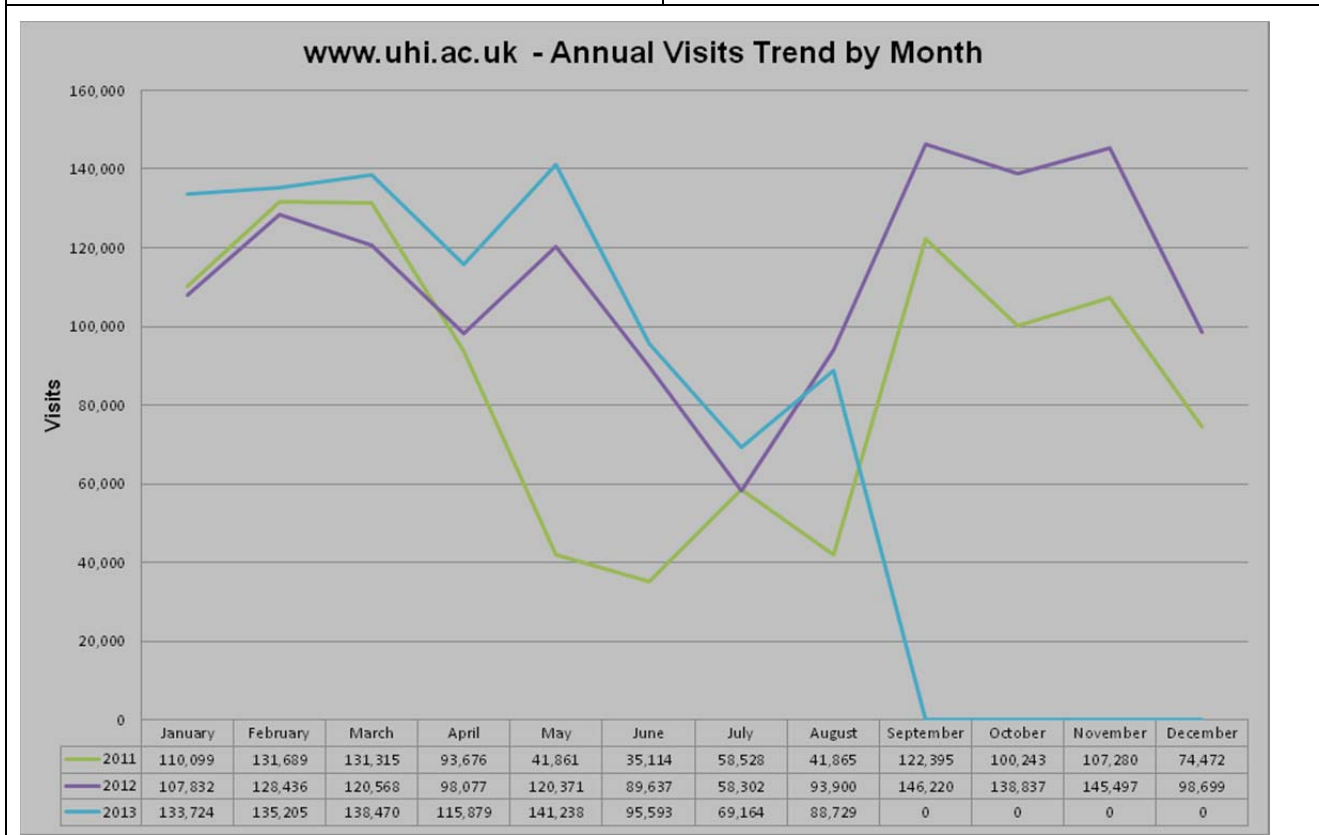


<b>Visits – 88,729</b>		<b>2.7%</b> 42.9% 28.3%	of users use the site search from Google Direct from outwith UK Mobile (of which 71.5% Apple) Average page load time
vs Last Month vs Last Year	<b>▲28%</b> <b>▼5.5%</b>	<b>13%</b> <b>14.7%</b> 7.62s	

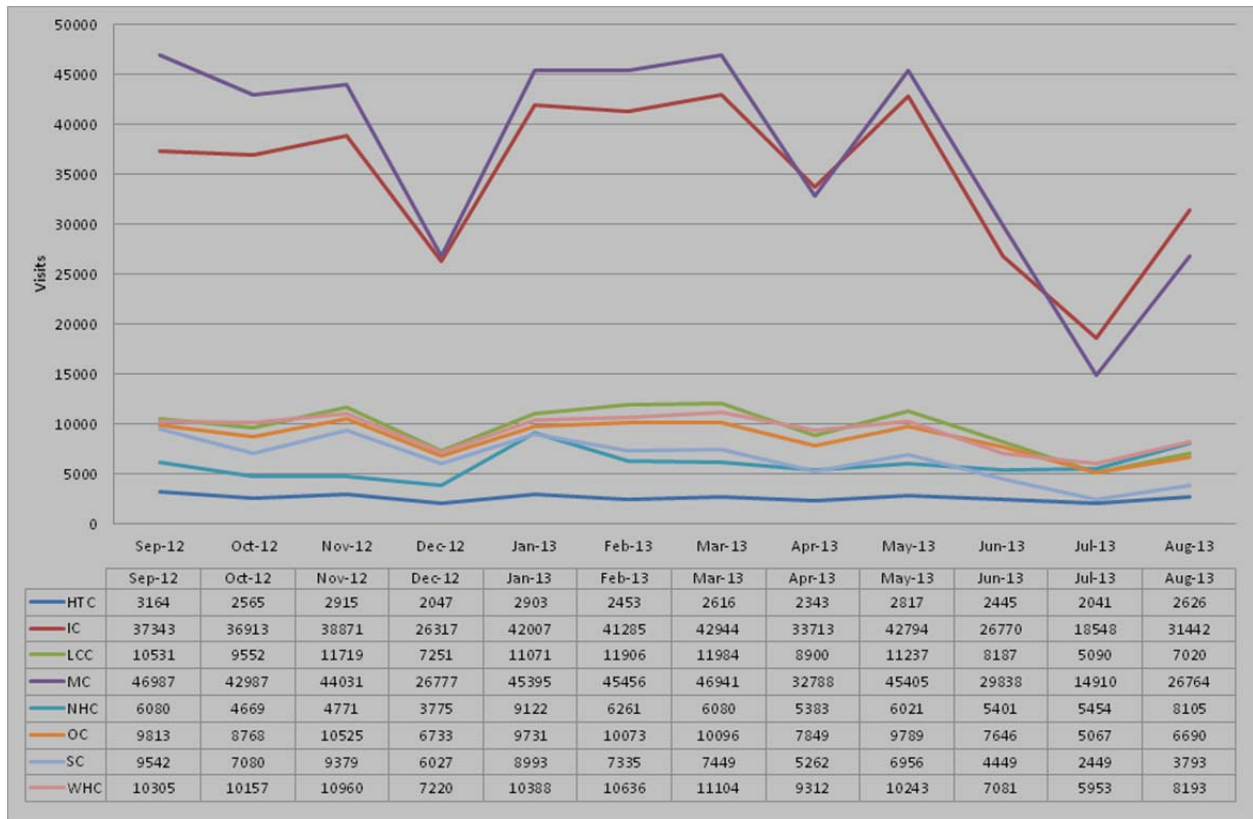
<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>BSc Hons Psychology (-)</li> <li>BSc Hons Marine Science (-)</li> <li>PGDE Primary Teaching (8)</li> <li>BA Hons Child &amp; Youth Studies (5)</li> <li>BA Hons Adventure Tourism Management (4)</li> <li>HNC Applied Sciences Pathway to Medicine (21)</li> <li>BA Hons Golf Management (-)</li> <li>BSc Hons Environmental Science (3)</li> <li>BSc Oral Science (10)</li> <li>BA Hons Business &amp; Management (6)</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>BSc Hons Marine Science</li> <li>PGDE Primary Teaching</li> <li>BA Hons Golf Management</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 0 (-)	Internal Applications (Degrees) 498 (46%) (pageviews)



<b>Social Media</b>			
<b>Facebook Likes</b> 6247 +819	<b>Twitter Followers</b> 4839 +118	<b>YouTube Views</b> 13176 +757	<b>Flickr Views</b> 78493 +5014

**Annual Cycle - One Web Partners**



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

From One-Web		From non-One-Web	
www.moray.uhi.ac.uk	1029	perth.uhi.ac.uk	1338
www.inverness.uhi.ac.uk	378	smo.uhi.ac.uk	374
www.northhighland.uhi.ac.uk	315	sams.ac.uk	272
www.orkney.uhi.ac.uk	94	argyllcollege.uhi.ac.uk	163
www.whc.uhi.ac.uk	69	www2.smo.uhi.ac.uk	102
www.lews.uhi.ac.uk	55		
www.shetland.uhi.ac.uk	15		
www.htc.uhi.ac.uk	9		

**PPC Activity** (Spend £1343.95, 5.4% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	9822	£1,628
Hero Courses - Jan 2013	1017	£716.50
Local Message SN courses	1	£0.50