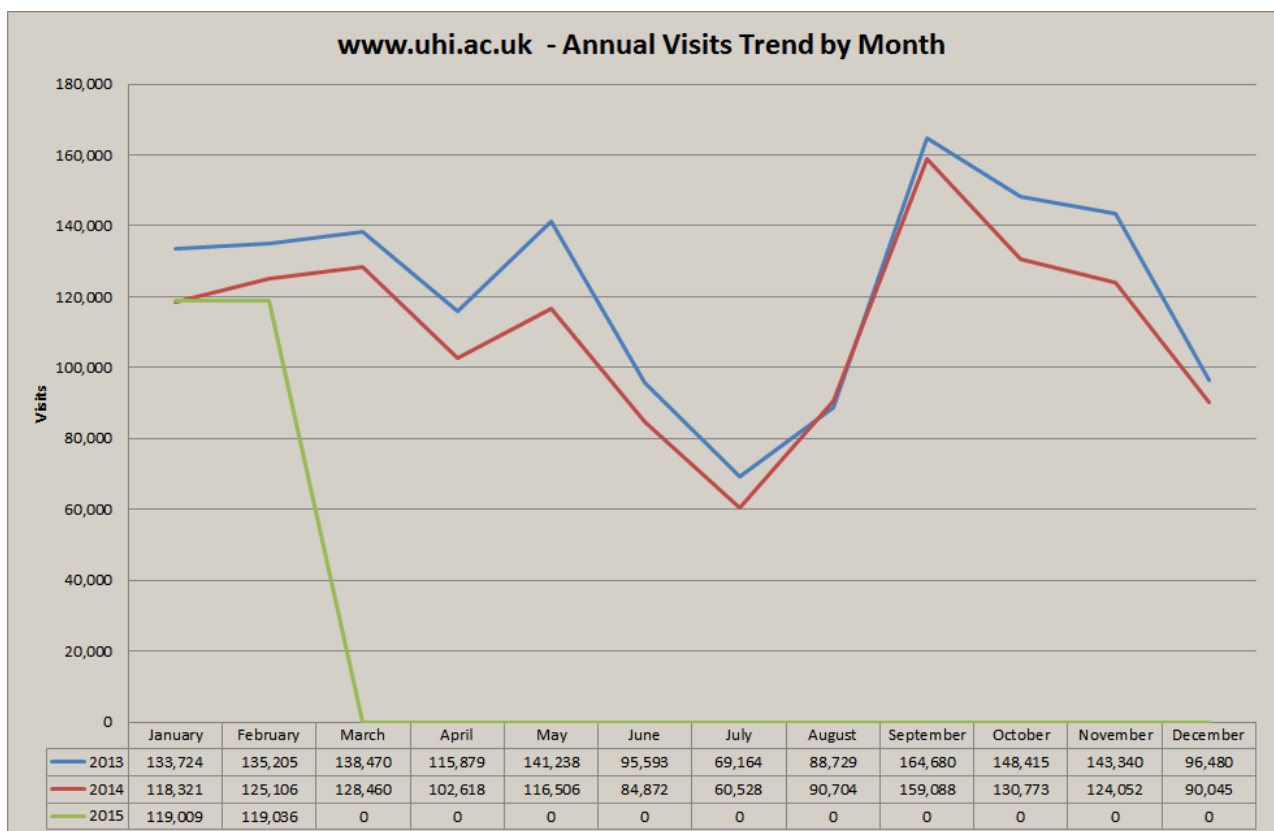


Visits – 119,036 (27% Internal)		1.9%	of users use the site search from Google Direct from outwith UK Mobile (of which 60% Apple) Average page load time
vs Last Month	-	52%	
vs Last Year	▼ 4.8%	25.6%	
		10.3%	
		21.2%	
		3.48s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> 1. PGDE Primary Teaching (-) 2. BSc Hons Psychology (3) 3. BA Hons Adventure Tourism Management (6) 4. BA Hons Child & Youth Studies (5) 5. BA Hons Golf Management (2) 6. BSc Hons Marine Science (7) 7. BA Hons Applied Music (15) 8. BEng Hons Aircraft Engineering (12) 9. BA Hons Health Studies (11) 10. BSc Oral Health Science (4) 	<ol style="list-style-type: none"> 1. PGDE Primary Teaching 2. BA Hons Golf Management 3. BSc Hons Psychology 4. BSc Oral Health Science 5. BA Hons Child & Youth Studies 6. BA Hons Adventure Tourism Management 7. BSc Hons Marine Science 8. BA Hons Business and Management 9. BEng Hons Aircraft Engineering 10. BA Hons health Studies

Applications

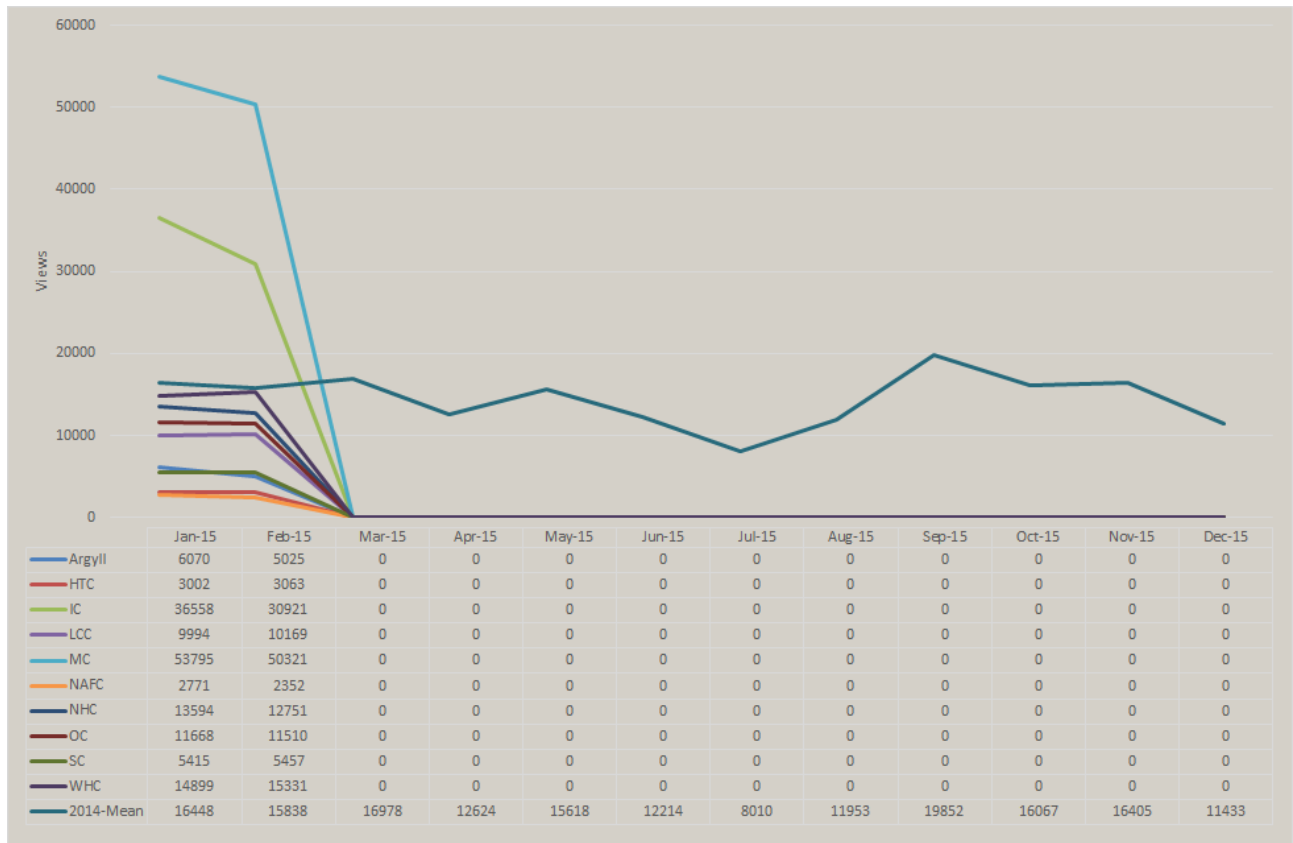
Clicks to UCAS 299 (24%)	Internal Applications (Degrees) 72 (44%) (pageviews)
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Social Media – Klout 64 (-)

Facebook Likes 8459 +207	Twitter Followers 6867 +152	YouTube Views 45417 +1959	Flickr Views 192167 +4326
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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	3227	sams.ac.uk	601
www.moray.uhi.ac.uk	3025		
www.northhighland.uhi.ac.uk	1067		
www.orkney.uhi.ac.uk	939		
www.lews.uhi.ac.uk	789		
www.whc.uhi.ac.uk	778		
www.argyll.uhi.ac.uk	410		
www.htc.uhi.ac.uk	397		
www.shetland.uhi.ac.uk	392		

PPC Activity (Spend £701.34, 0.9% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	1869	£315
Hero Courses – Jan 2013	298	£250.50
2014/5 Jan Recruitment	10	£4
Management School – Trial 2013	4	£0