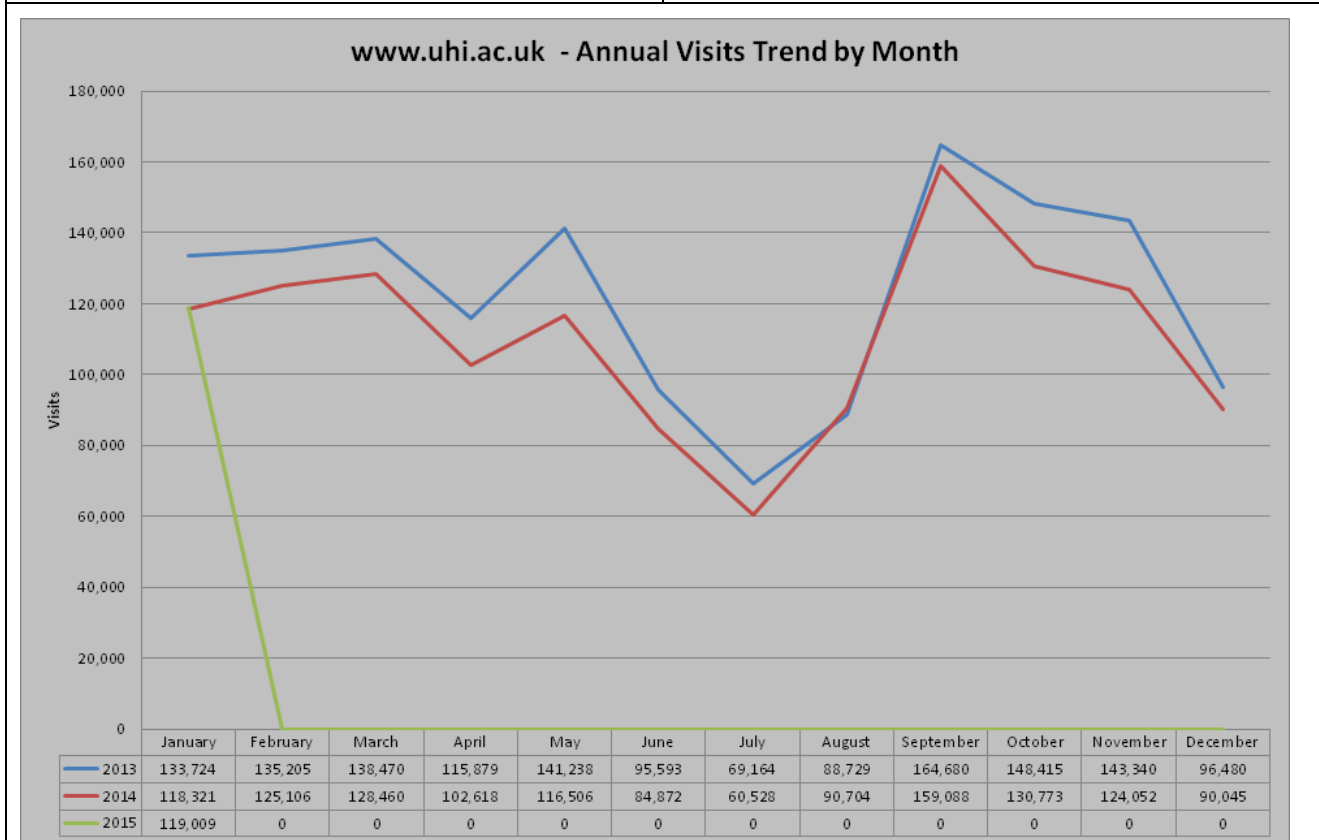


Visits – 119,009 (24% Internal)		1.9%	of users use the site search from Google Direct from outwith UK Mobile (of which 60% Apple) Average page load time
vs Last Month	▲ 32%	53.7%	
vs Last Year	▲ 0.6%	24.6%	
		12.4%	
		22.8%	
		3.21s	

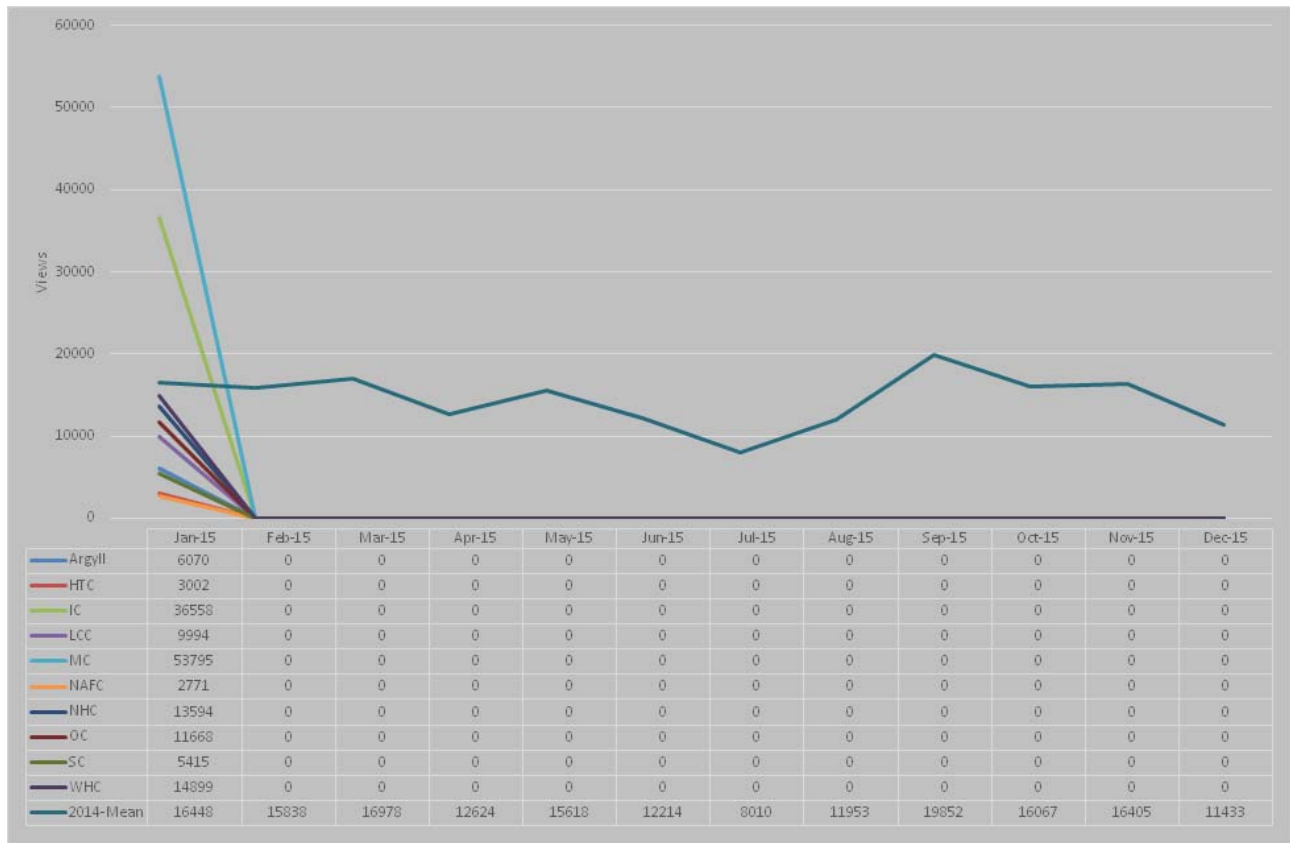
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BA Hons Golf Management (13) BSc Hons Psychology (-) BSc Oral Health Science (7) BA Hons Child & Youth Studies (9) BA Hons Adventure Tourism Management (5) BSc Hons Marine Science (6) BA Hons Business and Management (4) BA Hons Professional Golf (new) BA Hons Childhood Practice (32) 	<ol style="list-style-type: none"> PGDE Primary Teaching BA Hons Golf Management BSc Hons Psychology BSc Oral Health Science BA Hons Child & Youth Studies BA Hons Adventure Tourism Management BSc Hons Marine Science BA Hons Business and Management BA Hons Professional Golf BA Hons Childhood Practice

Applications	
Clicks to UCAS 393 (66.5%)	Internal Applications (Degrees) 129 (87%) (pageviews)



Social Media – Klout 64 (+1)			
Facebook Likes 8252 +253	Twitter Followers 6715 +136	YouTube Views 43458 +6520	Flickr Views 187841 +5456

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web		From non-One-Web	
www.inverness.uhi.ac.uk	3246	sams.ac.uk	468
www.moray.uhi.ac.uk	2795		
www.northhighland.uhi.ac.uk	1116		
www.whc.uhi.ac.uk	944		
www.orkney.uhi.ac.uk	934		
www.lews.uhi.ac.uk	790		
www.htc.uhi.ac.uk	461		
www.argyll.uhi.ac.uk	456		
www.shetland.uhi.ac.uk	444		

PPC Activity (Spend £905.91, 0.9% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	2229	£480
2014/5 Jan Recruitment	155	£67
Management School – Trial 2013	7	£0.50