



CYS Insights and Recommendations

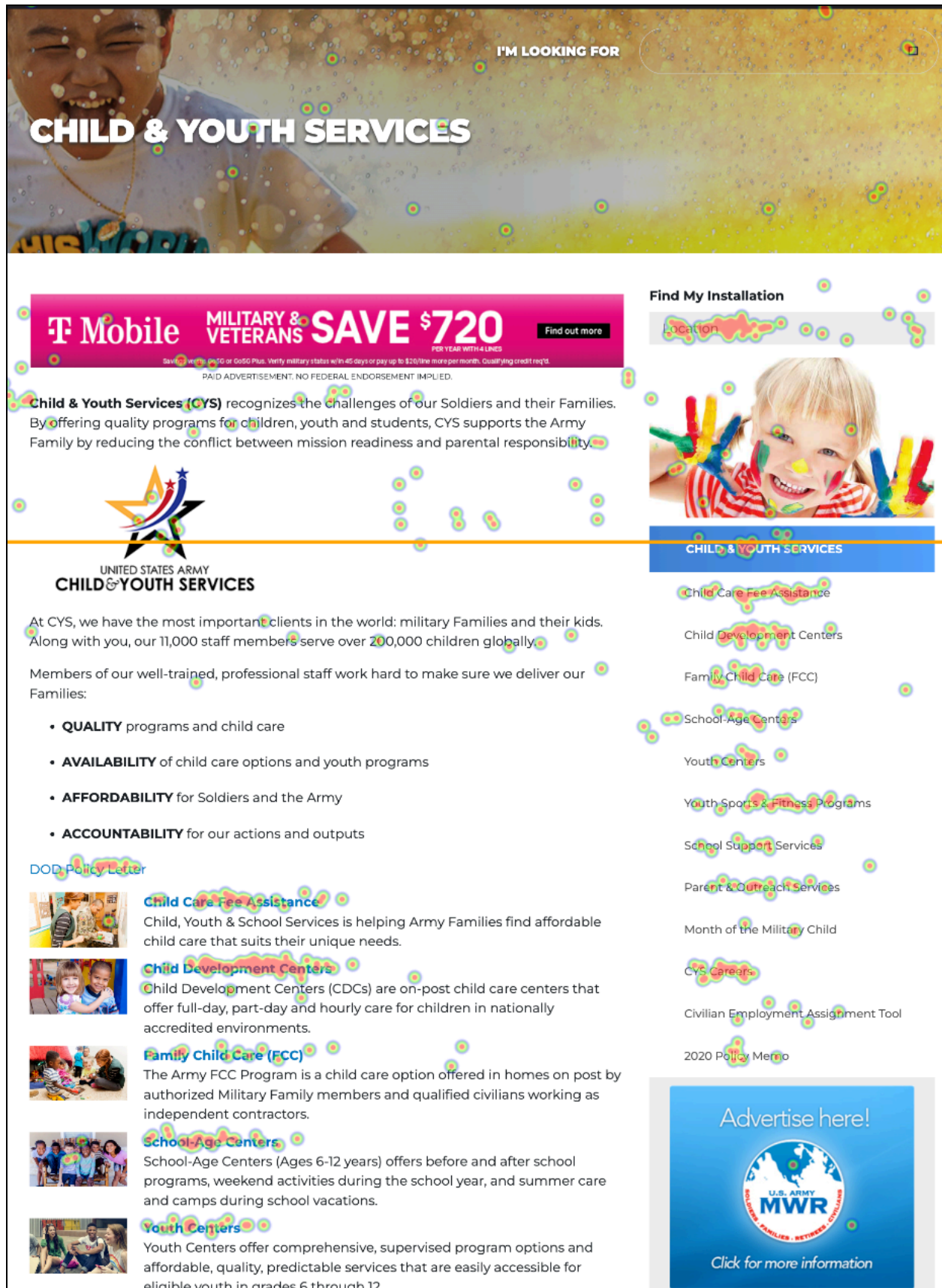
Fourth Quarter FY25

Click Map

On the click heatmap, you can for example find out where confusing colors or elements make your visitors think that something is clickable. It also lets you see where your visitors go next or what they are looking for.

Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

Figure 1: CYS Click Map

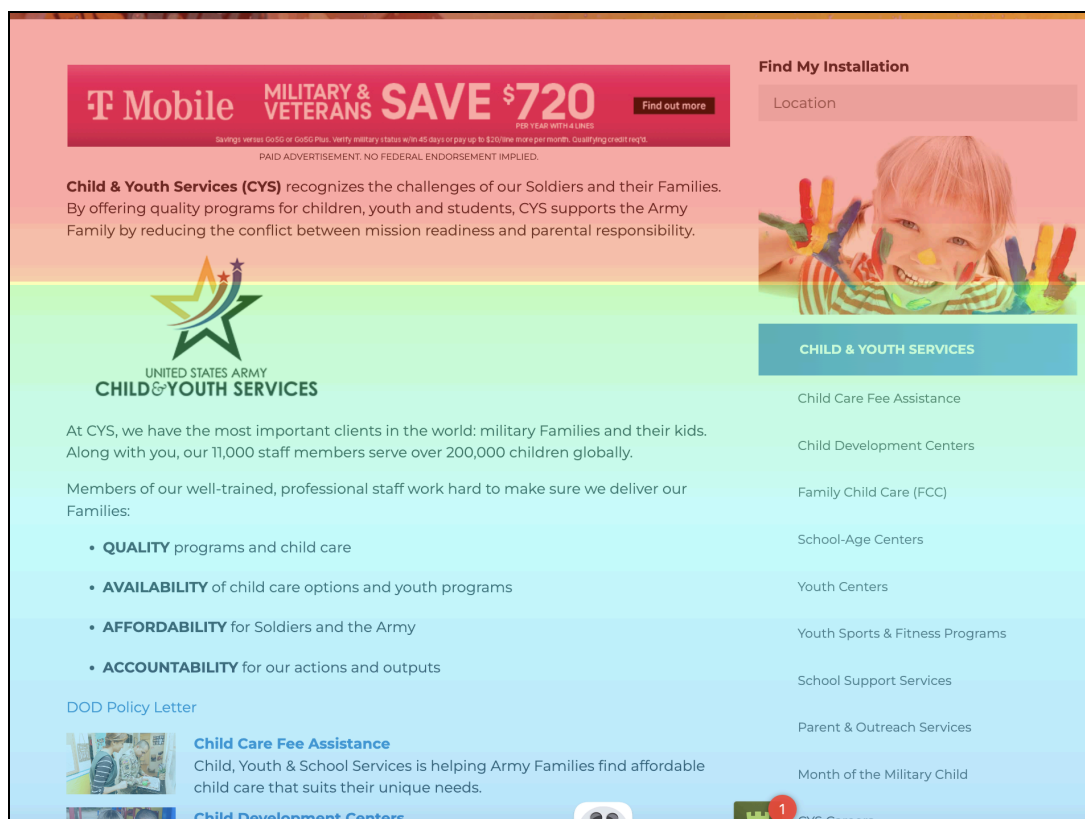


Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

Scroll Map

Scroll heatmaps use colors to visualize how far down in a page your visitors scroll. When you hover on the Scroll heatmap, you see exactly how many percent have scrolled down to a certain position. This lets you for example find out if there is important content positioned too far down the page, whether your visitors are encouraged to scroll, and more.

Figure 2: CYS Scroll Map



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.

How many new pages of content did installations create last quarter?

Web managers created a total of 343 new pages on EPW last quarter. It is important to note that the total excludes data from calendar events and directory pages.

- 68 pages were added to CYS.

Table 1: Total Number of New Pages Added to CYS

Name	Total ▾
2025 Fort Bragg Family of the Year Nominations	1
Youth Winter Sports Registration	1
2025 Holiday Tree Lighting	1
Turkey Trot 5K 2025	1
Youth Private Swimming Lessons	1
Youth Basketball League	1
CYS Youth Sports Basketball Clinics	1
Military Family Appreciation Month	1
CYS Youth Sports Taekwondo Classes	1
CYS Youth Winter Sports 2025	1
2025 Oktoberfest presented by Fort Benning's Qualified Recycling Program	1
Fear Factor Youth Night!	1
Hourly Childcare Spaces Available!	1
Baumholder Library announces 2025–26 Children's Programs	1
November Youth Swimming Lessons	1
CYS TEEN BABYSITTERS COURSE	1
Harvest Fest 2025	1
Harvest Fest Happenings	1
Renaissance Tickets!	1
MWR September Calendar	1
Winter Youth Sports	1
SKIES Class Schedule August - September 2025	1

Website Search Analysis

Overall, users are highly task oriented and mostly successful, but a cluster of repeat searches around registration and counseling suggests findability gaps. Sports terms dominate volume and show strong engagement, while a few family services terms generate unusually high search counts per user and higher bounce, signaling unclear pathways to the right pages.

Topic Trends and Demand Areas

Search behavior clustered around the following categories:

- **Youth Sports & Classes:** sports, soccer, gymnastics, volleyball, basketball, swim lessons, swim, swimming, cheer, karate, football, golf, ballet, dance.
Registration & Systems: parent central, parent central services, cys registration, webtrac, registration, forms, physical, sports physical.
- **Care & Programs:** child care, daycare, preschool, CDC, school age center, teen center, youth center, strong beginnings, homeschool.
- **Family Services & Support:** mflc, efmp, counseling, parenting classes, new parent support, lactation, babysitting, babysitter.
- **Navigation & Utilities:** calendar, map, jobs, careers, hours, fees, fee chart, parent handbook, handbook, library, pool.

Performance signals to act on

- **High volume with healthy engagement**
Top volume terms include discovery, sports, soccer,skies, youth sports, swim lessons, parent central, webtrac. These are mostly navigational and transactional, which means users expect one-click routes to seasons, eligibility, and registration.
- **High search count per user indicates friction**
Discovery, counseling, camping, parents day out, transportation, lactation, smart start show elevated searches per user. This usually means the right page exists but is hard to find or the content does not answer the intent fully.

WebTrac

CYS pages generated 19,446 WebTrac link clicks this quarter, showing strong engagement with online registration tools. Daily click trends remained steady from July through September, with consistent peaks around mid-month that likely align with youth sports and seasonal program sign-ups.

Parents primarily register on mobile devices, which continue to drive the majority of engagement across CYS content. Mobile sessions show higher interaction with registration buttons and event listings, while desktop traffic contributes fewer but longer, form-completion-oriented sessions. This pattern suggests that most families begin their registration journey on mobile but may switch to desktop for detailed forms or multi-child enrollments.

- 19,446 Parents clicked on a WebTrac link to pay for a service.

Table 2: CYS Program Pages with WebTrac Click-Throughs

Page Location	Total ▾
https://bragg.armymwr.com/programs/cys-services-sports-fitness	1,022
https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons	922
https://campbell.armymwr.com/programs/cys-s/parent-central-services	715
https://jblm.armymwr.com/programs/youth-sports	682
https://stuttgart.armymwr.com/programs/cys-sports-fitness	661
https://jblm.armymwr.com/programs/parentcentral	625
https://campbell.armymwr.com/programs/cys-s/youth-sports	623
https://meade.armymwr.com/programs/youth-sports	554
https://humphreys.armymwr.com/programs/parent-central-services	541
https://benning.armymwr.com/programs/youth-sports-fitness	538
https://stuttgart.armymwr.com/programs/family-and-mwr-travel	533
https://hood.armymwr.com/programs/youth-sports	499
https://jackson.armymwr.com/programs/cys-services	445
https://kaiserslautern.armymwr.com/programs/cys-sports	425
https://gordon.armymwr.com/programs/youth-sports	410



Child Development Centers (CDC)

The CDC pages experienced a slight overall decline in traffic this quarter, with 12,733 total users (down 2.9% year over year) and 5,927 new users (down 18.2%). Views reached 18,671 (down 2.4%), while sessions held steady at 17,129, showing consistent interest among returning visitors. The average session time increased to 2 minutes and 14 seconds (up 3.0%), indicating stronger engagement from parents exploring program and enrollment information.

Organic Search led with 10,004 users, followed by Direct traffic (2,014) and Referral traffic (643). Smaller volumes came from social media and unassigned channels, but these still contribute to awareness. Google was the top external source with 1,045 users, followed by Bing (97), home.army.mil (38), and Military OneSource (23).

The engagement rate was 68% (down 3.6%), suggesting parents are finding relevant information but may struggle to complete tasks efficiently. However, the rise in session time points to deeper page exploration, likely around registration, fees, and age group requirements. Searches and clicks for Parent Central and WebTrac remain strong, confirming that CDC pages are a key entry point for registration and enrollment.

Recommendations

- Emphasize registration links (Parent Central, WebTrac, and forms) near the top of CDC pages to streamline user flow.

Table 3: Top Search Terms by Search Volume

Search	Total Searches ▾
discovery	8
registration	3
strong beginnings	3
baby	2
babysitting	2
little learners	2
babysitter	2
youth center	2
webtrac	2
preschool	2

CYS Careers

CYS Careers pages recorded notable growth in Q4, driven by increased visibility of recruitment materials and cross-promotion through installation channels. The program attracted 2,869 total users (up 21.2%) and 1,634 new users (up 35.8%), with 4,161 views (up 21.0%) across 3,598 sessions (up 24.4%) compared to the same period last year. The positive trend reflects successful outreach through refreshed content and easier access to application guides.

Organic Search led all channels with 1,204 users, followed by Organic Social (786) and Direct traffic (603). Smaller contributions came from Referral (282) and Unassigned (18). The strong mix of Organic and Social channels suggests that both search optimization and social media campaigns effectively supported CYS hiring awareness this quarter.

Downloads and engagement with recruitment materials remained high, including 432 downloads of the CYS Career Guide and 78 downloads of the Rack Card. The Continue button recorded 1,740 link clicks, confirming that users are advancing to application or USAJobs listings after visiting the landing page.

The engagement rate was 70% (down 3.9%), and the average session time averaged 2 minutes and 5 seconds (steady year-over-year). While overall engagement dipped slightly, the consistent session length and high link-click activity indicate that users are finding key resources quickly and acting on them. The uptick in downloads shows that the new design and content layout successfully guide users through the hiring process.

Child Care Fee Assistance

The Child Care Fee Assistance program saw a significant rebound in visibility this quarter. Total users increased to 2,376, up 129.1% year-over-year, and sessions climbed to 2,735 (up 118.1%). New users totaled 339 (down 26.1%), reflecting a shift in returning versus first-time visitors. Pageviews more than doubled to 3,170 (up 113.2%), marking a strong recovery in overall traffic. This sharp rise reflects the impact of newly indexed landing pages, which now provide clear, well-structured information that improves visibility in search and helps parents quickly access updated cost and eligibility details.

Traffic was led by Organic Search (1,580 users), followed by Direct (386) and Referral sources (326). Notable referrers included Google (1,319), Bing (228), and MyArmyBenefits. The primary installation contributing to traffic was www.armymwr.com with 2,356 users, while all others drove minimal volume.

Engagement metrics strengthened meaningfully. The engagement rate rose to 84% (up 19.2%), demonstrating improved content effectiveness and user satisfaction. While the average session time declined to 1:38 (down 18.6%), the surge in repeat traffic and sustained activity suggests that users were able to efficiently find and interact with the information they needed.

Figure 3: Traffic Spike Attributed to New Landing Pages

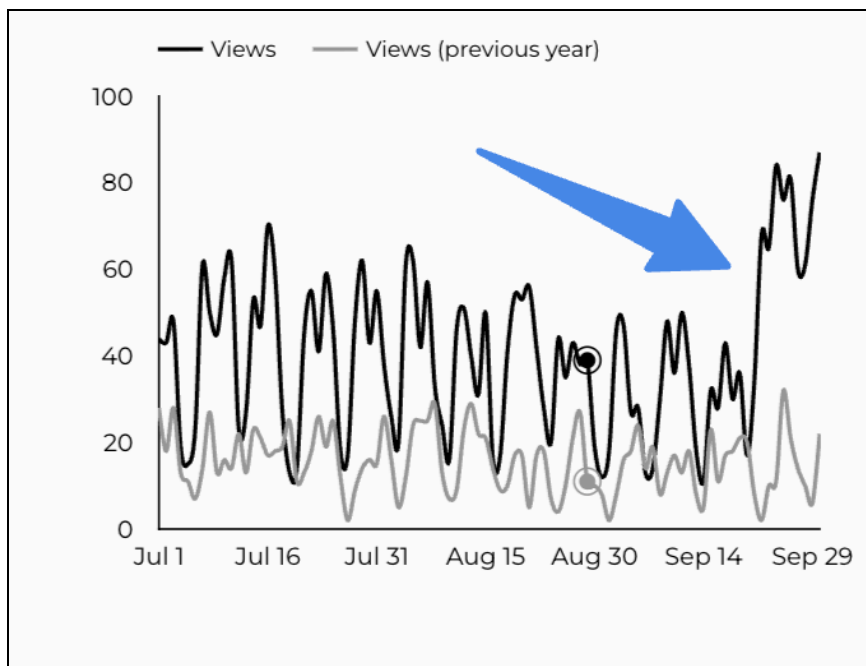


Figure 4: Child Care Fee Assistance User Click Behavior



Family Child Care (FCC)

Family Child Care pages demonstrated steady growth this quarter, reflecting improved visibility and parent engagement across installations. The program recorded 10,484 total users (up 11.5%) and 4,643 new users (down 7.7%). Views reached 18,263 (up 4.2%) across 12,900 sessions (up 9.9%), signaling consistent interest in in-home child care options and application materials. The positive trend aligns with ongoing updates to program descriptions and downloadable resources that make it easier for parents and providers to access forms and guidance.

Organic Search continued to lead overall traffic generation with 6,056 users, followed by Direct traffic (2,844) and Referral traffic (872). Social media and Unassigned channels contributed 601 and 98 users respectively. Top referring sources included Google, Facebook, and Military OneSource, indicating that families often discover FCC opportunities through both search and trusted military networks.

The engagement rate reached 67% (up 2.3%), and the average session time rose to 2 minutes and 27 seconds (up 14.5%). These metrics indicate that visitors are spending more time reviewing provider requirements, certification steps, and fee structures. Downloads increased slightly overall (1,004 total, up 2.2%), showing sustained interest in FCC application packets and policy materials. This performance suggests that families and potential providers find the FCC pages both informative and actionable.

FCC Provider Application Downloads:

- Total downloads: 1004, reflecting a 2.2% Increase YoY.

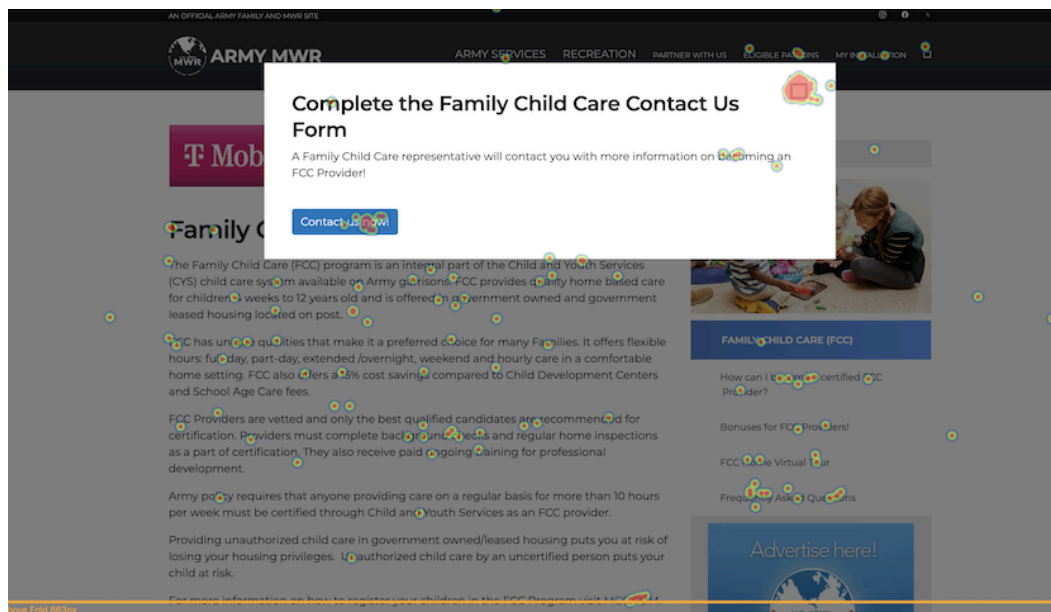
Table 4: DA 5219 Download Counts by Installation Compared to Previous Year

Installation	DA 5219 Downloads	YoY
www.armymwr.com	390	7.73%
campbell.armymwr.com	110	-15.38%
bliss.armymwr.com	62	29.17%
carson.armymwr.com	56	75.00%
hawaii.armymwr.com	52	62.50%
bragg.armymwr.com	48	

drum.armymwr.com	38	-9.52%
meade.armymwr.com	34	240.00%
riley.armymwr.com	34	13.33%
hood.armymwr.com	28	
sill.armymwr.com	24	-20.00%
leonardwood.armymwr.com	18	-40.00%
gordon.armymwr.com	16	
irwin.armymwr.com	14	75.00%
lee.armymwr.com	10	
belvoir.armymwr.com	8	0.00%
presidio.armymwr.com	8	-50.00%
jackson.armymwr.com	6	
jblm.armymwr.com	6	
leavenworth.armymwr.com	6	0.00%
rucker.armymwr.com	6	
stewarhunter.armymwr.com	6	-84.21%
wainwright.armymwr.com	6	
westpoint.armymwr.com	6	200.00%
knox.armymwr.com	4	0.00%
buchanan.armymwr.com	2	
huachuca.armymwr.com	2	-60.00%
polk.armymwr.com	2	
whitesands.armymwr.com	2	

The "Complete the Family Child Care Contact Us Form" popup received strong interaction, indicating that interest in becoming an FCC provider is high when prompted clearly and early.

Figure 5: FCC User Click Behavior



Parent Outreach Services (PO)

Parent Outreach Services experienced a modest increase in overall traffic this quarter, indicating stable awareness and ongoing use of program resources. The pages reached 7,694 total users (up 3.5%) and 2,604 new users (down 5.9%), with 12,102 views (up 8.1%) across 10,395 sessions (up 3.1%) compared to last year. The growth in total users and page views suggests that parents are continuing to rely on PO content for family engagement activities and program updates.

Organic Search was the leading traffic source, contributing 5,640 users, followed by Direct traffic (1,657) and Referral traffic (409). Social and Unassigned channels added 192 and 41 users, respectively. Google accounted for the majority of external referrals (539 users), with additional contributions from Bing (78), Military OneSource (46), home.army.mil (22), and Facebook (29 combined).

The engagement rate was 72% (down 2.5%), while the average session time increased to 2 minutes and 38 seconds (up 4.1%). Although interaction depth improved, the slight decline in engagement rate suggests that users are browsing more pages but may not always find events or contact details quickly. Installations such as Fort Riley and Fort Bliss show above-average retention, indicating that localized updates and event calendars are successfully sustaining interest.

Table 5: Top Search Terms by Search Volume

Search	Total Searches ▾
discovery	33
sports	9
parent central	9
parents day out	8
skies	8
webtrac	7
parents night out	6
preschool	5
pool	4
soccer	4

School-Age Centers

School Age Center pages demonstrated strong growth in Q4, showing increased parent engagement and improved visibility across installations. The program recorded 3,289 total users (up 28.4%) and 1,050 new users (down 0.7%). Views rose to 5,044 (up 33.2%) across 4,363 sessions (up 28.2%) compared to last year, signaling sustained demand for before- and after-school care information. The upward trend reflects stronger cross-linking between CYS and CDC pages, which helped families locate registration details more efficiently.

Organic Search remained the leading traffic driver with 2,420 users, followed by Direct traffic (621) and Referral traffic (186). Smaller volumes came from Social (67) and Unassigned (20) channels. Google led all external referrals with 203 users, while Bing (19) and Military OneSource (5) continued to contribute relevant traffic from military resource listings.

The engagement rate reached 70% (up 1.9%), and the average session time increased to 2 minutes and 33 seconds (up 3.5%). This growth indicates that families are spending more time reviewing schedules, registration requirements, and fee information. Higher visibility of Parent Central and WebTrac links likely contributed to longer sessions and deeper interaction.

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▼
summer camp	6
kindergarten	2
pre k	2
soccer	2
youth center	2
babysitter	2
webtrac	2
teen center	2
sports	1
technology lab	1

School Support Services

School Support Services pages experienced continued growth in Q4, highlighting the strong interest from military families seeking educational resources and transition support. The program recorded 11,904 total users (up 21.9%) and 6,031 new users (up 21.3%). Views climbed to 17,655 (up 19.0%) across 14,072 sessions (up 13.5%) compared to the same quarter last year. This consistent upward trend reflects parents' growing reliance on Army MWR as a trusted source for school liaison information, enrollment guidance, and special education resources.

Organic Search generated the most traffic with 4,529 users, followed closely by Direct (4,394) and Referral traffic (2,510). Additional users came from Social (595) and Unassigned (107) channels, showing a healthy balance between discovery and repeat visitors. Google led external sources with 559 users, while Military OneSource (170), home.army.mil (86), and Bing (83) provided steady supporting traffic.

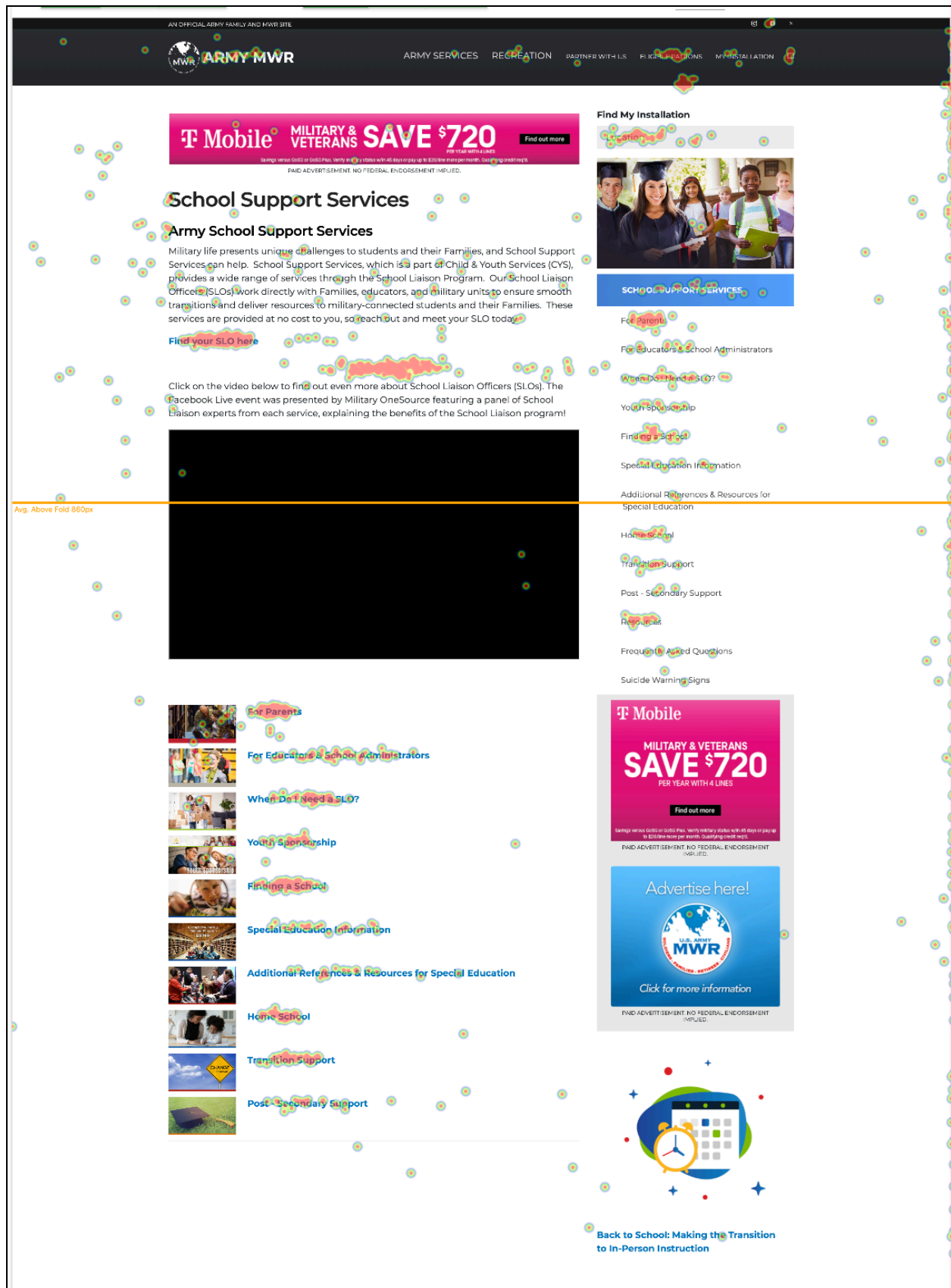
The engagement rate was 63% (down 2.2%), and the average session time increased to 2 minutes and 12 seconds (up 2.3%). While overall engagement slightly declined, session depth improved, suggesting that families are exploring more content per visit. The top-performing pages were those linked to school transition checklists, PCS relocation guidance, and school liaison contacts, indicating that parents are actively preparing for moves and education planning.

- The video "What is a School Liaison Anyway?" has 122 video starts

Table 7: Top Search Terms by Search Volume

Search	Total Searches ▾
discovery	25
sports	4
liaison	4
strong beginnings	4
school support services	3
drivers	3
efmp	3
homeschool	3
school liaison	3
slo	3

Figure 6: School Support Services User Click Behavior



Youth Centers

Youth Center pages experienced steady growth in Q4, reflecting sustained parent and teen engagement with installation-based youth programs. The pages recorded 8,199 total users (up 14.7%) and continued to serve as a key destination for after-school, recreation, and teen leadership activities. Growth in organic and social traffic, along with improved content discoverability, indicates that program information and event updates are reaching a wider audience of military families.

Organic Search remained the dominant driver, generating 5,503 users, followed by Direct traffic (1,560) and Referral traffic (762). Social channels contributed 313 users, while Unassigned traffic accounted for 61 users. Among external sources, Google led with 648 users, followed by Bing (41), Military OneSource (12), and Facebook (48 combined from l.facebook.com, m.facebook.com, and facebook.com).

The engagement rate was 69% (up 2.1%), and the average session time reached 2 minutes and 29 seconds (up 3.3%). These results suggest that parents and teens are spending more time reviewing event calendars, volunteer opportunities, and teen center activities. Increased traffic to pages linked from social media campaigns and seasonal program announcements, particularly leadership workshops and summer recreation, indicates strong alignment between content updates and audience interests.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▼
youth center	4
career	3
youth center activity rooms patch hub	3
hub	3
cheer	2
hours	2
school age center	2
sports	2
cys	2
parent central	2

Youth Sports

Youth Sports pages showed continued strength in Q4, underscoring the high demand for seasonal registration and program information across installations. The program attracted 29,810 total users (up 12.8%) and 12,400 new users (up 0.2%), generating 58,827 views (up 16.6%) across 44,140 sessions (up 17.7%) compared to the same quarter last year. These results highlight consistent parent engagement and strong interest in youth athletics, particularly around fall registration periods.

Organic Search led all channels with 19,016 users, followed by Direct traffic (6,487) and Referral traffic (3,481). Social channels accounted for 883 users, while Unassigned traffic contributed 279. Among external sources, Google was the top driver with 3,158 users, supported by Bing (212), Facebook (298 combined across mobile and web), and Military OneSource (38).

The engagement rate was 68% (down 2.8%), while the average session time averaged 2 minutes and 46 seconds (up 4.2%). Despite a slight dip in engagement rate, longer session durations indicate that families are spending more time reviewing program details, age brackets, and registration requirements. Click activity on Parent Central and WebTrac links remained among the highest across all CYS pages, confirming that parents use Youth Sports pages as a primary entry point for registration.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▾
soccer	26
gymnastics	20
volleyball	10
sports	9
basketball	9
swim lessons	9
discovery	8
youth sports	8
skies	7
flag football	7

Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- Are there any pools that offer swim classes for children?
- Hello, Many years ago, The Golf Club used to offer golf lessons for kids & adults. Do you still offer these? Thank you!