



# CYS Insights and Recommendations

Second Quarter FY25

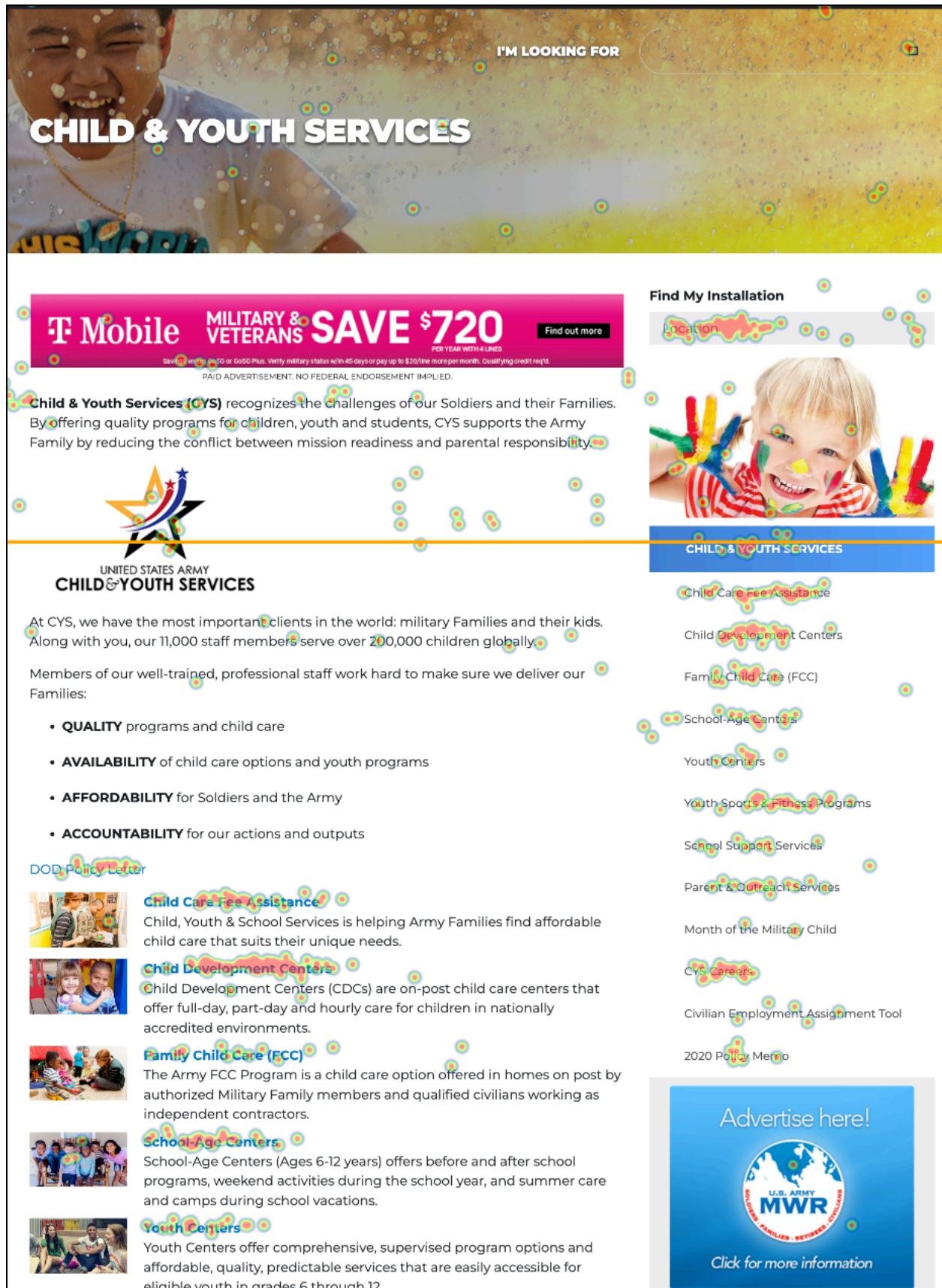
# Heatmaps

Heatmaps have been successfully implemented for many programs on HQ, offering valuable insights into user behavior on key pages. These tools will help pinpoint areas of high engagement and reveal opportunities to optimize the user experience and overall site performance. As additional data is gathered from the heatmaps, this will allow for targeted optimizations and strategic improvements to further enhance user engagement and site functionality.

## **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.

Figure 1: CYS Click Map

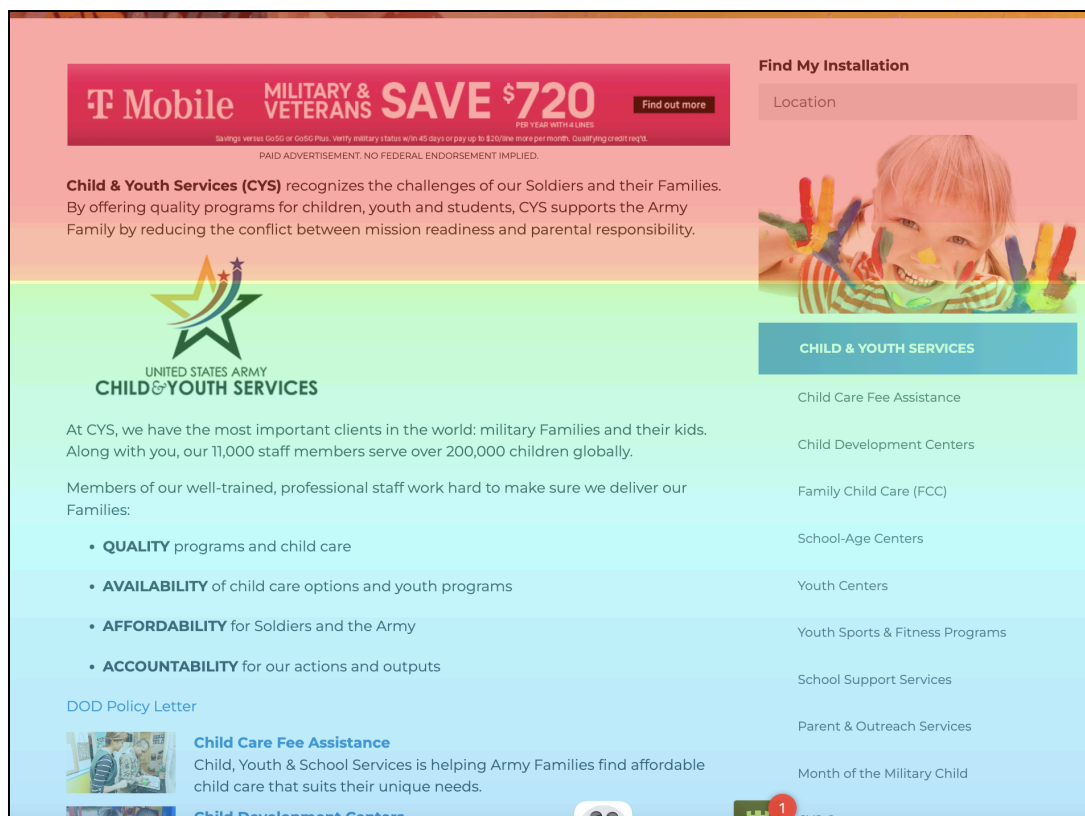


Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

## 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 877 new pages on EPW last quarter. It is important to note that the total excludes data from calendar events and directory pages.

- 177 pages were added to CYS.

Table 1: Total Number of New Pages Added to CYS

Name ▾
💖 Month of the Military 💖
🏀 THE BIG GAME at DOWNRANGE BAR
Youth Summer Swim Lessons
Youth Spring Sports Registration
Youth Spring Sports
Youth Sports Wrestling
Youth Sports Summer Camp Schedule
Youth Sports - FUNctional Fitness
Youth Golf Fun
Youth Fishing Derby 🎣
Youth Doubles Bowling League
Youth Center Spring Break Camp
Youth Art Exhibit
Youth Archery Class 🏹
Young Poet Contest
Yes, Five Star Lanes is OPEN During Construction_2
Yes, Five Star Lanes is OPEN During Construction
Winter Reading Program
Winter Chai Special at Java Café
Winter Car Detailing Special
Weston Lake Beach Day 🌈
West Point Family & MWR Resources and Programs
West Point Community Spring Intramural Bowling League

# Search

## Top Search Themes

### 1. Child & Youth Services (CYS) and Childcare

High-volume terms: cys, child care, cdc, childcare, child development center

Users often search variants of the same topic (e.g., baby bootcamp vs. baby boot camp; childcare vs. child care)

High search count per user examples:

- child care (4.78)
- baby bootcamp (8.33)
- emergency loan (23)
- command family readiness representative (22)

### 2. Youth Sports & Activities

Top terms: sports, youth sports, soccer, basketball, gymnastics, swim, track

Also includes program-specific entries: sports physical, volleyball, karate, flag football, wrestling

Opportunities:

- Consider a filterable landing page for all “Youth Sports” content.
- Clarify registration processes and seasonal offerings to reduce repeated queries.

### 3. Employment & Careers

Terms: jobs, careers, employment, job, job fair, hiring, staff, positions, cys jobs

Most terms show steady interest and bounce rates near zero.

#### Recommendations:

- Consolidate employment-related content under one unified page with sections for CYS, MWR, and general job postings.
- Include FAQs about hiring events and open roles.

#### 4. Parenting & Family Services

Terms: parent central services, parents night out, parent handbook, family child care, parent outreach

Users show interest in programs and policies supporting parents, with some overlap into event planning.

# WebTrac

The decline in link clicks (39%) is likely due to the removal of the interstitial overlay, which previously required a second click to proceed. With that step eliminated, outbound link interactions now register half the outbound link clicks.

- 19,906 Parents clicked on a WebTrac link to pay for a service.

Table 2: CYS Program Pages with WebTrac Click-Throughs

Page Location	Total ▾
<a href="https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons">https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons</a>	800
<a href="https://jblm.armymwr.com/programs/cysreg">https://jblm.armymwr.com/programs/cysreg</a>	763
<a href="https://stuttgart.armymwr.com/programs/cys-sports-fitness">https://stuttgart.armymwr.com/programs/cys-sports-fitness</a>	708
<a href="https://jackson.armymwr.com/programs/cys-services">https://jackson.armymwr.com/programs/cys-services</a>	638
<a href="https://campbell.armymwr.com/programs/cys-s/parent-central-services">https://campbell.armymwr.com/programs/cys-s/parent-central-services</a>	618
<a href="https://cavazos.armymwr.com/programs/youth-sports">https://cavazos.armymwr.com/programs/youth-sports</a>	535
<a href="https://moore.armymwr.com/programs/youth-sports-fitness">https://moore.armymwr.com/programs/youth-sports-fitness</a>	532
<a href="https://meade.armymwr.com/programs/youth-sports">https://meade.armymwr.com/programs/youth-sports</a>	528
<a href="https://bragg.armymwr.com/programs/cys-services-sports-fitness">https://bragg.armymwr.com/programs/cys-services-sports-fitness</a>	527
<a href="https://carson.armymwr.com/CYS/parent-central-services">https://carson.armymwr.com/CYS/parent-central-services</a>	509



# Child Development Centers (CDC)

The Child Development Centers program saw a decline in overall traffic metrics during the reporting period. Total users reached 11,179, a 19.3% decrease year-over-year, while new users dropped by 21.8% to 5,977. Views fell to 17,423, down 11.3%, and sessions totaled 15,052, reflecting a 15.9% decline.

Traffic was primarily driven by Organic Search, which brought in 9,405 users, reinforcing its role as the dominant channel. Direct traffic contributed 1,187 users, while Referral and Organic Social channels added 564 and 88 users, respectively. This breakdown emphasizes the effectiveness of SEO efforts but reveals opportunities to improve performance in Direct and Social channels.

Engagement held steady even with fewer visits. The engagement rate was 71%, showing a minor dip of 1.2%, while the average session time increased to 2 minutes and 38 seconds, up 17.1% from the previous year. These metrics suggest users continue to engage meaningfully with CDC content.

Table 3: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
development	10	1	10
ein	6	6	1
cdc	5	3	1.67
child	4	1	4
careers	3	3	1

## Recommendations & Insights

Update the analytics filter for CDCs to include additional URL variations such as “child-care” to account for differences in naming conventions across installations. For example, JBLM uses <https://jblm.armymwr.com/programs/child-care> instead of the standard “Child Development Centers” label. Expanding the filter will ensure we capture all relevant traffic related to CDC services, regardless of how the program is named at each location.

## CYS Careers

The CYS Careers section experienced a significant decline in traffic during Q2 FY25. Total users dropped to 1,825, down 20.5% year-over-year, and new users fell by 31.0% to 765. Page views declined by 18.1%, totaling 2,797, while sessions decreased to 2,335, a 17.3% drop from the previous year.

Traffic remained heavily dependent on Organic Search, which drove 1,000 users, followed by Direct traffic with 494 users, and Referral with 240. Organic Social and Unassigned channels contributed less significantly. This distribution highlights strong discoverability via search engines but indicates potential gaps in brand-driven or shared promotion channels. Engagement improved despite lower traffic, with the engagement rate increasing to 75%, a 5.0% gain year-over-year. This suggests that although fewer users visited, those who did were highly engaged with the career-related content.

The competing Army MWR Careers campaign at [Army MWR Careers](#) and new [Landing Pages](#) poses a challenge and opportunity to streamline messaging and minimize potential confusion among prospective applicants.

- 404 downloads of the CYS Career Guide
- 43 downloads of the Rack Card

# Child Care Fee Assistance

The Child Care Fee Assistance program experienced a temporary decline in site traffic during Q2 FY25. Total users reached 1,044, marking a 20.2% year-over-year decrease, with new users falling sharply to 316 (a 51.3% drop). Views decreased to 1,500 (-21.2%), and sessions totaled 1,244 (-20.8%). However, the **newly launched landing pages** are beginning to show impact, with a noticeable spike in traffic toward the end of the quarter, signaling a likely rebound.

Organic Search continued to dominate user acquisition, bringing in 683 users, followed by Direct (185) and Referral (163) traffic. Organic Social and Unassigned contributed minimally, underscoring the importance of enhancing reach through social and partner-driven referral strategies.

Engagement remained strong despite reduced traffic. The engagement rate climbed to 79%, a 13.1% increase year-over-year, while the average session time dipped slightly to 1 minute and 48 seconds, down 20.4%. These figures suggest that while fewer users visited the page, those who did were more engaged and likely benefited from the new content structure.

*Figure 3: Traffic Spike Attributed to New Landing Pages*

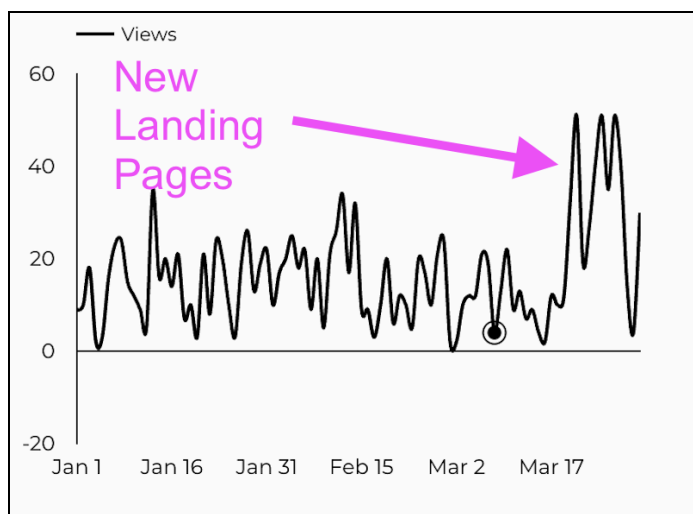
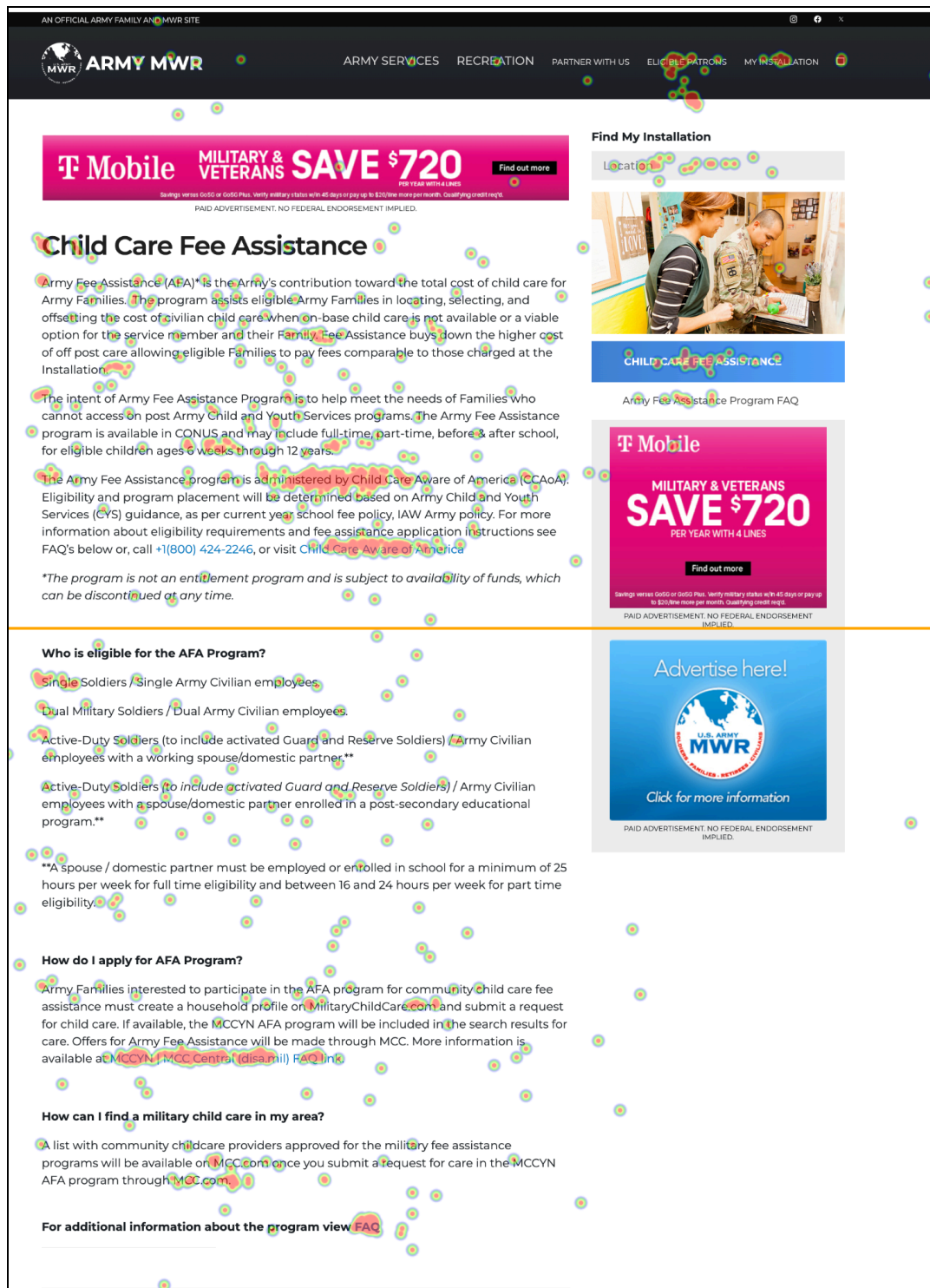


Figure 5: Child Care Fee Assistance User Click Behavior



This heatmap shows user interaction on the "Child Care Fee Assistance" webpage, highlighting where users click most frequently. Warmer colors (red/orange) indicate higher click density, while cooler colors (green/blue) represent lower activity.

# Family Child Care (FCC)

The Family Child Care program held relatively stable in Q2 FY25, with minor shifts in overall traffic and engagement. Total users reached 8,368, a slight 1.8% decrease year-over-year, while new users declined to 4,077 (-6.0%). Despite these dips, site views increased by 9.5% to 14,779, and sessions rose 3.9% to 10,738, reflecting higher visit frequency among returning users.

Organic Search remained the leading acquisition channel with 5,206 users, followed by Direct traffic at 1,919, and Organic Social at 713. Referral sources added 510 users, while Unassigned contributed 35. These trends confirm that FCC's visibility in search remains a key strength, with potential to grow awareness through referrals and social media.

Engagement metrics were mixed. The engagement rate dipped slightly to 67% (-2.8%), but the average session time improved to 2 minutes and 34 seconds, up 5.4%, indicating stronger content retention per session.

## FCC Provider Application Downloads:

- Total downloads: 796, reflecting a 3.5% drop YoY.

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

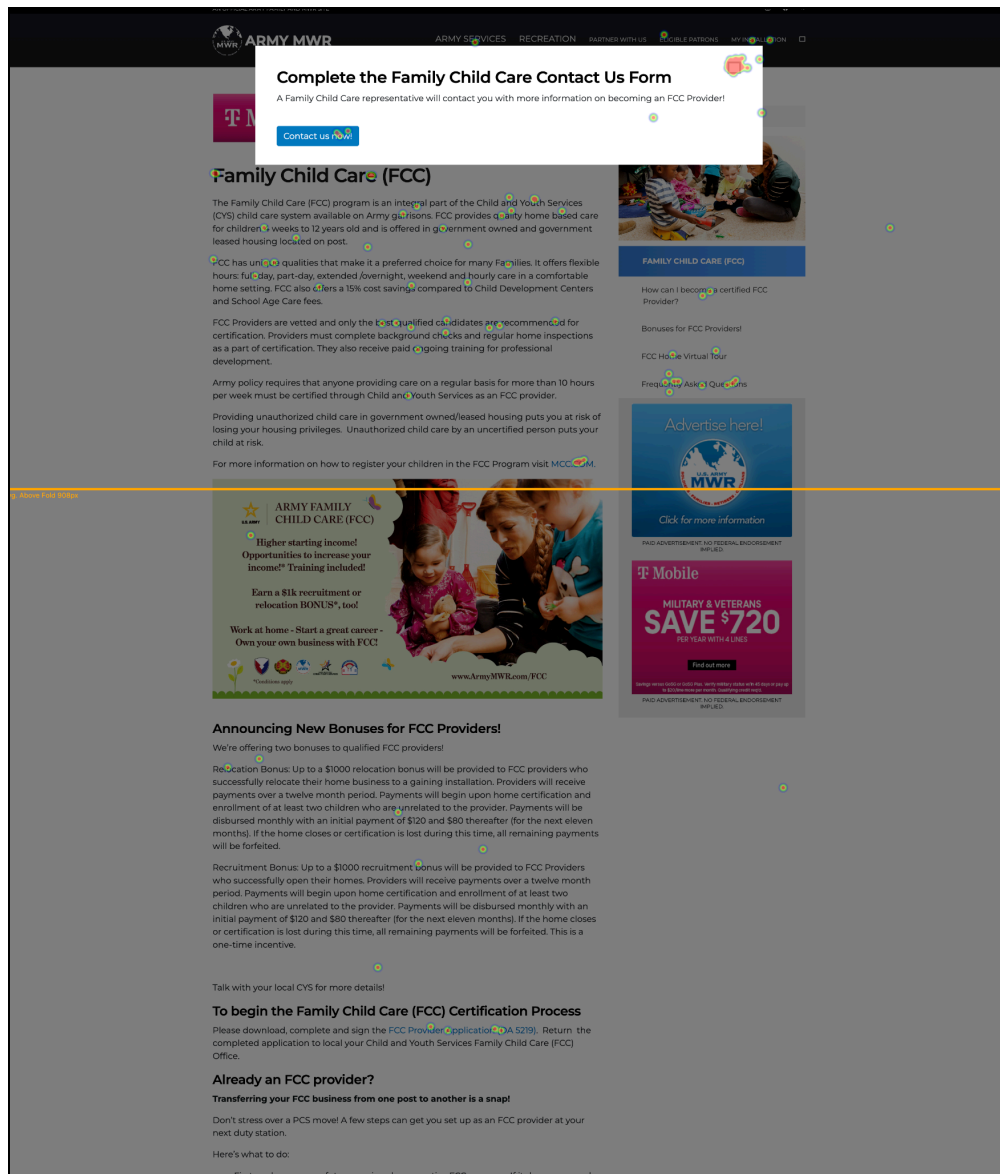
Installation	DA 5219 Downloads	YoY
www.armymwr.com	232	-31.0%
campbell.armymwr.com	104	60.0%
cavazos.armymwr.com	48	118.2%
bliss.armymwr.com	44	83.3%
liberty.armymwr.com	42	-32.3%
bragg.armymwr.com	36	
irwin.armymwr.com	30	200.0%
riley.armymwr.com	30	15.4%
carson.armymwr.com	28	-22.2%
stewarhunter.armymwr.com	28	27.3%
drum.armymwr.com	26	-38.1%
hawaii.armymwr.com	18	-52.6%
novosel.armymwr.com	18	200.0%

gregg-adams.armymwr.com	16	100.0%
sill.armymwr.com	16	14.3%
leonardwood.armymwr.com	14	40.0%
presidio.armymwr.com	12	
baumholder.armymwr.com	10	150.0%
belvoir.armymwr.com	8	-50.0%
jackson.armymwr.com	6	50.0%
jblm.armymwr.com	6	
meade.armymwr.com	6	-66.7%
wainwright.armymwr.com	6	-66.7%
westpoint.armymwr.com	4	-71.4%
bluegrass.armymwr.com	2	
eisenhower.armymwr.com	2	-66.7%
mccoy.armymwr.com	2	
redstone.armymwr.com	2	

This heatmap shows user interaction on the "FCC" webpage, highlighting where users click most frequently. Warmer colors (red/orange) indicate higher click density, while cooler colors (green/blue) represent lower activity.

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 6: FCC User Click Behavior



## Parent Outreach Services (PO)

The Parent Outreach Services program experienced a moderate decline in traffic during Q2 FY25. Total users reached 6,849, a 6.0% decrease year-over-year, while new users dropped to 2,596, down 8.7%. Page views declined slightly by 2.4% to 10,614, and sessions fell by 1.0%, totaling 9,341. These indicators point to a minor downward trend, though overall interest remains strong.

Traffic was led by Organic Search, which brought in 5,011 users, followed by Direct traffic (831) and Organic Social (637). Referral traffic contributed 385 users. This breakdown reinforces the value of SEO for PO content while showing room to grow traffic through social campaigns and partnership link strategies.

The engagement rate dropped to 71%, a 6.6% decline, suggesting slightly reduced interaction quality. However, average session time held steady at 2 minutes and 39 seconds, showing that when users do engage, they stay long enough to absorb key information.

Table 5: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
sports	26	25	1.04
parents night out	19	9	2.11
cys	14	9	1.56
youth sports	12	12	1
skies	9	9	1
discovery	8	1	8
parent	8	7	1.14
tax	7	6	1.17
parent central services	7	7	1
fcc	6	5	1.2



## School-Age Centers

The School Age Centers program saw a modest increase in overall site traffic during Q2 FY25. Total users reached 2,436, up 1.5% year-over-year, while new users declined slightly to 882 (-12.0%). Both views and sessions showed growth, with 3,933 views (+6.2%) and 3,422 sessions (+7.3%), indicating improved content visibility and repeat engagement.

Organic Search was the dominant traffic source, accounting for 1,978 users, followed by Direct traffic (277) and Referral (143). Organic Social contributed 59 users. This channel mix underscores the continued importance of search engine discoverability while suggesting opportunities to further activate Direct and Social strategies.

Despite traffic growth, engagement rate dipped to 72% (a 1.9% decrease YoY). However, average session time rose to 2 minutes and 45 seconds, a notable 8.9% increase, showing that users are spending more time per visit and likely reading more of the content provided.

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
summer camp	11	10	1.1
school age center	8	2	4
center	4	1	4
careers	3	3	1
parent	3	3	1
cdc	3	3	1
mesa school age	2	2	1
family central services	2	1	2
sac	2	1	2
youth sports	2	1	2

# School Support Services

The School Support Services program experienced steady growth in site engagement for Q2 FY25. Total users increased slightly to 7,196 (+1.3% YoY), with new users also up slightly to 4,224 (+0.3%). Page views rose to 11,349 (+5.0%), and sessions reached 9,139, a 1.2% increase—signaling consistent interest and visibility across the platform.

Organic Search led all traffic channels with 3,320 users, followed by a strong showing in Referral traffic (1,973) and Direct traffic (1,713). Organic Social contributed 233 users. The healthy performance in Referrals, particularly from education-focused and military support sites, shows successful collaboration and relevant linking strategies.

Average session time climbed to 3 minutes and 7 seconds, a 12.7% increase YoY, indicating deeper exploration and content consumption. However, the engagement rate dipped slightly to 66% (-3.8%), possibly due to passive browsing or indirect traffic from external sources.

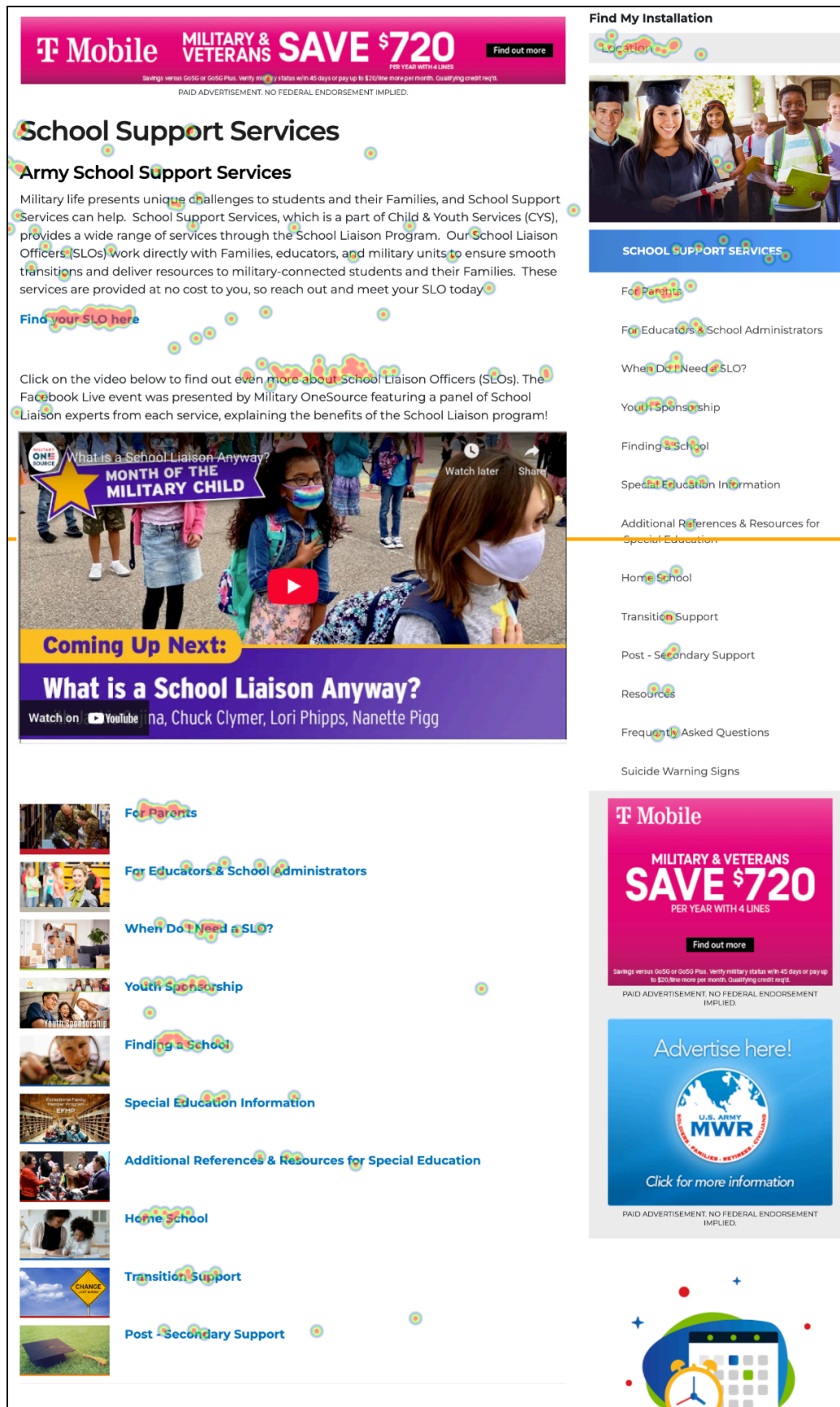
- The video "What is a School Liaison Anyway?" has 142 video starts

Table 7: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
cys	7	4	1.75
discovery	3	3	1
preschool	3	2	1.5
tutoring	3	2	1.5
cys sports	2	2	1
slo	2	2	1
chan of command on cys	2	1	2
school directory	2	1	2
education center	2	2	1
soccer games	1	1	1

This heatmap shows user interaction on the “School Support Services” webpage, highlighting where users click most frequently. Warmer colors (red/orange) indicate higher click density, while cooler colors (green/blue) represent lower activity.

Figure 7: School Support Services User Click Behavior



# Youth Centers

The Youth Centers program experienced strong growth in Q2 FY25 across key performance metrics. Total users increased to 8,104, up 10.4% year-over-year, and new users rose to 3,962, a notable 11.8% gain. Page views surged by 18.2% to 12,076, while sessions climbed to 10,295, marking a 12.0% increase. This trend reflects growing interest and visibility in youth programming across installations.

Traffic was led by Organic Search, which brought in 5,346 users, followed by Organic Social (1,225) and Direct traffic (1,209). Referral sources added 349 users. This diverse mix of channels suggests successful awareness campaigns both via search engines and social media platforms.

Although the engagement rate dipped slightly to 69% (-3.2%), average session time rose to 2 minutes and 15 seconds, a 12.4% improvement, signaling that users are spending more time exploring youth center content even as interactions per session may be slightly lower.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
summer camp	7	6	1.17
sports	6	6	1
youth sports	5	4	1.25
babysitting	4	2	2
milam youth center	3	1	3
food menu	3	1	3
hub	2	2	1
staff	2	2	1
track	2	2	1
booker washington	2	1	2

# Youth Sports

The Youth Sports program experienced a decline in overall traffic in Q2 FY25, though engagement remained relatively steady. Total users dropped to 25,965, a 9.4% decrease year-over-year, and new users declined by 17.7% to 12,241. Page views fell slightly to 50,917 (-5.4%), and sessions dipped to 39,824, down 1.5%, suggesting a modest downturn in reach and return traffic.

Organic Search remains the top-performing traffic channel with 18,069 users, far outpacing other sources. Direct traffic contributed 3,717 users, while Organic Social brought in 2,721 users and Referrals added 1,544. This distribution highlights a strong foundation in SEO but suggests that Social and Referral channels could benefit from re-engagement strategies to offset the YoY decline.

Engagement metrics remained stable despite the drop in traffic. The engagement rate held at 69% (down just 1.8%), and the average session duration was not specified but implied to be consistent with other CYS sections. These patterns suggest that while fewer users are landing on the page, those who do are still interacting with Youth Sports content at a meaningful level.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
soccer	17	17	1
gymnastics	14	12	1.17
sports physical	11	4	2.75
youth sports	11	9	1.22
baseball	10	9	1.11
summer camp	10	7	1.43
sports	9	8	1.13
webtrac	9	8	1.13
dance	8	7	1.14
basketball	8	7	1.14