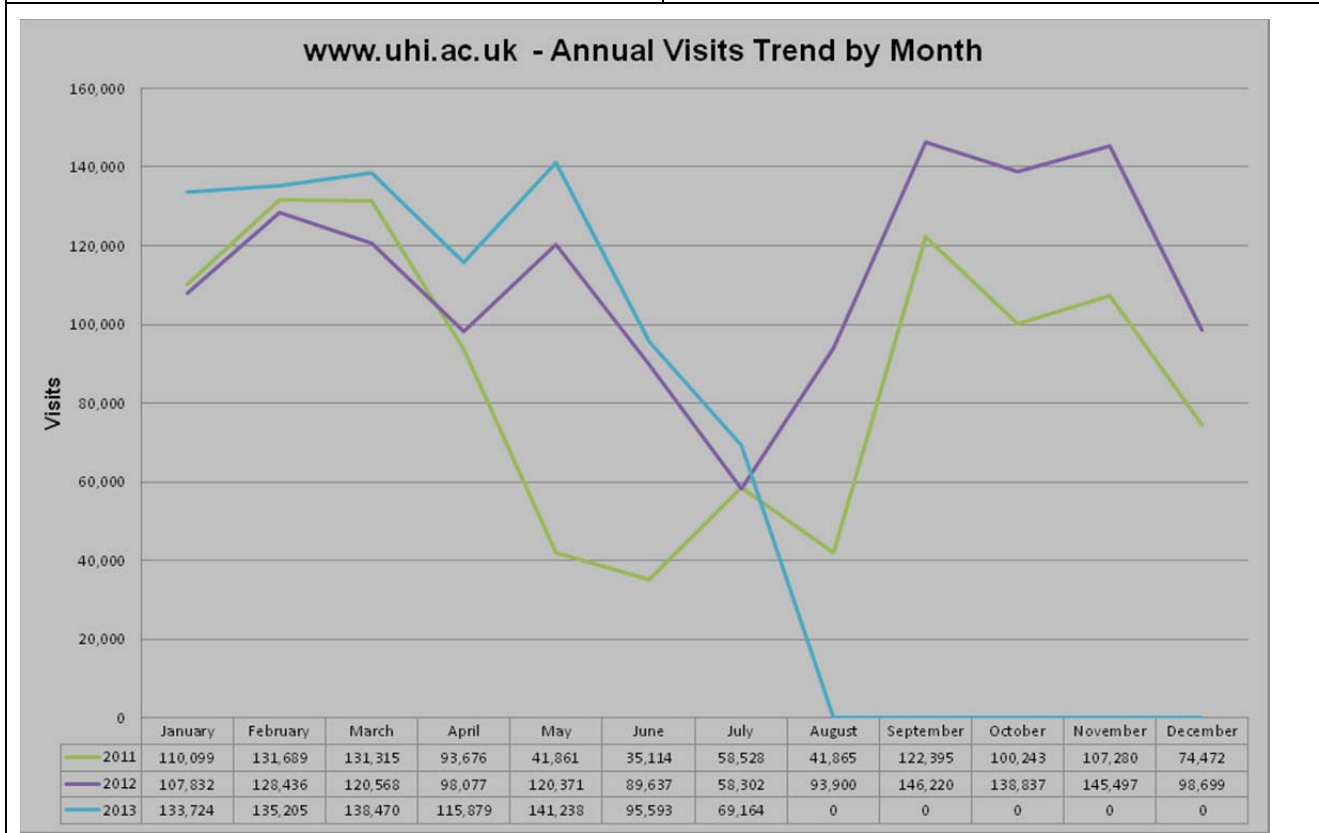


<b>Visits – 69,164</b>		4.8%	of users use the site search from Google Direct from outwith UK Mobile (of which 69.8% Apple) Average page load time
vs Last Month	▼28%	39.5%	
vs Last Year	▲18.6%	27%	
		19.4%	
		13.5%	
		3.1s	

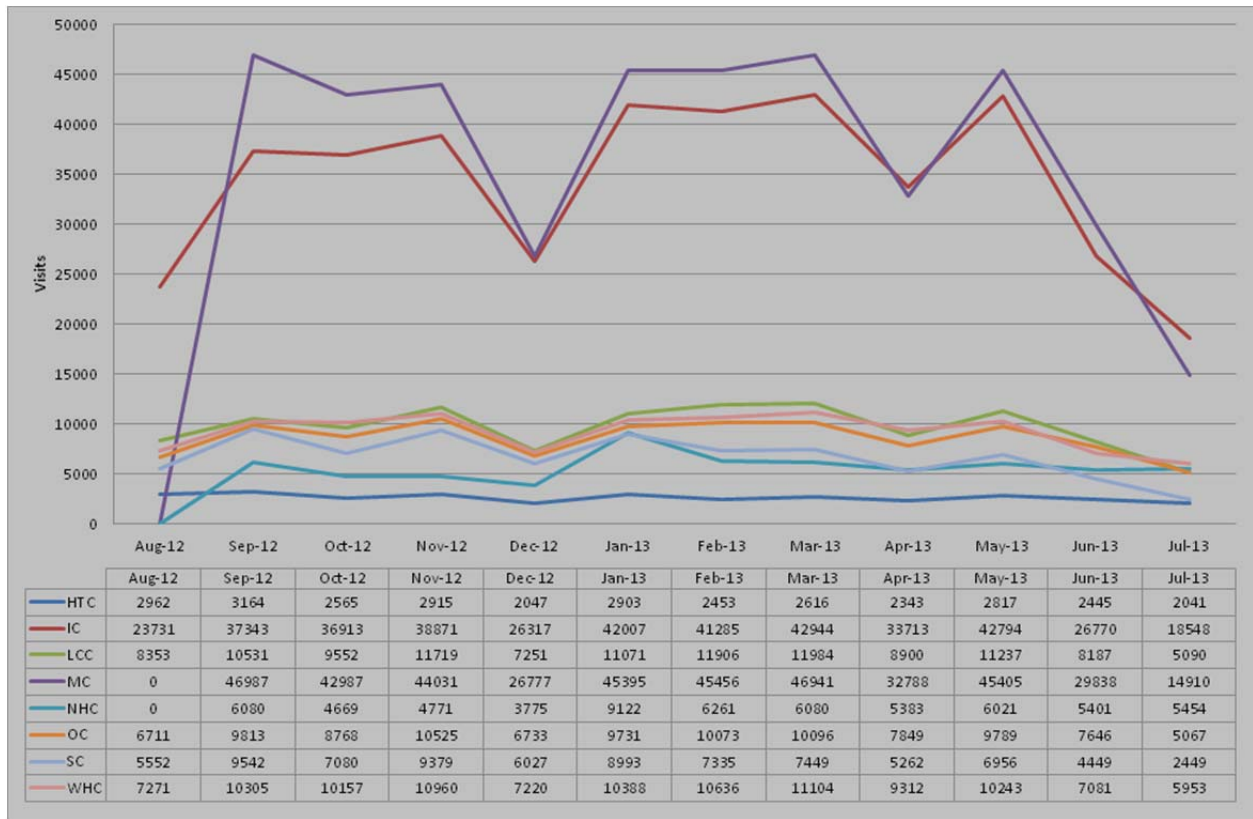
<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>BSc Hons Psychology (-)</li> <li>BSc Hons Marine Science (10)</li> <li>BSc Hons Environmental Science (5)</li> <li>BA Hons Adventure Tourism Management (3)</li> <li>BA Hons Child &amp; Youth Studies (2)</li> <li>BA Hons Business &amp; Management (8)</li> <li>BA Hons Golf Management (4)</li> <li>PGDE Primary Teaching (6)</li> <li>BA Hons Fine Art (-)</li> <li>BSc Oral Science (16)</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 Fine Art</li> </ol>

<b>Applications</b>	
Clicks to UCAS 13 (18%)	Internal Applications (Degrees) 342 (18.4%) (pageviews)



<b>Social Media</b>			
<b>Facebook Likes</b> 5428 +65	<b>Twitter Followers</b> 4721 +73	<b>YouTube Views</b> 12419 +560	<b>Flickr Views</b> 73479 +2401

### Annual Cycle - One Web Partners



### Referrals to www.uhi.ac.uk

#### From One-Web

www.inverness.uhi.ac.uk	253
www.moray.uhi.ac.uk	234
www.whc.uhi.ac.uk	105
www.orkney.uhi.ac.uk	70
www.lews.uhi.ac.uk	23
www.shetland.uhi.ac.uk	15
www.northhighland.uhi.ac.uk	10
www.htc.uhi.ac.uk	7

#### From non-One-Web

perth.uhi.ac.uk	562
smo.uhi.ac.uk	301
sams.ac.uk	207
www2.smo.uhi.ac.uk	207
argyllcollege.uhi.ac.uk	92
www2.smo.uhi.ac.uk	50

### PPC Activity (Spend £1939.42, 7.8% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	9822	£1,174.50
Hero Courses - Jan 2013	1017	£345.50
Local Message SN University	4	£0.00