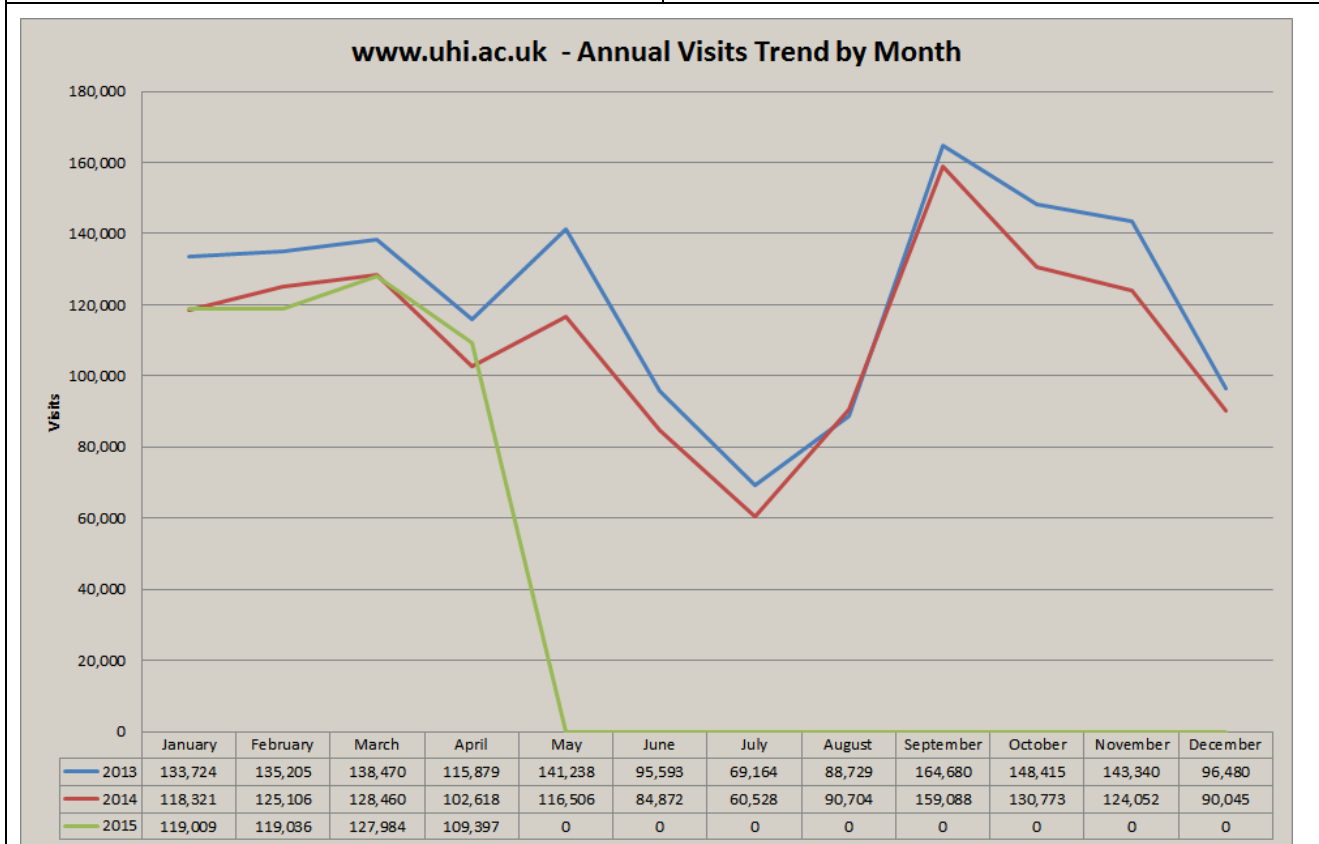


Visits – 109,397 (26% Internal)		1.8%	of users use the site search from Google Direct from outwith UK Mobile (of which 59.5% Apple) Average page load time
vs Last Month	▼14.5%	50%	
vs Last Year	▲6.6%	26.4%	
		11.4%	
		21%	
		4.5s	

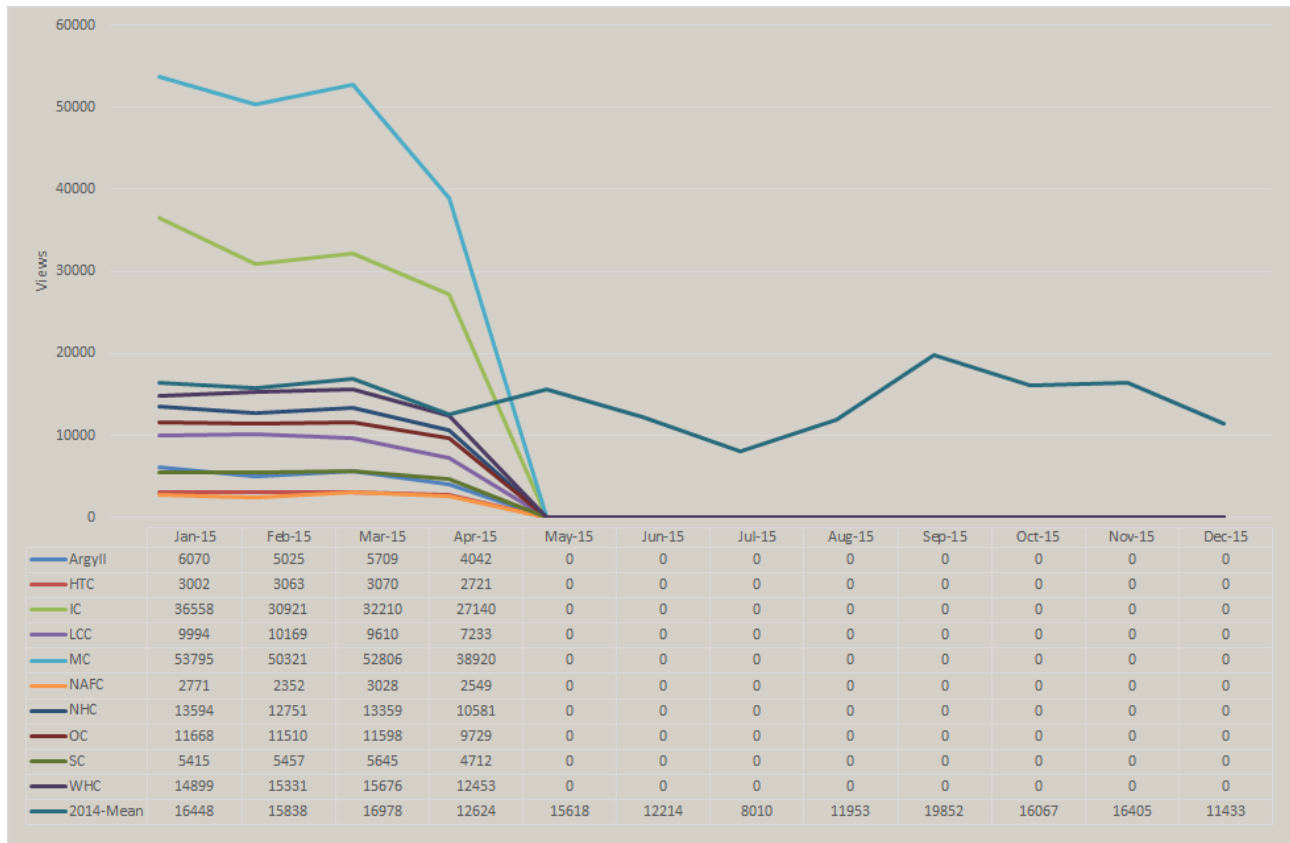
Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BSc Hons Psychology (-) BA Hons Adventure Tourism Management (5) MSc Ecotourism (13) BA Hons Child & Youth Studies (3) BA Hons Fine Art (10) CertHE Tourist Guiding (187) BSc Hons Marine Science (4) MLitt Viking Studies (14) BSc Oral Health Science (9) 	<ol style="list-style-type: none"> PGDE Primary Teaching BSc Hons Psychology BA Hons Golf Management BA Hons Child & Youth Studies BA Hons Adventure Tourism Management BSc Hons Marine Science BSc Oral Health Science BA Hons Health Studies BEng Hons Aircraft Engineering BA Hons Business and Management

Applications	
Clicks to UCAS 258 (15%)	Internal Applications (Degrees) 86 (75%) (pageviews)



Social Media – Klout 63 (-1)			
Facebook Likes 8619 +163	Twitter Followers 7227 +141	YouTube Views 49626 +1923	Flickr Views 202716 +3431

Annual Cycle - One Web Partners



Referrals to www.uhi.ac.uk

From One-Web		From non-One-Web	
www.inverness.uhi.ac.uk	2877	sams.ac.uk	262
www.moray.uhi.ac.uk	2499		
www.northhighland.uhi.ac.uk	921		
www.whc.uhi.ac.uk	782		
www.orkney.uhi.ac.uk	735		
www.lews.uhi.ac.uk	732		
www.htc.uhi.ac.uk	377		
www.shetland.uhi.ac.uk	374		
www.argyll.uhi.ac.uk	346		

PPC Activity (Spend £1262.12, 1.1% of external pageviews)

Campaign	Pageviews	Goal Value
Online Learning Feb 2013	1749	£145
Hero Courses – Jan 2013	333	£237
WHC Tourism 2015-16	366	£264.50
Management School – Trial 2013	1	£0