



Support Services Insights and Recommendations

Fourth Quarter FY25

NAF Personnel Services

Traffic to the NAF Personnel Services pages declined in Q4 following last year's high enrollment cycle. The pages recorded 10,452 total users (down 27.4%) and 7,759 new users (down 26.7%), with 17,360 views (down 30.8%) across 12,373 sessions (down 25.7%) compared to the same quarter last year. The decrease reflects reduced seasonal activity after annual benefits updates, while steady repeat visits indicate that employees continue to rely on these pages for ongoing HR and retirement information.

Referral traffic led overall user acquisition with 5,147 users, followed by Organic Search (3,936) and Direct traffic (1,121). Smaller volumes came from Social (348) and Unassigned (96) channels. The top referral source was nafbenefits.com (4,879 users), confirming its role as the primary entry point for benefits-related navigation. Google (2,992) and Bing (839) continue to drive consistent search visibility, while Facebook (332 combined) provided smaller but qualified engagement.

Top-performing pages included /naf-personnel-services (6,379 users), /naf-retirement (2,673), and /office-locations (752). Users also engaged with specialized content such as 401(k) plan details (484) and life insurance information (263), suggesting that employees are using the site primarily for benefits management and retirement resources.

The engagement rate was 65% (down 3.2%), while the average session time increased to 2 minutes and 42 seconds (up 23.8%). Although overall traffic declined, longer sessions suggest that users who do visit are spending more time reviewing detailed benefits content. The most consistent engagement was observed on retirement, health insurance, and annuity update pages, indicating continued reliance on these resources for self-service information.

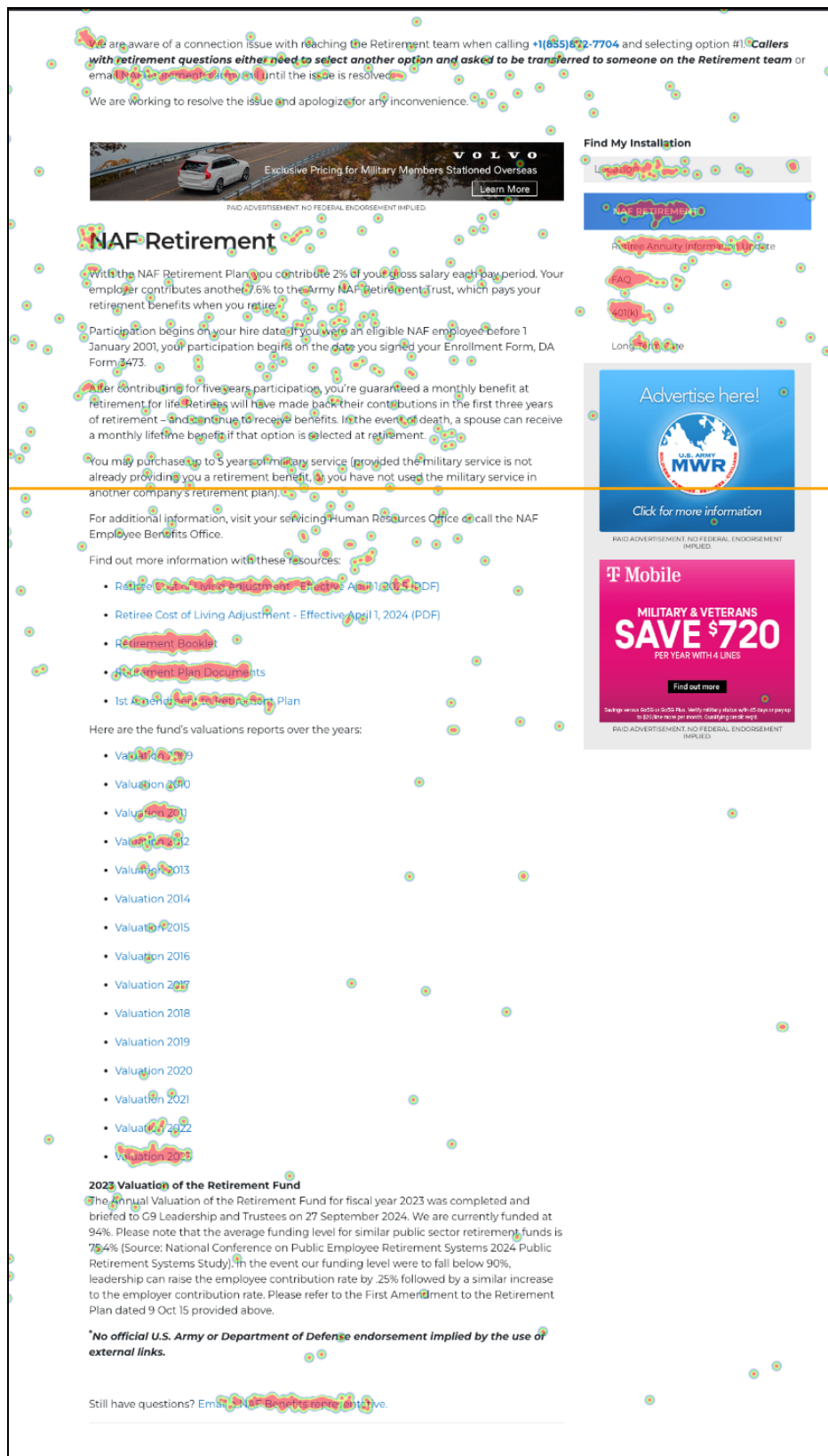
Table 1: Top Resource Downloads

Download	Total ▼
Child & Youth Services - Child & Youth Program Assistant (CYPA)	1,476
Retirement Booklet	972
Retirement Plan Documents	533
Retiree Cost of Living Adjustment - Effective April 1, 2025 (PDF)	391
Calendar Year 2025 Open Enrollment Brochure (PDF)	346
Non-Supervisory NF 01 - NF 03 / NA1 - NA7	324
Valuation 2023	292

Table 1: Top Search Terms by Search Volume.

Search	Total Searches ▼
retirement	6
da form 3473	3
tuition assistance naf mwr	2
how to change to automatic deposit	2
pay statements	2
paycheck	2
tcc	2
verification	2
calculating annuity	2
cg scramble	2

Figure 1: User Interaction Heatmap Highlighting Click Activity on Key Page Elements



CEAT

CEAT pages experienced strong growth in overall visibility this quarter, underscoring sustained interest in civilian employment mobility within the Army MWR network. The pages attracted 4,796 total users (up 19.5%) and 1,306 new users (up 51.3%), generating 7,023 views (up 13.3%) across 5,312 sessions (up 17.9%) year over year. This rise reflects continued awareness of the CEAT program as a valuable HR resource, supported by clearer cross-links from NAF Personnel Services and the Employee Portal.

Organic Search drove the majority of engagement with 2,450 users, followed by Direct traffic (1,906) and Referral traffic (355). Social and Unassigned channels contributed smaller volumes of 112 and 40 users, respectively. Google remained the dominant external source with 2,034 users, supported by Bing (377), home.army.mil (88), nafbenefits.com (66), and Facebook (69 mobile users).

The engagement rate was 73% (down 10.2%), and the average session time decreased slightly to 1 minute and 18 seconds (down 5.8%). While engagement dipped, total traffic and repeat visits increased, suggesting that users are quickly finding the CEAT application portal and exiting after completion. The most viewed content included the CEAT overview, eligibility guidance, and login instructions, confirming that visitors are primarily mission-oriented and focused on accessing and submitting transfer applications.

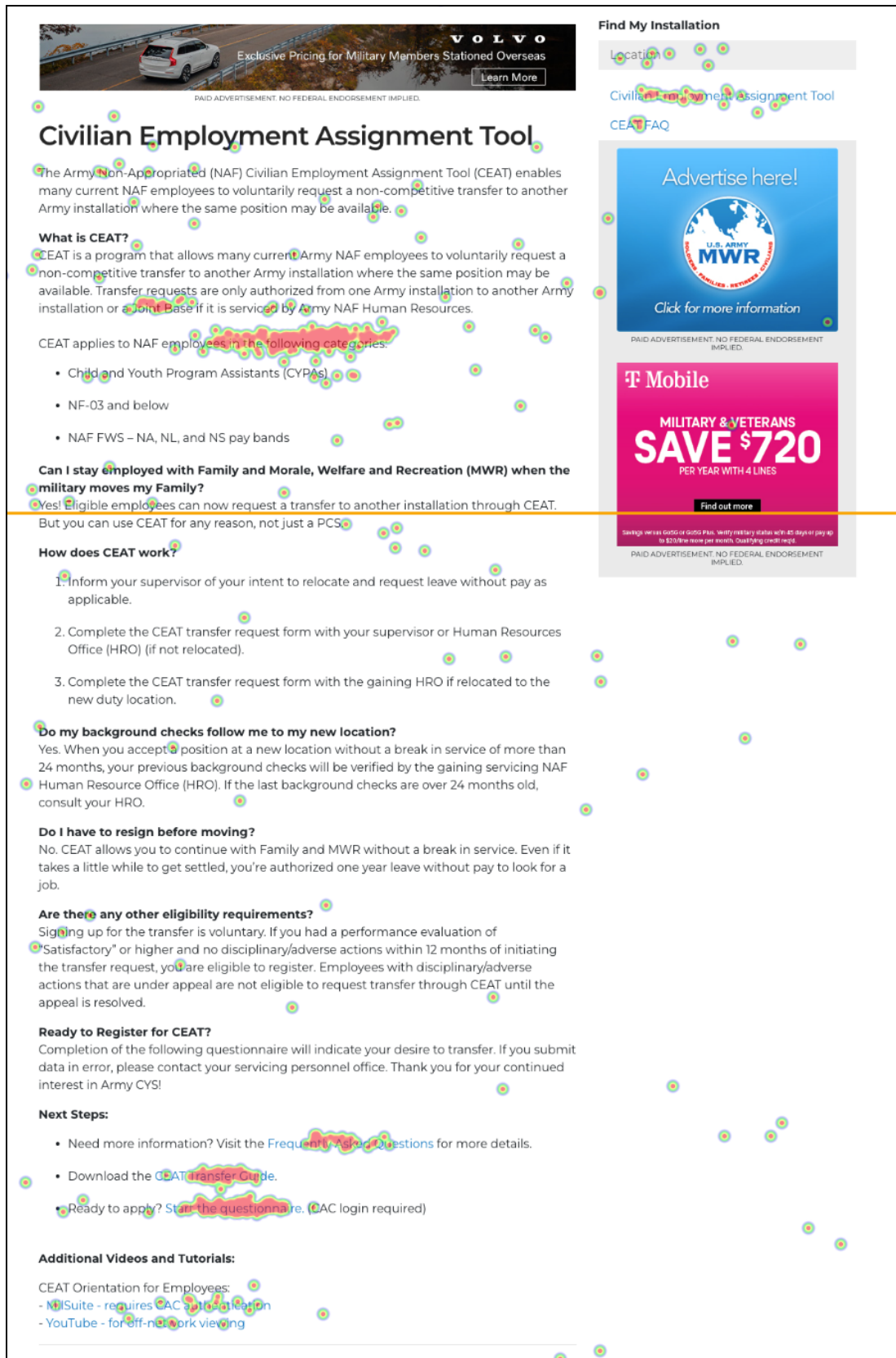
- 699 CEAT Transfer Guide downloads

Table 2: Top Search Terms by Search Volume.

Search	Total Searches ▼
discovery	8
direct deposit	2
most i higher and ceat?	2
mwr	1
tuituion	1
caregiver	1
civilian retirement services update for deposit information	1
councling	1
dfac	1
exchange jobs	1



Figure 2: User Interaction Heatmap Highlighting Click Activity on Key Page Elements



Home Based Business (HBB)

Home Based Business pages experienced strong growth in Q4, demonstrating increased awareness and interest in entrepreneurship opportunities among military families. The program recorded 8,206 total users (up 28.8%) and 2,544 new users (down 7.4%), with 11,489 views (up 24.9%) across 9,457 sessions (up 20.5%) compared to the same quarter last year. The increase in returning visitors suggests that more individuals are revisiting the site for application details, licensing steps, and approval guidance.

Organic Search continued to drive the majority of users with 3,582, followed closely by Direct traffic (3,254) and Referral traffic (990). Social and Unassigned channels contributed 342 and 82 users, respectively. Google remained the leading external source with 3,107 users, followed by home.army.mil (728), Bing (414), and Facebook (335 combined across mobile and web).

The engagement rate reached 70% (up 4.0%), and the average session time increased to 1 minute and 56 seconds (up 5.6%). These metrics indicate that visitors are actively reviewing business approval requirements and registration procedures. Strong page performance on licensing, insurance, and installation-specific application instructions suggests that users are successfully navigating to their intended resources.

Table 3: Top Search Terms by Search Volume.

Search	Total Searches ▼
discovery	10
hbb	5
home based business	3
hbb application	3
food truck	2
equipment	2
home base business list	2
nfe	2
starbucks	2
tiniest johnson	2

Figure 3: HBB Page Heatmap

