



MOE Analytics Overview 2023

Jan 1, 2023 - Dec 31, 2023

All Users
100.00% Sessions

Visits

1,677,355

% of Total: 100.00% (1,677,355)



Visitors

524,271

% of Total: 100.00% (524,271)



% New Visits

26.78%

Avg for View: 26.78% (0.00%)



Pages/Visit

1.50

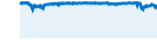
Avg for View: 1.50 (0.00%)



Bounce Rate

74.94%

Avg for View: 74.94% (0.00%)



Avg. Visit Duration

00:01:40

Avg for View: 00:01:40 (0.00%)



Pageviews

2,523,538

% of Total: 100.00% (2,523,538)



Visits by Keyword

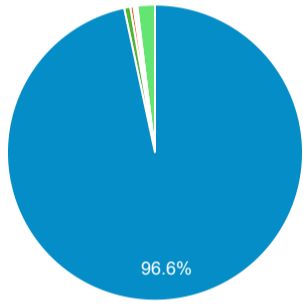
Keyword	Sessions
(not provided)	1,166,901
المحتوى الرقمي	856
https://www.moe.gov.bh/moecontent.aspx	474
(not set)	141
المحتوى التعليمي الرقمي	94
moe bh email	77
المحتوى الرقمي البحرين	75
محتوى الرقمي	56
كتب وزارة التربية والتعليم	54
المحتوى الرقمي مملكة البحرين	52

Most Popular Pages

Page	Pageviews
/moecontent.aspx	1,744,443
/	138,039
/archive/lessonsPlans.aspx	76,157
/moeadvert.aspx	57,209
/Home.aspx	37,141
/edunet.aspx	36,959
/eservicesCat.aspx?cat_id=3	34,959
/eservices.aspx	32,070
/archive/LessonsPlans.aspx	30,547
?/lan=en	18,724

Audience Location

- Bahrain
- Saudi Arabia
- Egypt
- United States
- United Arab Emirates
- Other



Traffic Drivers

Source / Medium	Sessions	Avg. Session Duration
google / organic	1,083,087	00:01:45
(direct) / (none)	459,222	00:01:33
bing / organic	83,506	00:01:31
l.instagram.com / referral	14,402	00:01:29
edunet.bh / referral	11,755	00:01:40
linktr.ee / referral	9,462	00:01:02
yahoo / organic	2,868	00:02:28
services.bahrain.bh / referral	1,550	00:01:21
bayanschool.edu.bh / referral	1,042	00:00:39
sites.google.com / referral	1,012	00:01:10

Technical Profile

Browser	Sessions	% New Sessions
Chrome	800,227	16.63%
Safari	614,286	42.50%
Edge	148,662	9.82%
Samsung Internet	62,946	26.12%
Android Webview	18,565	49.05%
Safari (in-app)	14,498	72.64%
Firefox	9,187	17.61%
Opera	4,921	15.77%
Internet Explorer	2,011	33.96%
Android Browser	982	99.39%