

<b>Visits – 130.773 (26% Internal)</b>		1.8%	of users use the site search from Google Direct from outwith UK Mobile (of which 59% Apple) Average page load time
vs Last Month	▼17.8%	50.9%	
vs Last Year	▼11.9%	26.3%	
		10.7%	
		17.6%	
		4s	

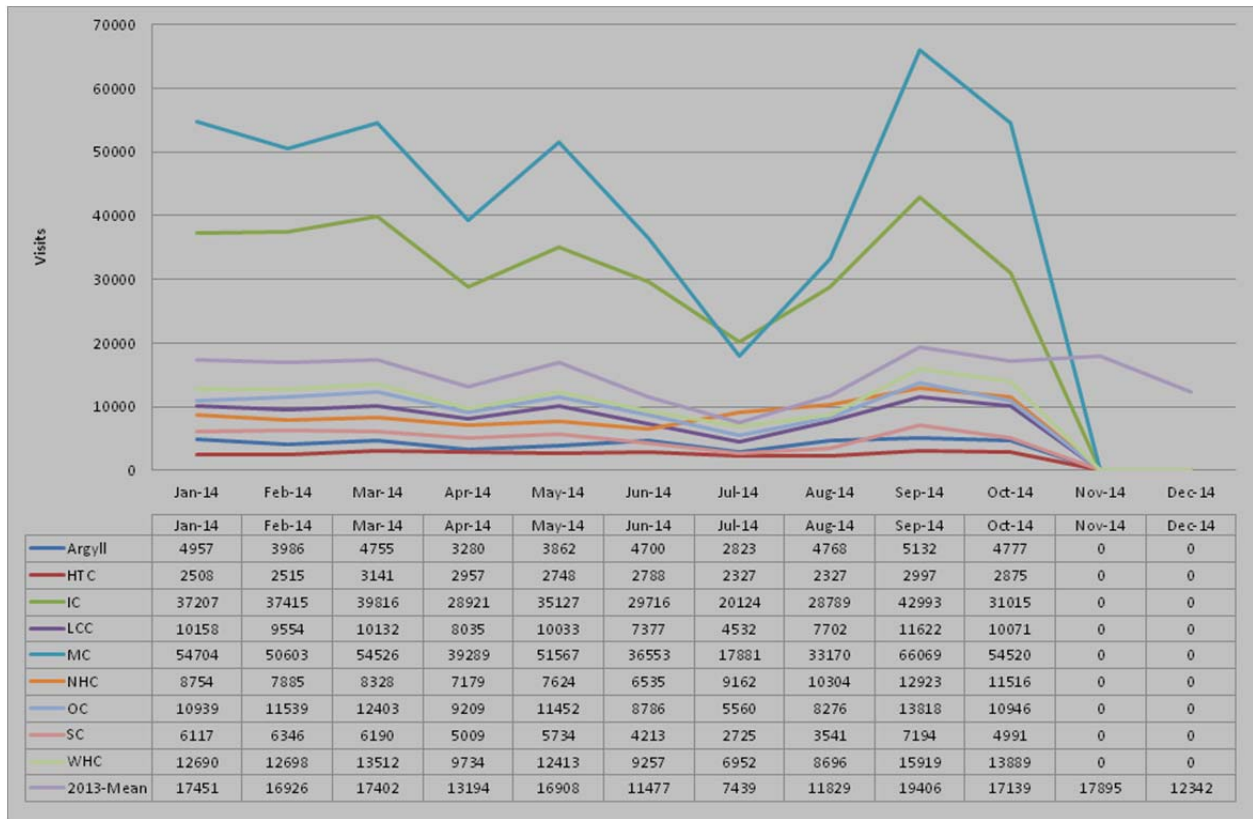
<b>Courses by month</b> (previous month)	<b>Courses by year-to-date</b>
<ol style="list-style-type: none"> <li>PGDE Primary Teaching (-)</li> <li>BA Hons Adventure Tourism Management (2)</li> <li>BSc Hons Psychology (2)</li> <li>BEng Hons Aircraft Engineering (6)</li> <li>BSc Oral Health Science (8)</li> <li>BSc Hons Marine Science (5)</li> <li>BA Hons Golf Management (9)</li> <li>BA Hons Child &amp; Youth Studies (4)</li> <li>BA Hons Archaeology (13)</li> <li>MLitt Viking Studies (12)</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>BEng Hons Aircraft Engineering</li> <li>BSc Hons Marine Science</li> <li>BSc Oral Health Science</li> <li>BA Hons Golf Management</li> <li>BA Hons Business and Management</li> <li>MLitt Viking Studies</li> </ol>

<b>Applications</b>	
Clicks to UCAS 162 (3.2%)	Internal Applications (Degrees) 996 (19.5%) (pageviews)



<b>Social Media – Klout 63 (+5)</b>			
<b>Facebook Likes</b> 7616 +346	<b>Twitter Followers</b> 6257 +126	<b>YouTube Views</b> 32699 +2111	<b>Flickr Views</b> 172516 +4988

**Annual Cycle - One Web Partners**



**Referrals to www.uhi.ac.uk**

**From One-Web**

www.inverness.uhi.ac.uk	5246
www.moray.uhi.ac.uk	2995
www.northhighland.uhi.ac.uk	1179
www.orkney.uhi.ac.uk	1109
www.lews.uhi.ac.uk	918
www.whc.uhi.ac.uk	875
www.shetland.uhi.ac.uk	429
www.htc.uhi.ac.uk	416
www.argyll.uhi.ac.uk	378

**From non-One-Web**

sams.ac.uk	818
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**PPC Activity** (Spend £767.86, 1.2% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	2806	£467
Hero Courses – Jan 2013	419	£245.50
Management School – Trial 2013	17	£3.50