

Visits – 90,704 (22% Internal)		2.3%	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	▲50%	52.1%	
vs Last Year	▲2.2%	24.6%	
		15.8%	
		23.4%	
		3.04s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> BSc Hons Psychology (-) BSc Oral Health Science (5) PGDE Primary Teaching (3) HNC Applied Sciences Pathway to Med (18) BEng Hons Aircraft Engineering (3) BA Hons Business and Management (7) BA Hons Child & Youth Studies (7) BA Hons Adventure Tourism Management (4) BSc Hons Marine Science (6) BA Hons Golf Management (14) 	<ol style="list-style-type: none"> PGDE Primary Teaching BSc Hons Psychology BA Hons Adventure Tourism Management BA Hons Child & Youth Studies BEng Hons Aircraft Engineering BSc Hons Marine Science BSc Oral Health Science BA Hons Golf Management BA Hons Business and Management BA Hons Health Studies

Applications

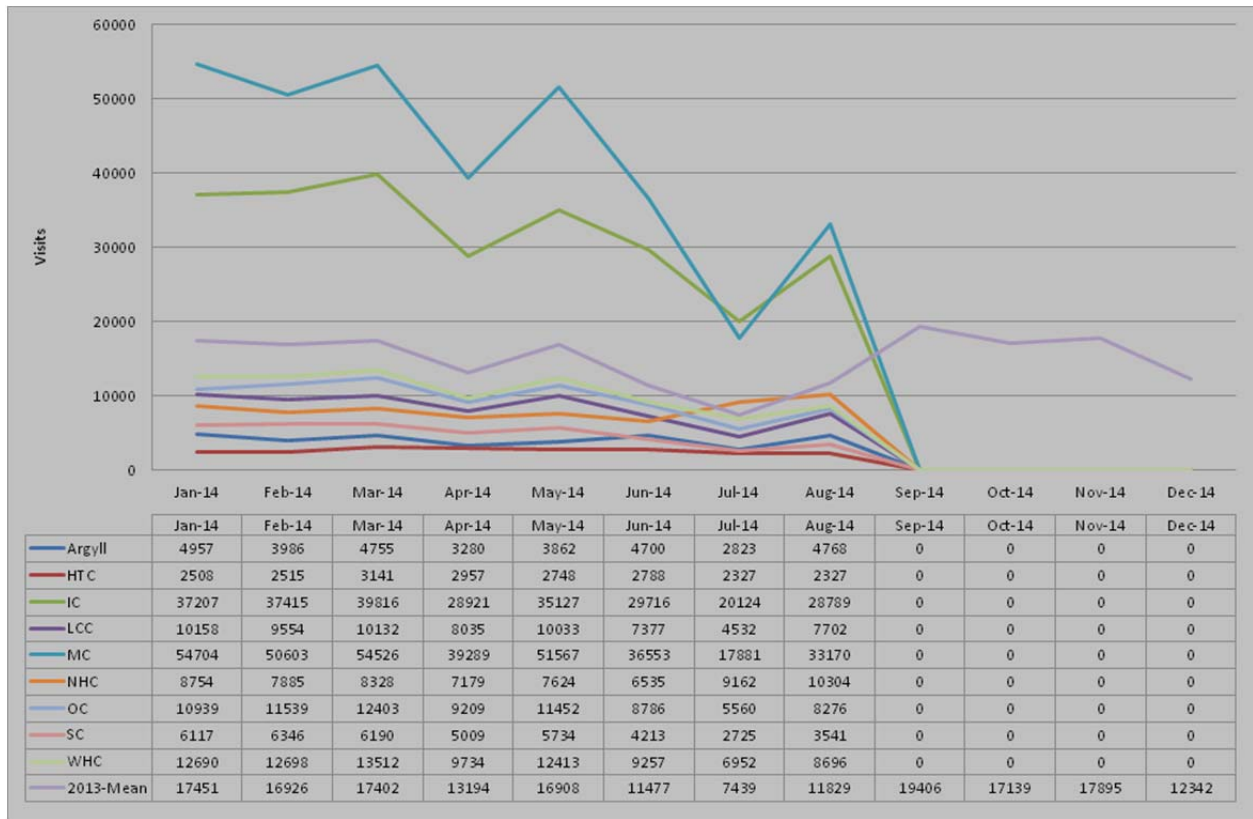
Clicks to UCAS 408 (216%)	Internal Applications (Degrees) 1725 (57%) (pageviews)
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Social Media – Klout 58 (-1)

Facebook Likes 7068 +96	Twitter Followers 6034 +194	YouTube Views 28514 +1495	Flickr Views 161315 +3015
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	4999
www.moray.uhi.ac.uk	1877
www.lews.uhi.ac.uk	1060
www.northhighland.uhi.ac.uk	938
www.orkney.uhi.ac.uk	769
www.whc.uhi.ac.uk	688
www.argyll.uhi.ac.uk	472
www.shetland.uhi.ac.uk	438
www.htc.uhi.ac.uk	415

From non-One-Web

sams.ac.uk	346
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PPC Activity (Spend £954.48, 2.1% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	4135	£908.50
Hero Courses – Jan 2013	467	£126
Management School – Trial 2013	2	£0.00