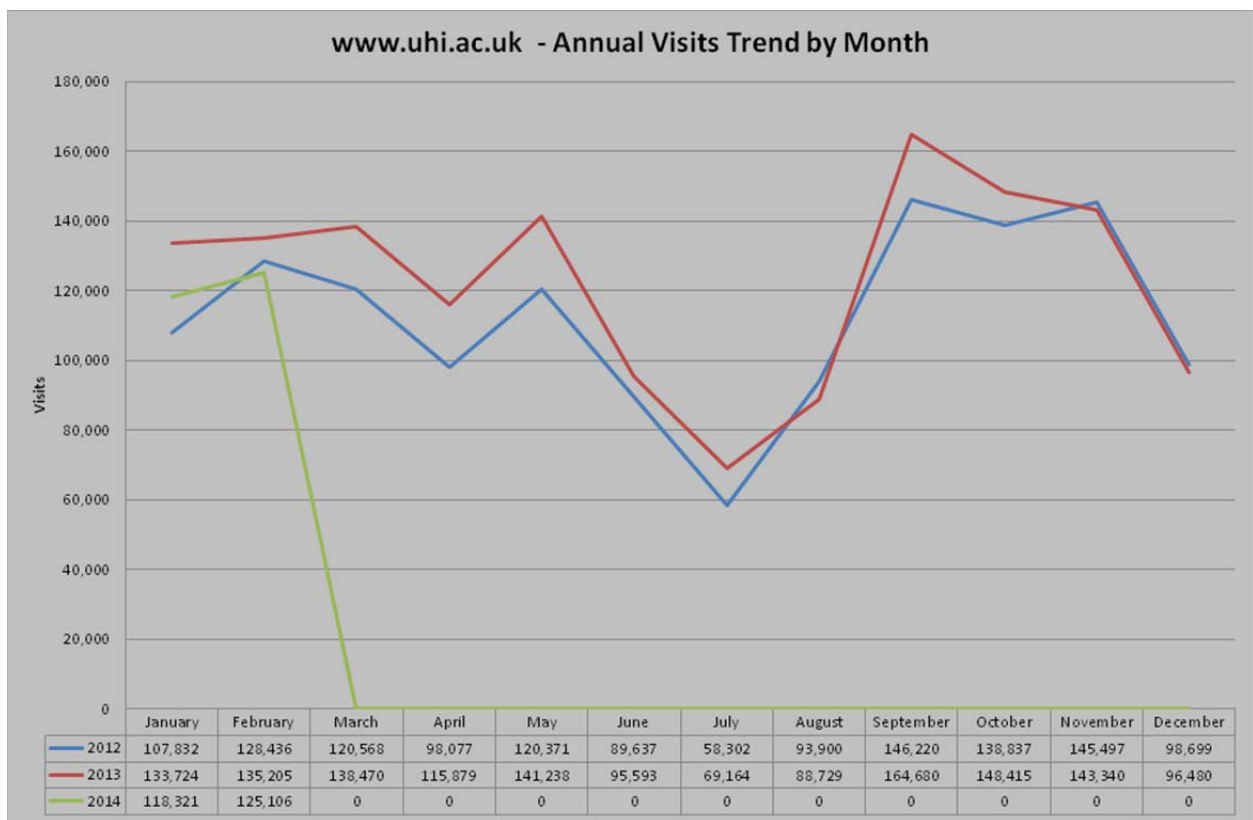


<b>Visits – 125,106 (30% Internal)</b>		1.7%	of users use the site search from Google Direct from outwith UK Mobile (of which 67% Apple) Average page load time
vs Last Month	▲5.7%	47%	
vs Last Year	▼7.5%	31%	
		8%	
		14.3%	
		3.39s	

<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 (-)</li> <li>BSc Hons Marine Science (-)</li> <li>BA Hons Child &amp; Youth Studies (-)</li> <li>BEng Hons Aircraft Engineering (12)</li> <li>BSc Oral Health Science (6)</li> <li>BA Hons Golf Management (7)</li> <li>BA Hons Health Studies (11)</li> <li>BA Hons Applied Music (9)</li> </ol>	<ol style="list-style-type: none"> <li>PGDE Primary Teaching</li> <li>BSc Hons Psychology</li> <li>BA Hons Adventure Tourism Management</li> <li>BSc Hons Marine Science</li> <li>BA Hons Child &amp; Youth Studies</li> <li>BSc Oral Health Science</li> <li>BA Hons Golf Management</li> <li>BA Hons Applied Music</li> <li>BEng Hons Aircraft Engineering</li> <li>BA Hons Business and Management</li> </ol>

**Applications**

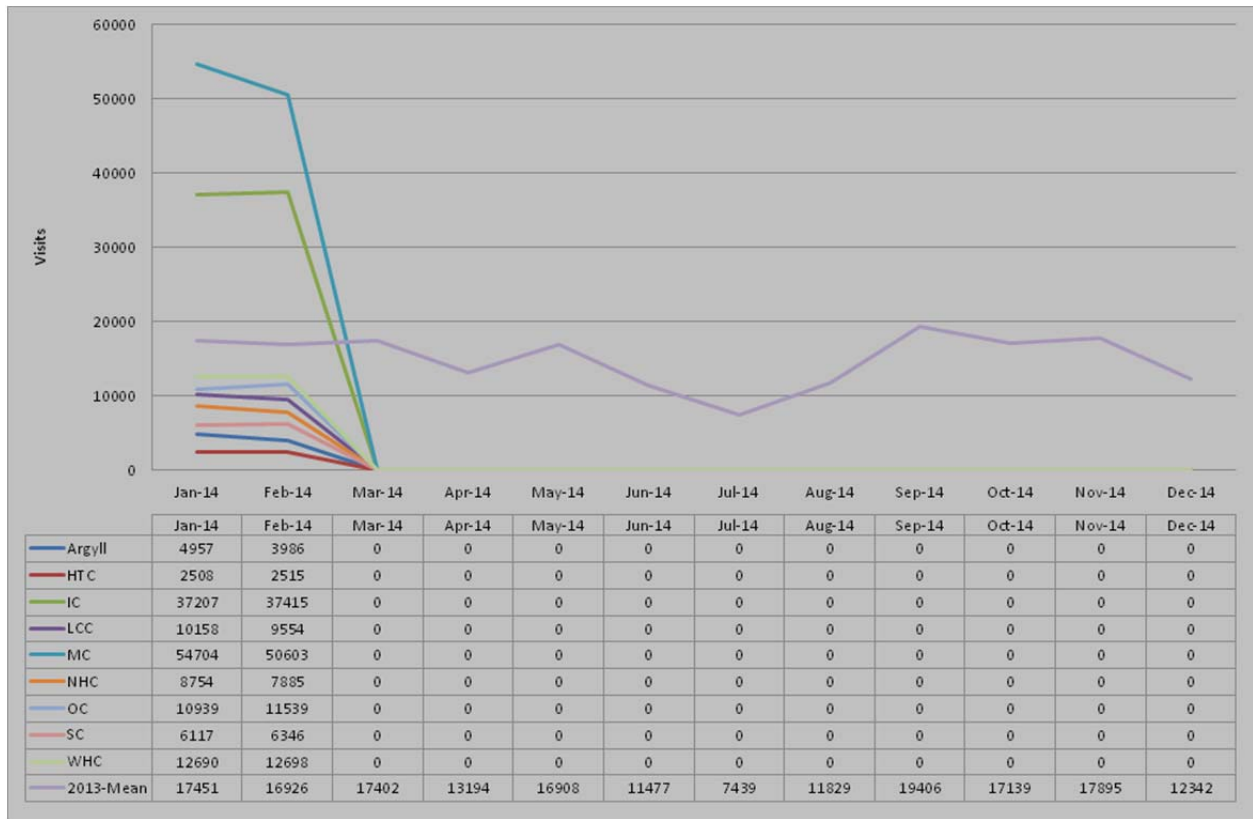
Clicks to UCAS 241 (30%)	Internal Applications (Degrees) 794 (24%) (pageviews)
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**Social Media – Klout 57 (-2)**

<b>Facebook Likes</b> 6590 +63	<b>Twitter Followers</b> 5401 +100	<b>YouTube Views</b> 20397 +1122	<b>Flickr Views</b> 139060 +5449
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**Annual Cycle - One Web Partners**



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

From One-Web		From non-One-Web	
www.whc.uhi.ac.uk	243	sams.ac.uk	414
www.inverness.uhi.ac.uk	229	perth.uhi.ac.uk	54
www.moray.uhi.ac.uk	197	www2.smo.uhi.ac.uk	10
www.orkney.uhi.ac.uk	125	smo.uhi.ac.uk	5
www.htc.uhi.ac.uk	37	nafc.ac.uk	3
www.lews.uhi.ac.uk	31	argyllcollege.uhi.ac.uk	1
www.shetland.uhi.ac.uk	15		
www.northhighland.uhi.ac.uk	9		

**PPC Activity** (Spend £510.76, 1.1% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	2277	£279.00
Hero Courses – Jan 2013	829	£508.50
Management School – Trial 2013	6	£1.00