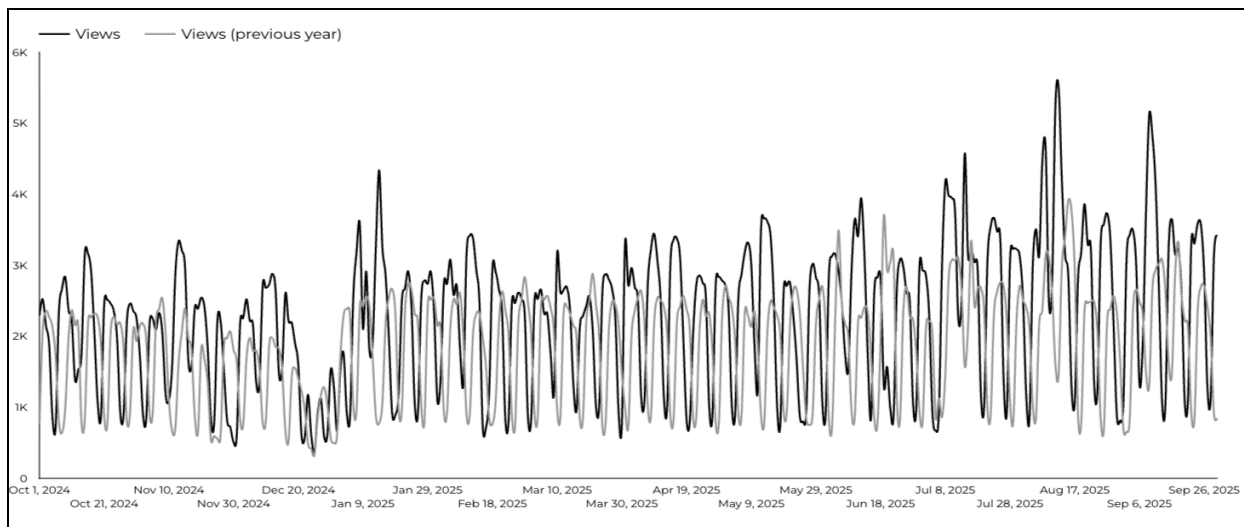


ACS FY25 Annual Website Insights and Recommendations

Traffic To All ACS Pages

- Views rose to 832,616 (+23.5%), while sessions climbed to 582,058 (+20.0%), signaling expanded reach and sustained user interest.
- Over the past year 439,935 users made a visit to an ACS page.
 - 19.5% increase compared to the previous year.
- The engagement rate, measured by user activity level, is 60%, with an average session duration of 2 minutes and 37 seconds.
- On average, users visited 1.43 pages per session.
- 56% of the traffic to ACS was generated through web searches.

Figure 1: Traffic trends across ACS pages.



Analysis of Answers.ArmyMWR.com Questions: Informing ACS Content Strategy

These questions highlight what users are actively trying to do and where existing content falls short. They can guide updates to FAQs, navigation labels, and page copy by showing which terms and tasks people search for most. Patterns like recurring “how do I,” “where can I,” and “can I” queries suggest a need for clearer step-by-step guidance, eligibility details, and direct links to forms or registration tools. Incorporating these insights into page structure and metadata improves search visibility, reduces confusion, and ensures users quickly find the information they need.

Army Family Team Building

- Hello, I'm a beneficiary in Army Garrison Vicenza. And I'm planning to visit Grafenwohr base for my spouse's BLC graduation. But is there any shuttle bus in vilseck or in grafenwohr? If it so, could you please send me a timetable for shuttle buses? I'm visiting on 25th of July. Thank you so much in advance
- what day is family day at the fort benning basic training location

Army Volunteer Corps

- How can I volunteer for the freedom fest
- How do I volunteer?
- If I volunteer for an event do I go in cop's and will they provide transportation?
- Are there volunteer job I can do from home from another state?

Financial Readiness

- Where can I register for the 2025 Financial classes? The website I was given only shows dates for 2024
- How do I request travel reimbursements for official Army trips?
- What tax deductions are available for Army soldiers?
- How can deployed Army soldiers file their taxes while stationed overseas?
- What tax benefits are available for military personnel and veterans?
- Where can I register for the 2025 Financial classes? The website I was given only shows dates for 2024

- Submit aer
- Can i get a AER grant for CSP?
- How to request for travel reimbursement
- If we book an Airbnb during a PCS move, while we wait for our home, will we be reimbursed?
- When is the next financial course (PFMC) for 2025 at Ft. Meade, Maryland
- Can a hundred percent disabled Veteran get an AER loan?
- How do I get financial counseling as a service member?

Information and Referral

- Yesterday, my husband and I registered for graduation. I received the approval via text, but my husband didn't. What should I do? Should I reapply?
- Are graduation pictures available to purchase? My granddaughter is graduating 6/20. Also, is there a live feed of graduation that I can watch that day?
- How do I get tickets for graduation
- Turning blue graduation on July 3rd 2025
- What is the date for the bravo company 1st battalion 198th infantry turning blue ceremony for this year?
- Hello where will my soldier graduation held at fort benning on June 6th? Location and time please thank you
- how do I find my grandson's Boot Camp graduation?
- Where to get visitor pass for Ft Bliss?
- Yesterday, my husband and I registered for graduation. I received the approval via text, but my husband didn't. What should I do? Should I reapply?
- Are graduation pictures available to purchase? My granddaughter is graduating 6/20. Also, is there a live feed of graduation that I can watch that day?
- How do I get tickets for graduation
- Turning blue graduation on July 3rd 2025
- What is the date for the bravo company 1st battalion 198th infantry turning blue ceremony for this year?
- what day is family day at the fort benning basic training location
- Hello where will my soldier graduation held at fort benning on June 6th? Location and time please thank you
- how do I find my grandson's Boot Camp graduation?

- Can a girlfriend or a mother of a future soldier book a reservation at Weston Lake Cottage at Fort Jackson South Carolina for family day/ graduation day so the military member can join on base? Or does it have to be an immediate family member?
- What time does family day start for delta company 3-10 infantry battalion?
- How do I get a ft belvoir base pass for civilian
- What form of ID is acceptable for coming to family day and graduation?
- how to proceed booking of accommodation on graduation day?
- what is the process for booking accommodation on graduation or family day
- Is there help to get to basic graduation for parents
- What is Graduation date for F 1-48 1st platoon?
- I am trying to get tickets for my SIT and my husband and I for the awards brunch on family day on August 21, 2025
- Do we need a visitor pass for graduation and family day?
- What are the rules concerning graduation and family da for a felon?
- As a retired veteran. Do I need a pass to enter the base for graduation
- Are reservations required for non military people to bowl at this facility? Can you pre-register for a visitor passes to bowl with a small group?
- Asking for regulation to join Spring Fest 17thMay. My relatives and friend have been there on afore mentioned day. Among them one girl is Chinese but now staying here for doing job as instructor for Chinese . On 17th May she and her members have been there willingly to join your Spring Fest.But only she was rejected to enter reason why her nationality is just Chinese. I'm asking you is it your official policy or made a mistake from front man who is Korean guy. Who ordered Let us know by return
- Asking for regulation to join Spring Fest 17thMay. My relatives and friend have been there on afore mentioned day. Among them one girl is Chinese but now staying here for doing job as instructor for Chinese . On 17th May she and her members have been there willingly to join your Spring Fest.But only she was rejected to enter reason why her nationality is just Chinese. I'm asking you is it your official policy or made a mistake from front man who is Korean guy. Who ordered Let us know by return
- Hey lookklg for the email address for the vehicles hire place in casey
- May i know how to get in to your mwr office in ford ord for my appointment pls?
- Hi, Where can I obtain immunization records from Ft. Wainwright
- how do I get an DA FM 1602

- How to get a membership to the forge
- My father was in the 153rd airborne army in WW2. I know he was in France toward the end of the war but I've been told many of those records were unfortunately lost in a fire. Can anything be done to find any of these another way?Thank you
- How to get a permanent catd for uber ride share
- how to get a sponsor
- I need the phone number for Red River army depot payroll
- I will be TDY to Camp next month. How do i get from Incheon airport to Camp Humpherys?
- How do I find CYS?
- where do i get a w-2 from 20 years ago
- Who do I contact at Ft. Carson, CO for a military funeral for my husband?
- Who's got building 14 phone number, Fort Leonard Wood
- How do I find records of my service at Fort Leonard Wood
- What does SHARP stand for Army?
- What is DSN Army?
- How do I create an account?
- What are the 14 MRT skills?
- How do I get financial counseling as a service member?
- How do I find detailed maps of Army installations and training areas?
- How do Army soldiers log into AKO?
- May i know how to get in to your mwr office in ford ord for my appointment pls?
- Hi, Where can I obtain immunization records from Ft. Wainwright
- how do I get an DA FM 1602
- I am A US citizen that lived in Kuwait for a number of years. I have a a Kuwaiti friend of mine has inherited 2000 "vinyl" records in Kuwait and wants me to find anyone in the camp responsible for entertainment that might be interested in buying them to entertain the troops. They are in great condition. Whom do I speak to about this?
- How to get a membership to the forge
- My father was in the 153rd airborne army in WW2. I know he was in France toward the end of the war but I've been told many of those records were unfortunately lost in a fire. Can anything be done to find any of these another way?Thank you
- I need the phone number for Red River army depot payroll
- I will be TDY to Camp next month. How do i get from Incheon airport to Camp Humpherys?

- where do i get a w-2 from 20 years ago
- Who's got building 14 phone number, Fort Leonard Wood
- How do I find records of my service at Fort Leonard Wood
- How do I get a Retired ID card?
- How do i get my POV customs forms completed
- phone number to call
- What is the email to get in contact with army reserves liaison
- How to get new USID card

Military and Family Life Counselors

- Are there any resources for disabled veterans children in the school systems? I know that active duty military members are allotted MFLC services.
- Marriage counseling
- Anger management classes
- Where to sign up for anger management classes

Mobilization, Deployment and Stability and Support Operations

- Where to find the Army deployment checklist?
- If I want to send a care package, where do I send it?

Relocation Readiness

- How do I use the Defense Personal Property System (DPS) for my military move?
- How do I apply for military housing?
- Where can I get information on regards to moving back home?

Survivor Outreach Services

- Who do I contact at Ft. Carson, CO for a military funeral for my husband?
- I am a spouse getting a pension from my deceased husband I need a copy of my awards letter stating i qualify for and will receive this for my lifetime

Employment Resources

The new **Employment Resources** landing page launched in March has significantly improved the visibility and accessibility of Army employment tools and support services. Designed as a central hub, the page consolidates employment readiness, spouse career, and child and youth career opportunities into one streamlined experience.

The unified approach has resulted in stronger engagement from returning visitors and improved navigation for new users, helping connect Soldiers, spouses, and civilians with job opportunities faster and more efficiently.

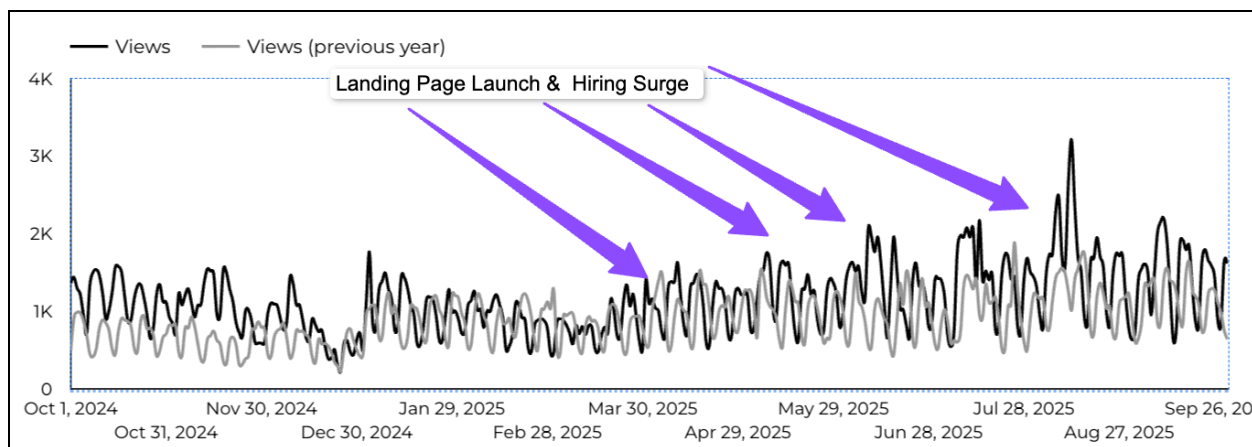
The Employment Readiness Program (ERP) experienced strong growth in FY25, reflecting higher visibility and consistent user engagement across the enterprise.

- **Total Users:** 234,498 (+13.8%)
- **New Users:** 136,774 (+8.2%)
- **Sessions:** 300,778 (+19.3%)
- **Pageviews:** 422,119 (+28.6%)
- **Engagement Rate:** 67% (+0.4%)

Why the New Landing Pages Work Well

- **Centralized Access:** Combines employment, spouse, and CYS job resources into one gateway, eliminating the need for users to navigate multiple subpages.
- **Consistent Visual Design:** Standardized layouts and clear calls to action make navigation intuitive, improving time-on-page and engagement.
- **Optimized for SEO:** Titles, metadata, and structured copy align with high-volume search terms such as *“Army spouse jobs,” “MWR careers,”* and *“childcare employment,”* boosting organic visibility.
- **Improved User Pathways:** Internal linking and menu placement reduce the number of clicks to reach employment applications, while analytics and heatmaps show strong click-through activity on primary CTAs.

Figure 2: Landing Page and Hiring Surge.



Recommendations

- Continue monitoring heatmaps to identify high-click areas for potential CTA enhancement.
- Feature seasonal career campaigns (e.g., Summer Youth Employment, Hiring Our Heroes) on the page to maintain year-round engagement.
- Incorporate **Army Answers** questions about job placement and spouse programs into the FAQ section to strengthen SEO and meet user intent.

Army Answers Questions Employment

- Does fort Belvoir have a summer youth employment program
- Is there an MWR Internship Program?
- Where can I find Army position descriptions?
- Can I choose what job I get if I join the Army?
- How do I find civilian jobs on Army bases?
- What job assistance programs does the Army offer to soldiers transitioning to civilian life?
- What jobs are available for soldiers transitioning out of the Army?
- Does fort Belvoir have a summer youth employment program
- Is there an MWR Internship Program?
- How do I apply for employment on post
- How to register for a job fair

- Military spouse employment
- JBLM daycare job
- Where can I apply for civilian employment in fort Polk please?
- Hi. What all do I need to attend the gym at Ft Greely. I am a new hire with ASRC.
Thank you.
- Is there a form to submit to your job to attend the graduation
- need help finding a job
- Are there any jobs that a teenager under 18 can work at on base?
- When are the upcoming job fairs
- How can i apply for a job in childcare?
- Can i schedule an appointment to review my resume
- How do I apply for a camp host job at Apache Flats RV
- Where can i apply for job in Fort Hood
- Need a job
- Hi, Im from Honduras, I would like to apply for a job, do you have job fairs? what can I do to apply; my experience with USA organizations is along for more than 10 years
- Does Aberdeen Proving Ground have any job vacancies in child and new services currently?

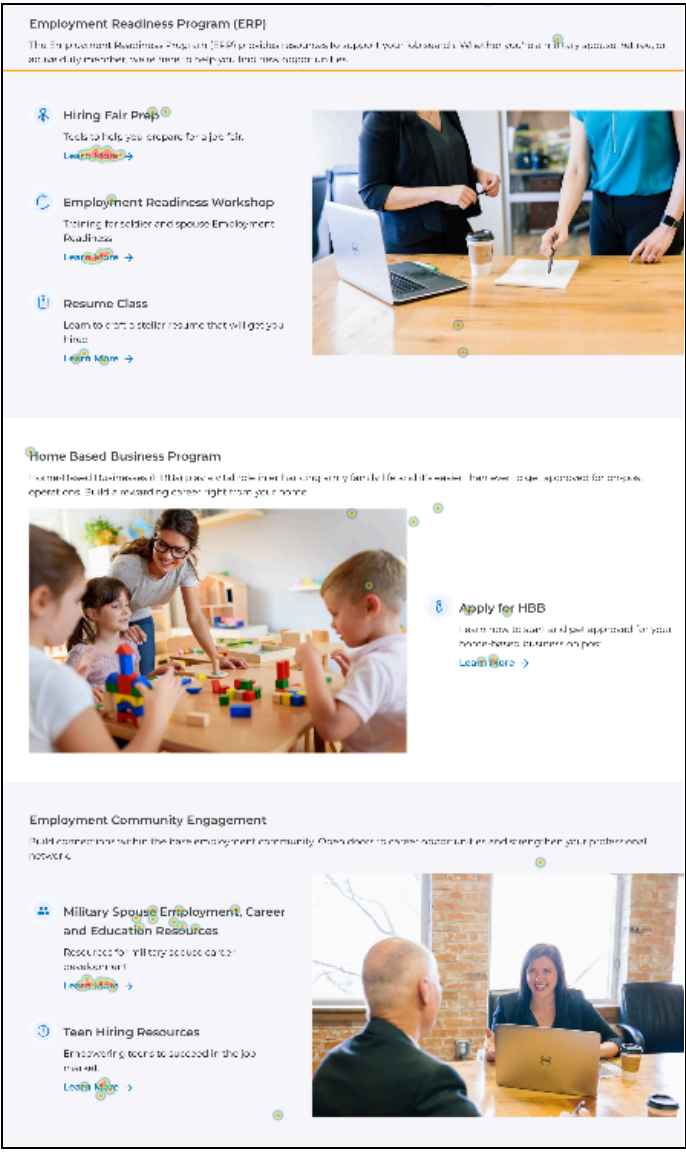
Heatmaps and Engagement Employment Resources

The heatmap images below illustrate user interaction on the Employment Readiness Page. They provide insight into where users are engaging the most (clicks, scrolls, and movements) and areas that might need improvement to increase engagement.

Click Activity

- The most clicks are concentrated around the “Hiring Fair Prep”, “Employment Workshop”, and “Home-Based Business Program” tiles, confirming that users are drawn to clear, action-oriented resources.
- The “Apply for HBB” button shows high engagement, reinforcing that on-post business opportunities remain a major point of interest.
- The “Military Spouse Employment, Career and Education Resources” link continues to perform strongly, driving engagement among returning users seeking spouse career support.
- Midpage visuals, including Employment Community Engagement and Teen Hiring Resources, receive consistent scroll activity and interaction, indicating users are exploring well below the fold.

Figure 3: Heatmap of user interactions on the ERP page.



Scroll Activity

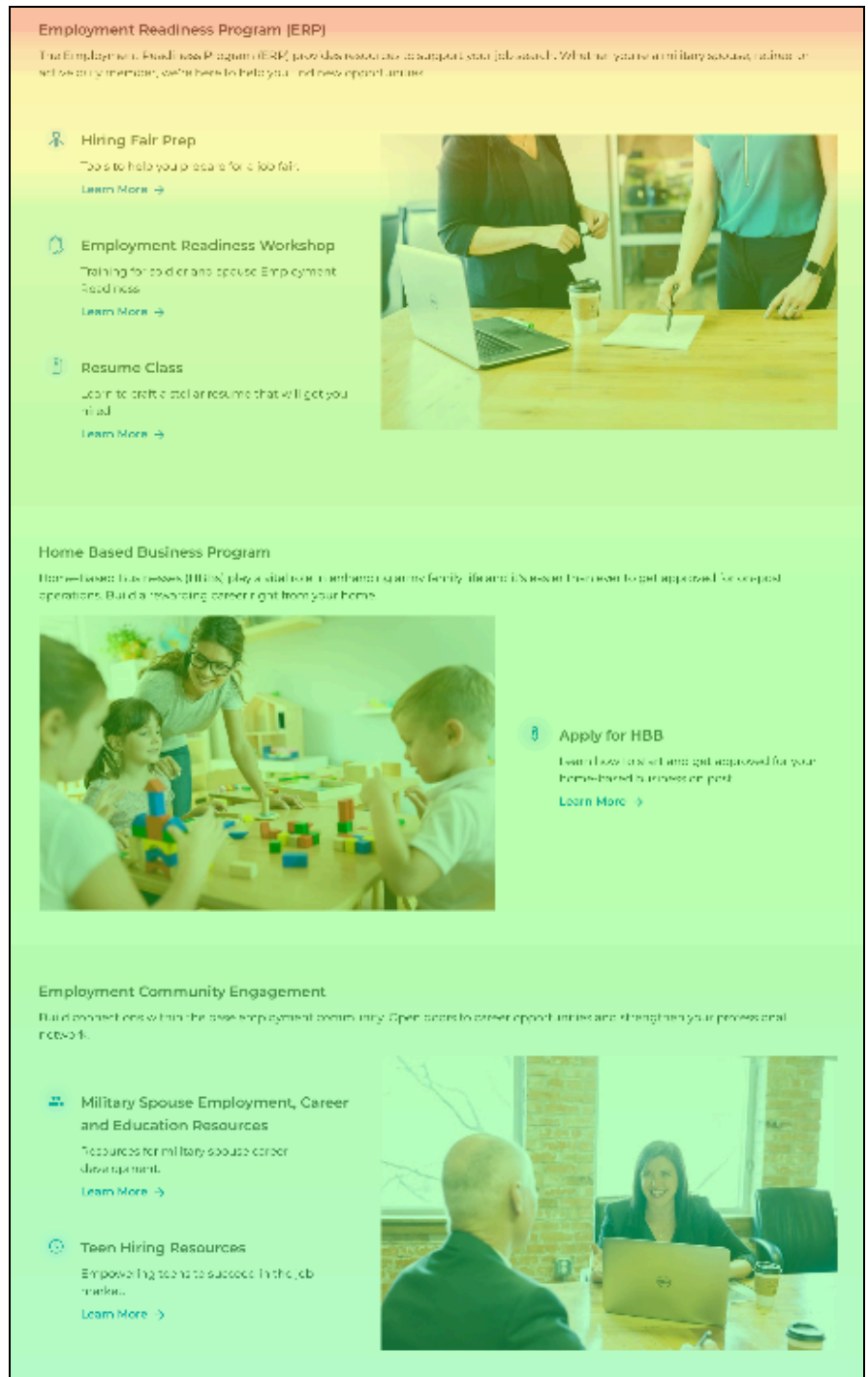
- The scroll heatmap indicates that most users remain highly engaged through the upper and midsections of the Employment Readiness Program (ERP) page, with strong retention across the Hiring Fair Prep and Employment Workshop tiles.
- Visibility begins to taper slightly after the Home-Based Business Program section but remains consistent through Employment Community Engagement and Military Spouse Employment Resources, showing that users are scrolling deep enough to explore multiple programs.

Scroll Depth Heatmap



Colors indicate user engagement as they scroll down the page: red/orange shows high engagement, yellow shows moderate engagement, and blue indicates lower engagement areas.

Figure 4: Scroll Activity of user interactions on ERP page.



Top Programs

Several ACS programs experienced notable growth this year, driven by new content development and refreshed user pathways. The Employment Readiness Program (ERP) led these gains following the launch of new pages and an updated navigation menu, which improved discoverability and user flow. ERP saw 234,498 total users (+13.8%), 300,778 sessions (+19.3%), and a stable engagement rate of 67.49% (+0.4%), underscoring the positive impact of expanded content and improved access to resources.

Other top performers included the Information & Referral Program, which achieved the largest overall surge with +83.7% total users and +71.8% sessions, while maintaining a high 75.47% engagement rate. The Army Family Web Portal and Army Volunteer Corps both demonstrated sustained audience expansion, rising 53.2% and 57.3% in users respectively, signaling increased participation in community and volunteer opportunities.

Programs like the New Parent Support Program (+33.3%) and Army Spouse Employment, Career and Education Information (+15.0%) also recorded strong gains in traffic and engagement, reflecting heightened interest in family-centered and employment-related services. Collectively, these improvements indicate that recent content updates and targeted optimizations across ACS pages are effectively connecting Soldiers and Families with critical support programs.

Top Pages

Table 4: Top page paths sorted by total users.

Page path	Total users ▼
/programs-and-services/personal-assistance	39,017
/categories/community-support	32,498
/programs/acs	25,598
/programs/acs/family-advocacy	25,088
/programs/acs/employment-readiness-program	25,068
/programs/army-community-service	23,602
/programs/acs/exeptional-familymember-program	22,485
/programs-and-services/personal-assistance/employment-readiness-program/army-spouse-employment-career-and-education	20,247
/programs/army-community-service-acs	17,959
/programs/acs/financial-readiness	15,044

New Pages

Web managers created 106 new ACS pages, program pages, and happenings on EPW last year. (Data from EPW Page Report)

Figure 5: Shows total pages broken down by page type.

Type	Total
Program Content	48
Happening	32
Program	24
General	2

Top 10 Content Creators

Table 5: Lists the top 10 Authors creating content.

Author	Total
suhyeon_lee3_naf	10
ashley_n_jones238_naf	6
christopherrwojciechowskinaf	5
kent_s_ava_naf	3
eileendmaglalangnaf	3
cheraeahill2naf	2
lisaefasleynaf	2
aajenee_r_johnson_naf	1
hoyong_kim_ln	1
mary_e_talbott2_naf	1
melissa_L_negronfaverociv	1
lilyan_k_wimer_naf	1
jamie_a_lacson2_naf	1
joeladavis2naf	1
kailey_k_allen_naf	1
casey_v_george_naf	1
gabriela_a_velazquezbetanco urt_naf	1

New Pages

Table 6: New ACS Pages Created in FY25 by Program.

Name	Total
Financial Readiness Program	10
Employment Readiness Program	9
Emergency Financial Assistance	9
Fees and Financial Assistance	9
Retirement and Financial Planning	9
Spouse Employment	9
Domestic Violence Awareness Month	3
Army Family Action Plan (AFAP)	2
Army Volunteer Corps	2
Employment Readiness	2
Relocation Readiness Program	2
New Parent Support Program	1
Family Advocacy Program	1
Financial Readiness Entitlement to Continuation Pay (CP) Under the Blended Retirement System	1
Exceptional Family Member Program (EFMP)	1
Financial Readiness	1
Join Our Team - Massage Therapist & Aerobics Instructor	1
KI6 Army Community Service	1
Marvelous ACS Birthday Celebration: Life Skills Cooking Class	1
DO IT IN PINK 5K and Aerobathon	1
October is Domestic Violence Awareness Month	1
ACS Drawing Contest	1
ACS 60th Birthday	1
AER Scholarship Opportunities	1
ACS: VOLUNTEER RECRUITMENT FAIR	1
USARD Family Advocacy Program	1
Spouse Employment Workshops	1
Mobilization, Deployment, and Support Stability Operations	1
AER Kickoff	1
Survivor Outreach Services	1
Army Emergency Relief (AER) 2025	1

Traffic Acquisition (Where Users Came From)

This section details the key sources of traffic to the Army MWR website, providing insights into user behavior and engagement across various channels.

Figure 6: Pie chart Traffic Source Breakdown.

- **Organic Search**

Organic search traffic comes from users who found the site through search engines such as Google. This channel continues to lead overall acquisition, showing steady growth and improved discoverability.

Total Users: 21,251

Change YoY: +3.2%

- **Referral Traffic**

Referral traffic comes from users who accessed the site through links on external websites. The increase reflects stronger referral partnerships and improved visibility through Army and DoD networks.

Total Users: 4,604

Change YoY: +12.9%

- **Direct Traffic**

Direct traffic includes users who typed the website URL directly into their browser or visited via bookmarks. The decrease may indicate fewer repeat visitors or reduced direct navigation to the page.

Total Users: 3,017

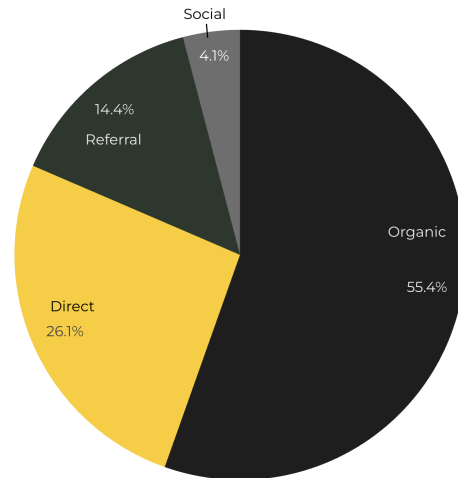
Change YoY: -12.2%

- **Organic Social**

Organic social traffic represents visits from unpaid social media posts or shares. The decline suggests reduced reach or engagement on social platforms, possibly due to lower post frequency or algorithmic visibility.

Total Users: 1,668

Change YoY: -25.9%

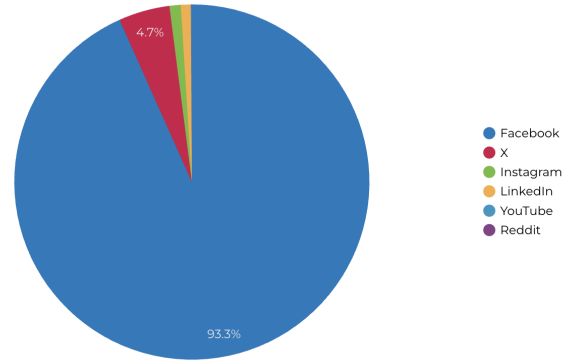


Social Media

Social media channels generated a combined **13,789 total users** this year, led by Facebook and a rapidly expanding presence on X (formerly Twitter). Overall performance reflects steady engagement across established platforms with notable growth in emerging ones.

Figure 7: Pie chart Social Traffic Breakdown.

- Facebook continues to be the dominant driver of traffic, accounting for 12,940 users (-1.0%) and 14,990 views (-2.8%). Although session duration decreased slightly (-4.9%), engagement improved to 50.55% (+3.9%), suggesting users are interacting more meaningfully with posts once they arrive.
- X experienced substantial growth across all metrics, with 585 users (+395.8%) and an impressive 18-hour average session duration (+559.6%)—a clear indication of higher content stickiness and increased referral visibility from shared posts. Engagement reached 77.43% (+20.1%), marking the strongest performance gain among all platforms.
- LinkedIn also showed strong upward trends, with 112 users (+41.8%) and session durations more than doubling to 1:55:36 (+162.2%), demonstrating greater professional audience interest and deeper interaction with employment-related content.
- Instagram held steady with 138 users (-0.7%), but despite shorter average sessions (00:43:24), views remained consistent (-2.5%) and new users increased slightly (+1.7%), indicating slow but stable reach among visually driven audiences.
- YouTube saw a decline in total users (-31.6%) but recorded a 97.4% increase in engagement rate (84.62%), showing that while reach is lower, content quality resonates strongly with those who view it.
- Reddit traffic remained minimal but consistent, reflecting small-scale user engagement in community-based discussions.



Overall, social media performance highlights a diversified and increasingly engaged audience, with X and LinkedIn showing the most momentum for future content investment.

Meanwhile, maintaining Facebook visibility and continuing to refine video and visual strategies for YouTube and Instagram will help sustain reach and improve overall brand engagement.

Social Media Recommendations

ACS can strengthen its social media presence by adapting to what Google calls the “*attention recession*”, a shift where audiences engage only with content that feels relevant, authentic, and emotionally meaningful ([source](#)).

- **Lead with purpose-driven storytelling:** Share real Soldier and Family success stories to highlight ACS programs in action, especially around employment, financial readiness, and volunteer support.
- **Focus on high-performing platforms:** Build on recent growth across **X** and **LinkedIn** with timely updates, expert insights, and professional development content.
- **Create “scroll-stopping” visuals:** Use strong imagery, brief text, and emotionally resonant headlines that capture attention quickly and reinforce the ACS brand.
- **Measure engagement quality:** Track meaningful interactions such as comments, shares, and link clicks—not just impressions—to understand program impact and audience connection.

These steps will help ACS break through digital noise, sustain attention, and strengthen its reputation as the Army’s trusted source for community and family support.

User Demographics and Geographic Breakdown

Countries

The United States remains the largest source of traffic, driven primarily by domestic installations and Family support audiences.

- Total Users: 382,416
- Change YoY: +21.1%

Germany continues to serve as a key international source, supported by U.S. military communities stationed overseas.

- Total Users: 25,731
- Change YoY: +3.6%

Traffic from South Korea declined slightly, possibly reflecting regional engagement shifts or local content accessibility.

- Total Users: 11,010
- Change YoY: -7.4%

Other notable international increases were observed in:

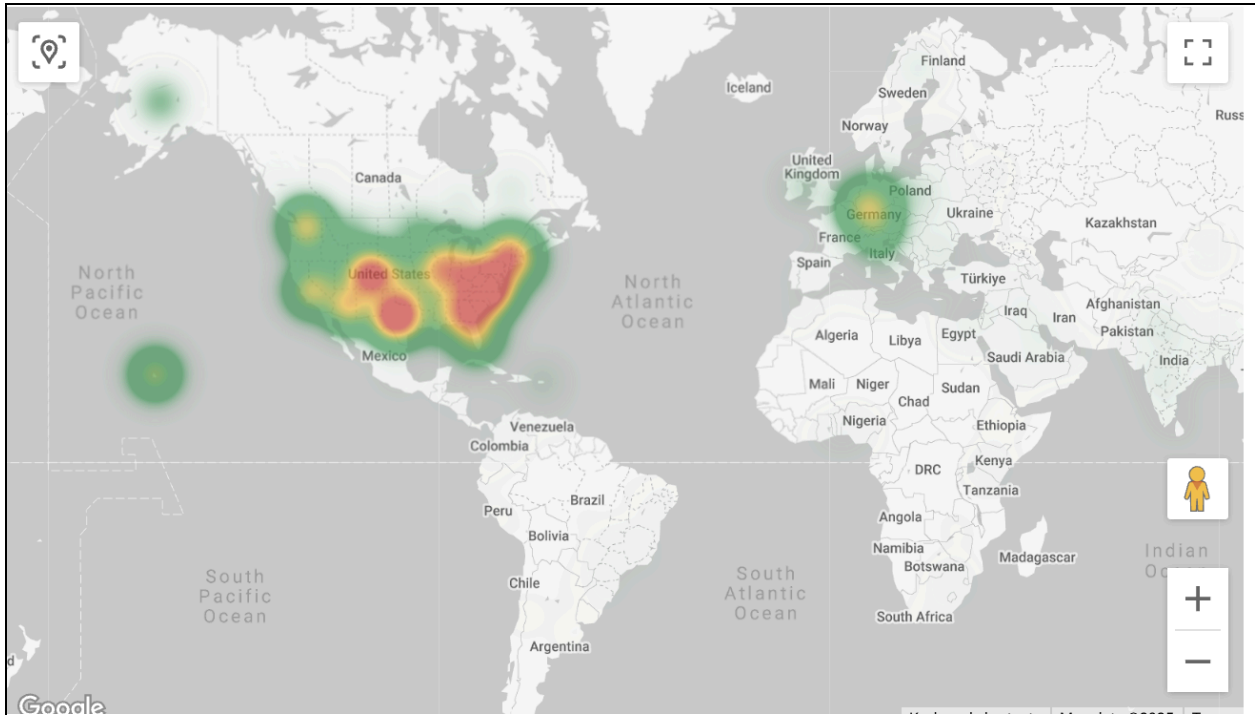
- Japan: +10.3% YoY
- China: +1,234.2% YoY
- Puerto Rico: +21.9% YoY
- Ireland: +79.4% YoY
- Singapore: +342.7% YoY

These gains suggest growing reach beyond the continental U.S., with rising international visibility for ACS content and resources.

Heatmap

Colors indicate user engagement: Red color shows high engagement, Green indicates lower engagement.

Figure 8: Top Countries by User Traffic (from the map).



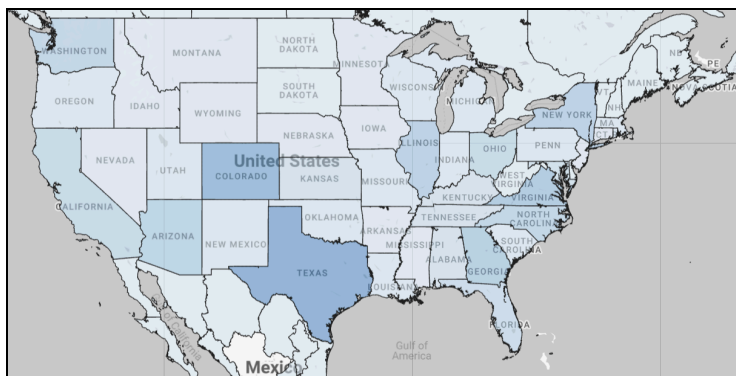
Top U.S. States by User Traffic

- Texas remains the largest source of traffic in the U.S., supported by multiple major installations and robust program awareness.
 - Total Users: 53,643
 - Change YoY: +17.0%
- Virginia experienced the strongest growth among the top states, reflecting increased visibility across installation pages and Family support content.
 - Total Users: 27,016
 - Change YoY: +47.6%
- Colorado also saw substantial gains, likely driven by improved search visibility and increased interest in local event and employment resources.
 - Total Users: 30,873
 - Change YoY: +43.4%
- New York continued to expand in reach, showing steady audience engagement and growth across multiple ACS program pages.
 - Total Users: 24,907
 - Change YoY: +32.1%
- Arizona posted the most significant increase, signaling rising engagement from southwestern installations and newly optimized content.
 - Total Users: 23,438
 - Change YoY: +71.0%

Heatmap 

Colors indicate user engagement: Dark color shows high engagement, beige indicates lower engagement states.

Figure 9: Top States by User Traffic (from the map)



Device Breakdown

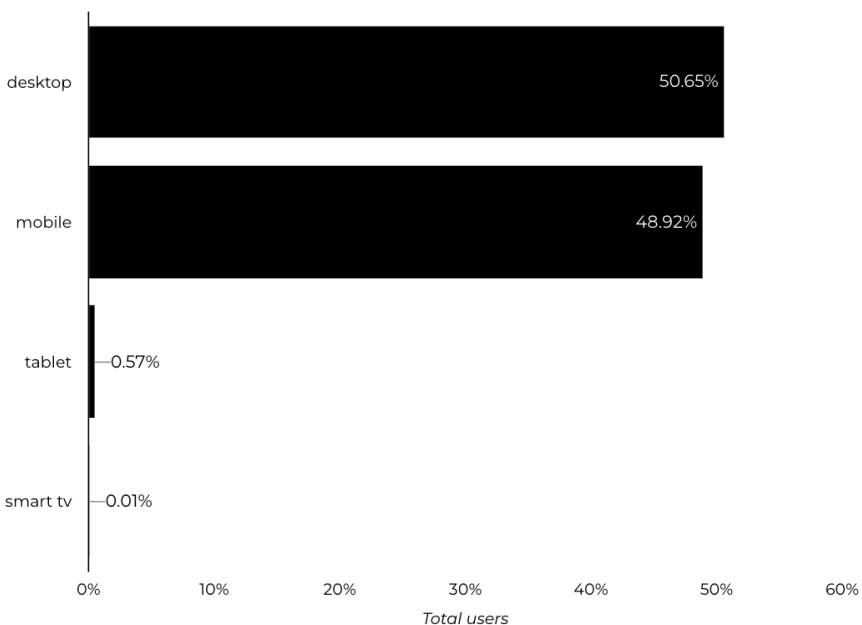
Understanding how users access the website is crucial for optimization efforts.

- Desktop usage saw the strongest growth, indicating more users are accessing from workstations and on-base computers.
 - Total Users: 222,847
 - Change YoY: +40.0%
- Mobile continues to perform strongly and remains nearly equal in share to desktop.
 - Total Users: 215,205
 - Change YoY: +3.3%
- Tablet traffic remained minimal, with a slight decrease from last year.
 - Total Users: 2,529
 - Change YoY: -4.2%
- Smart TVs, though a small segment, showed a noticeable rise in engagement.
 - Total Users: 31
 - Change YoY: +29.2%

Insight:

Desktop and mobile users are now nearly balanced, underscoring the need to maintain full responsiveness, fast load speeds, and consistent visual quality across all devices.

Figure 10: Bar Graph of Device Categories by Percentage



Best-Performing Installations (Based on Multiple Metrics)

The top-performing installations were identified using a blend of metrics, including views, engagement rate, views per user, users, new users, and average session duration. Selections were based on installations showing a 10% or greater positive change in at least two of these areas. Priority was given to installations with increased views, higher engagement rates, and improved session metrics such as views per user and session duration. To ensure reliability, only installations with a minimum of 1,000 views were included, as smaller numbers can disproportionately impact percentage changes.

The top performers

Based on a 10% or more increase in two or more key areas: Views, Total Users, New Users, and Engagement Rate.

1. Fort Bragg (formerly Fort Liberty)

- Views: 47,436 (+160.1%)
- Total Users: 27,178 (+180.7%)
- New Users: 20,801 (+183.4%)
- Engagement Rate: 62.36% (+21.1%)

Fort Bragg led all installations in total user growth, supported by refreshed local content and restored brand recognition following its reversion.

2. Fort Hood (formerly Fort Cavazos)

- Views: 32,740 (+153.2%)
- Total Users: 18,510 (+172.5%)
- New Users: 13,472 (+161.9%)
- Engagement Rate: 57.59% (+11.7%)

Fort Hood showed sustained gains in both returning and new visitors, likely driven by updated recreation and dining pages and high local participation.

3. Fort Campbell

- Views: 21,781 (+744.6%)

- Total Users: 12,127 (+742.7%)
- New Users: 9,443 (+1,036.3%)
- Engagement Rate: 56.92% (+57.8%)

Fort Campbell's surge in visibility and engagement reflects strong community awareness campaigns and improved session durations.

4. Joint Base Lewis–McChord (JBLM)

- Views: 18,332 (+268.3%)
- Total Users: 12,339 (+256.2%)
- New Users: 9,203 (+576.7%)
- Engagement Rate: 61.31% (+108.9%)

JBLM saw the largest increase in engagement rate among major installations, showing exceptional performance in recreation and fitness traffic.

5. Fort Polk (formerly Fort Johnson)

- Views: 7,654 (+177.9%)
- Total Users: 4,605 (+190.5%)
- New Users: 3,199 (+185.9%)
- Engagement Rate: 58.00% (+23.9%)

Fort Polk demonstrated consistent growth across all user segments, maintaining one of the most balanced performance profiles in FY25.

Insights:

- Reverted installations dominate FY25 growth. All eight bases outperformed the average in total user and new user growth.
- Familiar names regained traction in search. Traffic spikes correlate with name recognition and preexisting backlink equity under the original URLs.

Worst-Performing Installations (Based on Multiple Metrics)

The selection of worst-performing installations was based on a combination of metrics, including views, engagement rate, views per user, and average session duration. Installations showing a decline of 10% or more in at least two of these areas were included. Priority was given to installations with significant decreases in views, engagement rate, and session metrics such as views per user and session duration. Only installations with a minimum of 1,000 views were considered, as smaller numbers can skew percentage shifts.

Fort Carson

- Views: 62,049 (-9.6%)
- Views per User: 1.8 (-10.9%)
- Average Session Duration: 00:02:50 (-12.9%)
- Engagement Rate: 61.89% (+18.3%)

Despite holding steady in user count, Fort Carson saw declines in engagement depth and time on page, suggesting a need for refreshed content or improved navigation flow.

Presidio of Monterey

- Views: 3,361 (-12.9%)
- Total Users: 1,905 (-16.8%)
- New Users: 1,331 (-16.5%)
- Average Session Duration: 00:02:31 (-40.8%)

Presidio recorded the sharpest drop in session duration, indicating a disengaged audience and content misalignment that likely requires reevaluation.

At-Risk Installations

Several other installations, including Camp Humphreys and Fort Wainwright, showed mild declines in traffic or session quality but did not meet the threshold for inclusion. Continued monitoring is recommended to prevent further erosion in engagement and visibility.

Heatmaps and Engagement

The heatmap images below illustrate user interaction on the ACS page. They provide insight into where users are engaging the most (clicks, scrolls, and movements) and areas that might need improvement to increase engagement.

Click Activity

- High engagement concentrated in the hero banner and main navigation, particularly on Programs & Services and Find My Installation links.
- Above-the-fold content (first visible section) captures most clicks and scroll activity, confirming strong visibility for introductory ACS messaging.
- Access Online Resources section shows significant interaction, especially on links for Financial Readiness, Relocation, and Employment Readiness.
- Resource listings further down the page received moderate but consistent engagement, indicating users are scrolling intentionally to find specific programs.
- Overall click behavior suggests users are navigating purposefully, not aimlessly scrolling, supporting the effectiveness of ACS's clear page structure and link hierarchy.

Figure 11: Heatmap of user interactions on the ACS page.



Scroll Activity

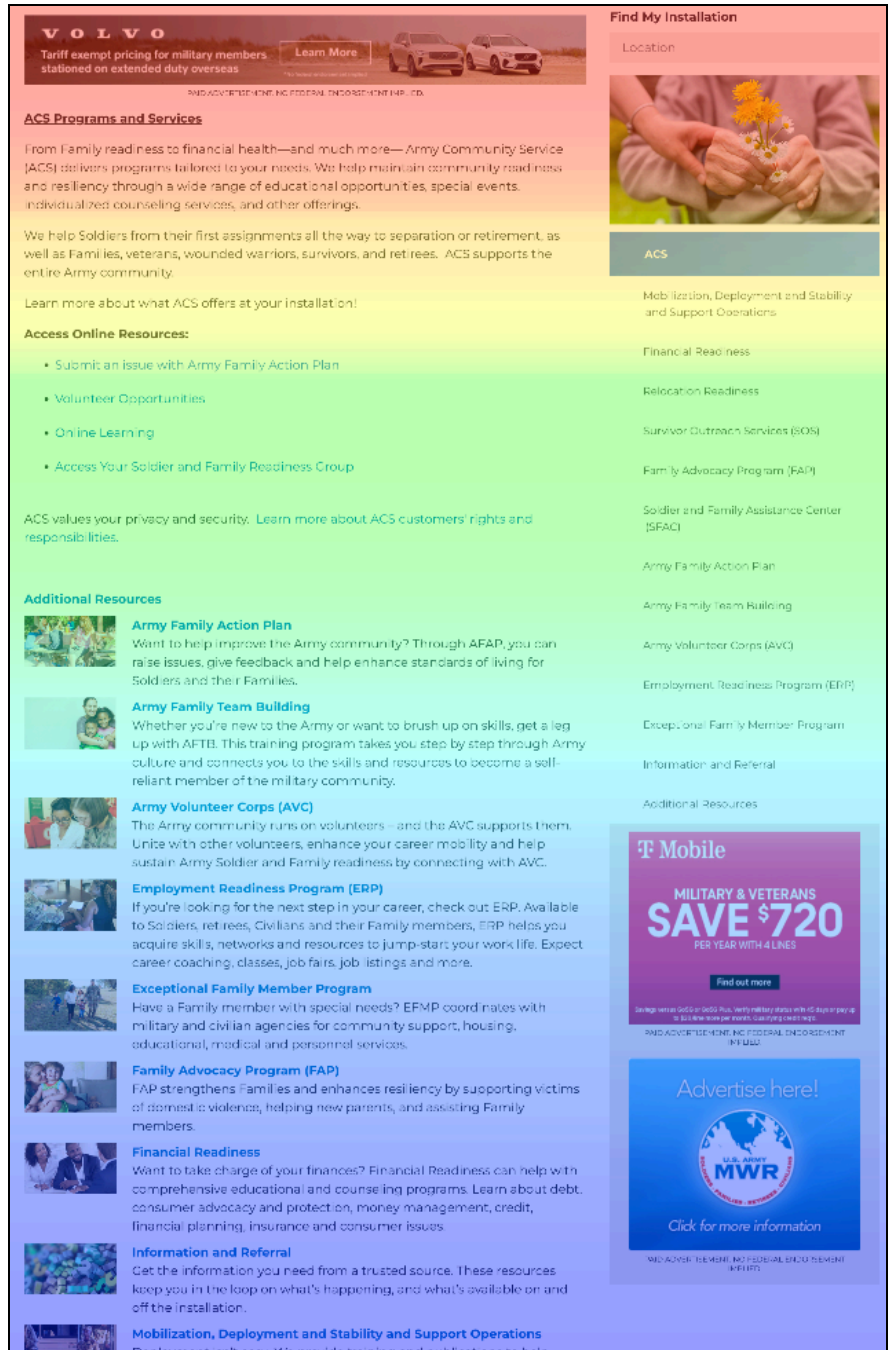
- 100% of users viewed the hero banner and navigation area, confirming strong top-of-page visibility and immediate engagement.
- Attention remains high (80–90%) through the ACS Programs and Services introduction and Find My Installation section—both are prime real estate for key calls-to-action.
- Steady engagement (60–75%) continues into the Access Online Resources block, highlighting this area as a key conversion zone.
- Gradual decline in scroll depth begins mid-page, leveling around 40–50% visibility across the Additional Resources section.
- Footer visibility drops below 10%, consistent with user behavior on long informational pages.

Scroll Depth Heatmap



Colors indicate user engagement as they scroll down the page: red/orange shows high engagement, yellow shows moderate engagement, and blue indicates lower engagement areas.

Figure 12: Scroll Activity of user interactions on ACS page.



Scroll behavior indicates strong engagement through the first half of the page, with users reaching core program links efficiently. Optimizing mid-page layouts and repositioning high-value links above the ad section could further enhance visibility and user flow.

Recommendations

- Prioritize key CTAs above the fold. Maintain or elevate high-demand content—like Find My Installation and Access Online Resources within the first visible screen to maximize engagement.
- Reorder mid-page content. Move the most frequently accessed programs (Employment Readiness, Financial Readiness, Family Advocacy) higher to capture users before scroll drop-off.
- Enhance visual anchors. Introduce clear subheaders or icons in mid-page sections to help users quickly locate topics of interest as they scroll.

Mouse Movement

Figure 13: Mouse Activity of user interactions on ACS page.

- Frequent hover behavior over navigation elements and program links suggests users are evaluating multiple options before clicking, rather than scanning passively.
- Access Online Resources and Additional Resources sections maintain steady engagement, showing users are actively exploring program options mid-page.
- Movement density decreases beyond the midpoint, but notable activity persists around Employment Readiness, Financial Readiness, and Family Advocacy program links.
- Minimal movement occurs in the footer and advertisement blocks, reinforcing that core engagement remains content-driven rather than ad-driven.
- Overall, movement patterns indicate users are purposefully exploring resources, with strong attention toward navigation and mid-page content areas that support self-service access.



Search

The search data highlights continued user engagement with ACS programs, reflecting active exploration of services and resources. Visitors often conducted multiple searches, showing persistence in finding specific support options such as financial assistance, employment help, and family services.

- **Total Searches:** 3,483
- **Average Search Count per User:** 1.27

Categorized Search

The search terms can be grouped into the primary ACS program categories below. Each category represents key user intent and content demand areas that can guide updates to site navigation, search optimization, and information architecture.

Financial Assistance and Readiness

Financial support remains the most searched category across ACS, showing strong user reliance on the site for managing finances, securing emergency relief, and understanding benefits. High search volume for Finance, AER, and WIC demonstrates consistent demand for practical financial help and education.

- Finance (301 searches)
- AER (122 searches)
- WIC (61 searches)
- Financial Readiness (29 searches)
- Financial Counseling (12 searches)
- Loan (14 searches)
- Budget (10 searches)
- Credit (8 searches)
- Taxes (49 searches)

Recommendation:

Create a consolidated financial hub page combining AER, budgeting, and WIC resources. Add step-by-step AER application instructions, financial counseling appointments, and downloadable budgeting tools to support financial literacy and emergency aid navigation.

Employment and Career Support

Employment-related searches continue to perform strongly, reflecting user focus on career advancement and transition readiness. Queries for jobs, fairs, and resumes show that users rely on ACS to support their employment journey.

- Jobs (61 searches)
- Employment (46 searches)
- Job Fair (48 searches)
- Careers (26 searches)
- Employment Readiness (40 searches)
- Resume (18 searches)
- Career Fair (17 searches)

Recommendation:

Feature employment tools more prominently on the Employment Resources landing page. Add links to resume templates, job boards, and upcoming hiring events to provide quick access to actionable employment resources.

Community and Family Support

Community engagement remains a key area of user interaction. High searches for SFRG and Volunteer indicate that users are looking to connect with others, participate in group activities, and contribute to community programs. Searches for ACS and Lending Closet reflect interest in local, practical support services.

- SFRG (154 searches)
- Volunteer (107 searches)
- ACS (57 searches)
- Care Team (36 searches)
- CFrr (28 searches)
- Family Readiness (15 searches)

- Lending Closet (48 searches)

Recommendation:

Develop a Community Engagement page highlighting SFRG resources, volunteer opportunities, and ACS support programs. Include event calendars, training schedules, and contact forms to make it easier for users to participate.

Counseling and Family Services

Searches for MFLC and EFMP confirm a strong demand for counseling, special-needs support, and family advocacy services. Users are seeking guidance for both emotional well-being and family stability through ACS channels.

- MFLC (136 searches)
- EFMP (78 searches)
- FAP (41 searches)
- Counseling (47 searches)
- Anger Management (29 searches)
- Marriage Counseling (22 searches)
- Domestic Violence (12 searches)
- Parenting Class (10 searches)
- SHARP (31 searches)
- Suicide Prevention (7 searches)

Recommendation:

Build a central Family Support & Counseling hub combining MFLC, EFMP, and FAP services. Add direct appointment links, explain confidentiality policies, and provide clear navigation for users seeking emotional or family support.

Education and Training

Education- and class-based searches indicate users are interested in personal and professional growth opportunities. Topics like CPR, ESL, and sponsorship training show the importance of accessible skill-building content.

- CPR (45 searches)
- Classes (21 searches)
- German Classes (15 searches)

- ESL (12 searches)
- Sponsorship Training (27 searches)

Recommendation

Create a unified “Classes and Training” directory featuring searchable filters by topic, installation, and availability. Ensure each entry includes registration links and course details.

Relocation and Newcomer Services

Relocation-related searches suggest that users are looking for PCS support, DEERS updates, housing information, and moving assistance.

- PCS (34 searches)
- DEERS (28 searches)
- Housing (24 searches)
- Relocation (15 searches)
- Passport (11 searches)
- Newcomers (8 searches)

Recommendation

Strengthen the PCS and Relocation pages with checklists, newcomer brief schedules, and direct appointment links for housing and DEERS updates.

Information and Referral

The Discovery search term shows users are browsing broadly to find general information or locate specific services. Queries such as directory, contact, and resources indicate a need for clearer navigation and centralized service listings.

- Discovery (228 searches)
- ACS (57 searches)
- Directory (14 searches)
- Contact (10 searches)

Recommendation:

Enhance the main ACS landing page with a “Find Services” section linking to major program areas. Use user phrasing from search data to label buttons and simplify menus for faster navigation.

Legal and Survivor Support

Users are also searching for legal aid and survivor-related services, suggesting a need for clearer access to legal counseling, survivor outreach, and transition support.

- Legal (14 searches)
- Survivor Outreach (7 searches)
- Funeral / Memorial terms (2 searches)

Recommendation:

Add a Legal & Survivor Support page with quick links to survivor outreach offices, legal aid, and benefits counseling. Include phone numbers and required documentation checklists.

Overall Insight

ACS users continue to rely on search to find core readiness and support services, especially financial help, employment resources, and family programs. Aligning keywords, page titles, and navigation with user phrasing while adding cross-linked hubs for finance, employment, family, and relocation will streamline user experience and ensure faster access to essential services.