

Visits – 84873 (26.6% Internal)		2.2%	of users use the site search from Google Direct from outwith UK Mobile (of which 65% Apple) Average page load time
vs Last Month	▼28.2%	49%	
vs Last Year	▼11.3%	27.3%	
		13.7%	
		19%	
		3.31s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BSc Hons Psychology (4) BA Hons Adventure Tourism Management (5) BA Hons Child & Youth Studies (2) BEng Hons Aircraft Engineering (3) BA Hons Golf Management (13) BSc Hons Marine Science (-) BSc Oral Health Science (9) MLitt Viking Studies (-) BA Hons Literature (53) 	<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 BEng Hons Aircraft Engineering BSc Oral Health Science BA Hons Golf Management MLitt Viking Studies BA Hons Business and Management

Applications

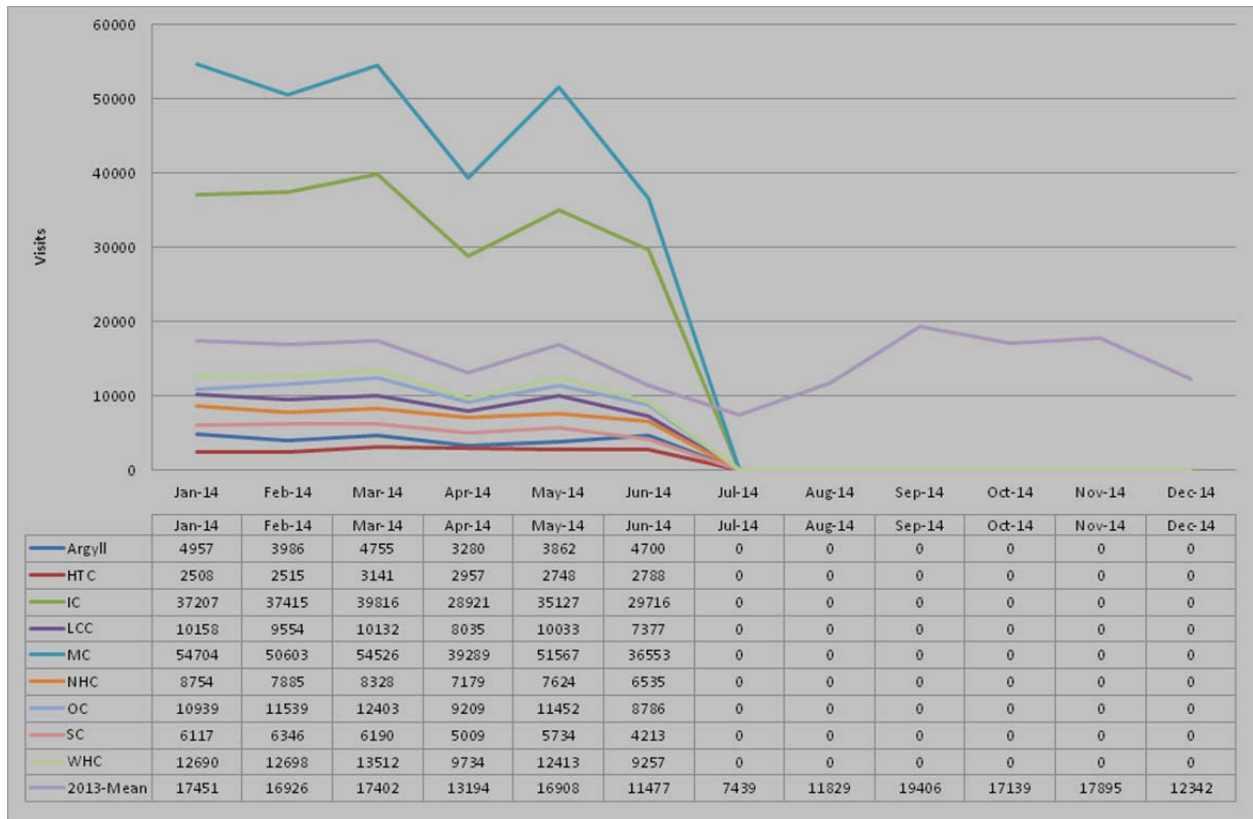
Clicks to UCAS 208 (2.3%)	Internal Applications (Degrees) 1259 (51%) (pageviews)
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Social Media – Klout 59 (-)

Facebook Likes 6911 +60	Twitter Followers 5840 +100	YouTube Views 25735 +1362	Flickr Views 155250 +2910
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	5264
www.moray.uhi.ac.uk	1481
www.lews.uhi.ac.uk	634
www.northhighland.uhi.ac.uk	571
www.orkney.uhi.ac.uk	558
www.whc.uhi.ac.uk	442
www.argyll.uhi.ac.uk	347
www.htc.uhi.ac.uk	382
www.shetland.uhi.ac.uk	257

From non-One-Web

sams.ac.uk	248
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PPC Activity (Spend £1044.19, 2.9% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	4485	£1084.50
Hero Courses – Jan 2013	655	£412.50
Management School – Trial 2013	8	£0.00