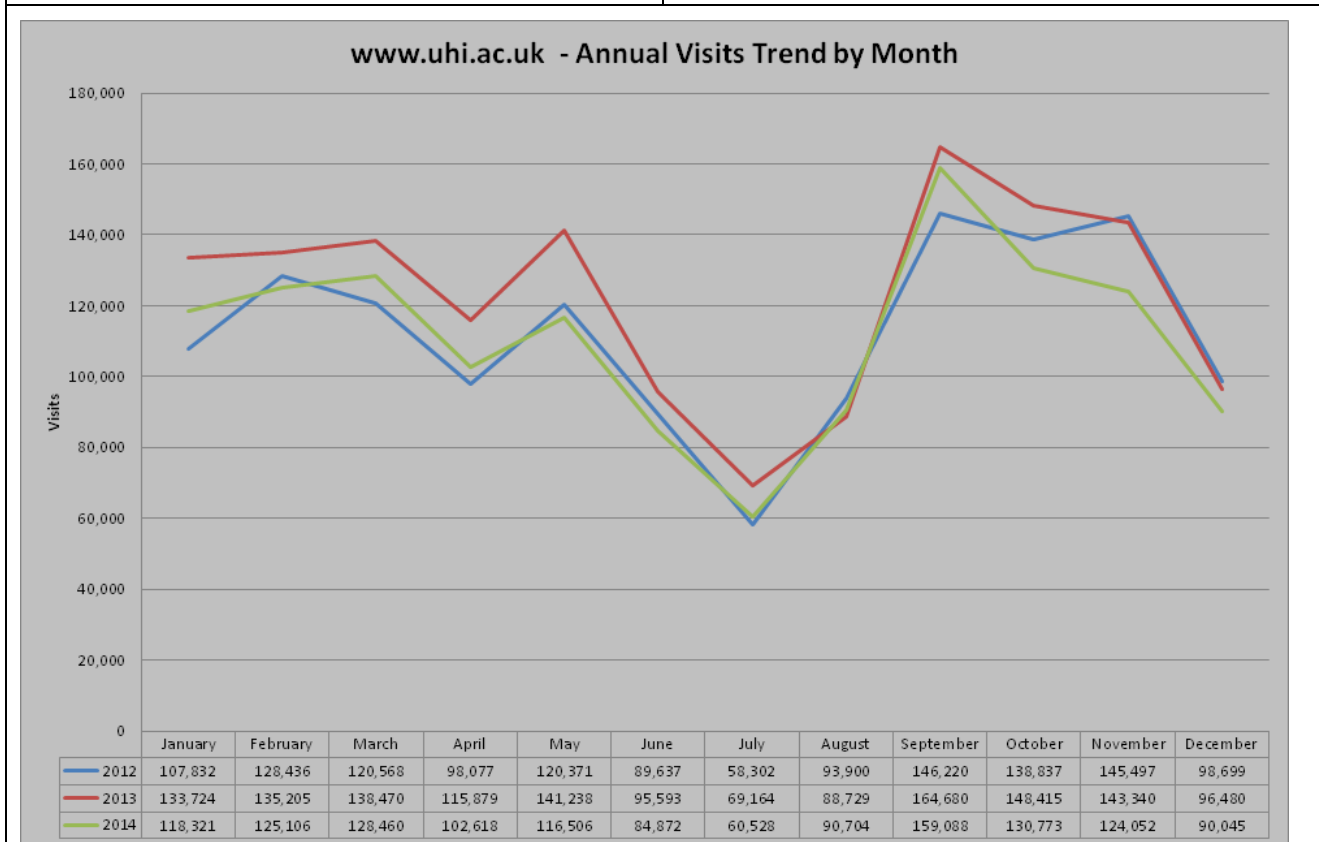


Visits – 90,045 (25% Internal)		1.8%	of users use the site search from Google Direct from outwith UK Mobile (of which 58.5% Apple) Average page load time
vs Last Month	▼27.5%	51.1%	
vs Last Year	▼6.7%	25.3%	
		13.9%	
		20.8%	
		3.63s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) MLitt Viking Studies (9) BSc Hons Psychology (-) BA Hons Business and Management (7) BA Hons Adventure Tourism Management (2) BSc Hons Marine Science (4) BSc Oral Health Science (6) BA Hons Applied Music (11) BA Hons Child & Youth Studies (8) BEng Hons Aircraft Engineering (5) 	<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

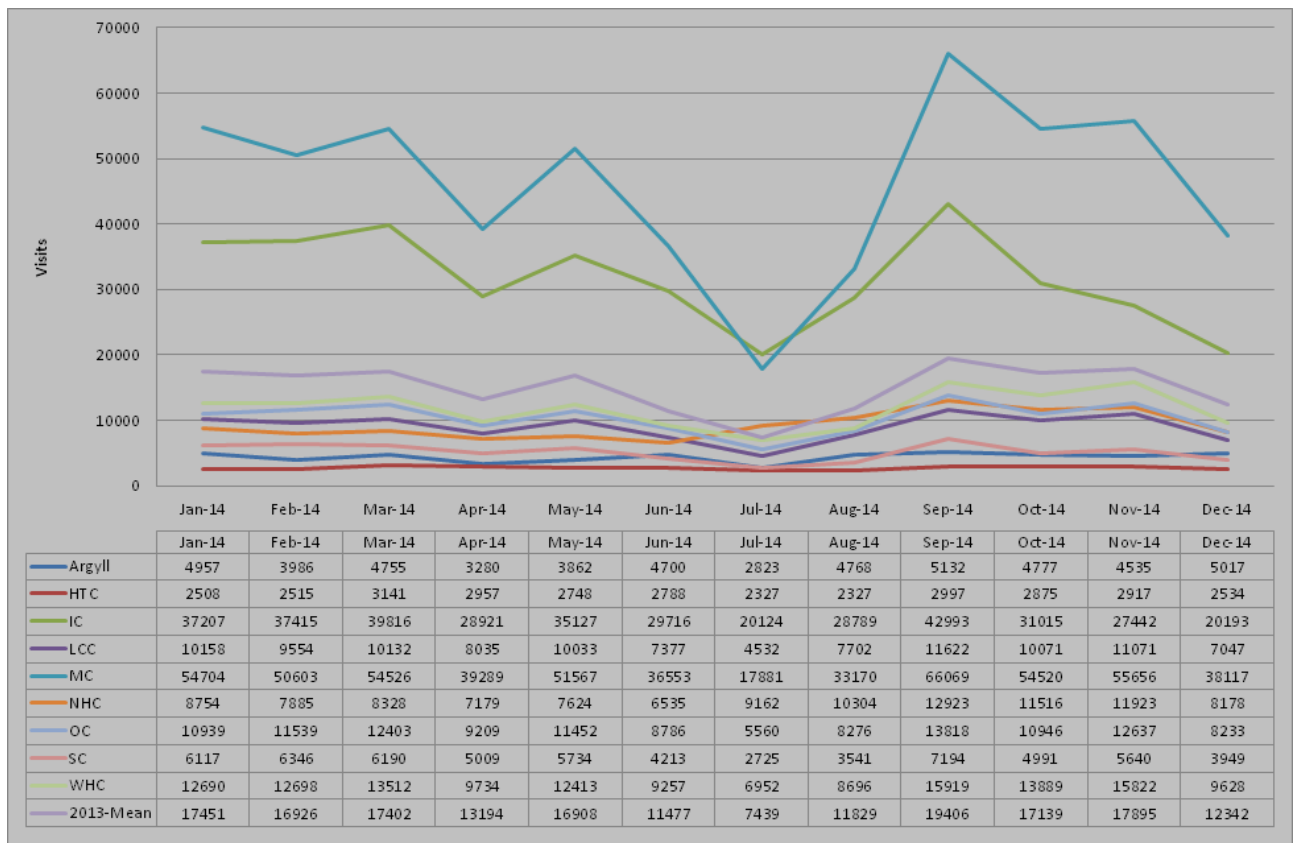
Clicks to UCAS 236 (1.3%)	Internal Applications (Degrees) 1009 (16%) (pageviews)
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Social Media – Klout 63 (+1)

Facebook Likes 7999 +154	Twitter Followers 6579 +128	YouTube Views 36938 +2140	Flickr Views 182385 +9869
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Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk 1948	sams.ac.uk 570
www.moray.uhi.ac.uk 1896	
www.northhighland.uhi.ac.uk 672	
www.orkney.uhi.ac.uk 564	
www.whc.uhi.ac.uk 539	
www.lews.uhi.ac.uk 491	
www.htc.uhi.ac.uk 337	
www.shetland.uhi.ac.uk 323	
www.argyll.uhi.ac.uk 296	

PPC Activity (Spend £729.69, 1.2% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	1973	£1214.50
Hero Courses – Jan 2013	224	£386.50
2014/5 Jan Recruitment	29	£11.50
Management School – Trial 2013	6	£0.50