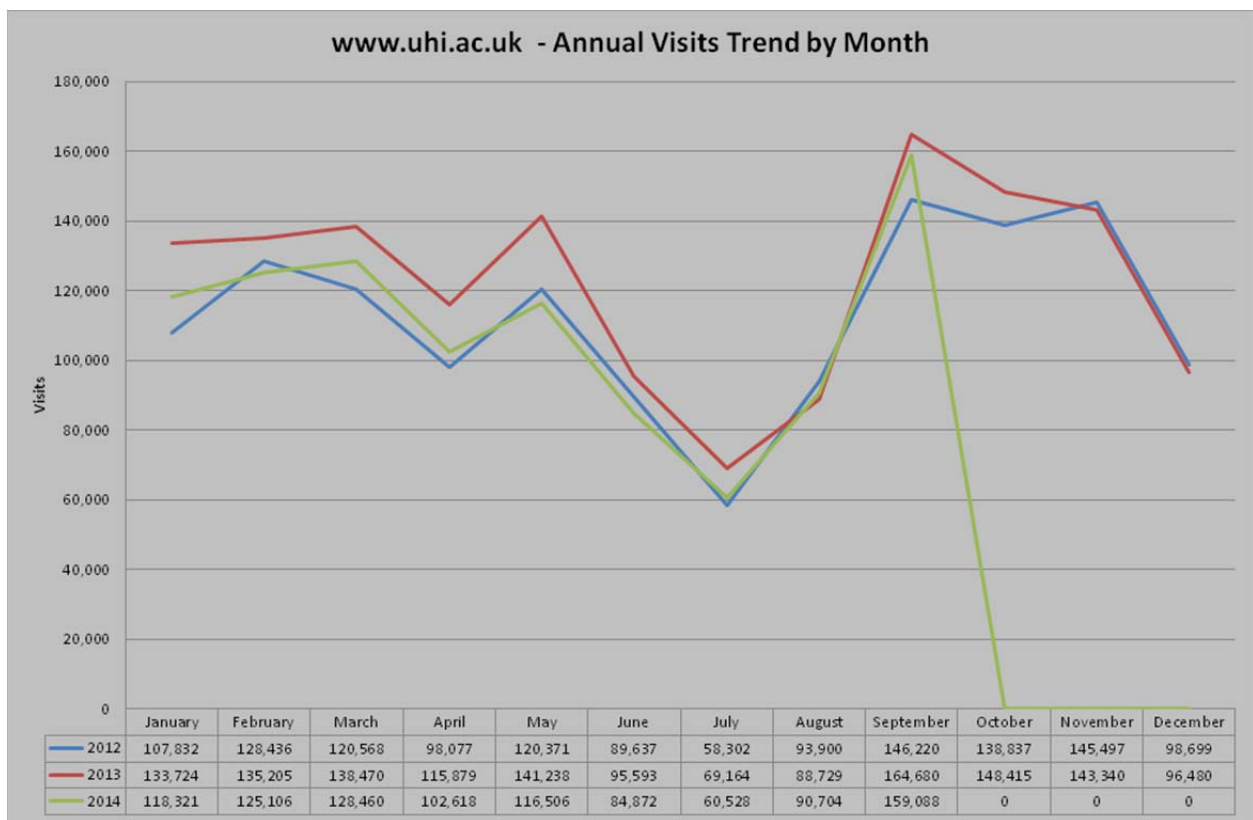


Visits – 159,088 (33% Internal)		1.6%	of users use the site search from Google Direct from outwith UK Mobile (of which 60.1% Apple) Average page load time
vs Last Month	▲75%	48.3%	
vs Last Year	▼3.4%	31.6%	
		9.1%	
		17.9%	
		3.2s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> 1. PGDE Primary Teaching (3) 2. BSc Hons Psychology (1) 3. BA Hons Adventure Tourism Management (8) 4. BA Hons Child & Youth Studies (7) 5. BSc Hons Marine Science (9) 6. BEng Hons Aircraft Engineering (5) 7. HNC Applied Sciences Pathway to Med (4) 8. BSc Oral Health Science (2) 9. BA Hons Golf Management (10) 10. BA Hons Business and Management (6) 	<ol style="list-style-type: none"> 1. PGDE Primary Teaching 2. BSc Hons Psychology 3. BA Hons Adventure Tourism Management 4. BA Hons Child & Youth Studies 5. BEng Hons Aircraft Engineering 6. BSc Hons Marine Science 7. BSc Oral Health Science 8. BA Hons Golf Management 9. BA Hons Business and Management 10. MLitt Viking Studies

Applications

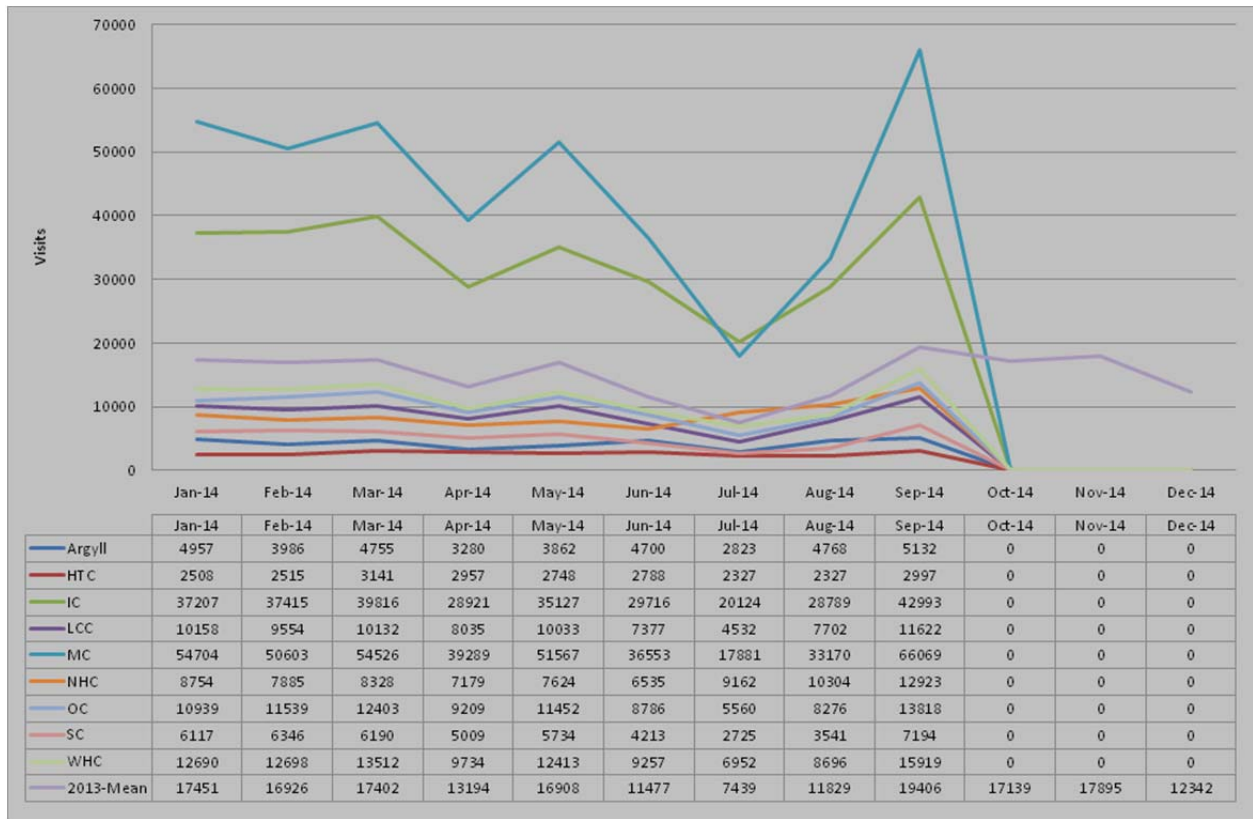
Clicks to UCAS 157 (38.5%)	Internal Applications (Degrees) 1238 (72%) (pageviews)
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Social Media – Klout 58 (-)

Facebook Likes 7270 +202	Twitter Followers 6131 +97	YouTube Views 30588 +2074	Flickr Views 167528 +6213
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web

www.inverness.uhi.ac.uk	17601
www.moray.uhi.ac.uk	4570
www.northhighland.uhi.ac.uk	1292
www.lews.uhi.ac.uk	1264
www.orkney.uhi.ac.uk	1253
www.whc.uhi.ac.uk	1136
www.shetland.uhi.ac.uk	733
www.htc.uhi.ac.uk	553
www.argyll.uhi.ac.uk	433

From non-One-Web

sams.ac.uk	336
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PPC Activity (Spend £540.20, 0.8% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	2252	£290
Hero Courses – Jan 2013	287	£142.50
Management School – Trial 2013	18	£0.50