

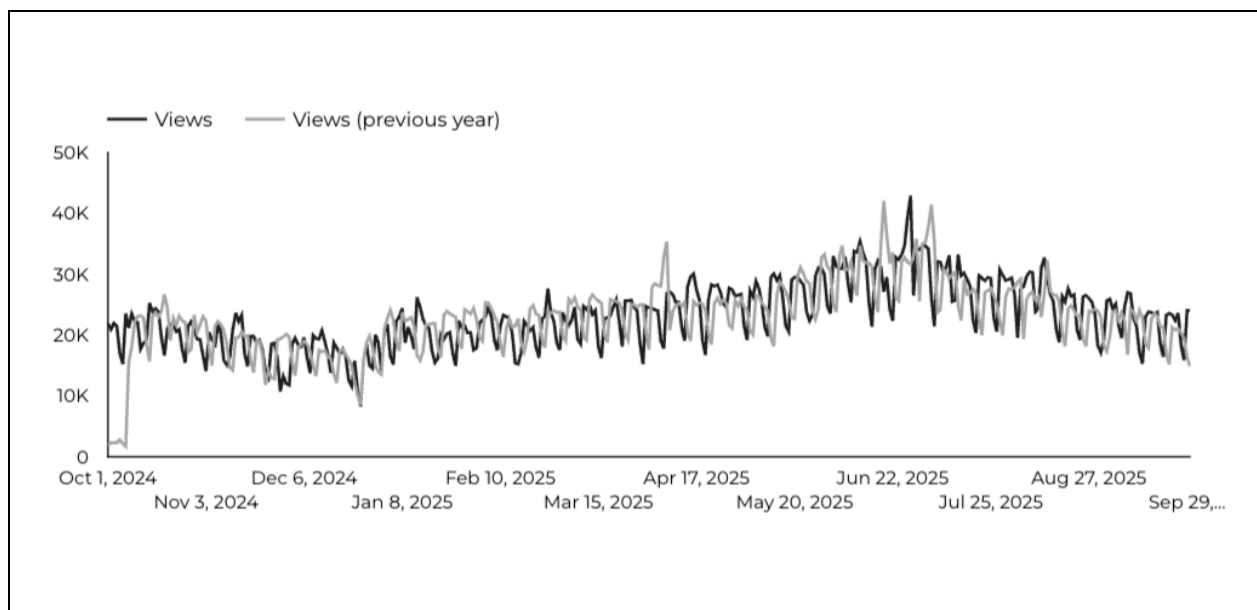


BRD FY25 Annual Website Insights and Recommendations

Traffic To All BRD Pages

- Over the past year, 3,568,375 users made a visit to a BRD page.
 - 5.2% decrease compared to the previous year
- Users generated **8,438,262 views**, reflecting a **1.4%** increase in total page consumption year over year.
- The average engagement rate was 62%, and users spent an average of 3 minutes and 2 seconds per session.
- On average, users visited 1.45 pages per session, showing steady browsing activity across recreation, food, and travel content.
- 63.8% of all traffic to BRD pages was generated through organic web searches, highlighting continued reliance on Google and Bing for discovery.

Figure 1: Traffic trends across BRD pages.



Top Pages

Table 1: Top page paths sorted by total users.

Page path	Total users ▾
/	275,074
/programs/outdoor-recreation	151,557
/programs/leisure-travel-services	145,793
/categories/sports-and-fitness	94,108
/categories/outdoor-recreation	69,036
/destin	64,828
/recreation	62,164
/calendar	53,370
/categories/travel-and-lodging	52,596
/categories/recreation	46,212

Top Content Creators

Table 2: Lists the top Authors creating content.

Author	Total ▾
kent_s_ava_naf	121 
ashley_n_jones238_naf	112 
Removed User	56 
joeladavis2naf	50 
reana_l_jones_naf	37 
christopherrwojciechowskinaf	35 
sarah_m_webb15_naf_1	31 
christine_m_reichert2_naf	31 
casey_v_george_naf	24 
bethany_m_lewis_naf	24 
heatheraddisnaf	24 
elizabeth_r_allen_naf	23 
suhyeon_lee3_naf	20 
terrencelwilliams44naf	17 
victoria_m_kline3_naf	15 
derrick_stanton2_naf	15 
gregorypsuchanycnaf	13 
jason_c_proctor2_naf_1	13 
leahcgarcianaf	12 
mary_e_talbott2_naf	12 

New Pages

- Web managers created 1,168 new BRD pages, program pages, and happenings on EPW last year. (Data from EPW Page Report)

Figure 2: Shows total pages broken down by page type.

Type	Total
Happening	907
Program Content	111
Program Category	80
Program	62
General	81

Traffic Acquisition (Where Users Came From)

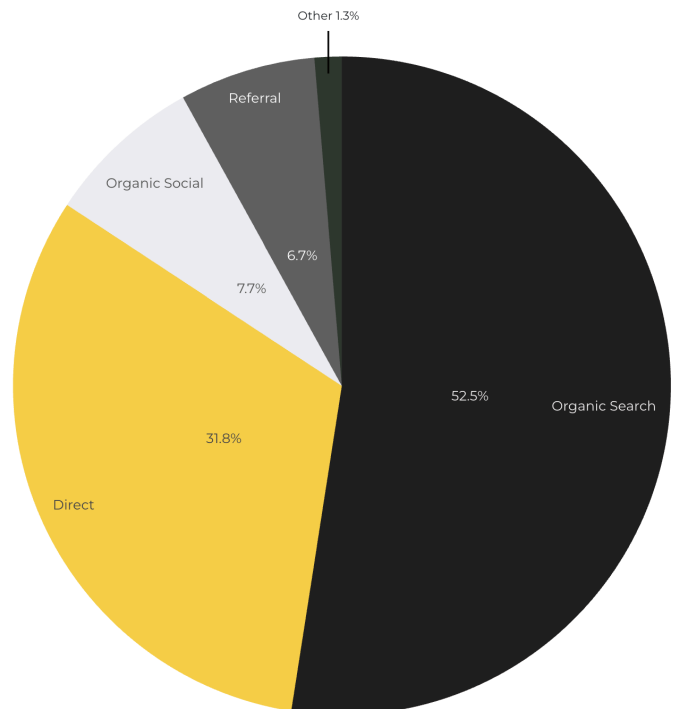
This section details the key sources of traffic to the Army MWR website, providing insights into user behavior and engagement across various channels.

Figure 3: Pie Chart Traffic Source Breakdown

Organic Search

Organic search traffic comes from users who found the site via search engines like Google, Bing, and DuckDuckGo. This channel remains the largest traffic driver but experienced a decline compared to last year.

- **Total Users:** 4,172,772
- **Change YoY:** -7.4%



Direct Traffic

Direct traffic includes users who typed the website URL directly into their browser or accessed it via a bookmark. This channel showed strong growth, suggesting higher brand recognition or repeat visits.

- **Total Users:** 2,528,266
- **Change YoY:** +11.7%

Referral Traffic

Referral traffic originates from links on external websites directing users to Army MWR pages. The decrease indicates fewer active referrals or external content updates.

- **Total Users:** 531,992
- **Change YoY:** -9.5%

Organic Social

Social traffic results from promoted posts or ads on platforms like Facebook or Instagram. The increase reflects expanded campaign reach and improved targeting.

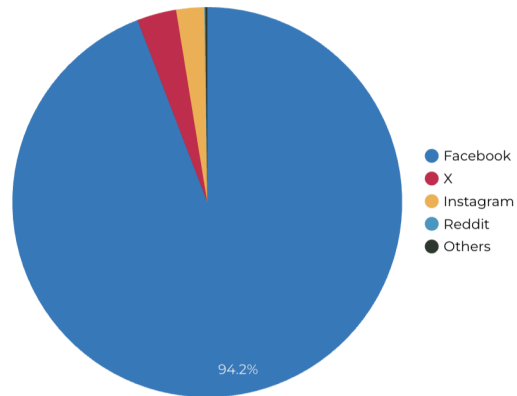
- **Total Users:** 26,233
- **Change YoY:** +448.2%

Social Media

Social media channels generated a combined **218,307 total users** this year, led by Facebook and a rapidly expanding presence on X (formerly Twitter).

Figure 4: Pie chart Social Traffic Breakdown

- Facebook remains the dominant social referral source, accounting for 94% of all social traffic, but continued decline suggests potential algorithmic limitations or reduced paid reach.
- Instagram's modest 2.9% increase shows it is gaining traction among MWR audiences, possibly benefiting from improved post engagement and visual content alignment with recreation and events.
- Reddit's 332.6% surge—though from a small base—indicates rising community engagement and organic discovery, particularly around event or travel-related discussions.
- YouTube's 27.9% growth reflects stronger video-based interest; shorter, informative videos could amplify visibility.
- LinkedIn and Pinterest remain underperforming platforms for MWR audiences and may not justify continued focus without targeted campaigns.



Recommendations

- Diversify traffic sources: Reduce overreliance on Facebook by increasing post frequency and link sharing on Instagram, Reddit, and YouTube.
- Leverage video content: Use YouTube Shorts and Instagram Reels to promote upcoming events and community highlights.
- LinkedIn targeting: Refocus LinkedIn content on workforce, volunteer, and professional development programs rather than general recreation.

User Demographics and Geographic Breakdown

The U.S. remains the largest source of traffic, likely due to military installations and personnel across the country.

- **Total Users:** 3,012,386
- **Change YoY:** -6.1%

Germany continues to be the second-highest contributor to traffic, though usage declined slightly year-over-year.

- **Total Users:** 213,003
- **Change YoY:** -8.5%

Japan remains a key audience for MWR programs in the Pacific region, with moderate decreases in overall traffic.

- **Total Users:** 125,156
- **Change YoY:** -10.9%

Heatmap 

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

Figure 5: 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., showing a slight increase in overall user activity compared to last year.

- **Total Users:** 351,024
- **Change YoY:** +3.6%

Georgia saw a decline in traffic this year, reflecting reduced engagement compared to previous periods.

- **Total Users:** 310,222
- **Change YoY:** -15.1%

Traffic from Virginia increased notably, indicating higher user interest and engagement across the state's military communities.

- **Total Users:** 263,089
- **Change YoY:** +10.3%

New York experienced modest growth, maintaining consistent visibility among the top-performing states.

- **Total Users:** 229,916
- **Change YoY:** +2.2%

Illinois saw a moderate decline in traffic, aligning with the overall national downward trend.

- **Total Users:** 188,072
- **Change YoY:** -7.2%

Washington recorded a slight decrease in user activity, though it continues to be a strong source of recurring visitors.

- **Total Users:** 184,124
- **Change YoY:** -6.4%

Unassigned or unspecified locations (“not set”) saw a substantial increase, likely due to new device privacy settings limiting geographic attribution.

- **Total Users:** 175,150
- **Change YoY:** +84.9%

Florida experienced a noticeable decrease in user activity this year, following several quarters of strong performance.

- **Total Users:** 171,274
- **Change YoY:** -17.2%

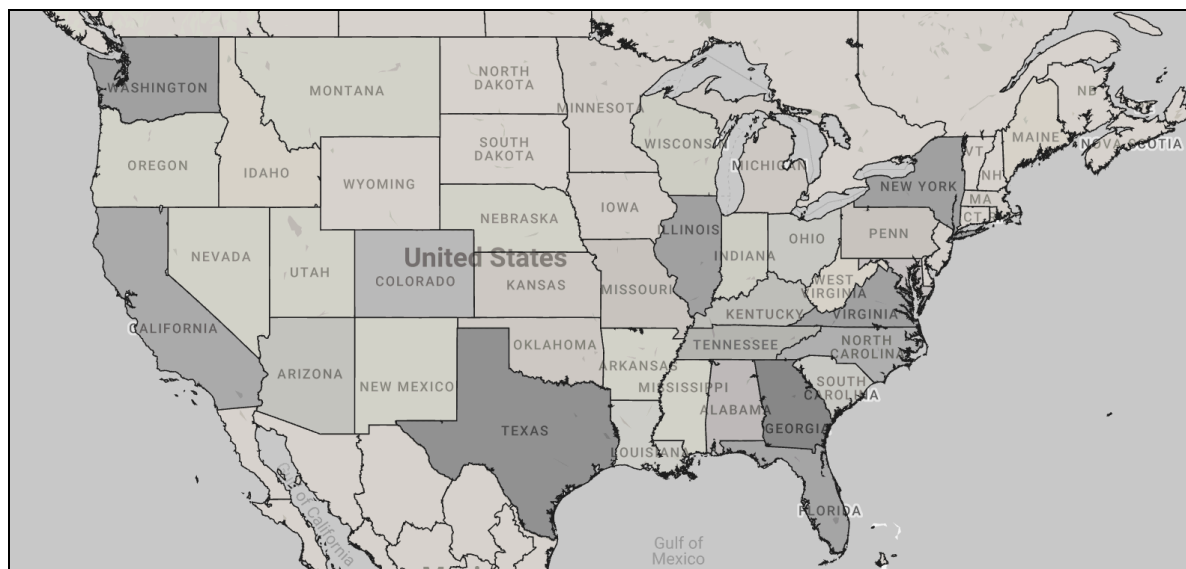
California saw a minor decline in traffic but remains one of the largest contributors to overall MWR engagement.

- **Total Users:** 149,919
- **Change YoY:** -5.8%

Heatmap 

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

Figure 7: Top States by User Traffic (from the map)



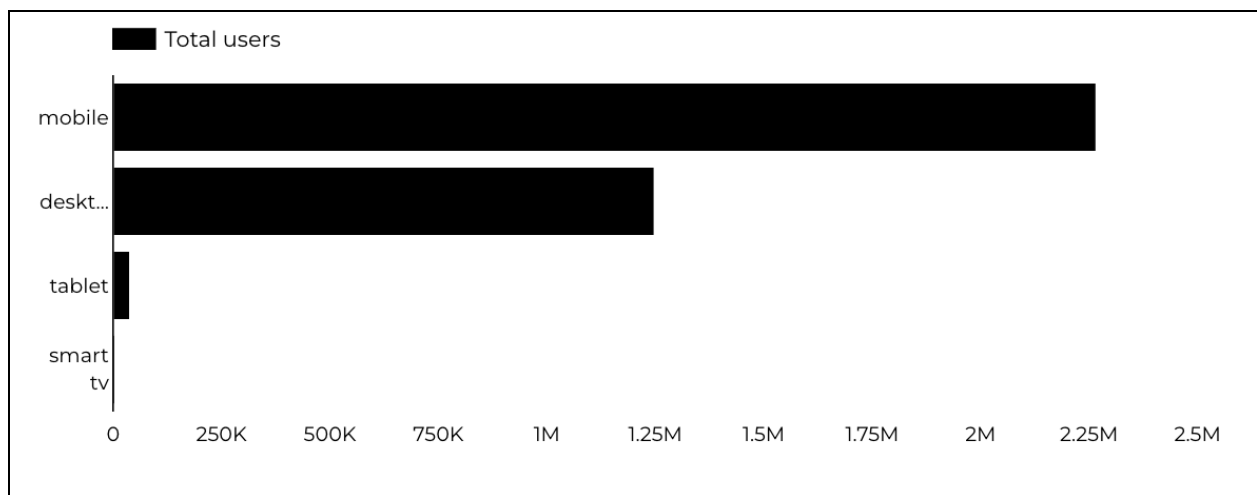
Device Breakdown

Traffic patterns show that mobile remains the dominant device category for Army MWR website users, though it experienced a notable decline this year. Desktop usage, however, grew significantly, suggesting increased engagement from users accessing the site during work hours or on larger screens.

- **Mobile:** 2,266,407 total users (-14.1%)
- **Desktop:** 1,249,313 total users (+15.9%)
- **Tablet:** 39,256 total users (-22.1%)
- **Smart TV:** 567 total users (+65.8%)

These shifts indicate a gradual move toward multi-device engagement, with desktop users showing stronger growth while mobile continues to drive the majority of overall traffic.

Figure 8: Bar Graph of Device Categories by Percentage



User Behavior and Engagement

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.

West Point (westpoint.armymwr.com)

West Point showed strong performance across multiple metrics, including a **20.1% increase in views** and notable improvements in session engagement.

- **Views:** 133,220 (+20.1%)
- **Views per User:** +15.9%
- **Average Session Duration:** +11.1%

Wainwright (wainwright.armymwr.com)

Wainwright demonstrated broad growth, particularly in engagement and session quality, making it one of the top OCONUS performers.

- **Views:** 72,160 (+18.4%)
- **Views per User:** +21.4%
- **Average Session Duration:** +16.4%
- **Engagement Rate:** +11.5%

Drum (drum.armymwr.com)

Drum achieved consistent increases across visibility and engagement indicators, suggesting successful local content efforts.

- **Views:** 108,776 (+12.9%)
- **Views per User:** +12.9%
- **Average Session Duration:** +8.8%

Daegu (daegu.armymwr.com)

Daegu's gains spanned both audience reach and engagement, reflecting rising user interaction with site content.

- **Views:** 33,968 (+15.2%)
- **Total Users:** +11.1%
- **Average Session Duration:** +10.5%

Picatinny (picatinny.armymwr.com)

Picatinny displayed improvement across multiple user metrics, indicating enhanced visitor engagement and retention.

- **Views:** 37,419 (+3.8%)
- **Views per User:** +13.7%
- **Average Session Duration:** +11.1%
- **Engagement Rate:** +4.8%

Rock Island (rockisland.armymwr.com)

Rock Island showed a surge in both visibility and quality of sessions, reflecting improved content relevance and site usability.

- **Views:** 39,566 (+24.2%)
- **Total Users:** +6.9%
- **Views per User:** +16.6%
- **Average Session Duration:** +41.6%

Baumholder (baumholder.armymwr.com)

Baumholder posted strong gains across nearly all engagement metrics, signaling increased user interest and site activity.

- **Views:** 44,647 (+23.5%)
- **Total Users:** +12.1%
- **New Users:** +12.9%
- **Views per User:** +10.7%

Detroit (detroit.armymwr.com)

Detroit experienced the highest year-over-year growth among all installations, showing dramatic gains in both visibility and user engagement.

- **Views:** 31,464 (+84.5%)
- **Total Users:** +88.3%
- **New Users:** +88.4%
- **Average Session Duration:** +15.3%

Miami (miami.armymwr.com)

Miami achieved strong improvements in visibility and audience growth, highlighting the success of recent outreach and promotions.

- **Views:** 15,993 (+28.7%)
- **Total Users:** +15.2%
- **New Users:** +23.7%
- **Views per User:** +11.9%

McAlester (mcalester.armymwr.com)

McAlester saw broad-based improvement across nearly all engagement metrics, reflecting renewed user interaction and local participation.

- **Views:** 7,543 (+21.3%)
- **Total Users:** +8.4%
- **New Users:** +26.1%
- **Views per User:** +12.0%

Overall, installations showing the strongest momentum (West Point, Wainwright, Drum, and Detroit) combine growth in both traffic and engagement, suggesting well-optimized local content and user experiences. These sites can serve as benchmarks for replicating effective strategies across other garrisons.

These installations excelled due to growth in multiple critical areas, indicating increased user engagement, stronger community interaction, and improved site performance across several key metrics.

Worst-Performing Installation (Based on Multiple Metrics)

The selection of worst-performing installation 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.

Here are the underperforming installations based on the provided data:

Fort Polk (polk.armymwr.com)

Polk demonstrated some of the steepest proportional drops among active installations, with multi-channel traffic and engagement both falling well below prior-year levels.

- **Views:** 29,431 (-36.0%)
- **Total Users:** 13,512 (-32.0%)
- **New Users:** 9,636 (-31.0%)
- **Views per User:** -15.0%
- **Average Session Duration:** -12.0%

Heatmaps and Engagement

The heatmap images below illustrate user interaction on the Headquarters BRD 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

Figure 9: Heatmap of user interactions on the BRD page.

- The "Find My Installation" button is highly visible and draws significant user interest, making it one of the most frequently interacted elements on the page.
- The advertisement area receives notable attention, showing effective placement and engagement for external promotions.
- Program links like "Camping & RV Parks" and "Warrior Adventure Quest" show scattered clicks, indicating varied interest across different services.
- The "Cycling Challenge 2024" section garners significant clicks, likely due to its seasonal relevance and activity-based appeal.
- "Additional Resources" links have relatively low engagement, suggesting they could benefit from repositioning or being made more visually prominent.

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

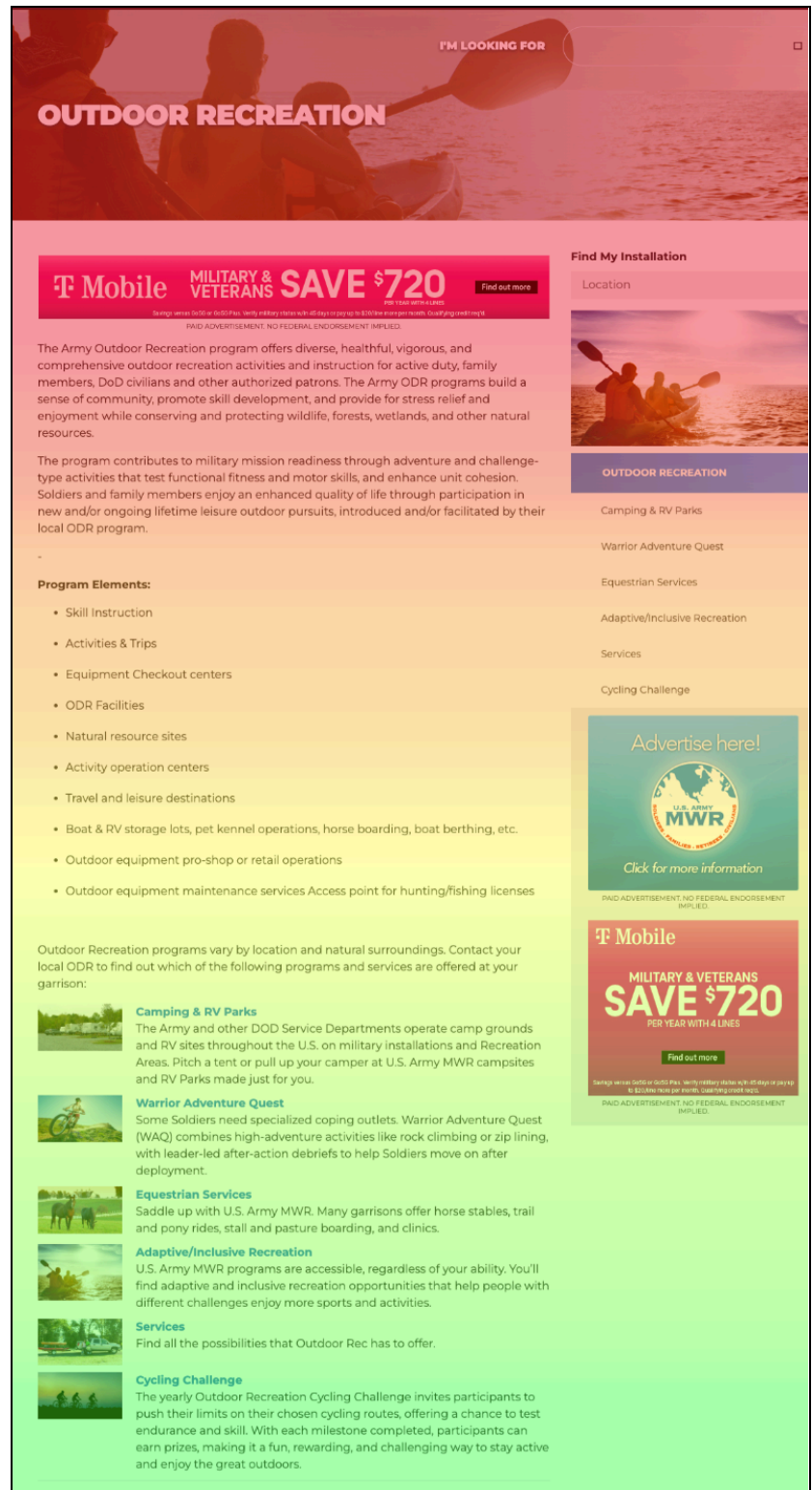


Scroll Activity

- Users show strong interest at the top of the page, particularly in the banner and introductory sections, with scroll depth beginning to drop off just after the advertisement banner. This suggests that the top of the page is effectively capturing attention.
- The middle section of the page, which includes "Outdoor Recreation" and "Find My Installation" features, sees the most significant engagement. This indicates that users find these areas highly relevant. Enhancing the design or visibility of these sections may further boost user interaction.
- Engagement begins to taper off significantly as users approach the bottom of the page.
- 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 10: Scroll Activity of user interactions on BRD page.



Mouse Movement

Figure 10: Mouse Activity of user interactions on BRD page.

- The top section, especially the "Outdoor Recreation" banner, captures the most attention, with significant clicks and engagement. This indicates that users are drawn to the main headline and the initial imagery, making it a critical area to communicate key messages.
- The "Find My Installation" feature also receives a fair number of clicks, showing that users are actively searching for location-specific services or content. However, there may be room to improve its visibility or utility based on the number of interactions.
- As users scroll down the page, engagement drops significantly, especially in the footer and the "Cycling Challenge" section. This suggests that users are less interested in or may not be seeing the content further down the page.



Analysis of Answers.ArmyMwr.com Questions:

Informing BRD 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.

Outdoor Recreation (ODR)

- How much is it to rent the shelter
- Can I bring my own kayak to Smith Lake?
- Are there any MWR luaus in July
- Ft Bragg RV camping
- Is there a clubhouse at Ft Leonard Wood LORA facility?
- After hours check in
- How long can you RV camp here?
- Can a civilian rent a spot at Alligator Lake
- Can veterans use the campground at Leitner Lake
- I have an America the Beautiful lifetime senior pass. Can I stay at your RV park?
- What is max length for an RV at Murphy's Meadow
- Why can I not get ahold of anyone on the phone at Hunter Outdoor Equipment
- Rental about reserving an RV space at the campground?
- Can we bring our golf cart and use it at Fort McCoy campground?
- Do you have any cabins available for Thanksgiving this year
- How far in advance can I book a site
- What are the beginning and ending hours for weekend rates to rent a kayak at Fort Gregg-Adams, VA?
- Can a civilian stay long term in park?
- Where can I leave my car for 3 months?

- Is there RV long-term parking at Fort Lewis/McChord base and whom is the contact phone number?
- Address to RV Park at Fort Leonard Wood
- Is the arena open today for play pool?
- Hello, I would like more information about reserving the hunt lodge this weekend for a BBQ
- Are there any log splitter rentals available?
- Can I borrow life jackets

Leisure Travel Services (LTS) / American Forces Travel (AFT)

- Where can I buy discount amusement tickets?
- How do I get Disneyland tickets CA
- Are there discounts available for Disney Cruises?
- Disney's Armed Forces Salute ticket purchases?
- Can honorable discharge veterans buy Disney World Salute tickets?
- Can I purchase Disney World tickets at Fort Eisenhower?
- Can a veteran that's 50% or higher purchase discounted tickets?
- Can I purchase tickets for Disney Paris?
- Are there discounted tickets for Hershey Park and are those available to contractors?
- How can I purchase Hersheypark tickets?
- Can I get tickets for Splash in the Boro at MWR?
- Do we have discount tickets to Universal Studios?
- Where can I find a site for discounted military tickets to sporting events?
- Are there any amusement parks in Europe offering a military discount?
- Are discount tickets to visit attractions in Rome available to retirees?
- Can I get discounted tickets to an opera at the Verona Arena?
- Where can I find discounted tickets for Georgia Aquarium?
- Are the passes for Universal Studio 2-park passes for two days?
- Do you have tickets for Kings Dominion?
- Do you have Dollywood tickets?

- Discount tickets for NFL game 6 Oct Chiefly
- Do you have tickets for NASA in Houston?
- Can military retirees get tickets for Hershey Park?
- Can I buy aquarium tickets for my adult children and grandchildren
- What are military costs for WDW tickets
- What are the Disney Military Salute blackout dates?
- MWR tickets to entertainment

Golf

- Hello, many years ago, The Golf Club used to offer golf lessons for kids & adults. Do you still offer these? Thank you!
- How much are golf course golf lessons
- Are military veterans allowed to buy a golf membership at Camp Zama Golf Course, Japan if they do not live or work on Camp Zama
- Pass for golf
- I'm staying on the base with my son-in-law. Do I need a visitor's pass to Golf?
- Do you have a golf course at Fort Benning?
- How can I apply to the Links at Redstone

Auto Skills

- Can I get an oil change at Ft Ruckers
- When I purchase for the use of the Auto Care Center do they provide all the tools necessary to complete a project? I need to change 3 parts to my suspension of my 2014 Kia Forte.
- Vehicle storage at Monterey Presidio
- What happens to abandoned cars?
How to give my car to auction?
- Where can I get training to work on my car on Fort Riley?
- The auto craft shop is only open on Saturday, is the facility in need of help to provide more service?

Arts & Crafts

- When and where will Kids ART Summer Camps be held, ages 10–15? Location I'm looking is on Ft Novosel Alabama.
- Is there a wood shop on Schofield Barracks for hobbies?
- Is there a place on base to rent sewing supplies or a hobby shop that is already set up for sewing?

Food & Beverage

- Can civilians go to McCoy's Sports Bar?
- What restaurants are on Fort Jackson?
- I am a retired Navy Chief Petty Officer and will be arriving this afternoon at Fort Campbell. Where are dining facilities on post that I can use?
- Is there a food pantry on Fort Gregg-Adams and if so where is it located?
- Is there a NIPR café on Ft. Meade, Belvoir, or Andrews?
- Where is the food truck schedule for Fort Gordon?
- Is there a military discount for off-site catering?

Fitness & Sports

- What is the minimum age for dependents to use the fitness centers?
- Pool at Ft Belvoir
- Are there any pools that offer swim classes for children?
- Can I go to the Quinette Outdoor Pool as a normal citizen
- Senior discount for using pool?
- Is there a dress code for swimming at the pool?
- When will the Ft Detrick indoor swimming pool reopen?
- Do you guys offer swim lessons for military children at any of the Aquatics locations on base?
- Is there pickleball on post
- Do the active duty service member family have to pay to get in the community pool?
- I am a DOD retiree. What do I need to do to play golf on Ft Jackson?
- Are there leagues happening now at Dragon Lanes?

- Where can I sign up for flag football if I don't have a team and I just got to the duty station and where are the flag football games played?
- When does youth football start?
- Is there a 1000 and 500 pound club on Fort Bragg?
- Adult basketball near Fort Stewart
- Sports memo to ply in commanders cup
- Gym hours
- Register CAC for gym
- I am KATUSA and I want to use Turner Gym on Sunday. Do you know how to get access?
- Can I get into Joshua W. Soto Physical Fitness Center with my VA ID
- I work for USDA; am I able to rent a cabin

Libraries

- Can I use MWR library online? I'm ROK officer in 2ID. I have a CAC and DoD number.
- How to get a DoD MWR Library account?
- Are there pictures of basic training units from October to December 1967 in the library?
- I am looking for my basic training platoon photo. B-5-10 1991.
- I went to basic in 1996. Would I be able to get a copy of DVD from that long ago?
- What was the name of the library at Ft Benning in the 1980s
- Library hours
- How much does it cost to print in the library?
- Are there private rooms for test taking at SGT Yano Library?
- Get library access

Bowling

- Do you have to be in the Army to go to Hooper Bowling Lanes and is it on base?
- Can civilians use the bowling center?
- Can the public access the bowling alley at Fort Shafter?
- Are there leagues happening now at Dragon Lanes?

Leisure / Events / Festivals

- How do I volunteer for the Freedom Fest
- How can I become one of the vendors at Winterville this year?
- Hello, I was wondering if there's any fall festival scheduled at Camp Humphreys that civilians can attend.
- When is Oktoberfest open for civilians?
- Vendors for Fort Meade Birthday Celebration - how do we become vendors and where can we obtain an application?
- Will Fort Sill do the Fort Sill Fest?
- When is the next Father Daughter Dance going to be?
- When is the next community garage sale?
- When is the Soldier Show coming to Ft Hamilton?

WebTrac / Reservations

- We are trying to get a site booked but can not get anyone to answer the phone during business hours. Is there a way to book online?
- How do I sign into WebTrac?
- CAN RESERVATIONS BE PURCHASED ONLINE?
- How to proceed booking of accommodation on graduation day?
- What is the process for booking accommodation on graduation or family day?

Search

The search data highlights active user interaction, with substantial engagement through EPW. Users typically conducted multiple searches, demonstrating a thorough exploration of available content.

- 97,856 searches

On average, users searched more than once, suggesting that most users didn't stop at a single query and often searched for additional resources.

- Average Search Count per User: 1.6

EPW's bounce rate remained impressively low, indicating that users were finding what they needed and staying engaged with the content.

- Average Engagement Rate: 96.99%

Categorized Search

Recreation and Entertainment

Search data shows continued enthusiasm for leisure and travel experiences. Disney-related terms dominated, followed by sports and recreation programs.

Top Terms:

- Disney (5,231)
- Tickets (3,987)
- Golf (2,874)
- Bowling (2,561)
- Camping (2,148)

Recommendations:

- Promote seasonal bundles featuring golf, bowling, and outdoor camping.
- Highlight Disney and Universal ticket discounts prominently in Leisure Travel and LTS sections.
- Add featured event tiles linking to major recreation campaigns to reduce repeated searches.

Travel and Lodging

Interest in affordable travel and on-post lodging continues to rise. Searches for RV rentals and cabins saw substantial growth.

Top Terms:

- RV Rentals (1,725)
- Lodging (1,432)
- Cabins (1,118)
- Hotel (937)
- Car Rental (856)

Recommendations:

- Create a unified “Plan Your Stay” landing page connecting cabins, RV sites, and travel discounts.
- Improve internal linking between Outdoor Recreation, LTS, and American Forces Travel.
- Use structured data and sticky search optimization to clarify overlapping travel-related content.

Fitness and Sports

Engagement in physical activities remains strong, led by gym, swimming, and organized sports queries.

Top Terms:

- Gym (1,206)
- Swim Lessons (1,074)
- Soccer (892)
- Fitness (811)
- Basketball (794)

Recommendations:

- Launch quarterly fitness campaigns linking to facility locators and schedule updates.
- Expand content for youth and adult sports leagues, including online registration tools.

- Introduce quick-access links for facility hours, equipment rental, and pool passes.

Tickets and Amusement Parks

Users continue to seek information about major attractions, with military ticket discounts being a recurring theme.

Top Terms:

- Disneyland (697)
- Universal Studios (543)
- Cruise (512)
- Disney World (487)
- Disney Tickets (469)

Recommendations:

- Partner with high-demand venues like Disney and Universal to create official “Ticket Hub” content.
- Highlight ticket FAQs and blackout date info directly within LTS to reduce duplicate queries.
- Expand offerings to include local attractions for smaller installations.

Summary Recommendation

Overall, the **97k+ searches** reflect healthy platform engagement and strong discovery behavior across BRD. To sustain momentum:

- Leverage **sticky search** to guide users toward key landing pages.
- Use high-performing terms like “Disney,” “RV rental,” and “gym” as content anchors for seasonal campaigns.
- Continue monitoring multi-query users (1.6 searches per visitor) to identify areas where users may still struggle to find specific information.