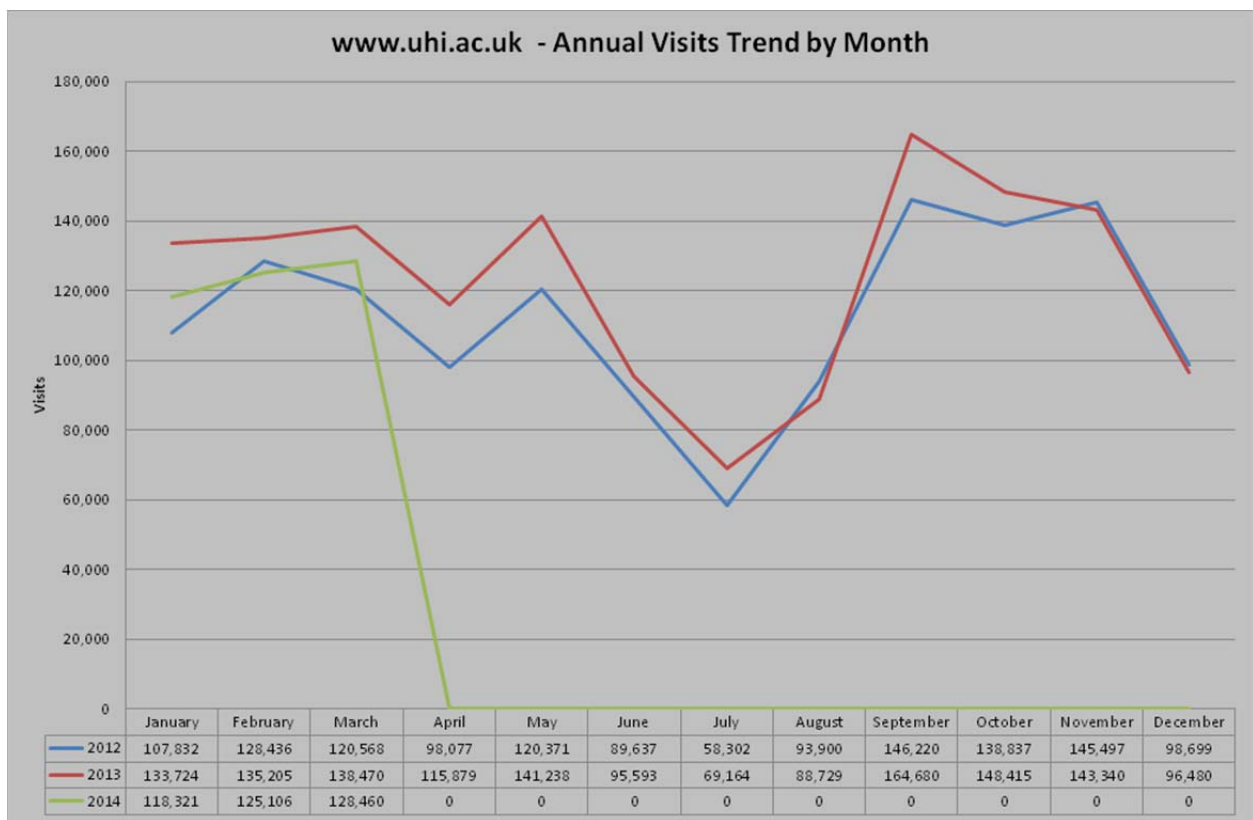


Visits – 128,460 (30% Internal)		1.5%	of users use the site search from Google Direct from outwith UK Mobile (of which 66.5% Apple) Average page load time
vs Last Month	▲2.7%	45.8%	
vs Last Year	▼7.2%	31.5%	
		9.2%	
		13.6%	
		3.81s	

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 (-) BA Hons Child & Youth Studies (5) BSc Hons Marine Science (4) BEng Hons Aircraft Engineering (-) BA Hons Golf Management (-) BSc Oral Health Science (7) BA Hons Applied Music (10) MLitt Viking Studies (16) 	<ol style="list-style-type: none"> PGDE Primary Teaching BSc Hons Psychology BA Hons Adventure Tourism Management BSc Hons Marine Science BA Hons Child & Youth Studies BSc Oral Health Science BA Hons Golf Management BEng Hons Aircraft Engineering BA Hons Applied Music BA Hons Business and Management

Applications

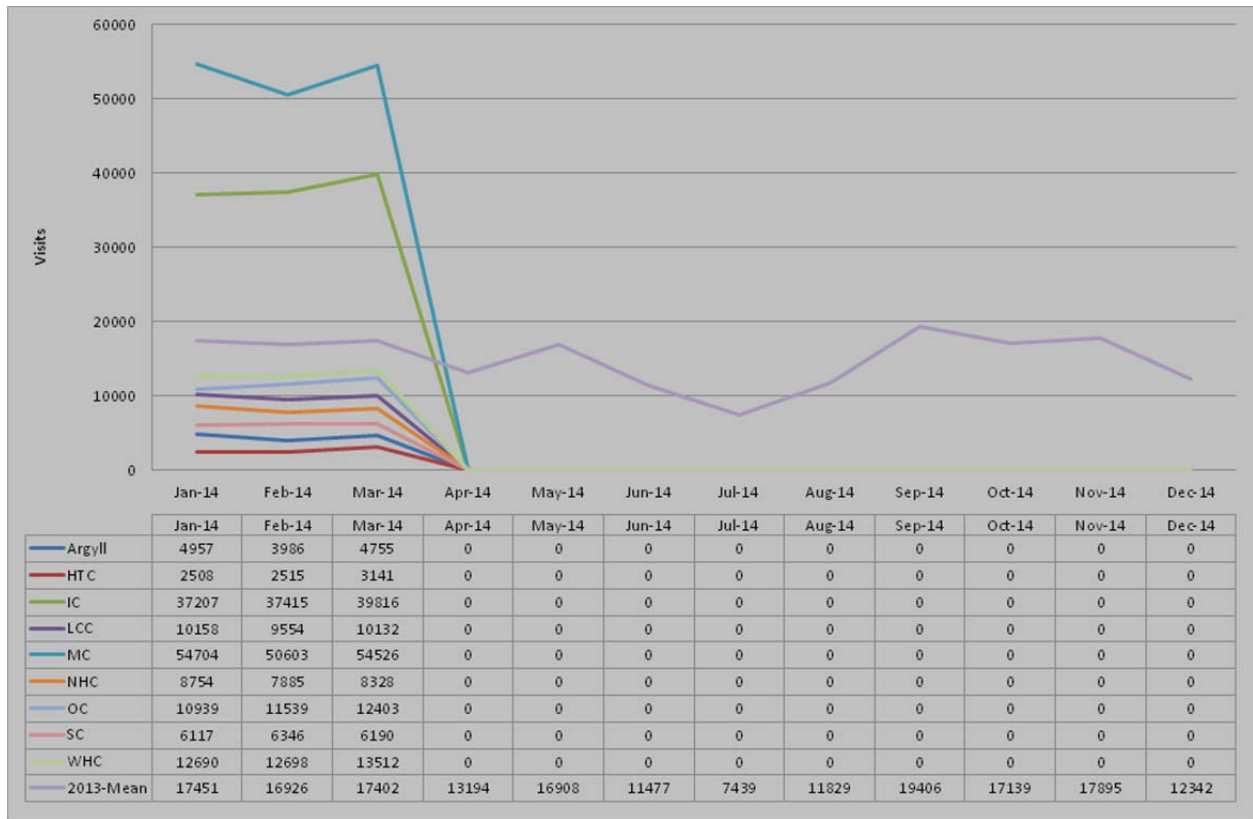
Clicks to UCAS 300 (24%)	Internal Applications (Degrees) 821 (3.4%) (pageviews)
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Social Media – Klout 59 (+2)

Facebook Likes 6693 +103	Twitter Followers 5524 +123	YouTube Views 21513 +1116	Flickr Views 145883 +6823
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web		From non-One-Web	
www.inverness.uhi.ac.uk	211	sams.ac.uk	245
www.moray.uhi.ac.uk	195	perth.uhi.ac.uk	15
www.orkney.uhi.ac.uk	59	www2.smo.uhi.ac.uk	13
www.whc.uhi.ac.uk	48	nafc.ac.uk	8
www.htc.uhi.ac.uk	30	smo.uhi.ac.uk	6
www.lews.uhi.ac.uk	22		
www.shetland.uhi.ac.uk	16		
www.northhighland.uhi.ac.uk	2		

PPC Activity (Spend £653.33, 1.5% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	3057	£1283.00
Hero Courses – Jan 2013	600	£445.50
Management School – Trial 2013	25	£0.50