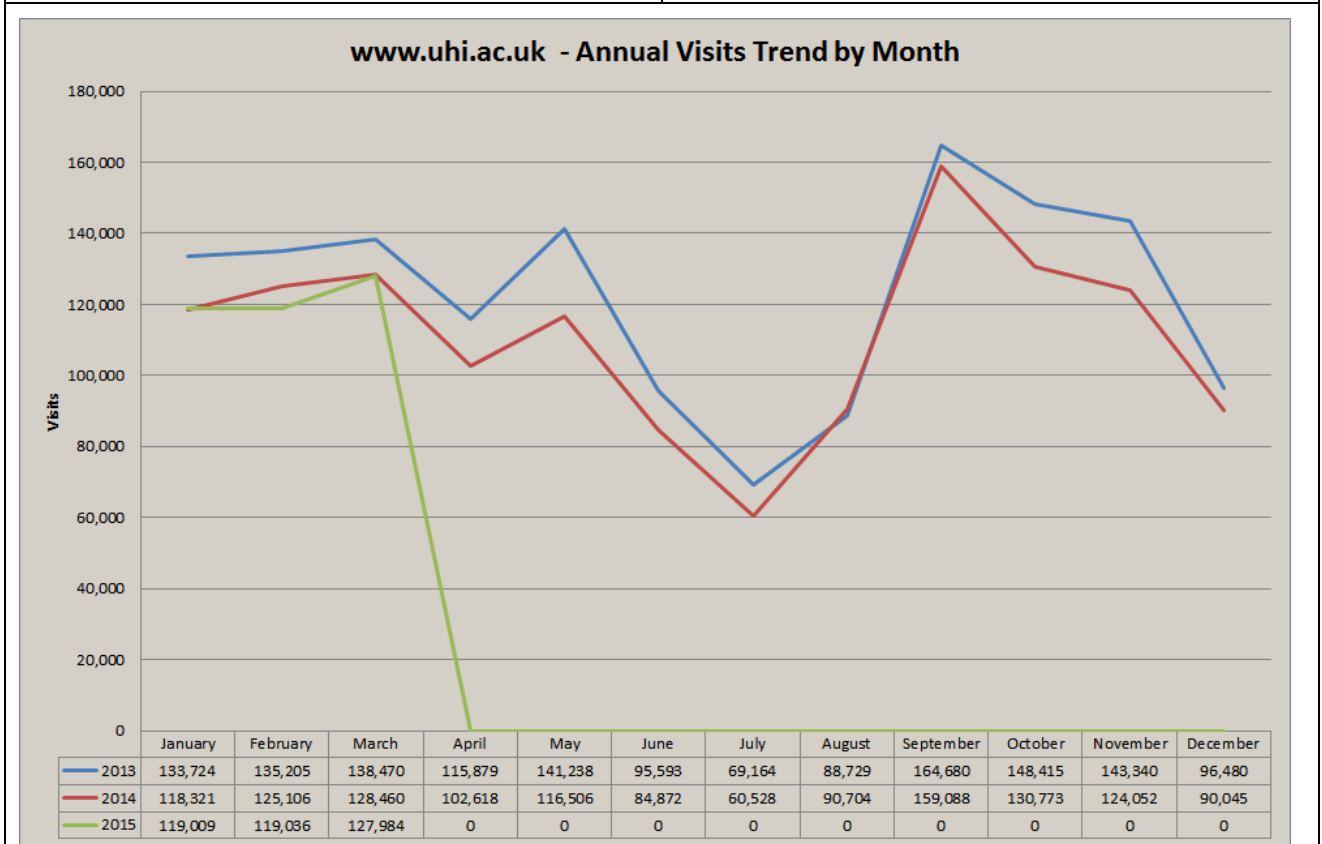


Visits – 127,984 (26% Internal)		1.9%	of users use the site search from Google Direct from outwith UK Mobile (of which 58.9% Apple) Average page load time
vs Last Month	▲7.5%	51%	
vs Last Year	▼0.4%	26.7%	
		10.2%	
		20.5%	
		3.9s	

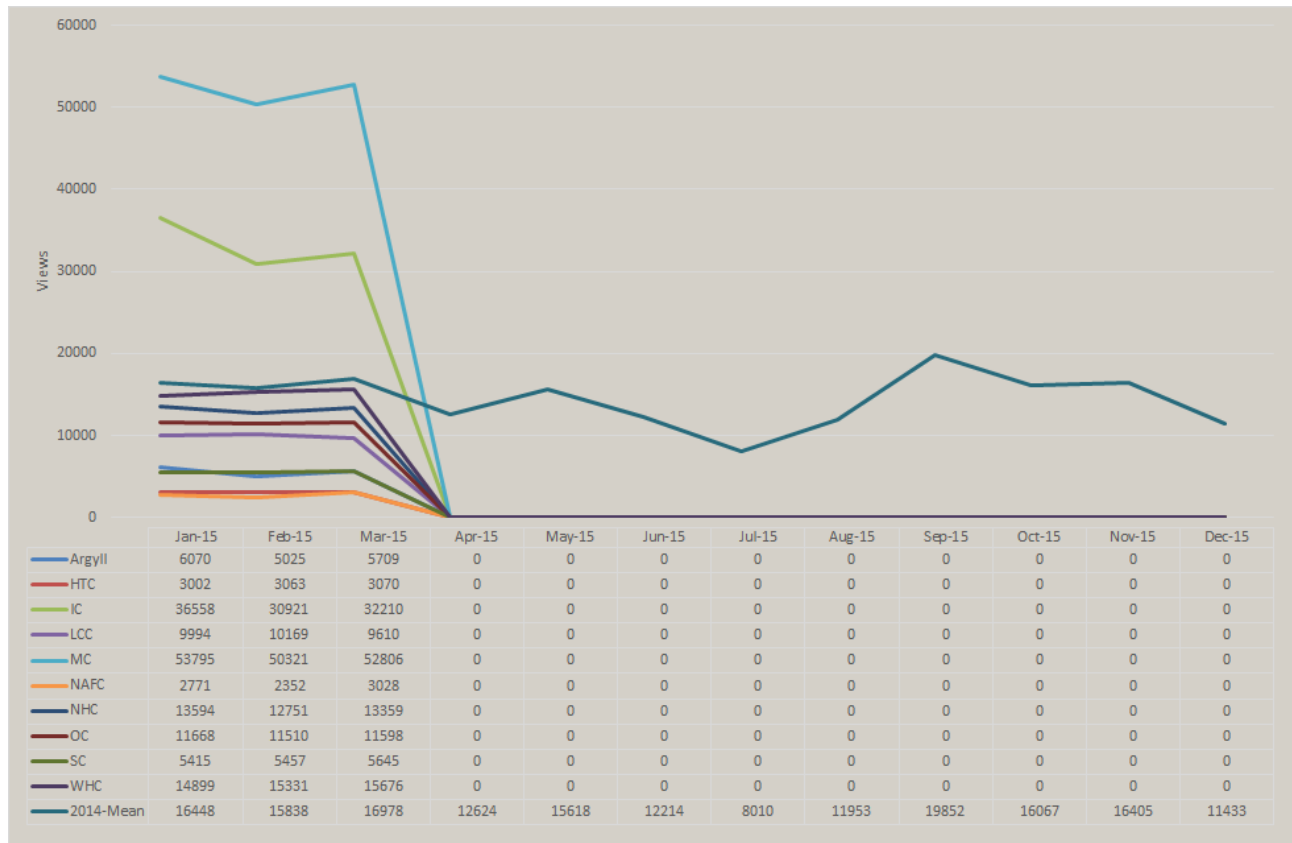
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> 1. PGDE Primary Teaching (-) 2. BSc Hons Psychology (-) 3. BA Hons Child & Youth Studies (4) 4. BSc Hons Marine Science (6) 5. BA Hons Adventure Tourism Management (3) 6. BA Hons Golf Management (5) 7. BA Hons Health Studies (9) 8. BEng Hons Aircraft Engineering (-) 9. BSc Oral Health Science (10) 10. BA Hons Fine Art (34) 	<ol style="list-style-type: none"> 1. PGDE Primary Teaching 2. BSc Hons Psychology 3. BA Hons Golf Management 4. BA Hons Child & Youth Studies 5. BA Hons Adventure Tourism Management 6. BSc Hons Marine Science 7. BSc Oral Health Science 8. BA Hons Health Studies 9. BEng Hons Aircraft Engineering 10. BA Hons Business and Management

Applications	
Clicks to UCAS 301 (-)	Internal Applications (Degrees) 49 (32%) (pageviews)



Social Media – Klout 64 (-)			
Facebook Likes 8456 -3	Twitter Followers 7086 +219	YouTube Views 47703 +2286	Flickr Views 199285 +7118

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web	From non-One-Web
www.inverness.uhi.ac.uk	sams.ac.uk
www.moray.uhi.ac.uk	414
www.northhighland.uhi.ac.uk	
www.lews.uhi.ac.uk	
www.orkney.uhi.ac.uk	
www.whc.uhi.ac.uk	
www.shetland.uhi.ac.uk	
www.htc.uhi.ac.uk	
www.argyll.uhi.ac.uk	

PPC Activity (Spend £1372.47, 0.9% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	1845	£211
Hero Courses – Jan 2013	489	£257
WHC Tourism 2015-16	136	£56
Management School – Trial 2013	14	£51