

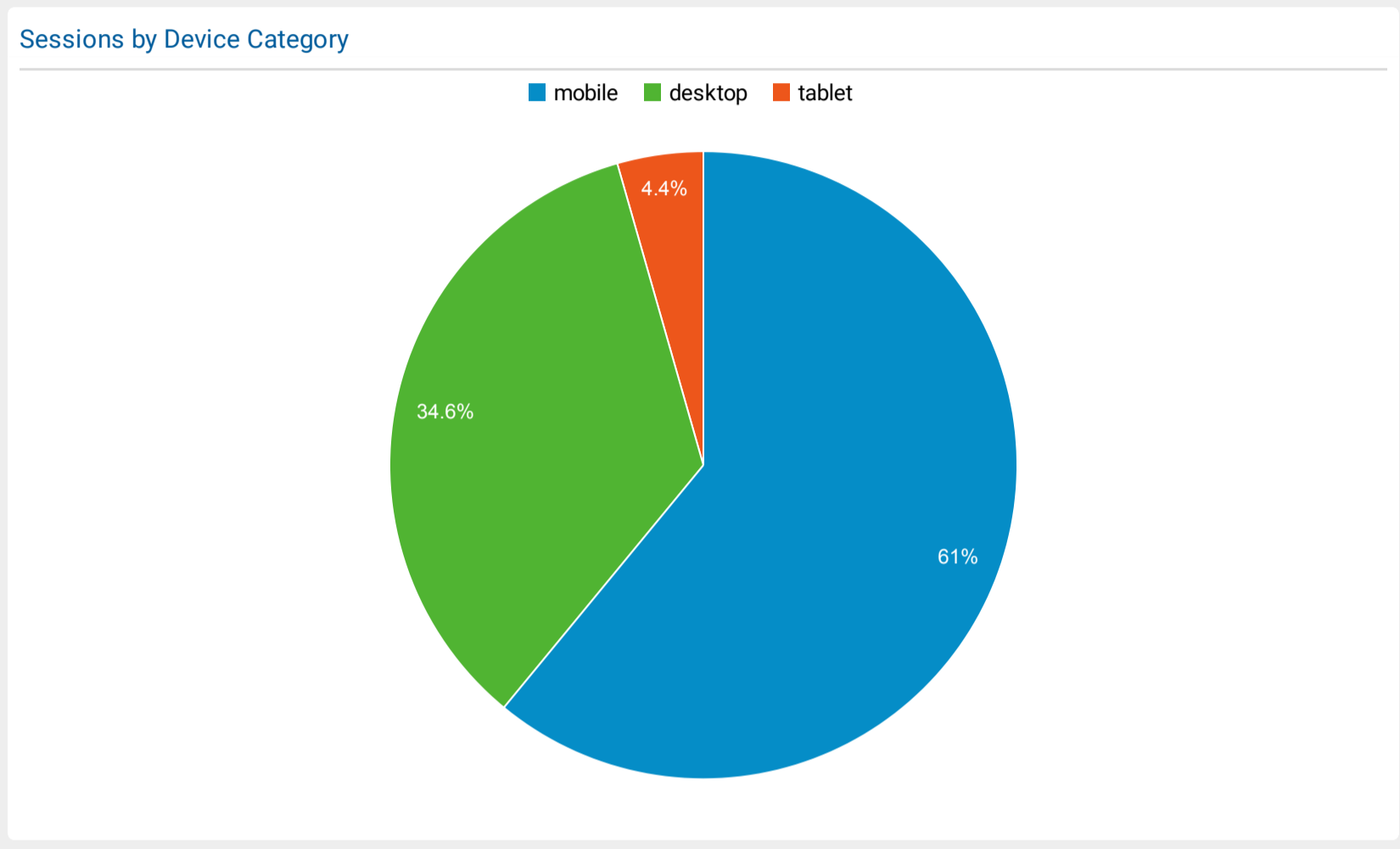
# MOE Analytics Overview 2021

Jan 1, 2021 - Dec 31, 2021

**All Users**  
100.00% Sessions

**Users**  
**1,162,633**  
% of Total: 100.00% (1,162,633)

**Sessions**  
**5,222,912**  
% of Total: 100.00% (5,222,912)



**Sources of Traffic**

Default Channel Grouping	Sessions
Organic Search	3,371,362
Direct	1,745,658
Referral	55,742
Social	50,146
(Other)	4

**Pageviews**  
**7,908,255**  
% of Total: 100.00% (7,908,255)

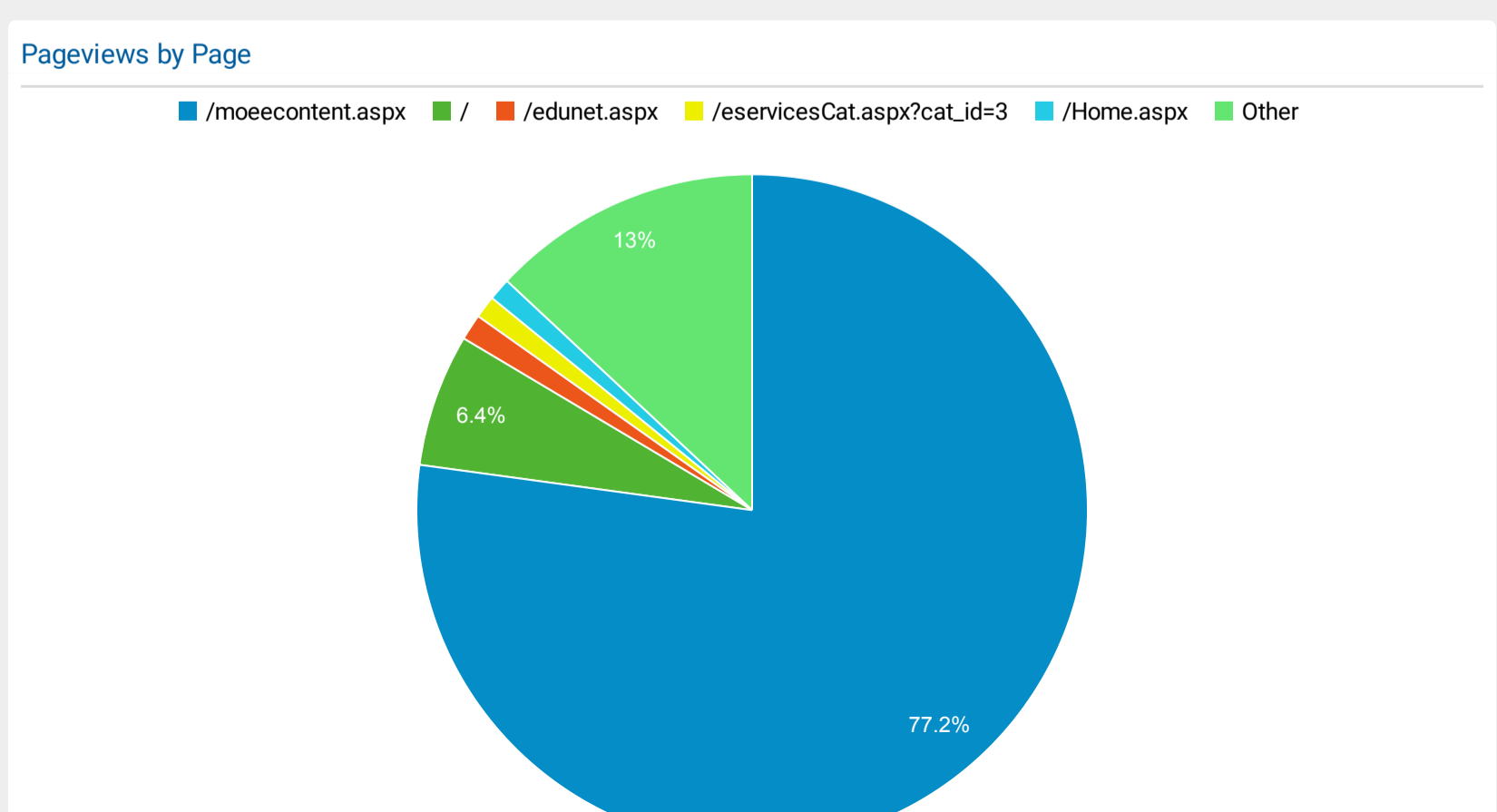
**Referral**

Source	Sessions	% New Sessions
l.instagram.com	27,836	56.11%
instagram.com	16,532	74.33%
edunet.bh	12,472	6.61%
linktr.ee	9,285	54.08%
moe.gov.bh	9,121	0.29%
t.co	3,128	28.68%
classroom.google.com	2,660	16.20%
moedu.gov.bh	2,597	5.43%
bayanschool.edu.bh	2,375	43.79%
msn.com	1,291	0.15%

**Sessions by Browser**

Browser	Sessions
Chrome	2,785,103
Safari	1,459,873
Edge	399,850
Samsung Internet	343,073
Android Webview	115,871
Safari (in-app)	39,687

**Avg. Session Duration**  
**00:02:18**  
Avg for View: 00:02:18 (0.00%)



**Sessions and % New Sessions by Landing Page**

Landing Page	Sessions	% New Sessions
/moecontent.aspx	4,390,137	16.15%
/	347,552	44.59%
/edunet.aspx	63,308	41.55%
?lan=en	36,692	59.20%
/eservices.aspx	35,114	47.59%
/archive/booksTemp.aspx	34,059	30.49%
/contactus.aspx	23,894	50.10%
/moeContent.aspx	22,092	13.70%
/archive/books.aspx	20,033	48.51%
/moadvert.aspx	15,897	58.43%

Bounce Rate

**73.95%**

Avg for View: 73.95% (0.00%)



