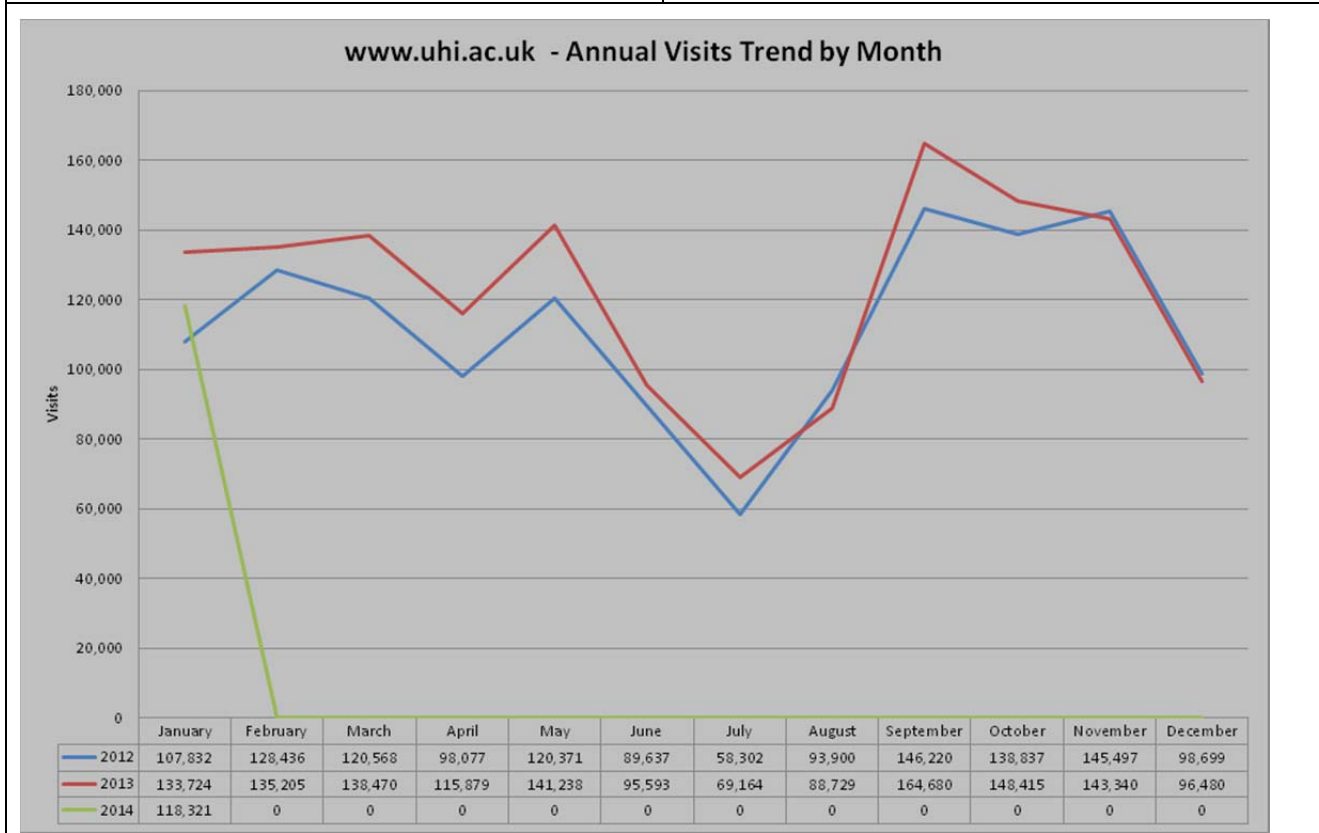


<b>Visits – 96,480</b>		1.6%	of users use the site search from Google Direct from outwith UK Mobile (of which 67% Apple) Average page load time
vs Last Month	▲22.6%	49%	
vs Last Year	▼11.5%	29.1%	
		9.7%	
		16.3%	
		3.15s	

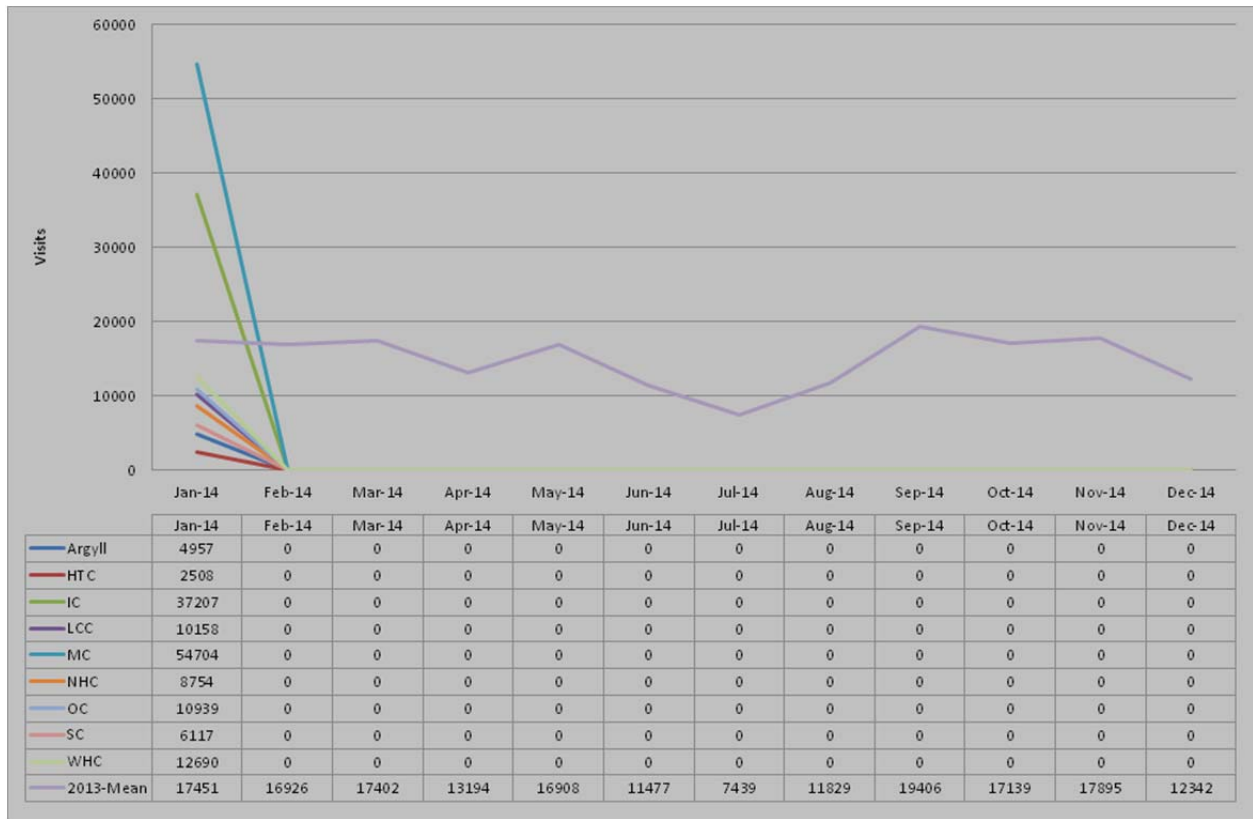
<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>1. PGDE Primary Teaching (-)</li> <li>2. BSc Hons Psychology (-)</li> <li>3. BA Hons Adventure Tourism Management (-)</li> <li>4. BSc Hons Marine Science (8)</li> <li>5. BA Hons Child &amp; Youth Studies (7)</li> <li>6. BSc Oral Health Science (4)</li> <li>7. BA Hons Golf Management (5)</li> <li>8. BA Hons Business &amp; Management (6)</li> <li>9. BA Hons Applied Music (-)</li> <li>10. BSc Hons Environmental Science (14)</li> </ol>	<ol style="list-style-type: none"> <li>1. PGDE Primary Teaching</li> <li>2. BSc Hons Psychology</li> <li>3. BA Hons Adventure Tourism Management</li> <li>4. BSc Hons Marine Science</li> <li>5. BA Hons Child &amp; Youth Studies</li> <li>6. BSc Oral Health Science</li> <li>7. BA Hons Golf Management</li> <li>8. BA Hons Business &amp; Management</li> <li>9. BA Hons Applied Music</li> <li>10. BSc Hons Environmental Science</li> </ol>

<b>Applications</b>	
Clicks to UCAS 185 (77%)	Internal Applications (Degrees) 1042 (80%) (pageviews)



<b>Social Media – Klout 59 (-1)</b>			
<b>Facebook Likes</b> 6527 +68	<b>Twitter Followers</b> 5301 +94	<b>YouTube Views</b> 19275 +1259	<b>Flickr Views</b> 133611 +7960

**Annual Cycle - One Web Partners**



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

From One-Web		From non-One-Web	
www.inverness.uhi.ac.uk	352	sams.ac.uk	323
www.moray.uhi.ac.uk	206	perth.uhi.ac.uk	179
www.orkney.uhi.ac.uk	67	smo.uhi.ac.uk	17
www.whc.uhi.ac.uk	38	www2.smo.uhi.ac.uk	9
www.htc.uhi.ac.uk	22	argyllcollege.uhi.ac.uk	2
www.shetland.uhi.ac.uk	22		
www.argyll.uhi.ac.uk	16		
www.lews.uhi.ac.uk	3		
www.northhighland.uhi.ac.uk	2		

**PPC Activity** (Spend £526.64, 1.3% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	2277	£642.50
Hero Courses – Jan 2013	829	£586.50