> <li>BSc Hons Psychology</li> <li>BA Hons Adventure Tourism Management</li> <li>BSc Hons Environmental Science</li> <li>BA Hons Child &amp; Youth Studies</li> <li>BA Hons Golf Management</li> <li>PGDE Primary Teaching</li> <li>BSc Hons Marine Science</li> <li>BA Hons Business and Management</li> <li>BSc Oral Health Science</li> <li>BA Hons Popular Music</li> </ol>

<b>Applications</b>
Clicks to UCAS 11 (57%)
Internal Applications (Degrees) 419 (74.6%) (pageviews)



<b>Social Media</b>			
<b>Facebook Likes</b> 5363 +207	<b>Twitter Followers</b> 4648 +148	<b>YouTube Views</b> 11859 +592	<b>Flickr Views</b> 71078 +1047

**Annual Cycle - One Web Partners**



**Referrals to www.uhi.ac.uk**

From One-Web		From non-One-Web	
www.inverness.uhi.ac.uk	634	perth.uhi.ac.uk	767
www.orkney.uhi.ac.uk	199	smo.uhi.ac.uk	409
www.moray.uhi.ac.uk	140	sams.ac.uk	241
www.whc.uhi.ac.uk	119	www2.smo.uhi.ac.uk	164
www.lews.uhi.ac.uk	115	argyllcollege.uhi.ac.uk	25
www.northhighland.uhi.ac.uk	14	nafc.ac.uk	3
www.shetland.uhi.ac.uk	10		
www.htc.uhi.ac.uk	4		

**PPC Activity** (Spend £1568.35, 5.4% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	8848	£1,167.50
Hero Courses - Jan 2013	744	£251.50
Local Message SN University	24	£0.00
Local Message SN Courses	15	£103.50
Celtic Connections - Jan 2013	2	£1.00