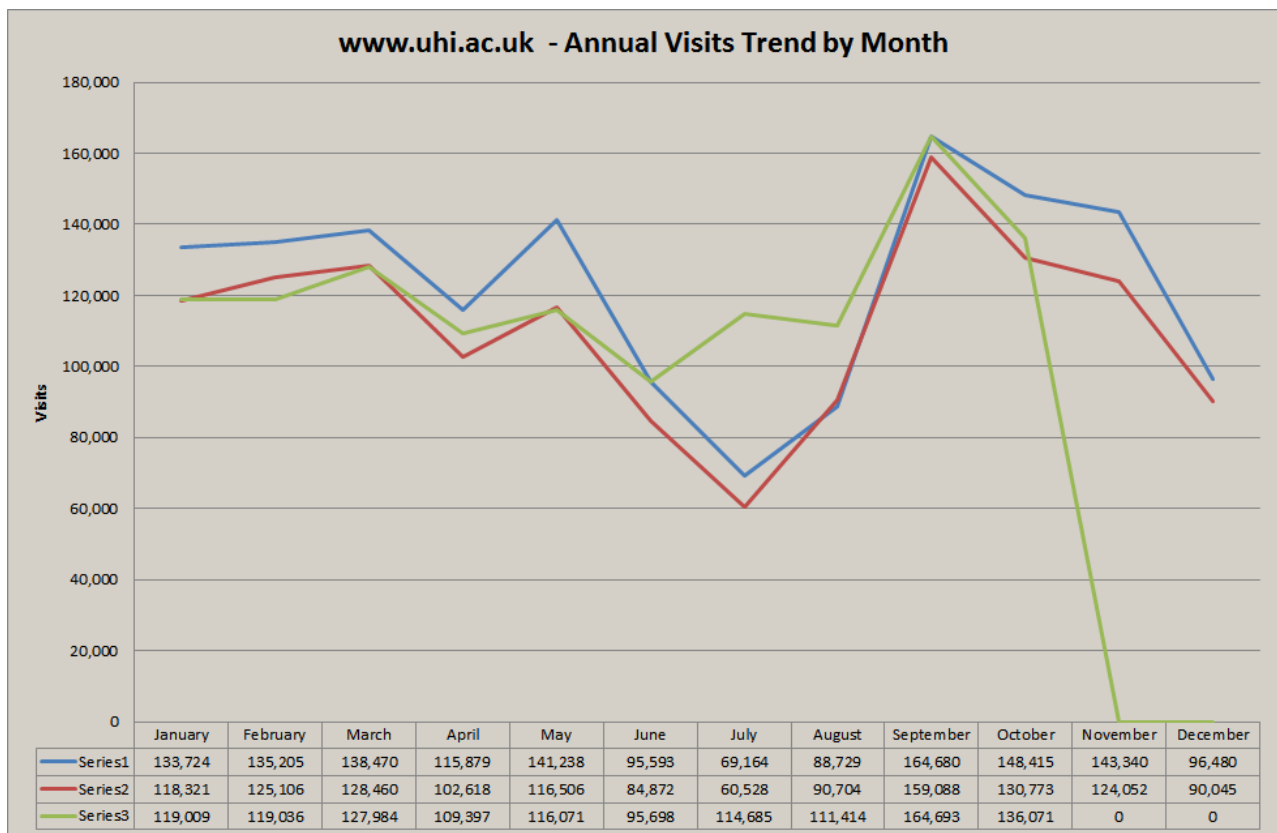


Visits – 136,071 (24% Internal)		1.9% 51.6%	of users use the site search from Google Direct from outwith UK Mobile (of which 58.5% Apple) Average page load time
vs Last Month vs Last Year	▼17.4% ▲4.1%	25.5% 11.2% 22.7% 3.18s	

Courses by month (previous month)	Courses by year-to-date
<ol style="list-style-type: none"> PGDE Primary Teaching (-) BA Hons Adventure Tourism Mgmt (5) BSc Hons Psychology (3) BSc Hons Marine Science (-) BA Hons Child and Youth Studies (3) BSc Oral Health Science (7) BA Hons Archaeology (15) BA Hons Health Studies (12) BA Hons Business and Management (11) HNC Early Education and Childcare (22) 	<ol style="list-style-type: none"> MBA Business Administration MBA Aviation PGDE Primary Teaching BSc Hons Psychology BA Hons Child & Youth Studies BA Hons Health Studies BA Hons Archaeology BSc Hons Marine Science BA Hons Adventure Tourism Management BSc Hons Geography

Applications

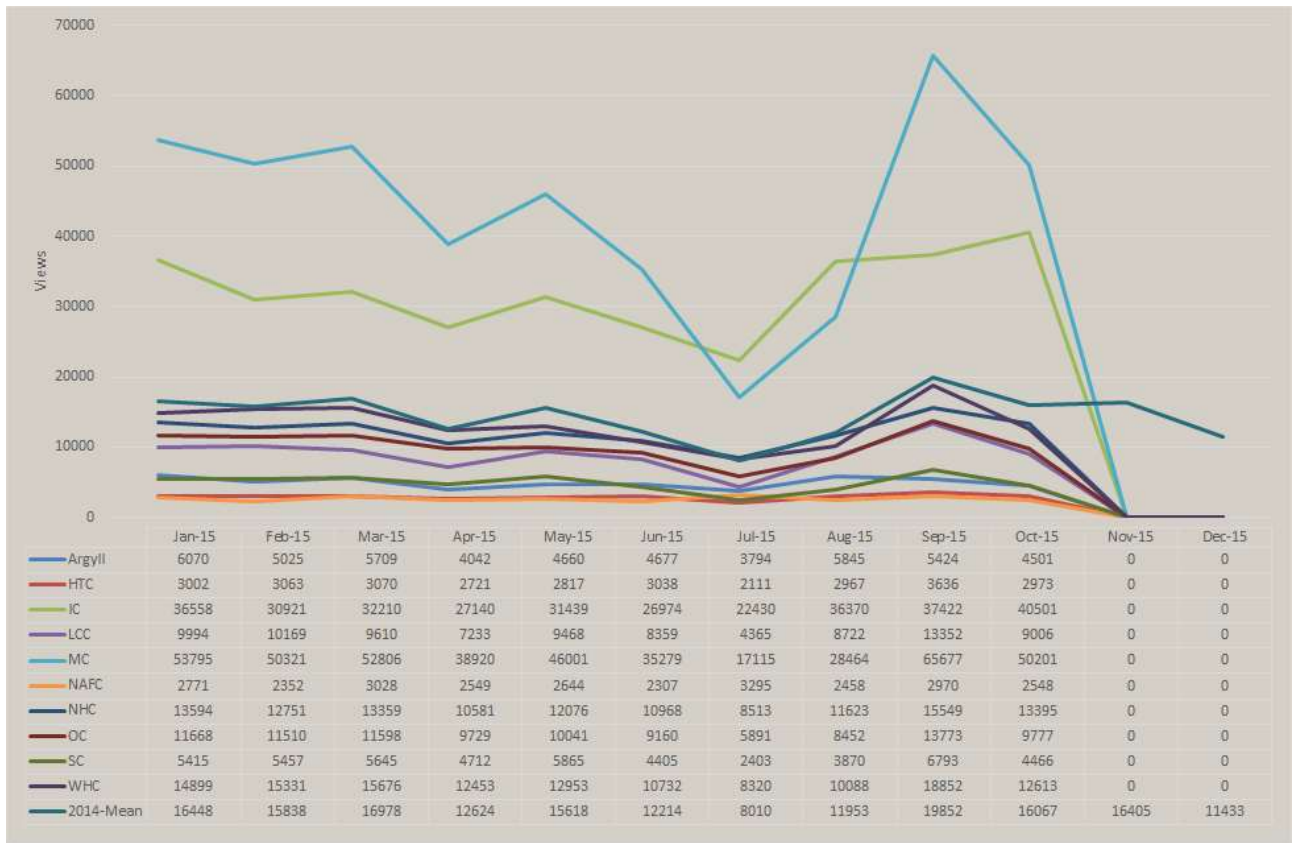
Clicks to UCAS 218 (11%)	Internal Applications (Degrees) 112 (19%) (pageviews)
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Social Media – Klout 66 (-1)

Facebook Likes 13825 +181	Twitter Followers 8247 +158	YouTube Views 69989 +2202	Flickr Views 219794 +2572
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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	4564	sams.ac.uk	420
www.moray.uhi.ac.uk	3565		
www.northhighland.uhi.ac.uk	1308		
www.whc.uhi.ac.uk	997		
www.orkney.uhi.ac.uk	915		
www.lews.uhi.ac.uk	818		
www.htc.uhi.ac.uk	432		
www.argyll.uhi.ac.uk	400		
www.shetland.uhi.ac.uk	387		

PPC Activity (GA,£442.77,0.4%)(FB,£24.63,0.1%)

Campaign	Medium	Pageviews	Goal Value
Online Learning Feb 2013	GA	918	£471.00
Hero Courses - Jan 2013	GA	168	£150.00
BusinessLanding2015	FB	143	£5.50
ArchaeologyBursary2015	FB	100	£3.50
MBABusAdminInt2015	FB	81	£39.00
Fine Art	GA	71	£127.50
HealthStudiesBursary2015	FB	65	£0.50
MCHEOpenDay2015	FB	36	£0.00
Child	FB	34	£5.50
MCDropIn2015	FB	27	£0.00