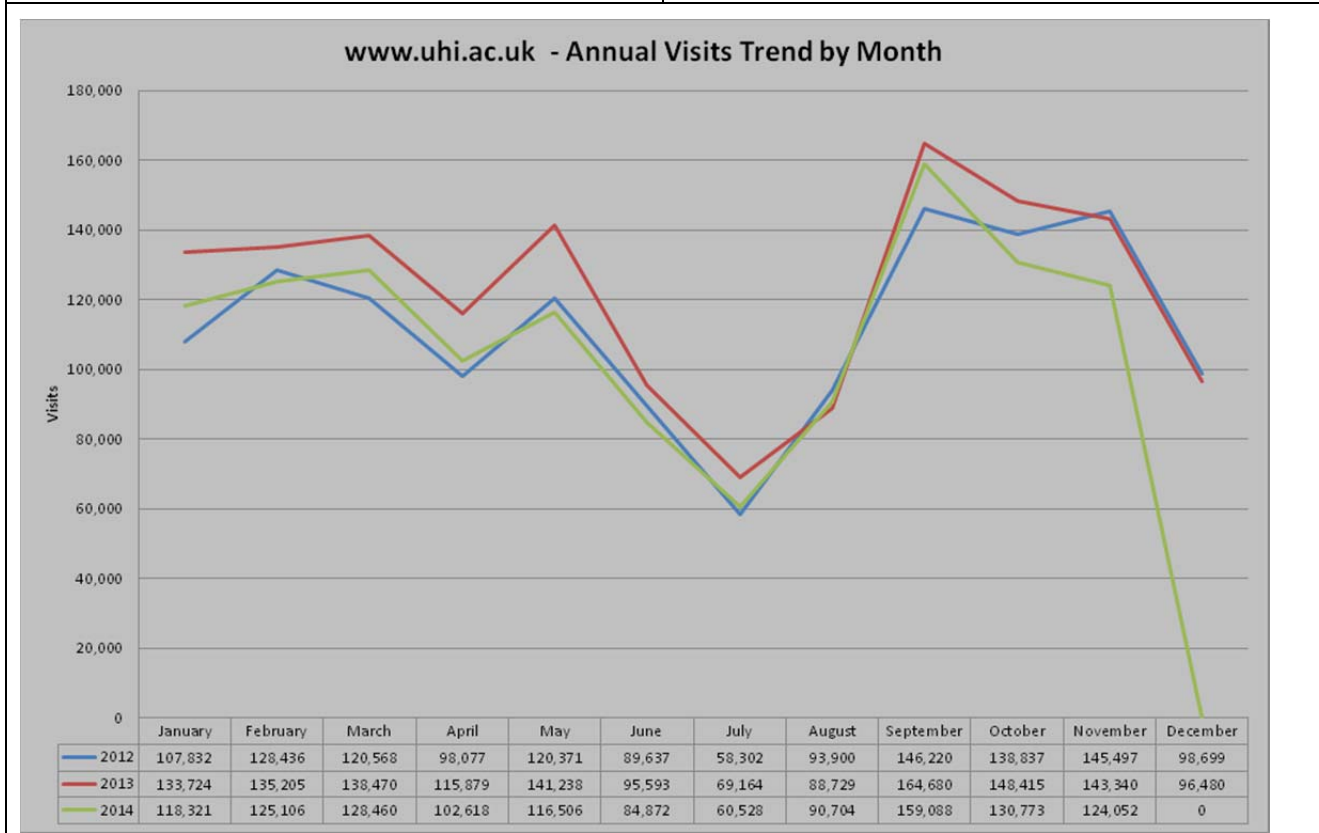


Visits – 124,052 (26% Internal)		1.8%	of users use the site search from Google Direct from outwith UK Mobile (of which 59% Apple) Average page load time
vs Last Month	▼5.1%	51.8%	
vs Last Year	▼13.5%	25.3%	
		10.4%	
		18.8%	
		3.98s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BA Hons Adventure Tourism Management (-) BSc Hons Psychology (-) BSc Hons Marine Science (6) BEng Hons Aircraft Engineering (4) BSc Oral Health Science (5) BA Hons Business and Management (14) BA Hons Child & Youth Studies (-) MLitt Viking Studies (10) BSc Hons Environmental Science (11) 	<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 MLitt Viking Studies

Applications

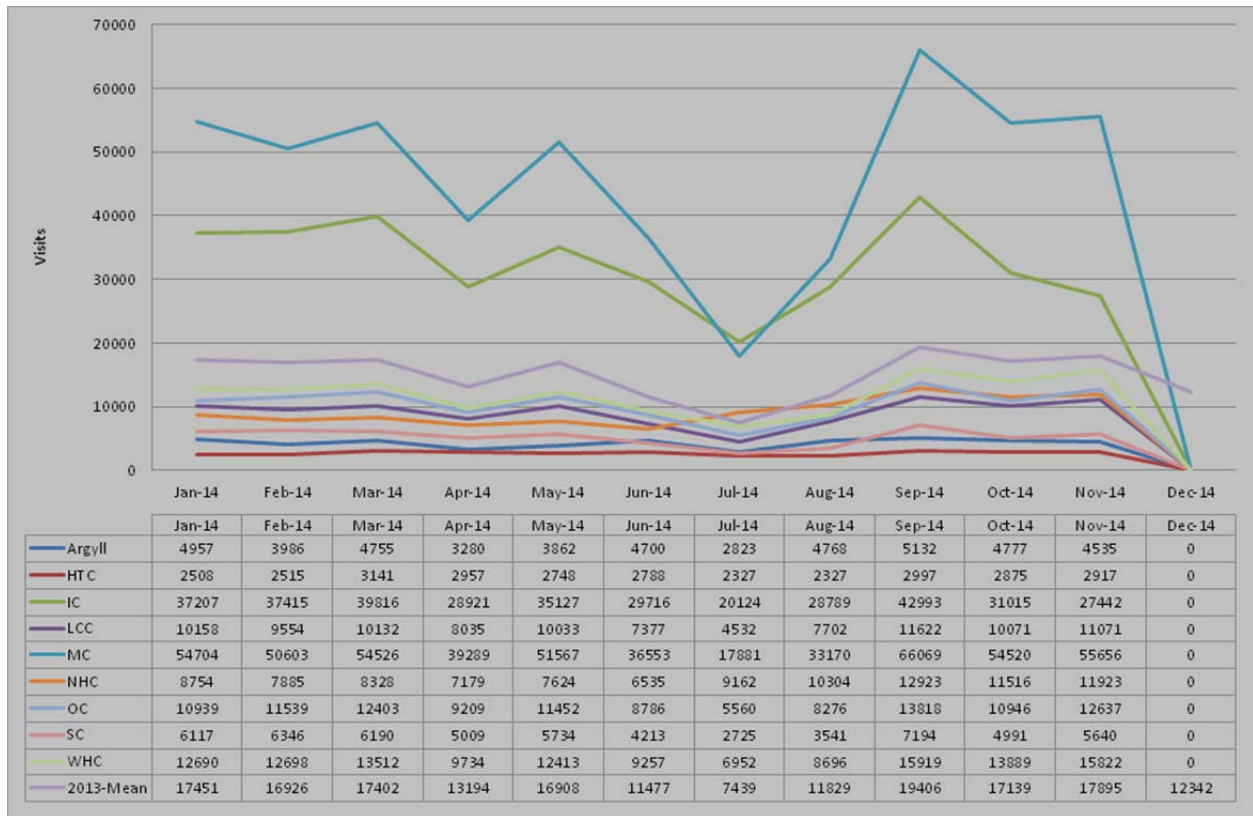
Clicks to UCAS 233 (44%)	Internal Applications (Degrees) 1205 (21%) (pageviews)
--------------------------	--



Social Media – Klout 62 (-1)

Facebook Likes 7845 +229	Twitter Followers 6421 +164	YouTube Views 34798 +2099	Flickr Views 172516 +5314
------------------------------------	---------------------------------------	-------------------------------------	-------------------------------------

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 2953	sams.ac.uk 1676
www.moray.uhi.ac.uk 2763	
www.northhighland.uhi.ac.uk 1033	
www.lews.uhi.ac.uk 979	
www.orkney.uhi.ac.uk 951	
www.whc.uhi.ac.uk 805	
www.shetland.uhi.ac.uk 375	
www.htc.uhi.ac.uk 361	
www.argyll.uhi.ac.uk 351	

PPC Activity (Spend £742.73, 1.3% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	2935	£1214.50
Hero Courses – Jan 2013	404	£386.50
Management School – Trial 2013	18	£0.50