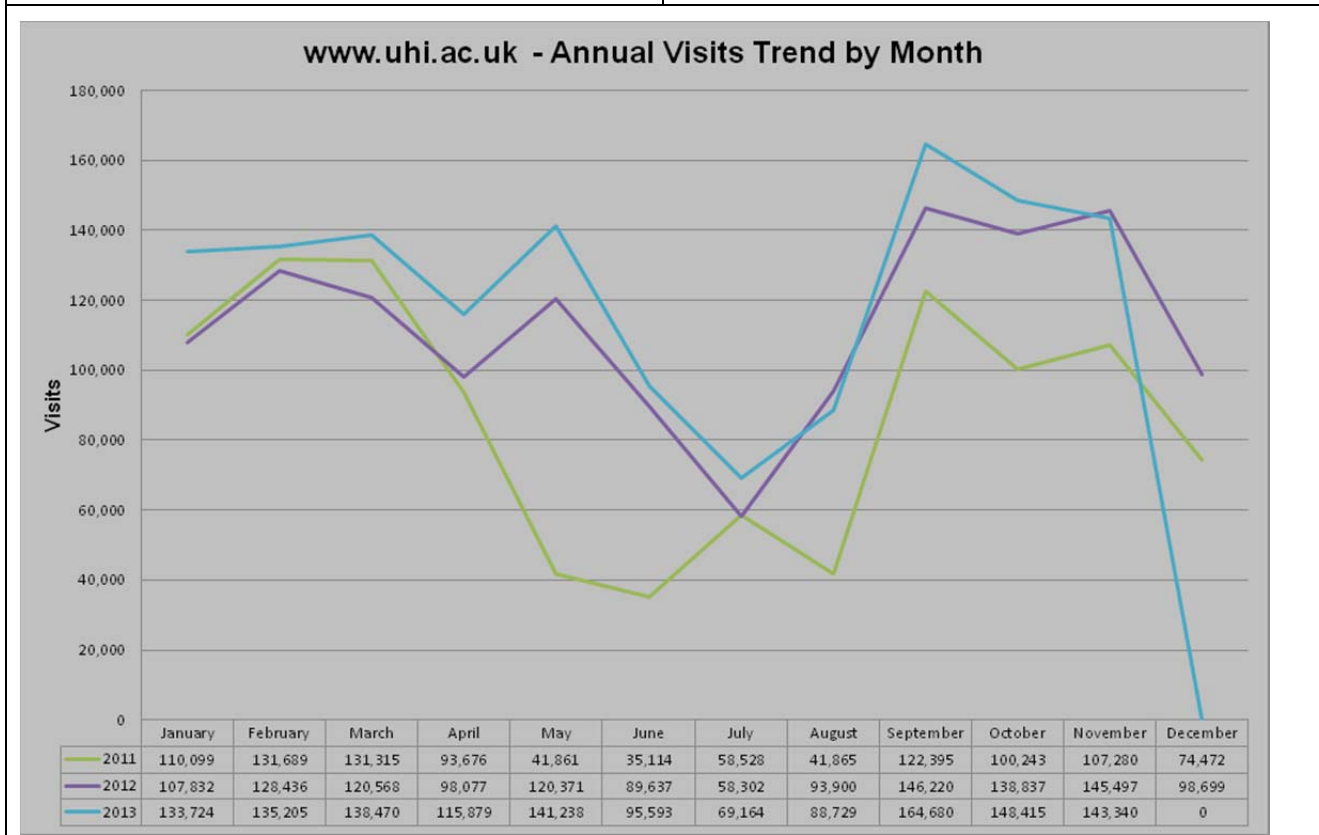


Visits – 143,340		1.3%	of users use the site search from Google Direct from outwith UK Mobile (of which 68% Apple) Average page load time
vs Last Month	▼3.4%	42.4%	
vs Last Year	▼1.5%	33.4%	
		7.6%	
		11.4%	
		3.65s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BSc Hons Psychology (-) BA Hons Adventure Tourism Management (-) BSc Oral Health Science (-) BA Hons Golf Management (-) BA Hons Child & Youth Studies (-) BSc Hons Marine Science (-) BA Hons Applied Music (11) MSc Sustainable Rural Development (14) BA Hons Business & Management (8) 	<ol style="list-style-type: none"> BSc Hons Psychology PGDE Primary Teaching BA Hons Adventure Tourism Management BA Hons Child & Youth Studies BSc Hons Environmental Science BSc Hons Marine Science BA Hons Golf Management BSc Oral Health Science BA Hons Business and Management BEng Hons Aircraft Engineering

Applications

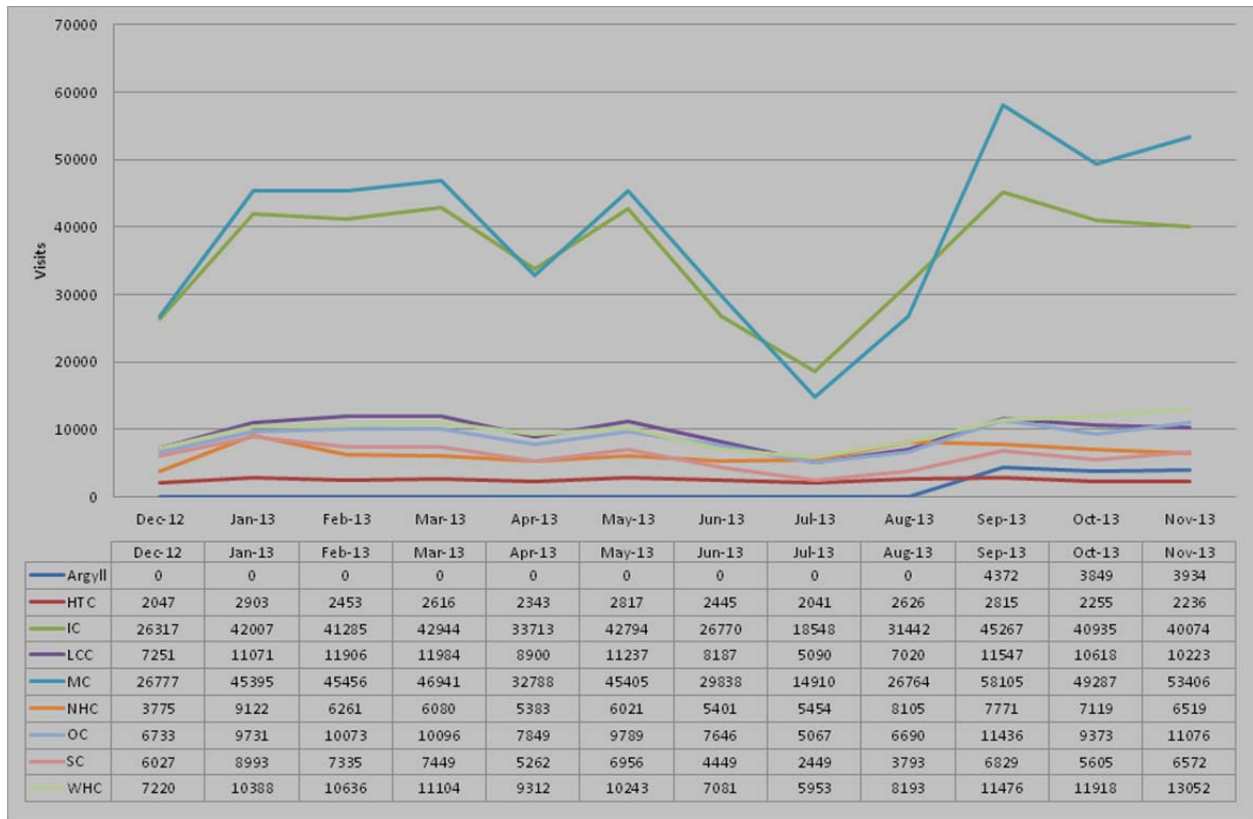
Clicks to UCAS 84 (tracking issue rectified)	Internal Applications (Degrees) 217 (13.2%) (pageviews)
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Social Media – Klout 60

Facebook Likes 6422 +49	Twitter Followers 5152 +87	YouTube Views 16944 +1245	Flickr Views 112256 +7334
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	1606
www.moray.uhi.ac.uk	1345
www.orkney.uhi.ac.uk	779
www.whc.uhi.ac.uk	333
www.shetland.uhi.ac.uk	253
www.lews.uhi.ac.uk	175
www.htc.uhi.ac.uk	72
www.argyll.uhi.ac.uk	61
www.northhighland.uhi.ac.uk	50

From non-One-Web

perth.uhi.ac.uk	1053
sams.ac.uk	342
smo.uhi.ac.uk	170
www2.smo.uhi.ac.uk	85
argyllcollege.uhi.ac.uk	28
nafc.ac.uk	4

PPC Activity (Spend £304, 0.9% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	2427	£409