



Views

6,577

↑ 34.5%

Sessions

5,455

↑ 20.8%

Total users

4,528

↑ 20.7%

New users

2,332

↑ 5.6%

Avg. Session Time

03:00

↑ 38.2%

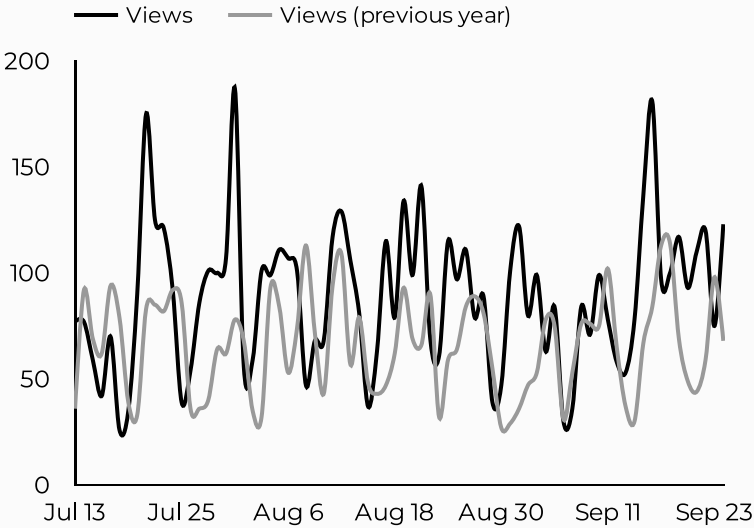
Engagement rate

62%

↓ -6.2%

Compared Y-o-Y

How is site traffic trending?

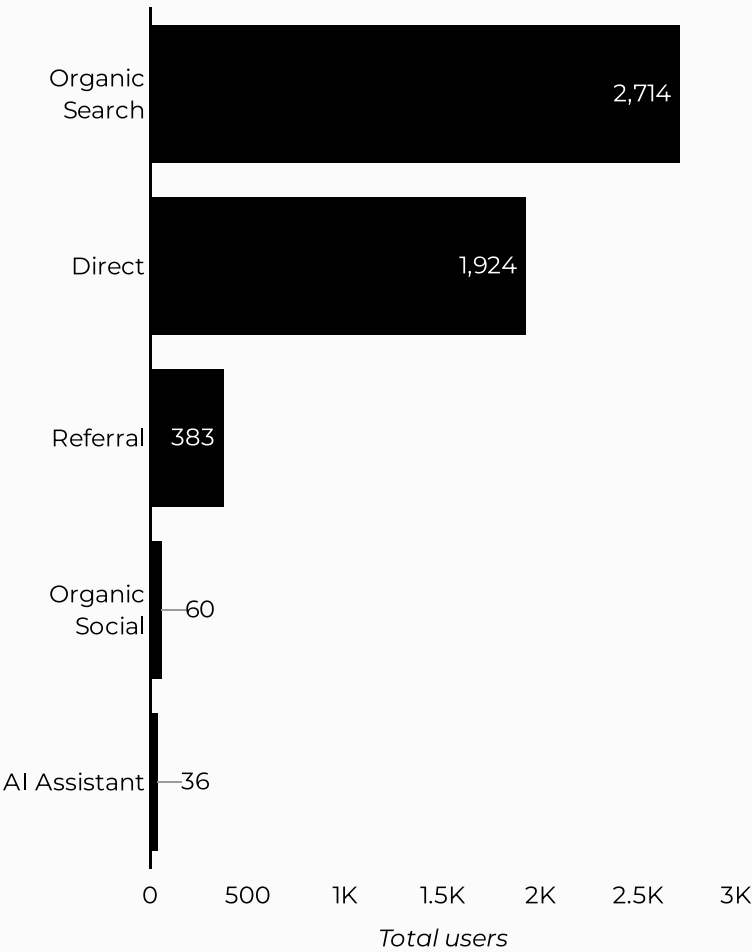


Top Pages

Sorted by Total Users

Page	Total users ▾	% Δ
Army Volunteer Corps	3,586	-6.8% ↓
Volunteer Opportunities	689	-
Contact	398	-
VMIS & Tracking Hours	311	-
How to Volunteer	285	-
Forms	185	-
Benefits & Recognition	171	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	2,163
(direct)	1,924
bing	508
home.army.mil	140
armyfamilywebportal.co...	136
chatgpt.com	35
yahoo	25
facebook.com	22
duckduckgo	14
m.facebook.com	13



Views

131,526

↑ 45.7%

Sessions

84,878

↑ 19.3%

Total users

59,278

↑ 20.7%

New users

42,510

↑ 29.6%

Avg. Session Time

02:37

↓ -0.9%

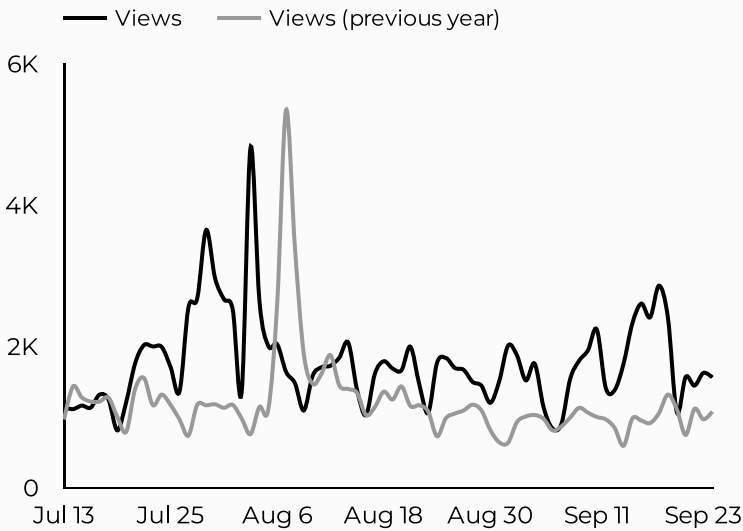
Engagement rate

56%

↓ -1.6%

Compared Y-o-Y

How is site traffic trending?

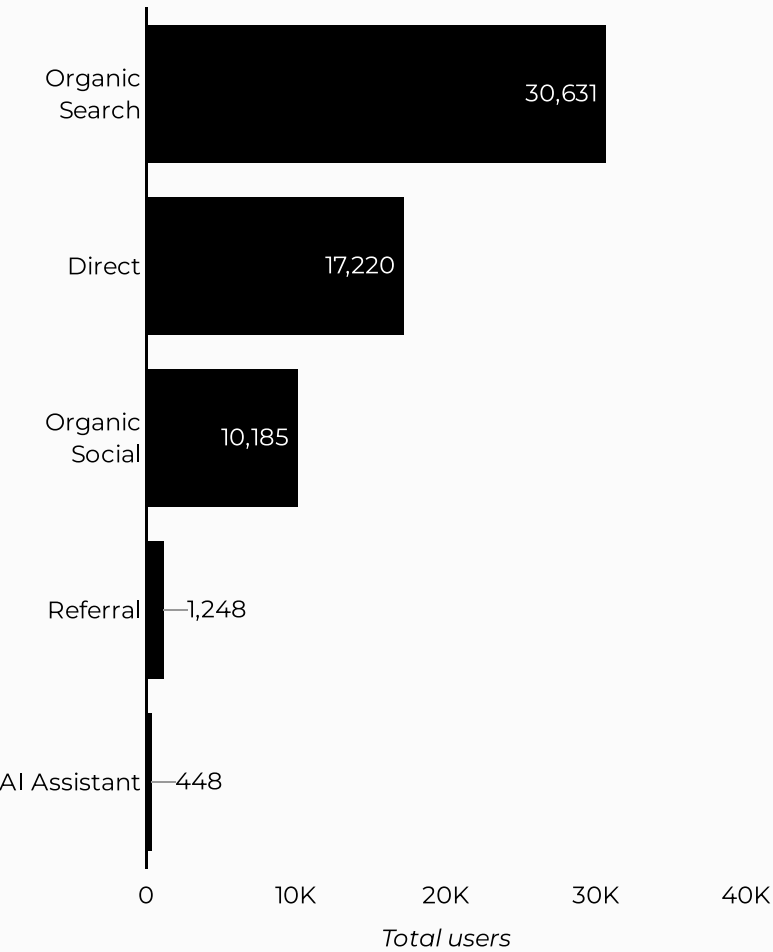


Top Pages

Sorted by Total Users

Page	Total users ▾	% Δ
Automotive Skills	62,674	9.4% ↑
Contact	8,140	-
Do-It-Yourself Auto Shop	6,536	-
Services, Pricing & Shop Rules	3,339	-
Full-Service & Assisted Repairs	2,116	-
Vehicle Storage & Sales	1,989	-
Vehicle Inspections & Special Services	1,412	-
Classes & Safety Training	1,399	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	27,867
(direct)	17,220
facebook.com	6,798
bing	2,398
lm.facebook.com	2,061
l.facebook.com	590
m.facebook.com	582
home.army.mil	463
chatgpt.com	427
duckduckgo	292



Views

104,568

↑ 55.2%

Sessions

66,769

↑ 14.8%

Total users

52,073

↑ 24.3%

New users

31,801

↑ 21.7%

Avg. Session Time

02:02

↓ -13.5%

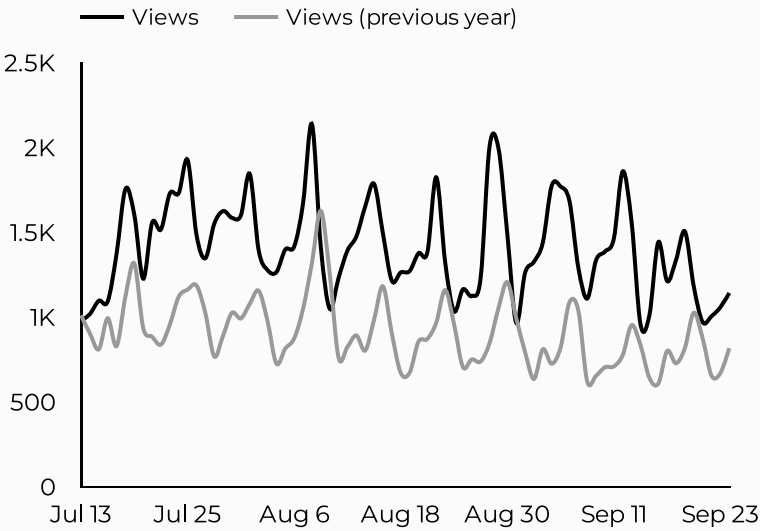
Engagement rate

67%

↑ 16.9%

Compared Y-o-Y

How is site traffic trending?

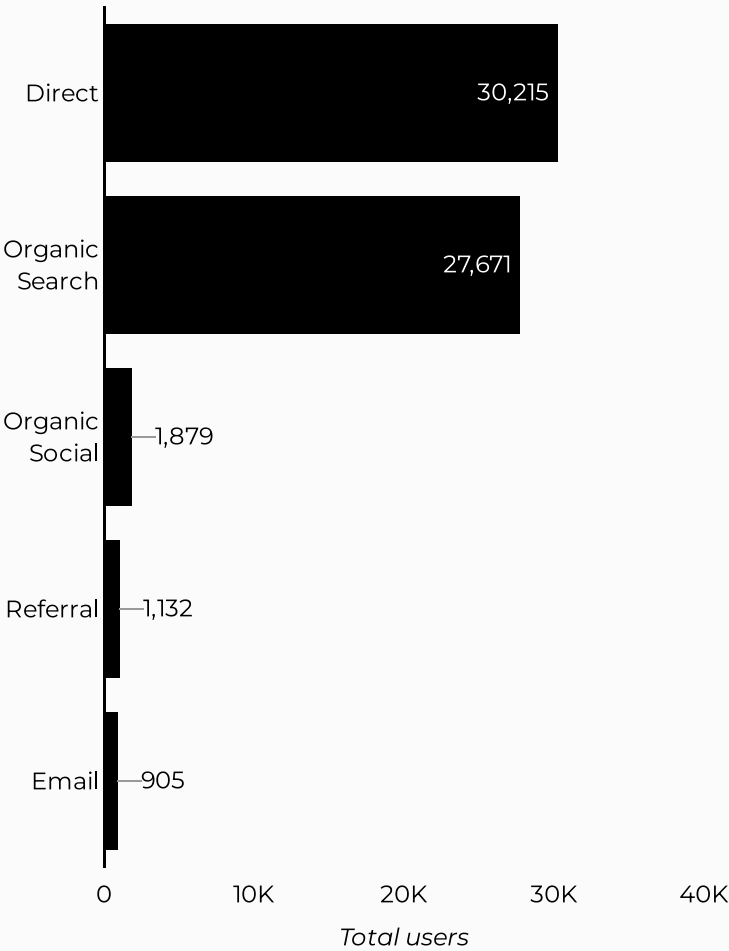


Top Pages

Sorted by Total Users

Page	Total users ▾	% Δ
Bowling Center	53,632	17.1% ↑
Prices, Deals, & Specials	8,961	-
Food, Snacks, & Lounges	4,346	-
Contact	2,541	-
Leagues, Lessons, & Youth Bowling	2,237	-
Options & Game Types	2,115	-
Parties, Events, & Group Reservations	1,846	-
Policies & Rules	709	-
Accessibility & Inclusive Bowling	381	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
(direct)	30,215
google	25,392
bing	1,889
facebook.com	984
promo	886
home.army.mil	394
m.facebook.com	372
lm.facebook.com	291
duckduckgo	218
chatgpt.com	195



Views

14,238

↓ -3.6%

Sessions

10,964

↑ 3.7%

Total users

9,835

↑ 13.7%

New users

5,216

↑ 35.8%

Avg. Session Time

02:10

↓ -10.6%

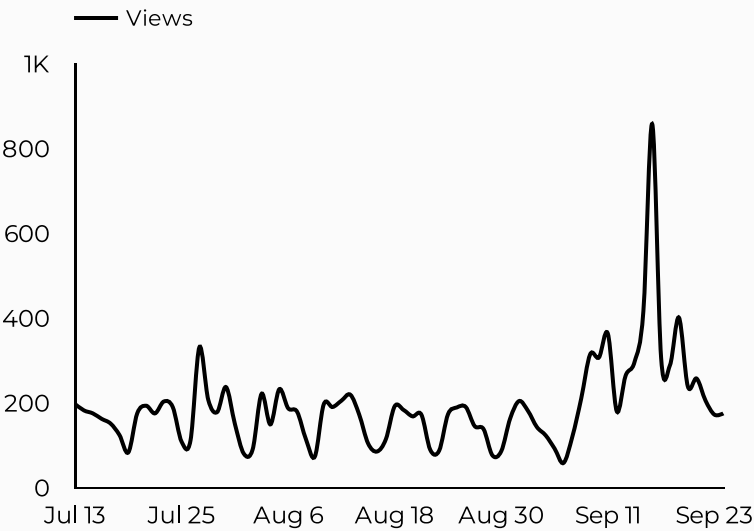
Engagement rate

60%

↓ -11.4%

Compared Y-o-Y

How is site traffic trending?

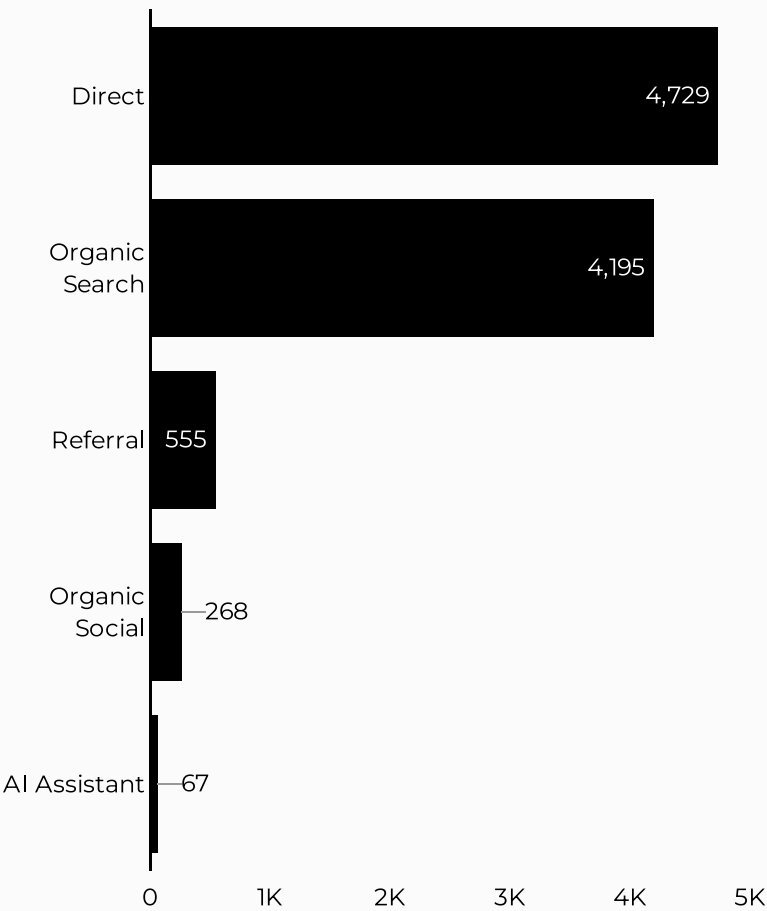


Top Pages

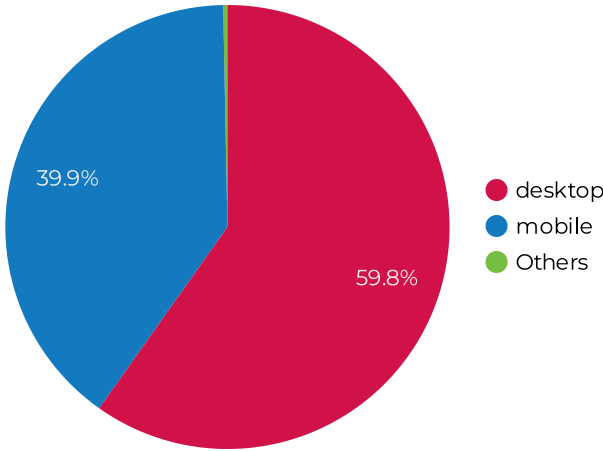
Sorted by Total Users

Top Pages	Total users ▾	% Δ
Family Child Care	9,512	-9.2% ↓
Become an FCC Provider	564	18,700.0% ↑
Contact	376	-
Rules and Regulations	351	-
Resources and Support	200	-
Overview	188	-
Incentives and Bonuses for FCC Providers	181	-

Which channels are driving traffic?



Users by Device Type





Views

4,058

↑ 28.7%

Sessions

3,574

↑ 26.2%

Total users

3,293

↑ 32.1%

New users

1,628

↑ 28.7%

Avg. Session Time

01:40

↓ -5.9%

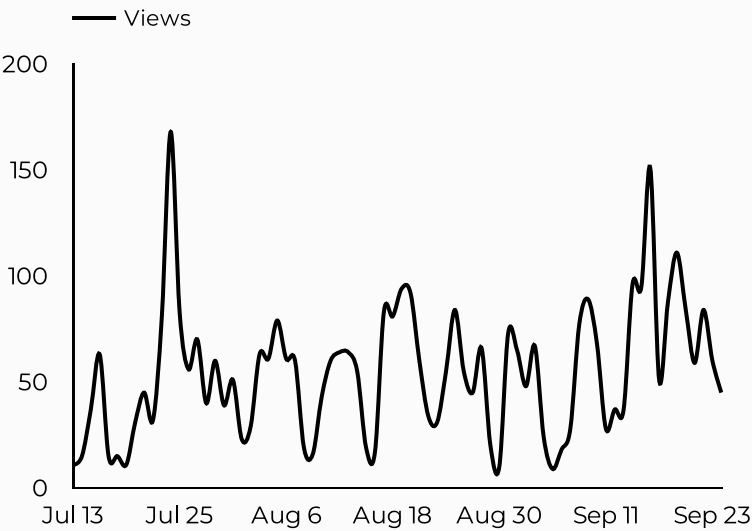
Engagement rate

53%

↓ -14.1%

Compared Y-o-Y

How is site traffic trending?

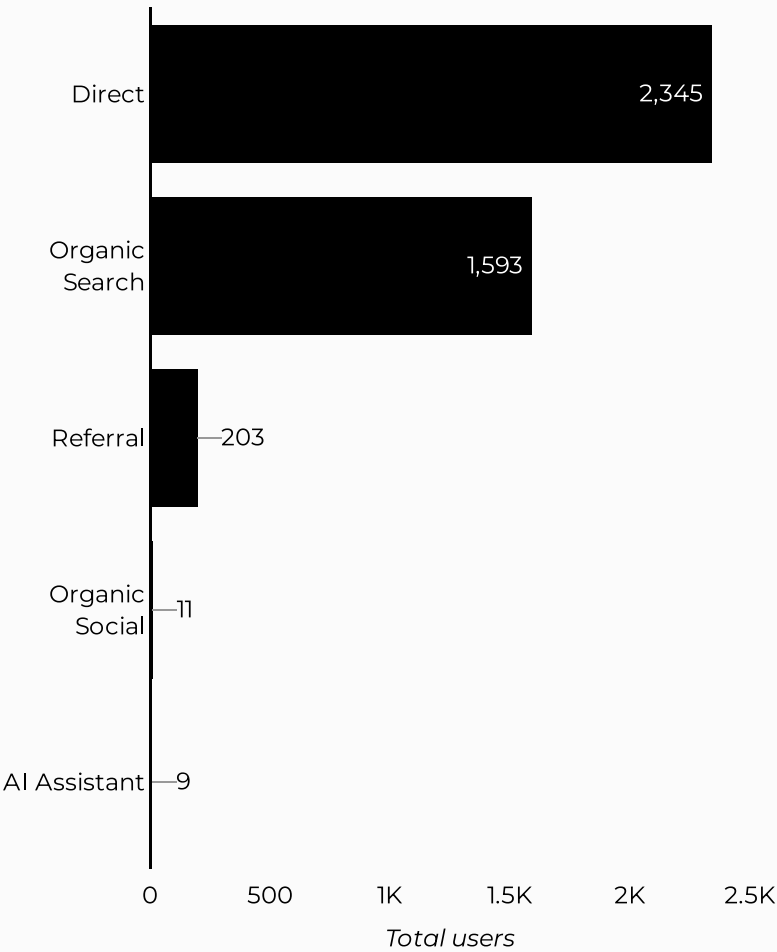


Top US Army Installations

Sorted by Total Users

Top Pages	Total users	% Δ
Mobilization, Deployment & Support Operations	1,538	-39.3%...
Soldier & Family Readiness Groups (SFRGs)	528	-
Training & Classes	409	-
Contact	383	-
Care Teams & Casualty Response	190	-
Emergency & Disaster Support	178	-
Resources & Helpful Links	176	-
Preparing for Deployment	174	-
Homecoming & Reintegration	143	-
Support During Deployment	143	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	2,345
google	1,257
bing	323
home.army.mil	59
installations.militaryonesource.mil	36
armyfamilywebportal.com	27
myarmybenefits.us.army.mil	24
duckduckgo	9
safe.menlosecurity.com	9
(not set)	8



Views

20,416

↑ 35.5%

Sessions

15,950

↑ 30.0%

Total users

13,383

↑ 30.0%

New users

7,412

↑ 39.8%

Avg. Session Time

02:24

↑ 10.9%

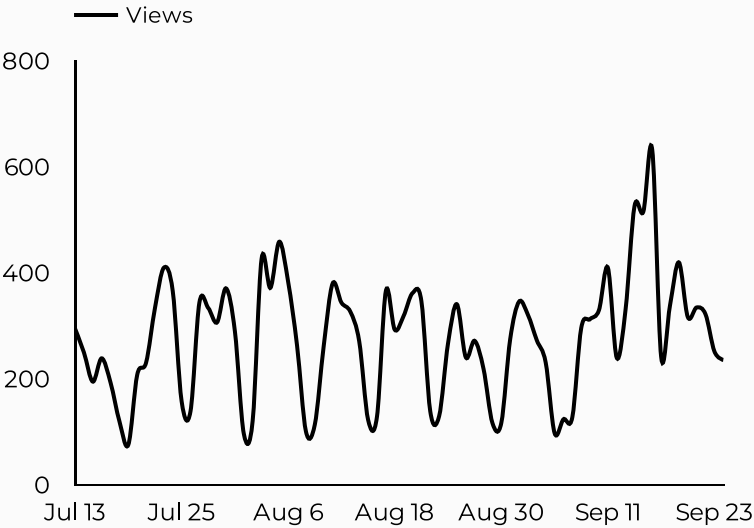
Engagement rate

53%

↓ -15.5%

Compared Y-o-Y

How is site traffic trending?

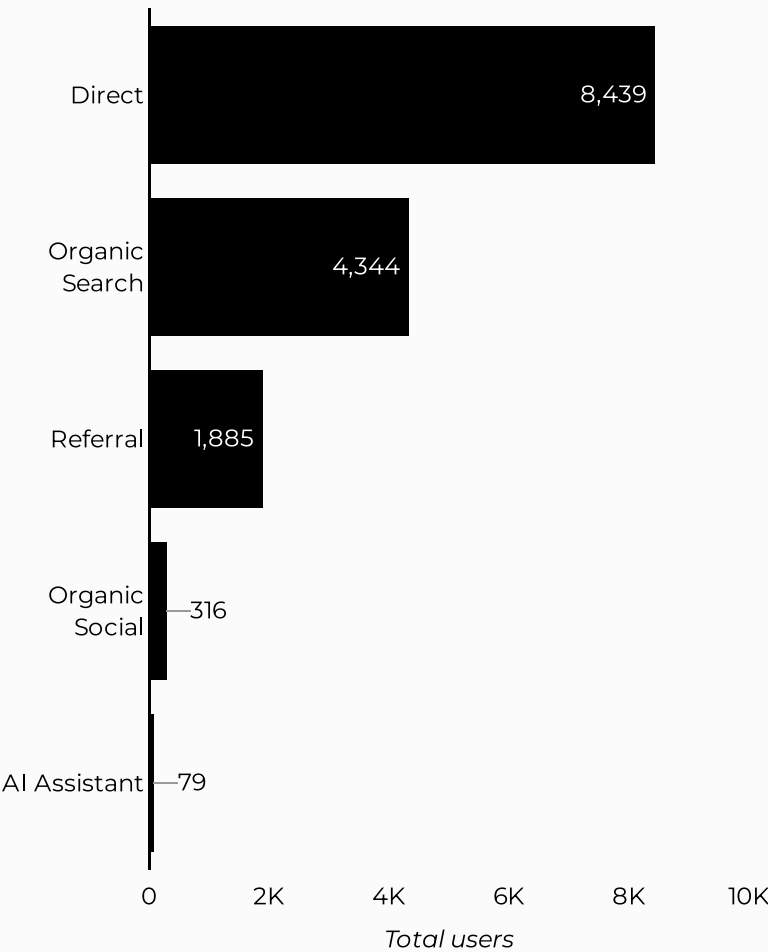


Top Pages

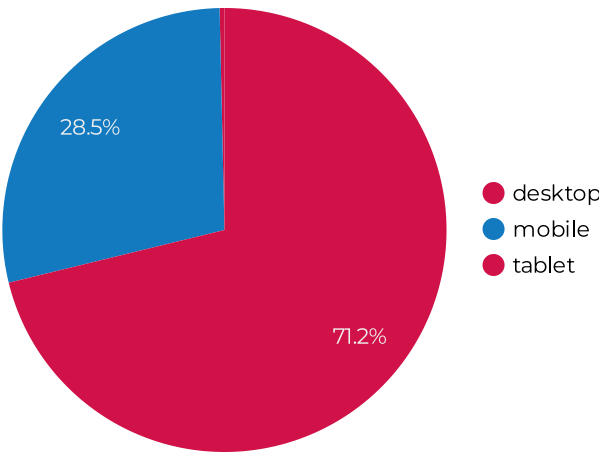
Sorted by Total Users

Top Pages	Total users	% Δ
School Support Services	11,573	4.0% ↑
Contact	1,269	-
Finding a School	886	437.0% ↑
Public Schools	599	-
Youth Sponsorship Program	460	1,542.9% ↑
Homeschool Connections	438	-
Private Schools	317	-
School Transition and Deployment Support	311	-
Suicide Prevention	292	-
Special Education Supports	275	-
Educators and Administrators	249	-
Post-Secondary Opportunities	249	-
Other Schools	241	-

Which channels are driving traffic?



Users by Device Type





Views

2,571

⬆️ 31.3%

Sessions

2,338

⬆️ 33.1%

Total users

2,087

⬆️ 32.7%

New users

747

⬆️ 35.1%

Avg. Session Time

02:14

⬆️ 65.6%

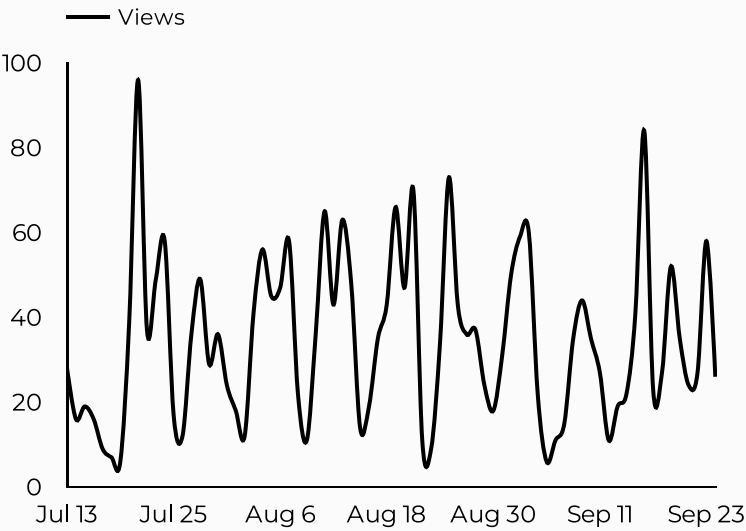
Engagement rate

64%

⬇️ -14.2%

Compared Y-o-Y

How is site traffic trending?

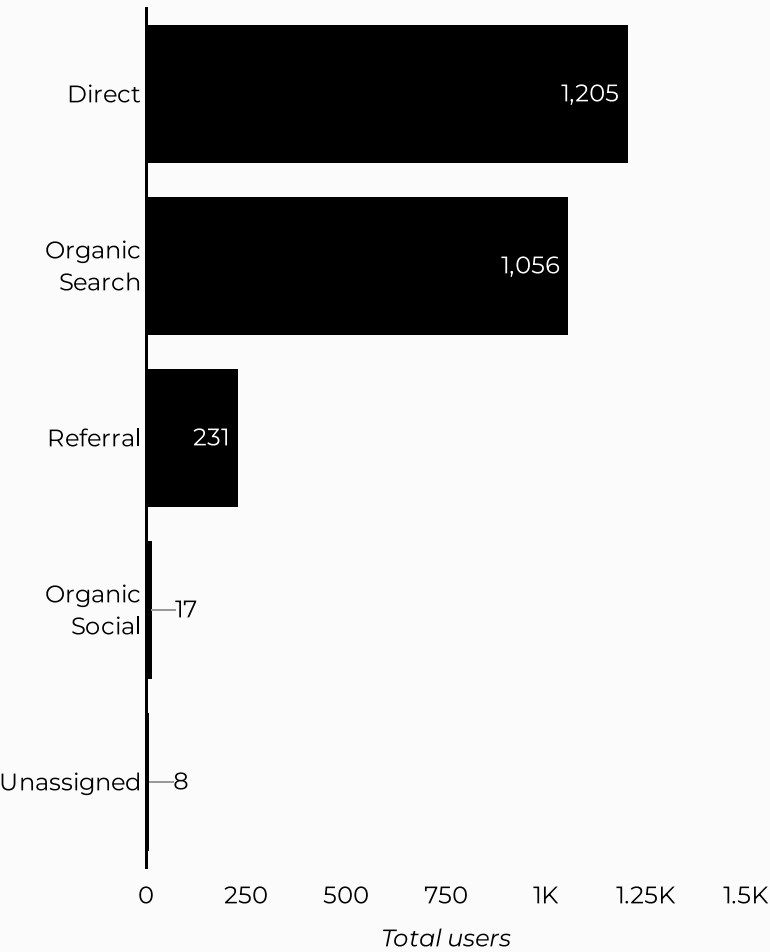


Top Pages

Sorted by Total Users

Top Pages	Total users	% Δ
Soldier and Family Assistance Center (SFAC)	1,752	9.1% ⬆️
Contact	271	-
SFAC Services	149	-
How SFAC Works	99	-
Who SFAC Supports	96	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	1,205
google	848
bing	191
home.army.mil	88
installations.militaryonesource.mil	37
armyfamilywebportal.com	31
myarmybenefits.us.army.mil	9
safe.menlosecurity.com	9
yahoo	9
duckduckgo	8