
28 JAN 2019

E-HEALTH PORTAL

MOH OMAN

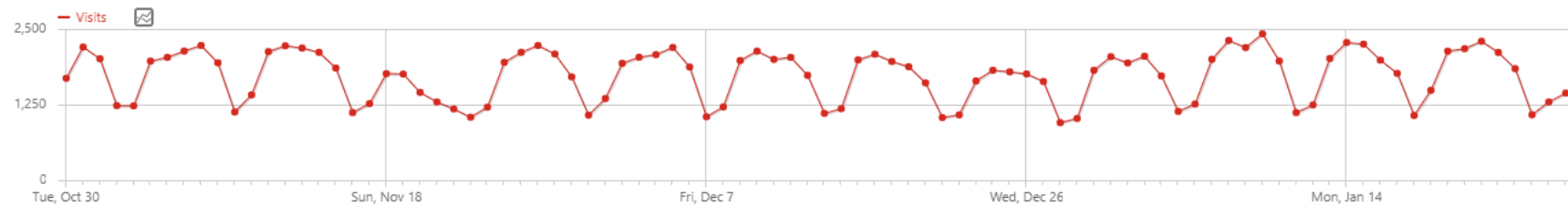
USAGE ANALYTICS – JANUARY 2019




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1 Number of Visitors





Visits Overview


 **1,440** visits, **1,319** unique visitors


 **4 min 23s** average visit duration


 **55%** visits have bounced (left the website after one page)


 **5.4** actions (page views, downloads, outlinks and internal site searches) per visit


 **0.9s** average generation time

 **7,675** pageviews, **4,856** unique pageviews

 **0** total searches on your website, **0** unique keywords


 **74** downloads, **72** unique downloads

 **79** outlinks, **64** unique outlinks

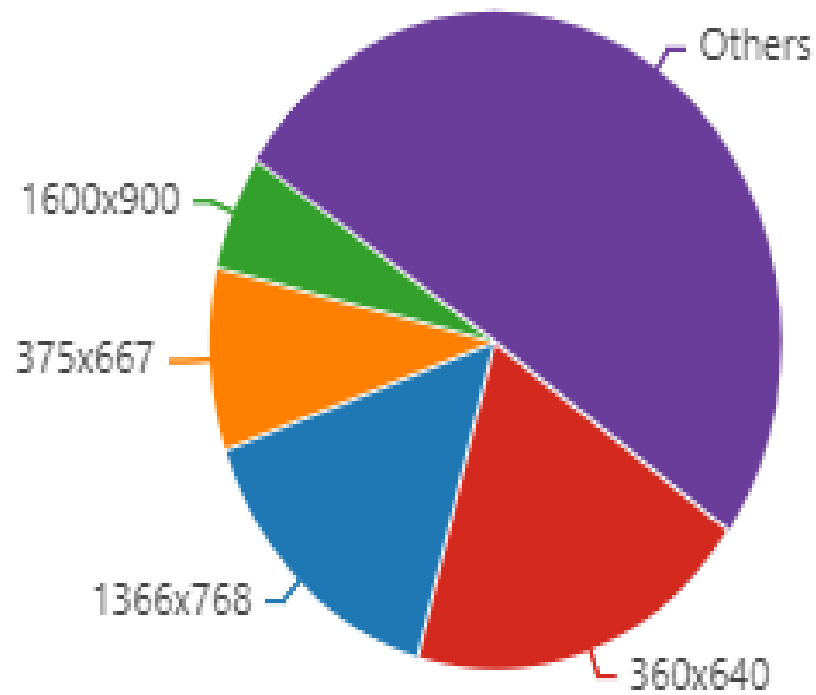
 **750** max actions in one visit

2 Devices









2.1 Engagement by type

Device type	
TYPE	UNIQUE VISITORS
 Smartphone	680
 Desktop	552
 Phablet	54
 Tablet	32
Unknown	1
 Camera	-
 Car browser	-
 Console	-
 Feature phone	-
 Portable media player	-
 Smart display	-
 Tv	-

2.2 Visitors by screen size























2.3 Visitors by device brand

BRAND	UNIQUE VISITORS
Unknown	660
 Apple	307
 Samsung	218
 Huawei	64
 Lenovo	12
 Sony	12
 Xiaomi	11
 HTC	11
Infinix	5
 Motorola	3













Unknown is most likely various desktop computers.

3 Software

Operating System versions		Browsers	
OPERATING SYSTEM VERSION	UNIQUE VISITORS	BROWSER	UNIQUE VISITORS
 Windows 7	251	 Chrome	420
 Windows 10	211	 Chrome Mobile	392
 iOS 12.1	208	 Mobile Safari	260
 Android 8.0	143	 Samsung Browser	63
 Android 7.0	79	 Internet Explorer	49
 Android 6.0	73	 Firefox	43
 Android 8.1	56	 Microsoft Edge	32
 Windows 8.1	45	 Chrome Mobile iOS	26
 Android 5.1	31	 Safari	12
 iOS 11.4	29	 Android Browser	9

4 Locations

4.1 Country

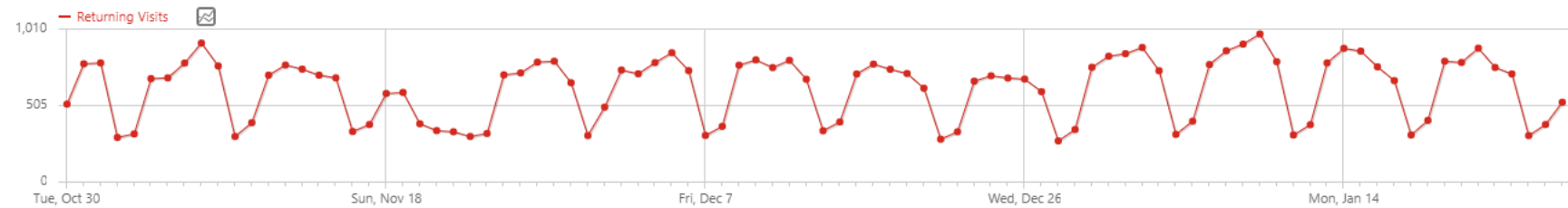
COUNTRY	UNIQUE VISITORS
 United States	720
 Unknown	156
 United Kingdom	138
 United Arab Emirates	101
 Egypt	57
 Oman	51
 Saudi Arabia	30
 France	29
 India	6
 Jordan	5
 Germany	4
 Syria	4

4.2 Region


N/A


5 Visitor Engagement


Returning Visits Over Time





Frequency Overview

 **523** returning visits

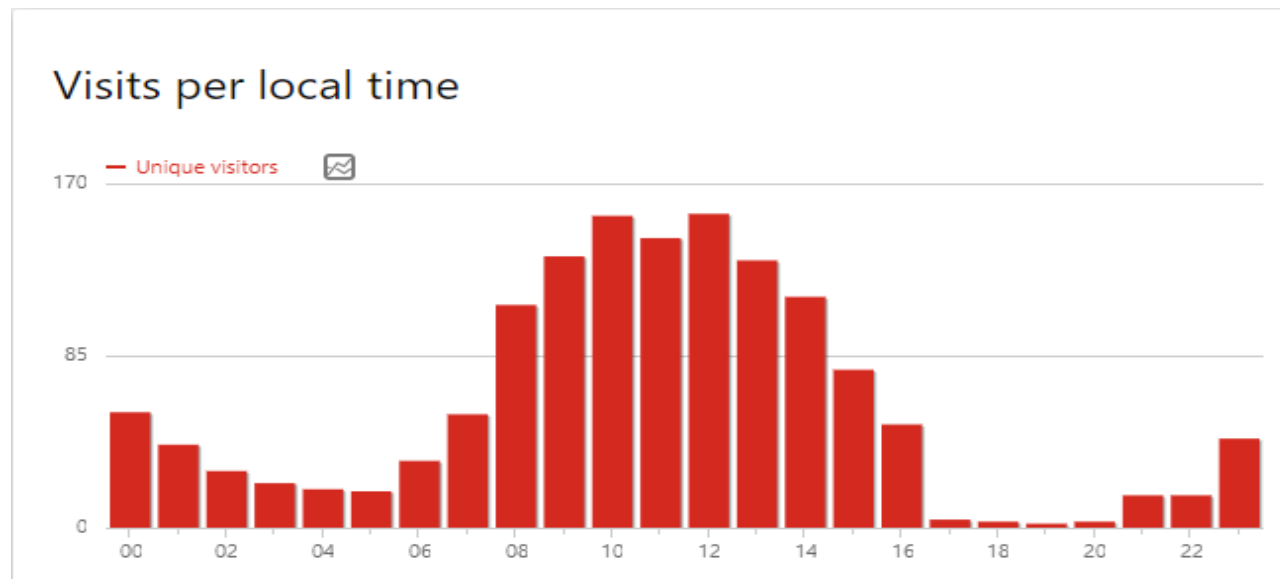
 **6.9** actions per returning visit

 **3,617** actions by the returning visits

 **6 min 23s** average visit duration for returning visitors

 **39%** returning visits have bounced (left the website after one page)

6 Usage Times



7 Top Public Sub-sites and Pages

7.1 Top Public Pages (approximate)

1. Pharmacist Services: 1,083 visits
2. Vacancies: 260 visits
3. Resources: 97 visits

7.2 Arabic Subsites

Guest refers to sub-pages of the portal homepage.

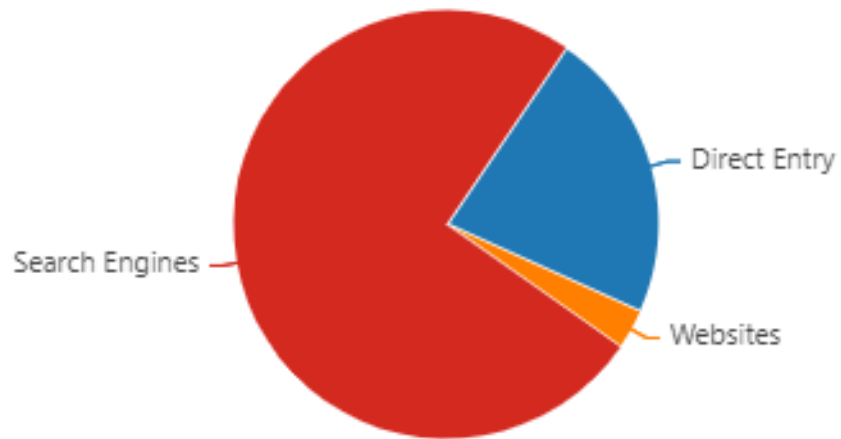
ENTRY PAGE URL	ENTRANCES	BOUNCES	BOUNCE RATE
ar	916	583	64%
web	270	166	61%
director-general-health-services-muscat	46	25	54%
dgpadc	21	13	62%
khoula-hospital	20	14	70%
royal-hospital	13	6	46%
albureimi-hospital	11	9	82%
alnahdha-hospital	11	9	82%
/khoula-hospital	9	-	0%
almassara-hospital	8	7	88%
director-general-health-services-dakliya	8	6	75%
/alnahdha-hospital	8	1	13%
nizwa-hospital	8	8	100%
director-general-health-services-north-batinah	7	6	86%
blood-bank	6	3	50%

7.3 English Subsites

Guest refers to sub-pages of the portal homepage.

en	484	194	40%
web	205	100	49%
dgpadc	70	34	49%
/royal-hospital	27	11	41%
directorate-general-health-services-muscat	20	9	45%
office-of-undersecretary-for-planning-affairs	7	7	100%
directorate-general-health-services-wusta	6	4	67%
khoula-hospital	5	3	60%
/directorate-of-private-health-establishments	5	-	0%
royal-hospital	4	1	25%
/khoula-hospital	4	1	25%
directorate-general-health-services-north-batinah	4	2	50%
/nizwa-hospital	4	1	25%
ibri-hospital	4	3	75%
statistics	3	1	33%
directorate-of-private-health-establishments	3	3	100%

8 Top Referrers



8.1 Search Engines Breakdown

Keywords	
KEYWORD	UNIQUE VISITORS
⊕ Keyword not defined	996
⊕ amazon	2
⊕ http://www.moh.gov.om	1
⊕ khoula hospital oman	1
⊕ ministry of health ebola	1
⊕ moh circular	1
⊕ moh portal sign in	1
⊕ moh.gov.om	1
⊕ ti5tlx2gnds2f1xjjpx8l2e6jzoqm0-niaqwe8ny51q2a_1bbq9zjl5p2zzwkz8ekisfagnj-h9pd...	1
⊕ www.moh.gov.om	1
⊕ إجراء دائرة التخطيط	1

Keyword not defined is searches made using Google, which no longer shares keywords for privacy reasons.

8.2 Websites Breakdown

Websites

WEBSITE	UNIQUE VISITORS
idp.pki.ita.gov.om	9
int.search.myway.com	8
www.w3iaward.com	5
t.co	3
moh-elibrary.gov.om	2
10.26.2.3	1
lm.facebook.com	1
m.facebook.com	1
oman.om	1
s.zlsite.com	1
search.handy-tab.com	1
sihatajsamna.blogspot.com	1
sww.pdo.shell.om	1
w3iaward.com	1
www.eda.admin.ch	1
www.google.com.	1

t.co is Twitter.com