

<b>Visits – 116,506 (30.7% Internal)</b>		1.7%	of users use the site search from Google Direct from outwith UK Mobile (of which 67.6% Apple) Average page load time
vs Last Month	▲ 13.5%	45.3%	
vs Last Year	▼ 17.5%	32.3%	
		9.6%	
		15.4%	
		3.48s	

<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>BA Hons Child &amp; Youth Studies (5)</li> <li>BEng Hons Aircraft Engineering (6)</li> <li>BSc Hons Psychology (2)</li> <li>BA Hons Adventure Tourism Management (3)</li> <li>MLitt Viking Studies (9)</li> <li>BSc Hons Marine Science (-)</li> <li>BA Hons Business and Management (10)</li> <li>BSc Oral Health Science (8)</li> <li>BA Hons Applied Music (17)</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>BA Hons Child &amp; Youth Studies</li> <li>BSc Hons Marine Science</li> <li>BEng Hons Aircraft Engineering</li> <li>BSc Oral Health Science</li> <li>BA Hons Golf Management</li> <li>BA Hons Applied Music</li> <li>BA Hons Business and Management</li> </ol>

**Applications**

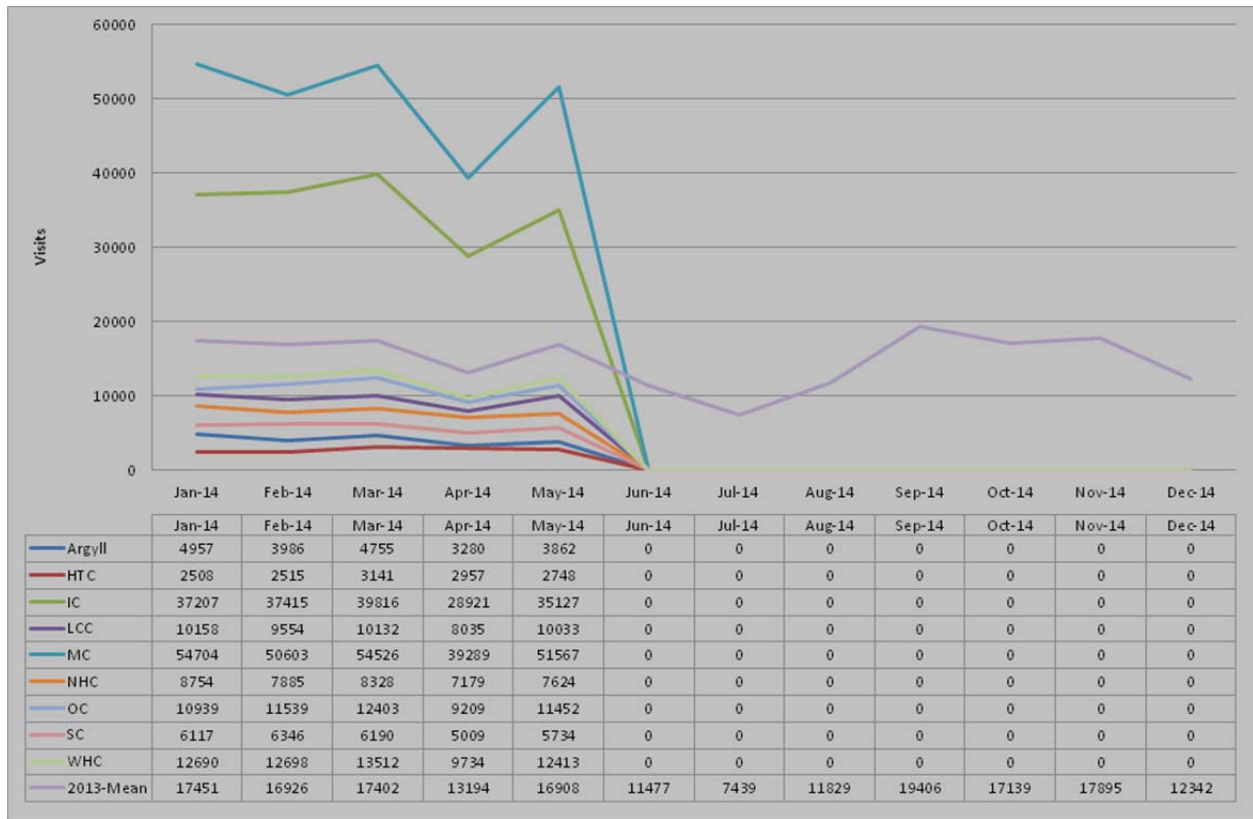
Clicks to UCAS 213 (7%)	Internal Applications (Degrees) 832 (14%) (pageviews)
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**Social Media – Klout 59 (-1)**

<b>Facebook Likes</b> 6851 +70	<b>Twitter Followers</b> 5740 +119	<b>YouTube Views</b> 24373 +1573	<b>Flickr Views</b> 152340 +3013
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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	105	sams.ac.uk	342
www.northhighland.uhi.ac.uk	7		
www.orkney.uhi.ac.uk	6		
www.inverness.uhi.ac.uk	3		

### PPC Activity (Spend £742.13, 1.5% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	2624	£469.00
Hero Courses – Jan 2013	668	£414.00
Management School – Trial 2013	6	£0.00