

Visits – 60528 (20% Internal)		2.4%	of users use the site search from Google Direct from outwith UK Mobile (of which 60.1% Apple) Average page load time
vs Last Month	▼28.7%	51%	
vs Last Year	▼12.5%	22.5%	
		20.3%	
		22%	
		3.73s	

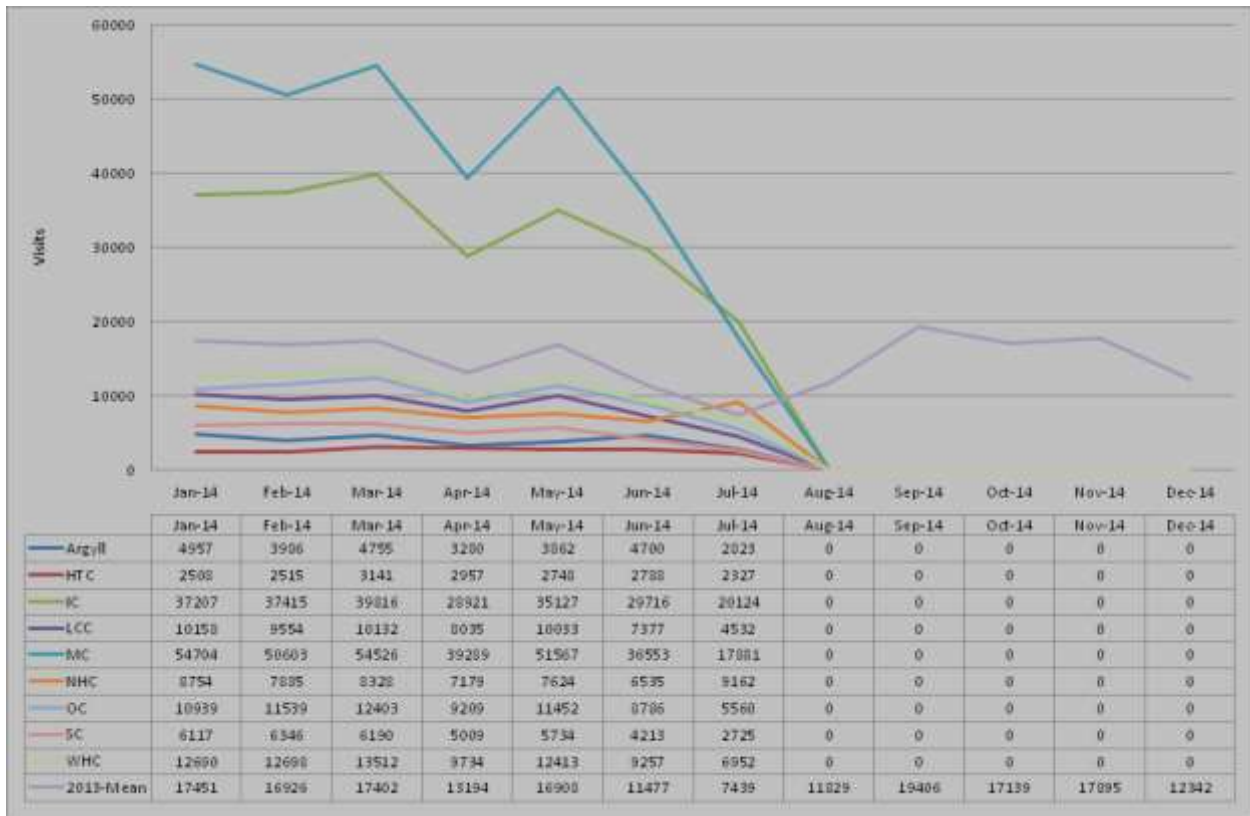
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Hons Psychology (2) PGDE Primary Teaching (1) BEng Hons Aircraft Engineering (5) BA Hons Adventure Tourism Management (3) BSc Oral Health Science (8) BSc Hons Marine Science (7) BA Hons Business and Management (14) BA Hons Child & Youth Studies (4) BA Hons Archaeology (19) BA Hons Health Studies (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 BEng Hons Aircraft Engineering BSc Oral Health Science BA Hons Golf Management BA Hons Business and Management MLitt Viking Studies

Applications	
Clicks to UCAS 189 (9.1%)	Internal Applications (Degrees) 1099 (12%) (pageviews)



Social Media – Klout 59 (-)			
Facebook Likes 6972 +61	Twitter Followers 5940 +100	YouTube Views 27019 +1284	Flickr Views 158300 +3050

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 2095	sams.ac.uk 274
www.moray.uhi.ac.uk 1002	
www.northhighland.uhi.ac.uk 741	
www.orkney.uhi.ac.uk 509	
www.lews.uhi.ac.uk 508	
www.whc.uhi.ac.uk 414	
www.htc.uhi.ac.uk 361	
www.argyll.uhi.ac.uk 310	
www.shetland.uhi.ac.uk 237	

PPC Activity (Spend £946.80, 3.4% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	4465	£1096.50
Hero Courses – Jan 2013	470	£250.50
Management School – Trial 2013	5	£0.00