

Visits – 102,618 (28.3% Internal)		1.7%	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	▼20.1%	46.8%	
vs Last Year	▼11.4%	30.6%	
		10.5%	
		14.6%	
		3.77s	

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 Golf Management (7) BA Hons Child & Youth Studies (4) BEng Hons Aircraft Engineering (-) BSc Hons Marine Science (5) BSc Oral Health Science (-) MLitt Viking Studies (10) BA Hons Business and Management (13) 	<ol style="list-style-type: none"> PGDE Primary Teaching BSc Hons Psychology BA Hons Adventure Tourism Management BA Hons Child & Youth Studies BSc Hons Marine Science BSc Oral Health Science BA Hons Golf Management BEng Hons Aircraft Engineering BA Hons Applied Music BA Hons Business and Management

Applications

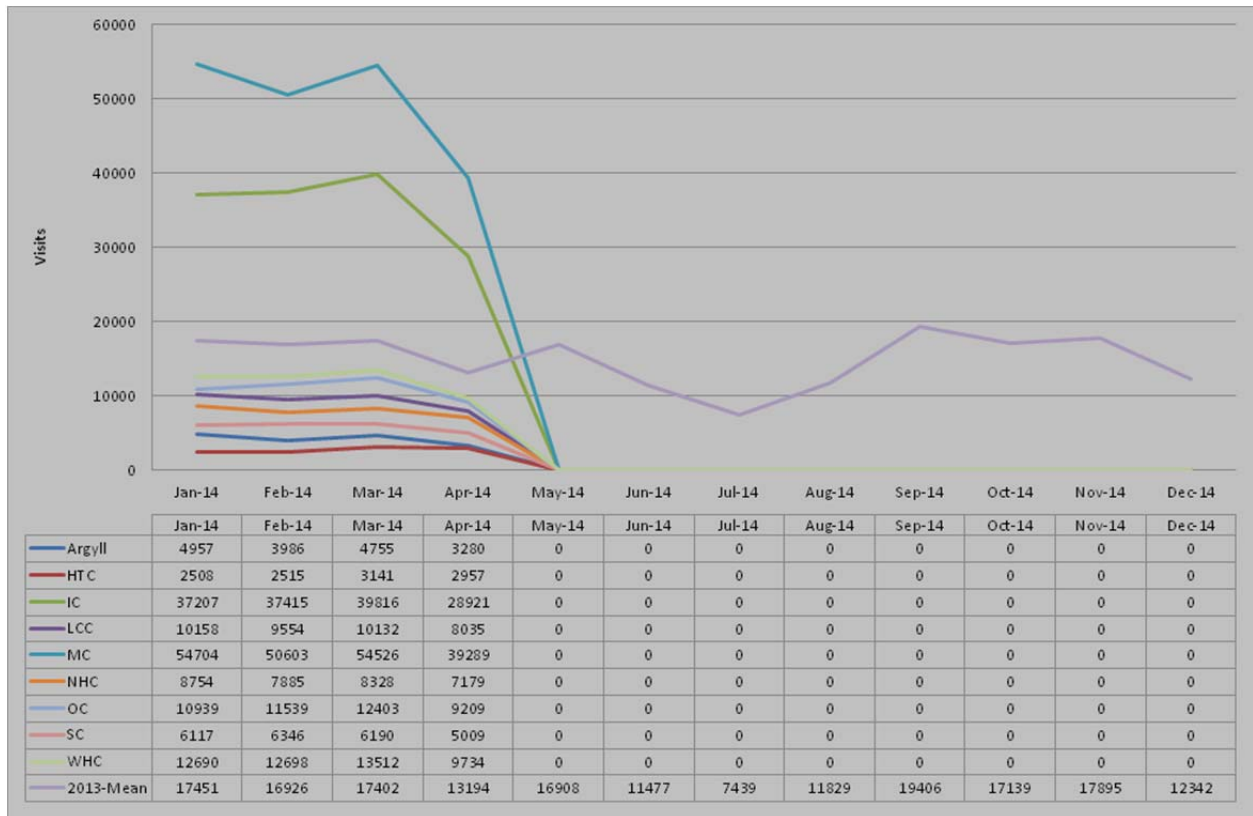
Clicks to UCAS 199 (33.6%)	Internal Applications (Degrees) 730 (11.1%) (pageviews)
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Social Media – Klout 60 (+1)

Facebook Likes 6781 +88	Twitter Followers 5621 +97	YouTube Views 22800 +1287	Flickr Views 149327 +3444
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web		From non-One-Web	
www.moray.uhi.ac.uk	102	sams.ac.uk	408
www.inverness.uhi.ac.uk	31	nafc.ac.uk	11
www.orkney.uhi.ac.uk	31	perth.uhi.ac.uk	5
www.htc.uhi.ac.uk	23		
www.lews.uhi.ac.uk	13		
www.whc.uhi.ac.uk	12		
www.northhighland.uhi.ac.uk	6		

PPC Activity (Spend £447.10, 1.3% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	2146	£594.00
Hero Courses – Jan 2013	388	£315.00
Management School – Trial 2013	22	£0.50