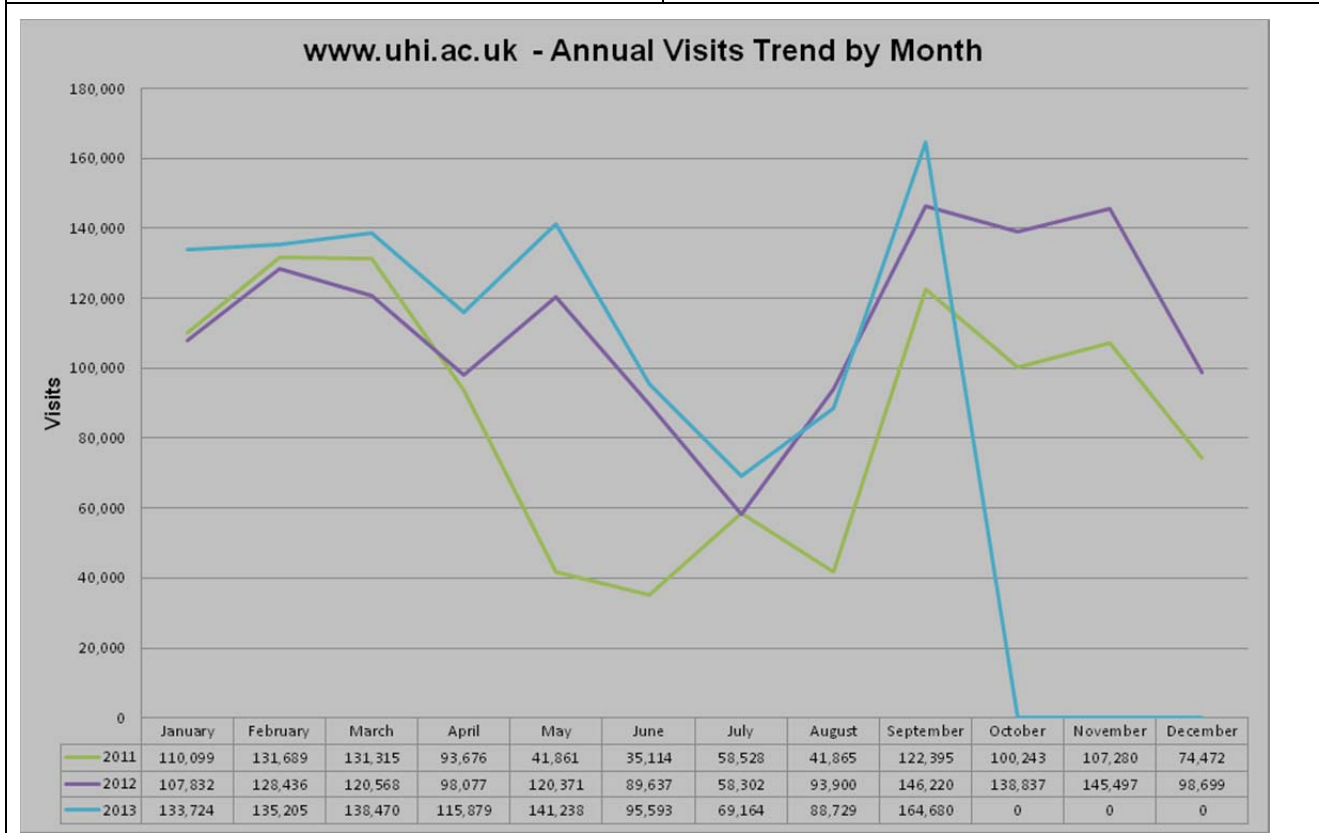


Visits – 164,680		1.5%	of users use the site search from Google Direct from outwith UK Mobile (of which 68.2% Apple) Average page load time
vs Last Month	▲ 85.6%	42.4%	
vs Last Year	▲ 12.6%	34.6% 6.8% 12.3% 3.57s	

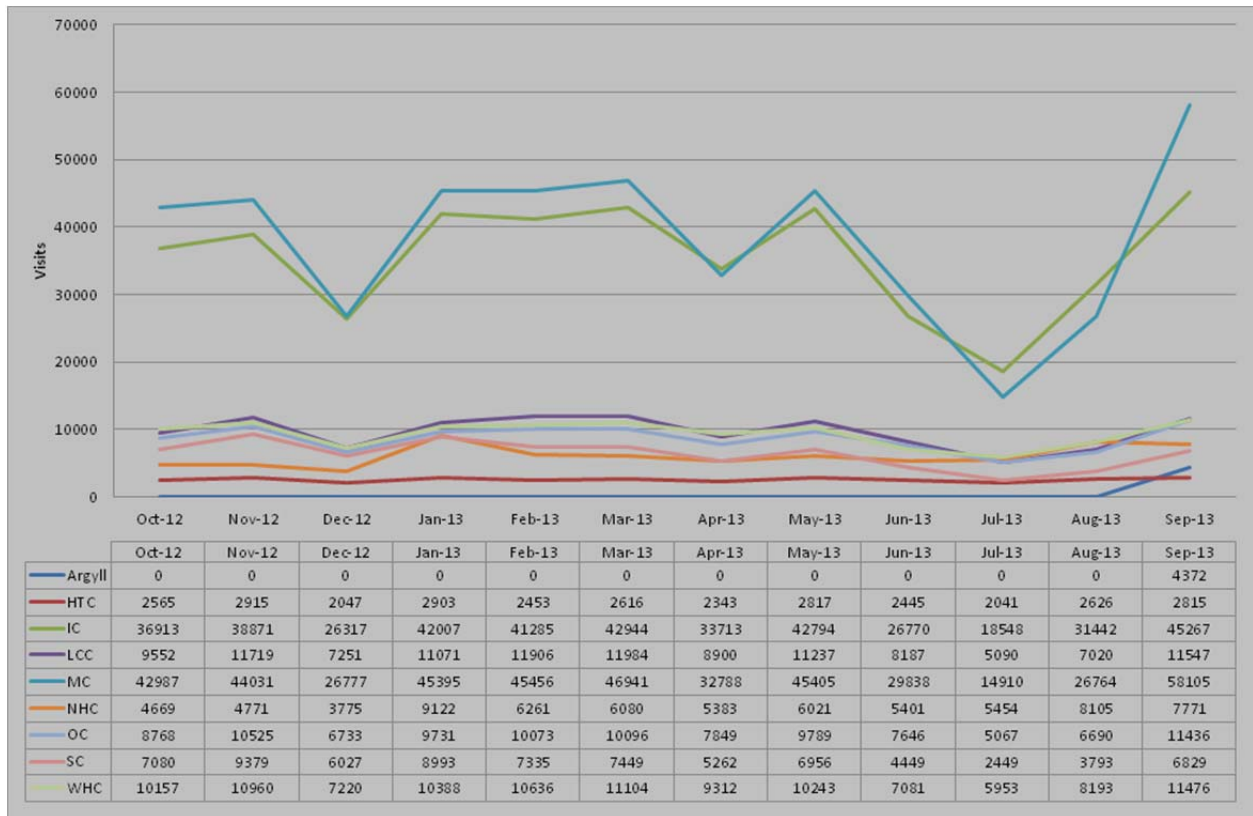
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (3) BSc Hons Psychology (1) BSc Hons Marine Science (2) BA Hons Adventure Tourism Management (5) BA Hons Child & Youth Studies (4) BSc Oral Science (9) BA Hons Golf Management (-) BA Hons Business & Management (10) BEng Hons Aircraft Engineering (17) BSc Hons Environmental Science (8) 	<ol style="list-style-type: none"> BSc Hons Psychology BA Hons Adventure Tourism Management BSc Hons Environmental Science PGDE Primary Teaching BA Hons Child & Youth Studies BSc Hons Marine Science BA Hons Golf Management BSc Oral Health Science BA Hons Business and Management BA Hons Fine Art

Applications	
Clicks to UCAS 0 (-)	Internal Applications (Degrees) 543 (9%) (pageviews)



Social Media			
Facebook Likes 6322 +75	Twitter Followers 4966 +127	YouTube Views 14418 +1424	Flickr Views 86651 +8158

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web		From non-One-Web	
www.inverness.uhi.ac.uk	1962	perth.uhi.ac.uk	1587
www.moray.uhi.ac.uk	1455	smo.uhi.ac.uk	222
www.orkney.uhi.ac.uk	652	sams.ac.uk	219
www.whc.uhi.ac.uk	301	argyllcollege.uhi.ac.uk	96
www.lews.uhi.ac.uk	291	www2.smo.uhi.ac.uk	79
www.shetland.uhi.ac.uk	110		
www.northhighland.uhi.ac.uk	108		
www.htc.uhi.ac.uk	75		

PPC Activity (Spend £506.54, 1% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	2525	£811
Hero Courses - Jan 2013	560	£184