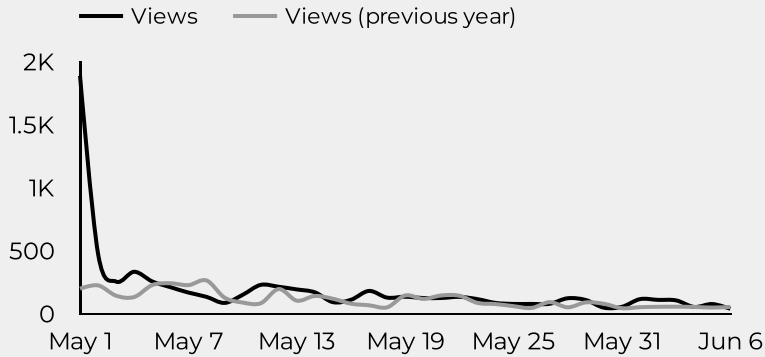




Views 7,139 ↑ 66.4%	Sessions 5,627 ↑ 53.2%	Total users 5,077 ↑ 58.5%	New users 3,110 ↑ 144.1%	Engagement rate 60% ↓ -16.3%
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Visitor trends.

Visits compared to previous year.



How does the site acquire traffic?

Top five channels sorted by visits.

Session default channel group	Total users
Direct	2,156
Email	1,118
Organic Search	1,034
Organic Social	611
Referral	203

Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,223
bragg.armymwr.com	308
leavenworth.armymwr.com	284
jblm.armymwr.com	254
detroit.armymwr.com	130
stuttgart.armymwr.com	115
bliss.armymwr.com	114
yuma.armymwr.com	112
presidio.armymwr.com	108
lee.armymwr.com	94

Where do people click for more information?

Top link clicks.

Click Url	Clicks
Image Clicks	2,126
Installation Clicks	1,665
HPRC	143
Exchange	65
Facebook	38
Be Fit	32
tel:+19103961217	24
/categories/sports-and-fitness	22
Forms	22
/calendar	21
/recreation	17
Grand total	4,383

Stripes

Total stripe impressions.

Installation	Total
leavenworth.armymwr.com	41,033
bragg.armymwr.com	14,615
humphreys.armymwr.com	10,887
bliss.armymwr.com	9,873
mccoy.armymwr.com	9,754
hood.armymwr.com	8,963
redstone.armymwr.com	6,205
wiesbaden.armymwr.com	6,127
jackson.armymwr.com	4,856
benning.armymwr.com	4,648
carson.armymwr.com	4,548
leonardwood.armymwr.com	4,003
gordon.armymwr.com	3,959
meade.armymwr.com	3,653
hawaii.armymwr.com	3,547
Grand total	193,039