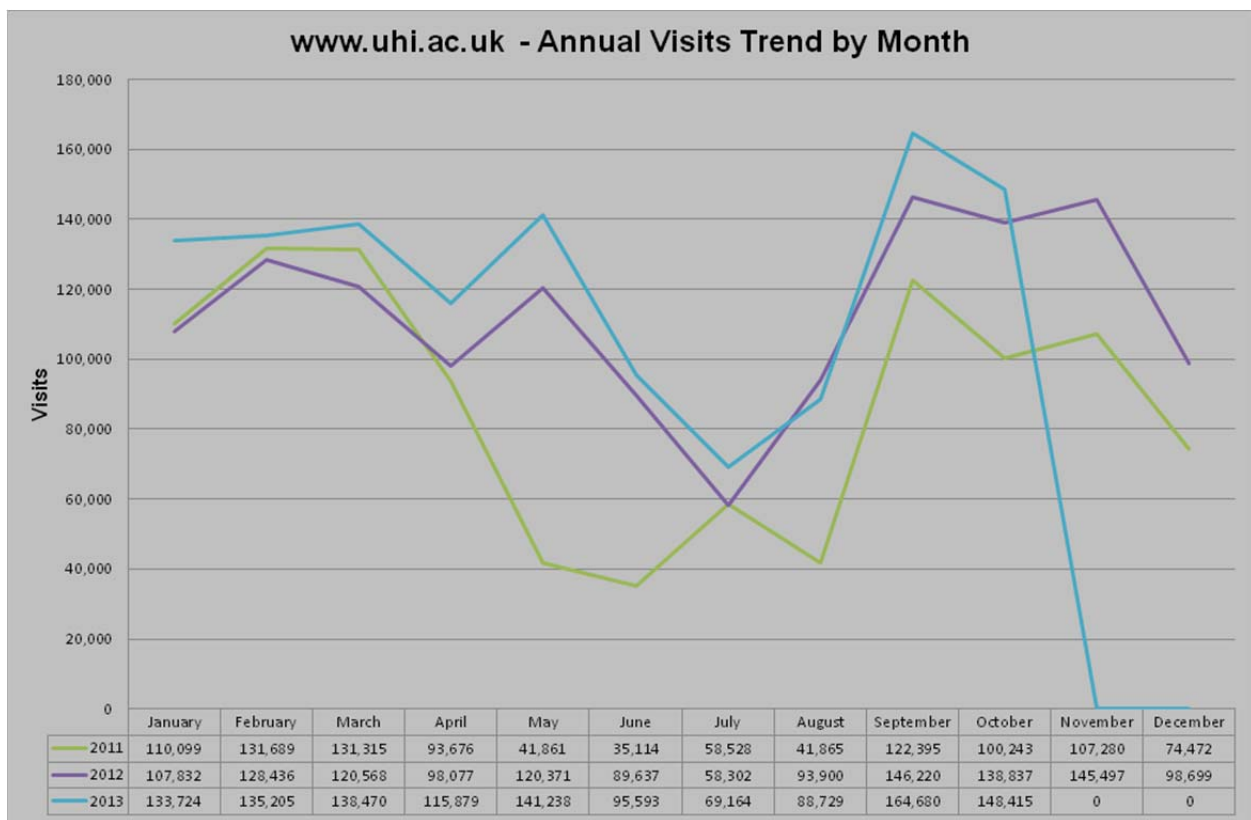


<b>Visits – 164,680</b>		<b>1.3%</b>	of users use the site search from Google Direct from outwith UK Mobile (of which <b>68%</b> Apple) Average page load time
vs Last Month	<b>▼9.9%</b>	<b>43.5%</b>	
vs Last Year	<b>▲6.9%</b>	<b>32.8%</b> <b>7.4%</b> <b>10.7%</b> 3.77s	

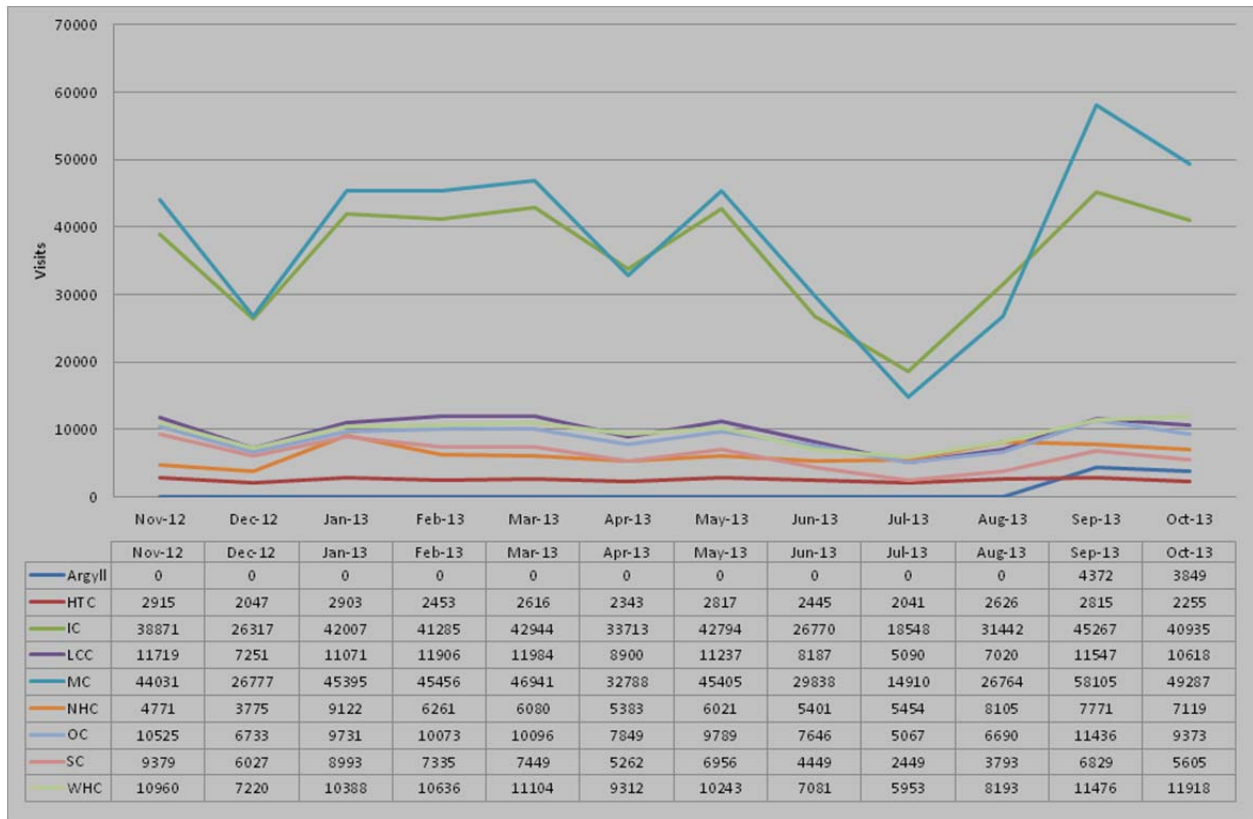
<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>PGDE Primary Teaching (-)</li> <li>BSc Hons Psychology (-)</li> <li>BA Hons Adventure Tourism Management (4)</li> <li>BSc Oral Health Science (6)</li> <li>BA Hons Golf Management (7)</li> <li>BA Hons Child &amp; Youth Studies (5)</li> <li>BSc Hons Marine Science (3)</li> <li>BA Hons Business &amp; Management (8)</li> <li>BEng Hons Aircraft Engineering (-)</li> <li>MLitt Viking Studies (20)</li> </ol>	<ol style="list-style-type: none"> <li>BSc Hons Psychology</li> <li>BA Hons Adventure Tourism Management</li> <li>PGDE Primary Teaching</li> <li>BSc Hons Environmental Science</li> <li>BA Hons Child &amp; Youth Studies</li> <li>BSc Hons Marine Science</li> <li>BA Hons Golf Management</li> <li>BSc Oral Health Science</li> <li>BA Hons Business and Management</li> <li>BEng Hons Aircraft Engineering</li> </ol>

<b>Applications</b>	
Clicks to UCAS 0 (-)	Internal Applications (Degrees) 250 ( <b>54%</b> ) (pageviews)



<b>Social Media</b>			
<b>Facebook Likes</b> 6373 <b>+51</b>	<b>Twitter Followers</b> 5065 <b>+99</b>	<b>YouTube Views</b> 15699 <b>+1281</b>	<b>Flickr Views</b> 104922 <b>+18271</b>

**Annual Cycle - One Web Partners**



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

**From One-Web**

www.inverness.uhi.ac.uk	1611
www.moray.uhi.ac.uk	1328
www.orkney.uhi.ac.uk	542
www.whc.uhi.ac.uk	332
www.lews.uhi.ac.uk	120
www.northhighland.uhi.ac.uk	110
www.shetland.uhi.ac.uk	90
www.htc.uhi.ac.uk	37
www.argyll.uhi.ac.uk	18

**From non-One-Web**

perth.uhi.ac.uk	1192
sams.ac.uk	368
smo.uhi.ac.uk	312
www2.smo.uhi.ac.uk	77
argyllcollege.uhi.ac.uk	39

**PPC Activity** (Spend £304, 0.8% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	2351	£509.50
Hero Courses - Jan 2013	12	£5.50