



ACS Insights and Recommendations

Second Quarter FY26

ACS Traffic

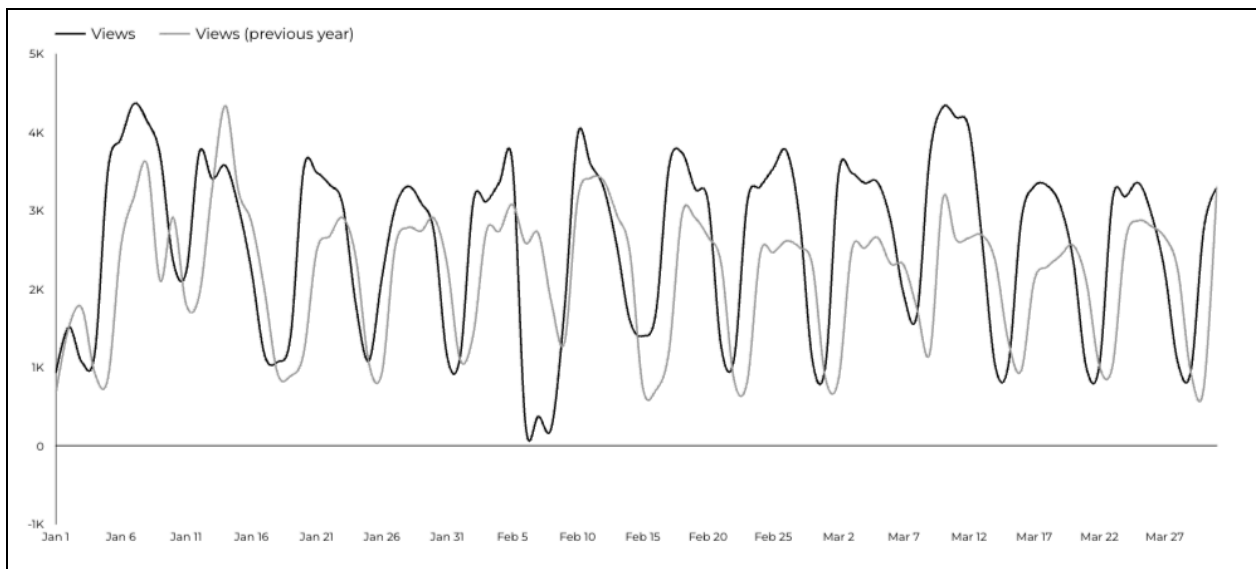
Traffic Overview

- **Total Users:** 129,623 (26.2% increase YoY)
- **New Users:** 93,719 (27.7% increase YoY)
- **Sessions:** 162,139 (16.6% increase YoY)
- **Views:** 231,264 (18.5% increase YoY)
- **Engagement Rate:** 55% (8.3% decrease YoY)

Traffic Pattern

- Consistent weekly spikes with predictable dips, indicating routine, task-based visits rather than one-time campaigns.

ACS Trends Compared YoY



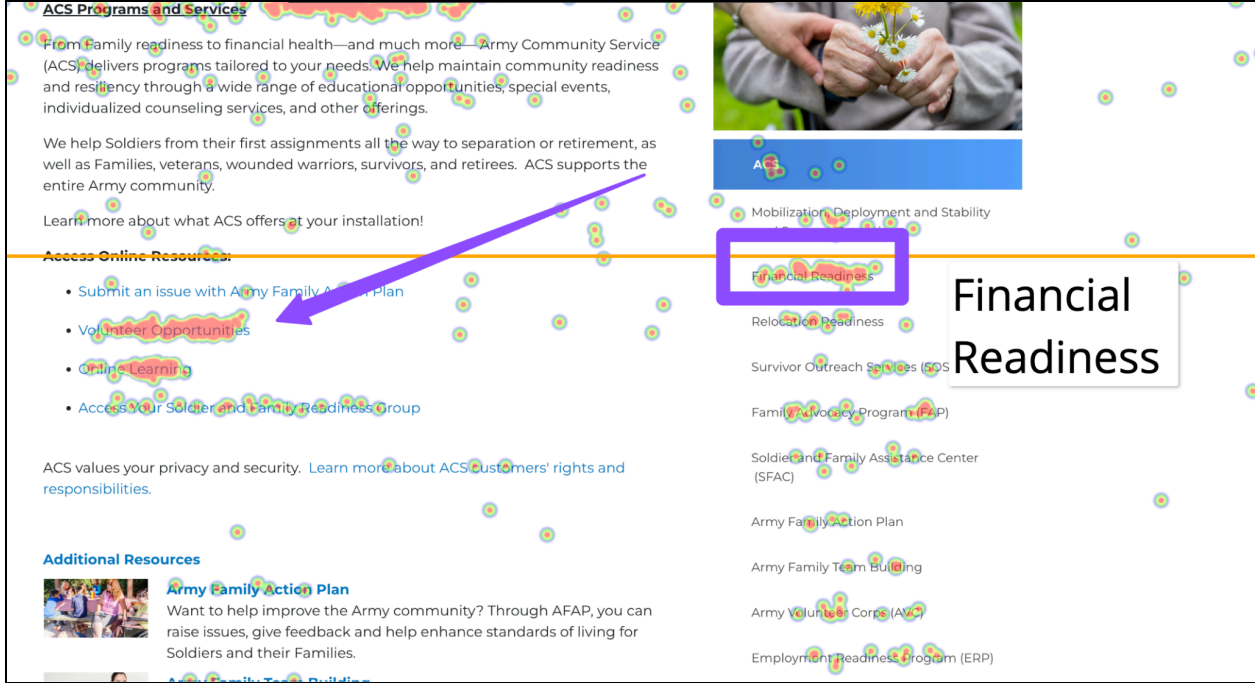
Heatmaps

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: ACS Click Map

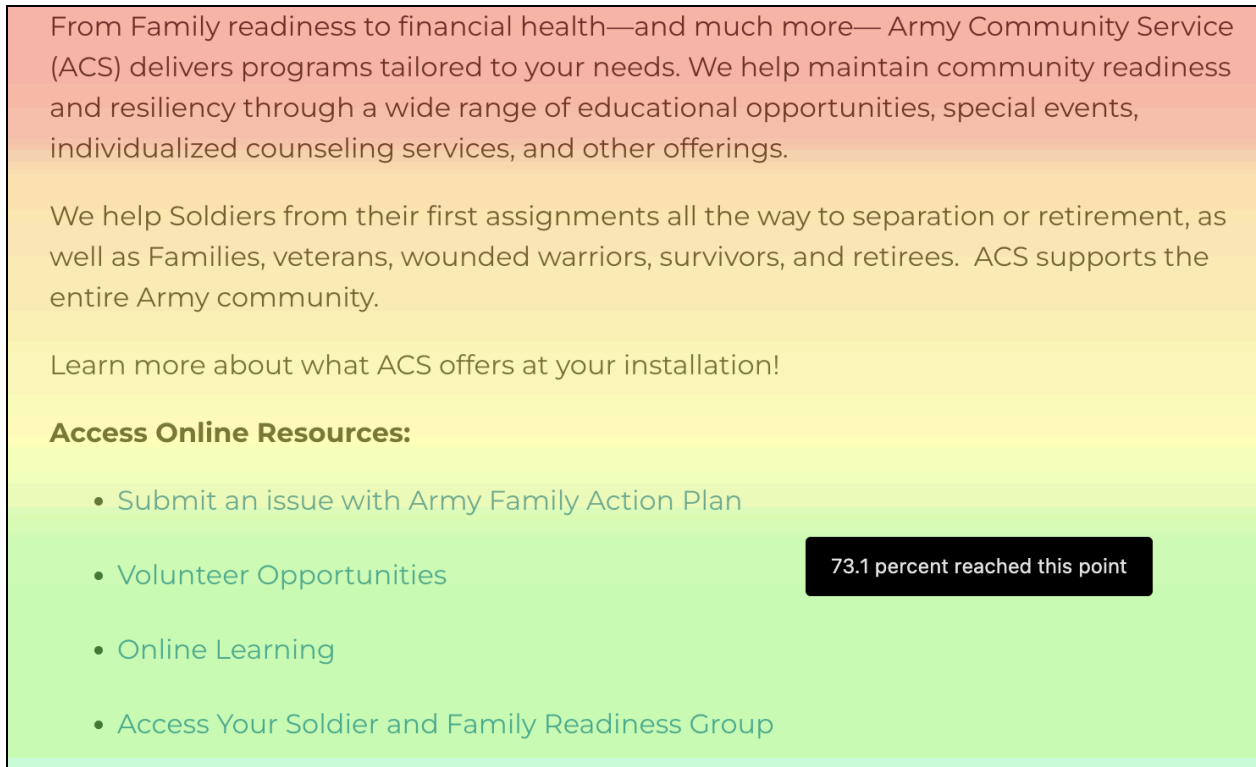



Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

Scroll Map

The percentage "73.1%" displayed in the heatmap indicates that 73.1% of visitors to the page scrolled down far enough to reach the green section where that point is highlighted.

Figure 2: ACS Scroll Depth Heatmap



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

- 77 pages were added to ACS.

Table 1: Total new pages added to ACS last quarter

Name ▾	Total
Volunteer and Community Service	9
Victim Advocacy	9
Relocation Readiness 2	1
Relocation Readiness	8
New Parent Support Program (NPSP)	9
New Parent Support Program	1
Medical EFMP	9
Get EFMP Support	9
Family Advocacy Program 2	6
Family Advocacy Program	3
Exceptional Family Member Program 2	2
Exceptional Family Member Program	7
EFMP: Wellness Wednesday	1
EFMP: FREE Fridays at the Riverbanks Zoo	1
AER Campaign Kickoff Dodgeball Tournament	1
ACS Food Pantry	1

Search

The analysis focuses on key search metrics, including total searches, unique users, and search count per user. This data provides insights into user behavior and popular topics of interest.

What users are telling us (intent patterns)

Internal search behavior is high-intent and problem-driven, not casual browsing. The strongest themes emerge immediately:

Five thematic categories emerged from the search data: financial readiness, program access and navigation, specific named programs, PCS and relocation, and employment and careers. Financial readiness is the dominant cluster by raw volume, with finance-related terms accounting for over 130 combined searches.

Figure 3: Financial readiness search terms by total searches, ACS program, Q2 FY26

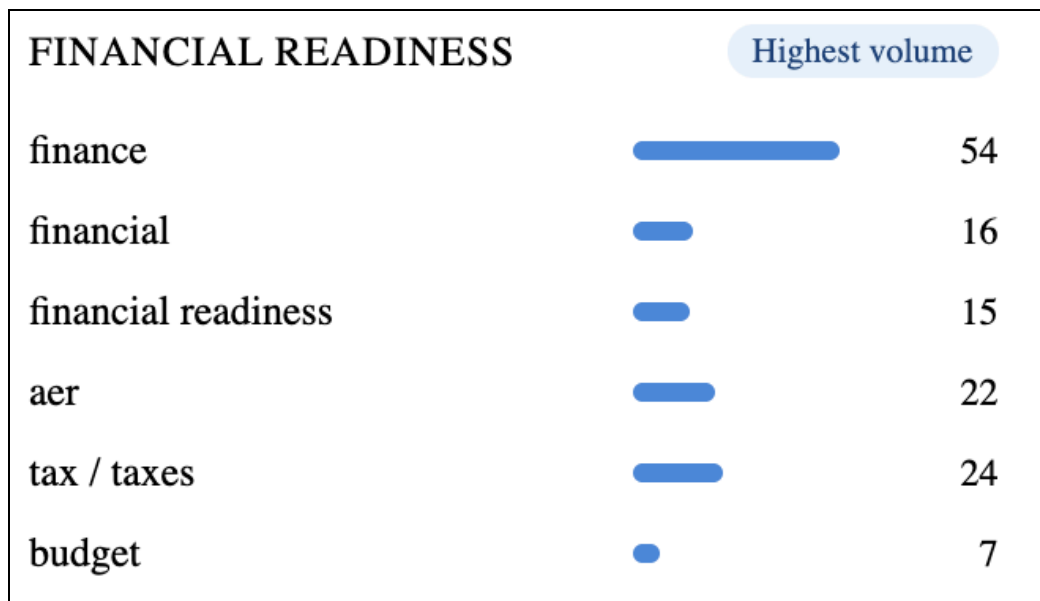


Figure 4: Program access and navigation search terms by total searches, ACS program, Q2 FY26

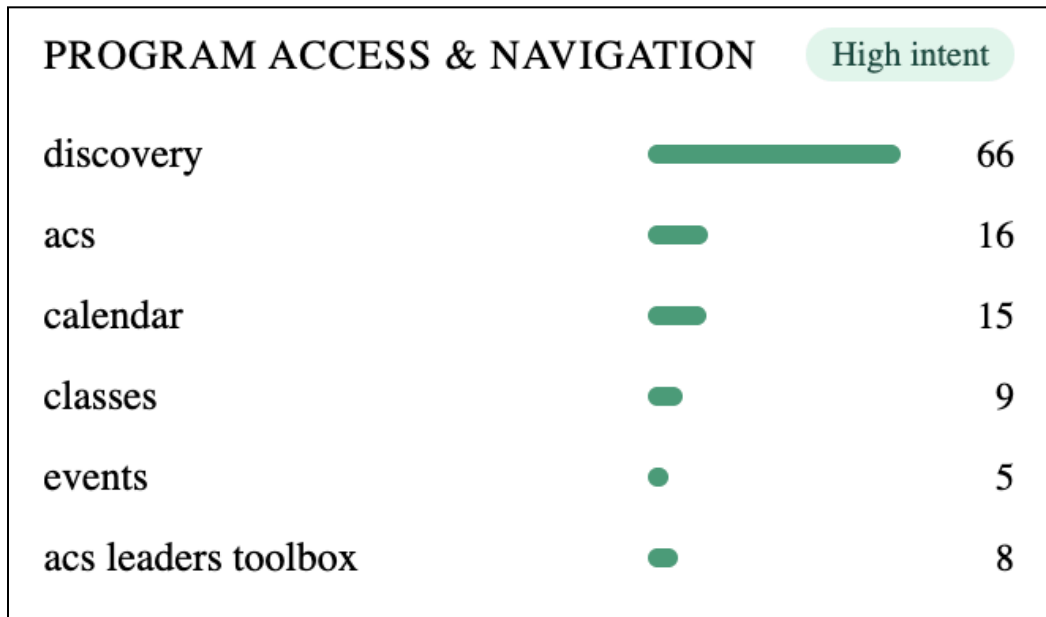


Figure 5: Program access and navigation search terms by total searches, ACS program, Q2 FY26

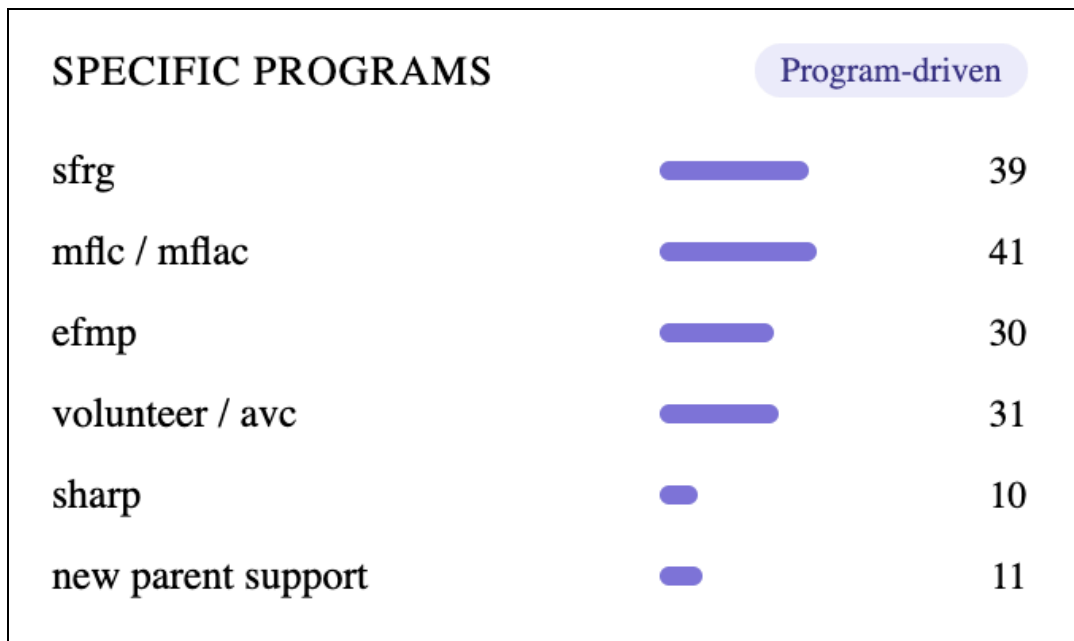


Figure 6: PCS and relocation search terms by total searches, ACS program, Q2 FY26

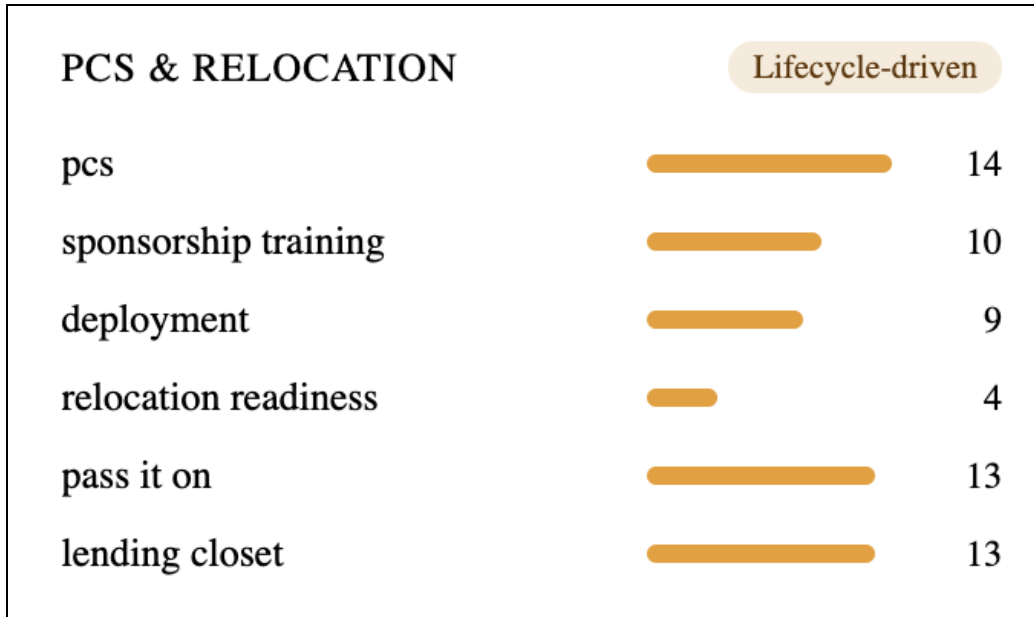
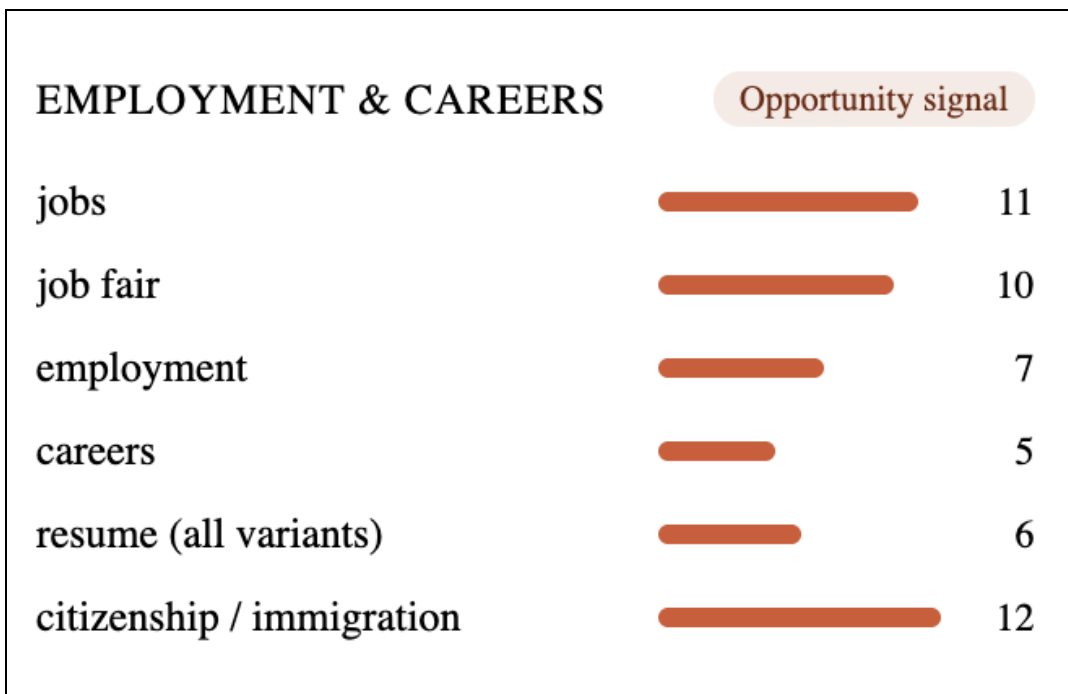


Figure 7: Employment and careers search terms by total searches, ACS program, Q2 FY26



Content gaps and optimization flags

"Discovery" is the top search term (66 searches, 13 users, 5.08 searches per user). Users are searching repeatedly, suggesting the navigation or program index is not surfacing results clearly. A dedicated "find a program" landing page or improved search result pages are recommended.

Finance-related terms make up the majority of searches (finance, financial, AER, tax, financial readiness = 131 combined searches).

MFLC/MFLAC has 41 combined searches, with a spelling variant ("mflac") accounting for 9 of those. The official acronym is not intuitive. Page metadata and search indexing should include both spellings. Consider surfacing a "Military and Family Life Counseling" plain-language label more prominently.

Calendar (15 searches, 14.29% bounce rate) signals a content gap. Users searching for a calendar are bouncing at the highest rate among high-volume terms. A centralized, installation-level event calendar with ACS class schedules would directly address this demand.

"Pass it on" and "lending closet" have 13 searches each with a 0% bounce rate. High engagement with no bounce suggests strong intent and successful page visits. These programs warrant more prominent placement on the ACS landing page as entry points.

Citizenship, immigration, and language queries total 23 or more searches. No dedicated landing page appears to exist for this cluster. OCONUS and international family service content may be underrepresented on the enterprise site.

New parent support program has a 33.33% bounce rate (7 searches, 4 users), the highest among named programs. Page content may not match user expectations. A review of the landing page against what users are looking for (classes, registration, schedules) is recommended.

Question-style and process-based searches are present but unoptimized. Terms like "how to get an AER," "how can I get a copy of my W-2," and "helping my family come see me for

graduation" indicate FAQ-style content is needed. These are strong candidates for structured FAQ pages or chatbot training data.

Army Community Services

The ACS program delivered strong overall growth during Q2 FY26. The program reached a total of 129,623 users, representing a 26.2% increase year over year. New users rose to 93,719, reflecting 27.7% growth, indicating the program is successfully reaching first-time audiences alongside its returning base. Sessions increased 16.6% to 162,139, and total views rose 18.5% to 231,264 year over year. The gap between user growth (26.2%) and session growth (16.6%) suggests returning users are visiting with more focused intent and completing their tasks in fewer sessions.

Organic search was the leading acquisition channel, followed by direct traffic and referral. The channel mix reflects a strong reliance on both search-led discovery and direct access, with referral traffic also contributing meaningfully to overall reach. The enterprise domain www.armymwr.com drove the highest installation-level traffic at 31,292 users, a 34.5% increase year over year. Fort Bragg showed the most significant growth among installation subdomains, increasing 133.9% year over year to 7,921 users. Fort Humphreys was the only top-ten installation to decline substantially, falling 23.0% to 3,704 users.

Top acquisition channels by users:

- Organic search: 57,642
- Direct: 47,160
- Referral: 20,735
- Organic social: 4,065
- Unassigned: 1,600

Top session sources by users:

- Google: 48,259 (9.0% decrease YoY)
- Direct: 47,160 (89.7% increase YoY)
- Bing: 8,425 (23.4% increase YoY)
- armyfamilywebportal.com: 7,076 (224.6% increase YoY)

- home.army.mil: 5,371 (13.3% increase YoY)
- m.facebook.com: 2,709 (12.4% decrease YoY)
- installations.militaryonesource.mil: 2,333 (1.7% decrease YoY)
- chatgpt.com: 752 (553.9% increase YoY)

Two findings in the source data warrant attention. Google traffic declined 9.0% year over year despite overall user growth, indicating that direct and referral channels are compensating for a weakening organic search presence. The rise of chatgpt.com as a referral source (553.9% increase to 752 users) signals that AI-assisted search is beginning to drive measurable traffic to ACS content, a trend that will likely grow and should inform how program content is structured for discoverability.

Engagement metrics softened during Q2 FY26 despite overall traffic growth. The engagement rate declined to 55%, an 8.3% decrease year over year. This pattern, paired with strong user and session growth, suggests the program is reaching a broader audience but that a larger share of those visitors are not completing intended actions or finding relevant content on arrival. The influx of new users (27.7% growth) likely contributes to this dynamic, as first-time visitors tend to engage at lower rates than returning audiences while they orient themselves to the site. The rise in direct traffic (89.7% increase YoY) is a positive signal, as users arriving directly typically have stronger familiarity with the program and higher completion rates on key actions. Addressing the content gaps identified in the search analysis, particularly around calendar, financial readiness, and new parent support pages, would directly support engagement rate recovery in the next quarter.

Army Family Team Building (AFTB)

The Army Family Team Building (AFTB) program showed mixed performance during Q2 FY26. Total users grew modestly to 1,097, a 3.8% increase year over year, while new users declined 3.3% to 491, suggesting the program is retaining its existing audience but losing ground in reaching first-time visitors. Sessions declined 2.8% to 1,339, and views fell more sharply at 19.4% to 1,367 year over year. The steeper drop in views relative to sessions indicates users are navigating fewer pages per visit, which may reflect reduced content exploration across the program's pages.

Direct traffic was the leading acquisition channel for AFTB, followed closely by organic search and referral. The near-even split between direct and organic search suggests the program draws both familiar returning users and search-driven new visitors in roughly equal measure. The HQ www.armymwr.com accounted for the largest share of installation-level traffic at 487 users, with Fort Bliss a distant second at 125 users. Notable referral sources include armyresilience.army.mil (48 users) and armyfamilywebportal.com (33 users), both indicating traffic from trusted partner ecosystems with strong relevance to the AFTB audience. The presence of ncolcoe.army.mil as a referring domain is also noteworthy, as it signals awareness of the program among noncommissioned officer leadership development audiences.

Engagement metrics softened during Q2 FY26 across all measured dimensions. The engagement rate declined to 62%, a 7.4% decrease year over year, while average session time fell 14.6% to 1 minute and 49 seconds. This combination of a declining engagement rate and shorter session time suggests users are arriving, completing a quick scan, and exiting without exploring additional content.

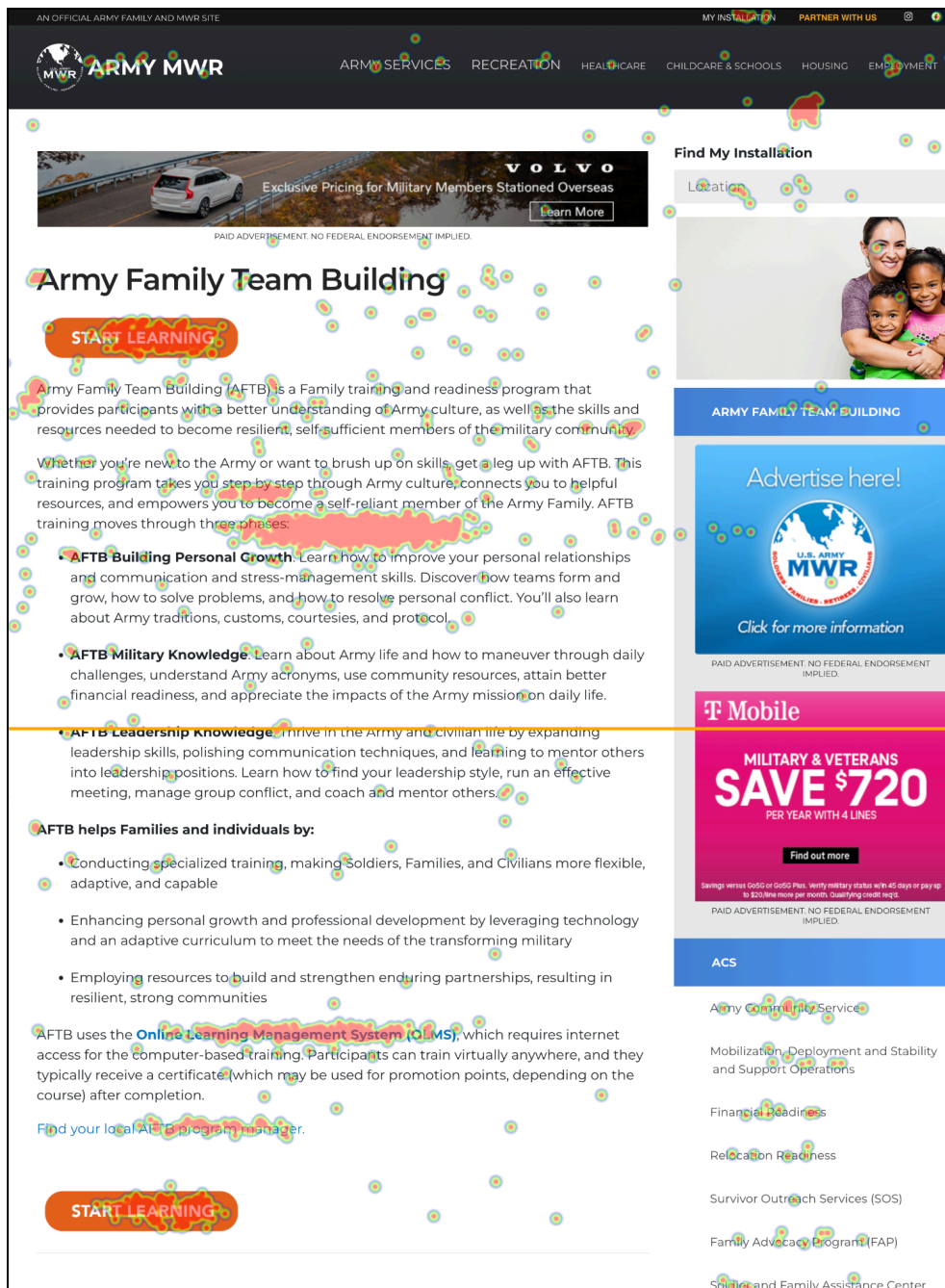
Table 2: Top Search Terms by Search Volume

Search	Total Searches ▾
soldier	1
army family action plan	1
common mandatory	1
download center	1
financial readiness touch...	1
financial rediness	1
training	1

The AFTB landing page presents a clear program overview with two "Start Learning" calls to action (CTAs), one positioned above the fold and one at the bottom of the page. The page is organized around three AFTB training phases, a program benefits section, and a reference

to the Online Learning Management System (OLMS). The right rail contains a "Find My Installation" widget, two paid advertisements, and an ACS program navigation menu.

Figure 8: AFTB Landing Page Heatmap



Recommendations:

1. Add content depth to support users who are not yet ready to convert. The page moves quickly from program description to the Start Learning CTA with limited

supporting detail. Class schedules, testimonials, or a program FAQ would give exploratory users a reason to stay and engage further.

2. Link each of the three AFTB training phases to dedicated detail pages. The current layout describes each phase in a single paragraph with no outbound links, which limits page-per-session depth and contributes to the 19.4% decline in views.

Army Family Action Plan (AFAP)

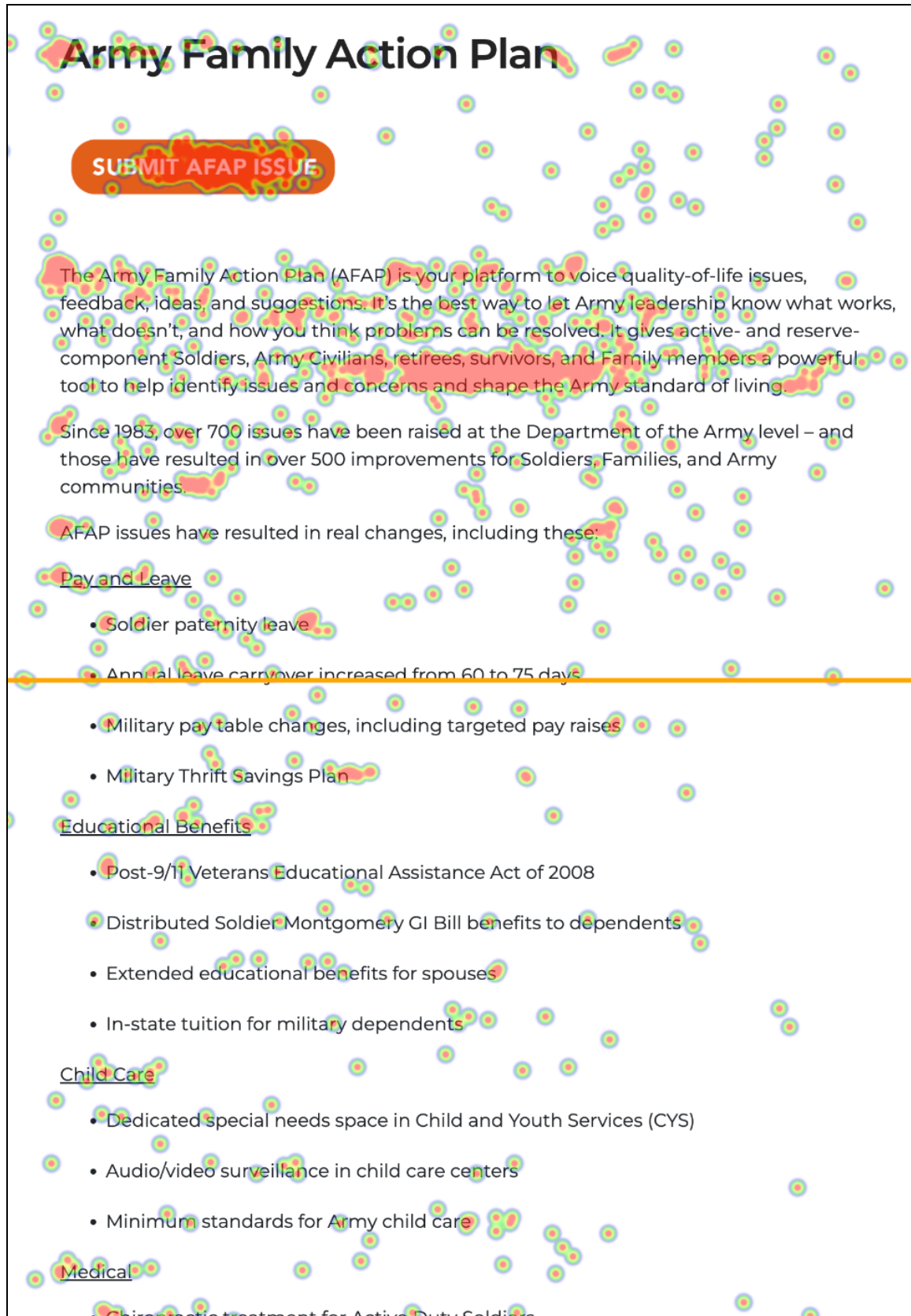
The Army Family Action Plan (AFAP) program experienced a decline in traffic during Q2 FY26. Total users fell 21.6% year over year to 1,208, and new users came in at 285. Sessions declined 25.4% to 1,351, and views dropped 26.3% to 1,670 year over year. The steeper decline in sessions and views relative to total users suggests that while a core audience continues to visit the program, overall content discovery and page depth have weakened. The declines across all traffic metrics indicate this program warrants prioritized attention in the coming quarter.

Direct traffic was the leading acquisition channel for AFAP, followed by organic search and referral. The dominance of direct traffic (310 users) over organic search (303 users) suggests the program is currently more reliant on users who already know it exists than on search-driven discovery, which is a vulnerability given the overall traffic decline.

Engagement metrics held relatively steady during Q2 FY26 despite the significant traffic decline. The engagement rate came in at 63%, a modest 1.6% decrease year over year, while average session time was 2 minutes and 21 seconds.

The AFAP landing page is built around a single conversion action, the "Submit AFAP Issue" button, which appears above the fold and again at the bottom of the page. Heatmap activity is concentrated around the page title and opening program description, with engagement thinning through the middle section where AFAP outcomes are organized into six bulleted categories covering Pay and Leave, Educational Benefits, Child Care, Medical, Single Soldiers, and Spouse Employment. The drop-off in heat through this section is consistent with the 26.3% decline in views and suggests users are not scrolling deeply enough to reach the bottom CTA. The long bulleted list format with no mid-page calls to action or visual breaks is the likely cause, and adding a secondary CTA or summary callout midway through the page would help convert users who engage with the opening content but exit before reaching the bottom.

Figure 9: AFAP Landing Page Heatmap, Q2 FY26



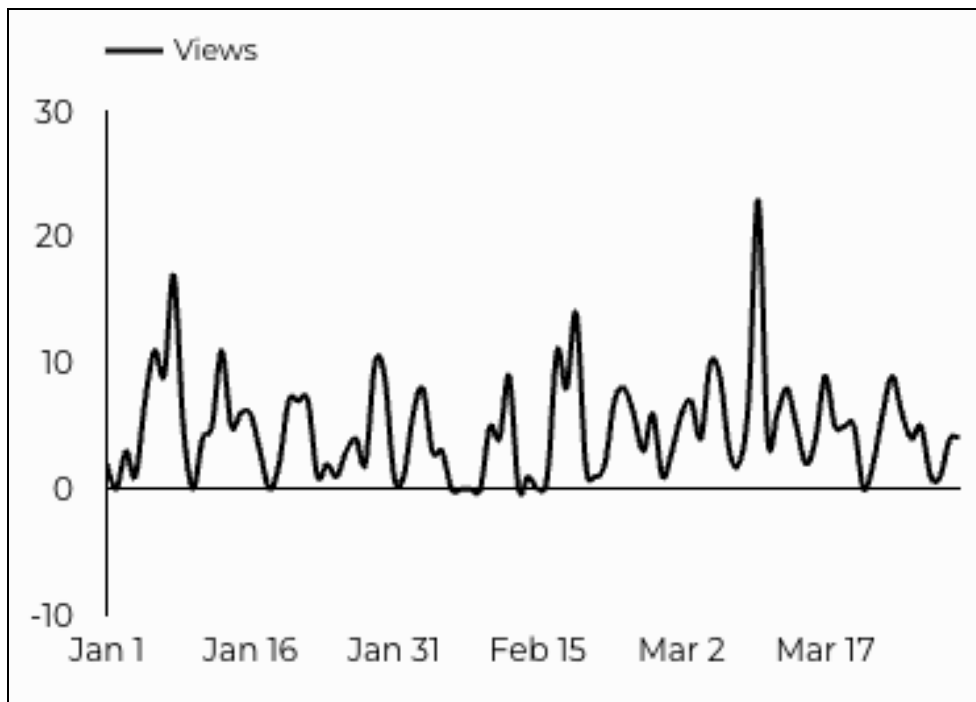
Army Family Web Portal (AFWP)

The Army Family Web Portal (AFWP) delivered strong growth during Q2 FY26 across nearly all measured metrics. Total users grew 22.9% year over year to 387, and new users rose 53.8% to 223, indicating the program is successfully reaching first-time audiences at a healthy rate. Sessions increased 22.2% to 440, and views grew 7.8% to 430 year over year.

Organic search led all acquisition channels by a significant margin, followed by referral and direct traffic. The dominance of search-driven traffic (267 users) over direct access (45 users) suggests that many users rely on search engines to find AFWP content rather than navigating directly. Google was the top session source at 193 users, followed by Bing at 70 users. The armyfamilywebportal.com domain referred to 59 users, suggesting traffic cycling between the portal ecosystem and the MWR program page.

Engagement metrics present a mixed picture for AFWP during Q2 FY26. The average session time of 4 minutes and 32 seconds represents a 177.7% increase year over year, the strongest engagement signal in the dataset and a meaningful indicator that users who arrive at AFWP content are finding it substantive and worth their time.

Figure 10: AFWP Trends



Army Volunteer Corps (AVC)

The Army Volunteer Corps (AVC) program showed relatively stable overall performance during Q2 FY26, with modest declines across most traffic metrics. Total users fell 1.2% year over year to 4,639, and sessions declined 1.7% to 5,480, indicating the program is holding its audience with minimal erosion. Views declined more noticeably at 10.9% to 5,982, suggesting users are navigating fewer pages per visit than in the prior year.

Organic search was the leading acquisition channel for AVC, followed by direct traffic and referral. Google was the top session source at 2,061 users, followed by direct at 1,695 users and Bing at 312 users. The [armyfamilywebportal.com](https://www.armyfamilywebportal.com) (134 users) and home.army.mil (116 users) referral sources indicate strong traffic from trusted partner ecosystems with direct relevance to the AVC audience. Facebook drove a combined 138 users across m.facebook.com and facebook.com, making it the most productive social channel in the program's traffic mix. The presence of chatgpt.com (26 users) and [DuckDuckGo](https://duckduckgo.com) (22 users) as session sources reflects the growing diversity of search and discovery channels reaching AVC content.

Engagement metrics present a mixed picture for AVC during Q2 FY26. The average session time increased 21.6% year over year to 2 minutes and 51 seconds, indicating that users who engage with AVC content are spending more time on the site than in the prior period.

The AVC landing page features the "Begin Your Volunteer Journey" CTA above the fold and at the bottom of the page, with heatmap activity concentrated around the page title, opening description, and the VMIS section. The heat pattern around VMIS and the linked Volunteer Agreement and Volunteer Service Record forms indicates users are arriving with task-oriented intent, looking to register or manage volunteer activity rather than explore the program broadly. This aligns with the 21.6% increase in average session time, as users engaging with forms and registration content would naturally spend more time on the page. The benefits bullet list shows lighter engagement, suggesting users are scanning rather than reading that section. The right rail shows activity around the Find My Installation widget and the ACS navigation menu, though the placement of two paid

advertisements above the internal navigation links continues to reduce their visibility for users who do not scroll.

Figure 11: AVC Landing Page Heatmap, Q2 FY26

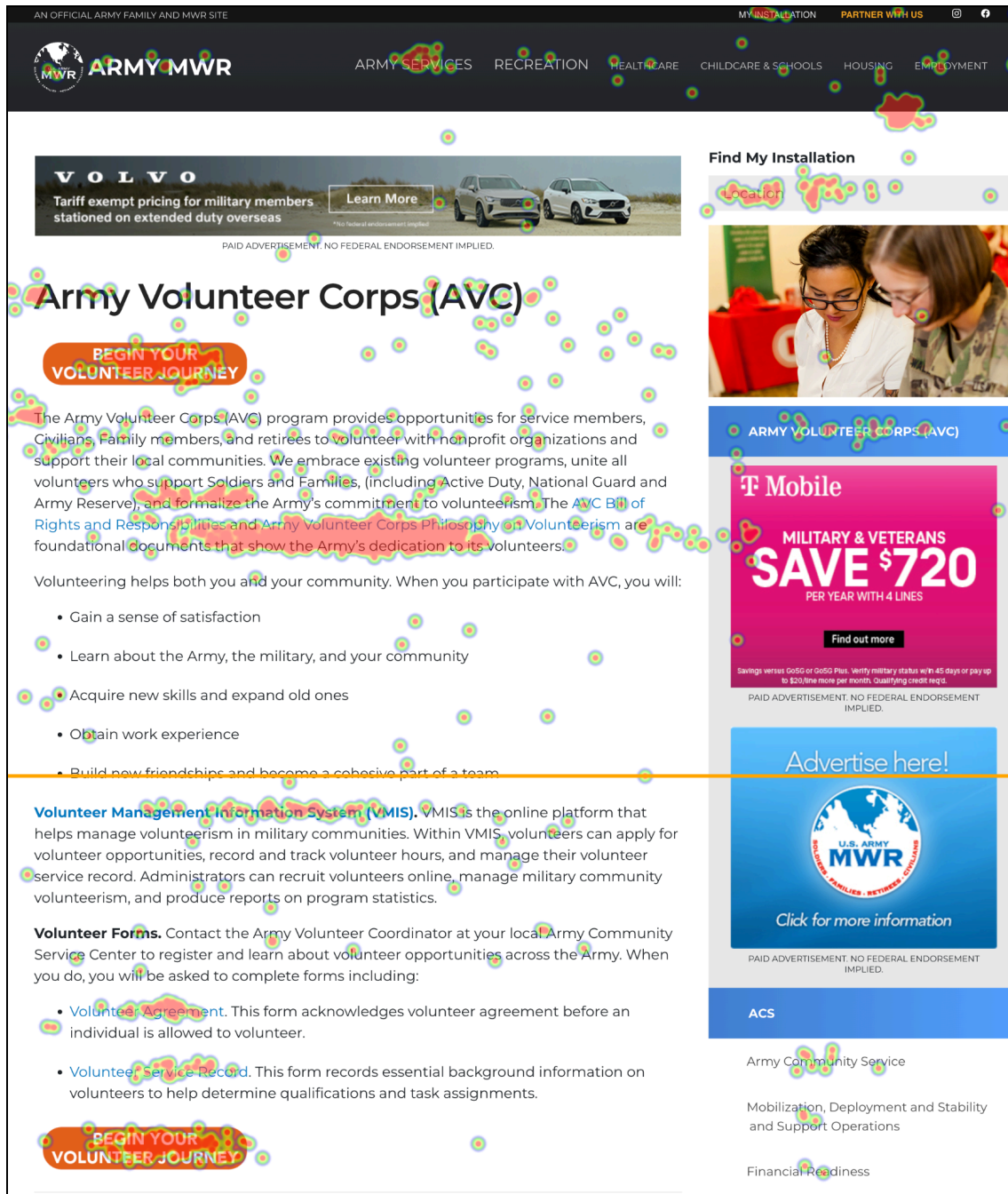


Table 3: Top Link Clicks

Click Text	Event count ▾
Volunteer Management Information System (VMIS)	120
https://vmis.armyfamilywebportal.com	107
https://vmis.armyfamilywebportal.com/	104
Volunteer Agreement	98
Click here	75
Army Family Web Portal	65
Volunteer Service Record	46

Table 4: Top Search Terms by Search Volume

Search	Total Searches ▾
avc	4
volunteer	4
aftb	2
new parent support	2
vmis	2
efmp 101	2
helping hands award	2
youth volunteers	2

Employment Readiness Program (ERP)

The Employment Readiness Program (ERP) delivered exceptional growth during Q2 FY26, making it one of the strongest performing programs in the ACS program this quarter. Total users grew 41.1% year over year to 79,254, and new users surged 47.6% to 48,872, indicating the program is reaching a significantly expanded first-time audience. Sessions increased 25.8% to 96,333, and views rose 45.0% to 140,473 year over year. The growth in new users outpacing total user growth suggests ERP is successfully attracting audiences who have not previously engaged with the program, pointing to effective awareness expansion through paid social, organic search gains, or both.

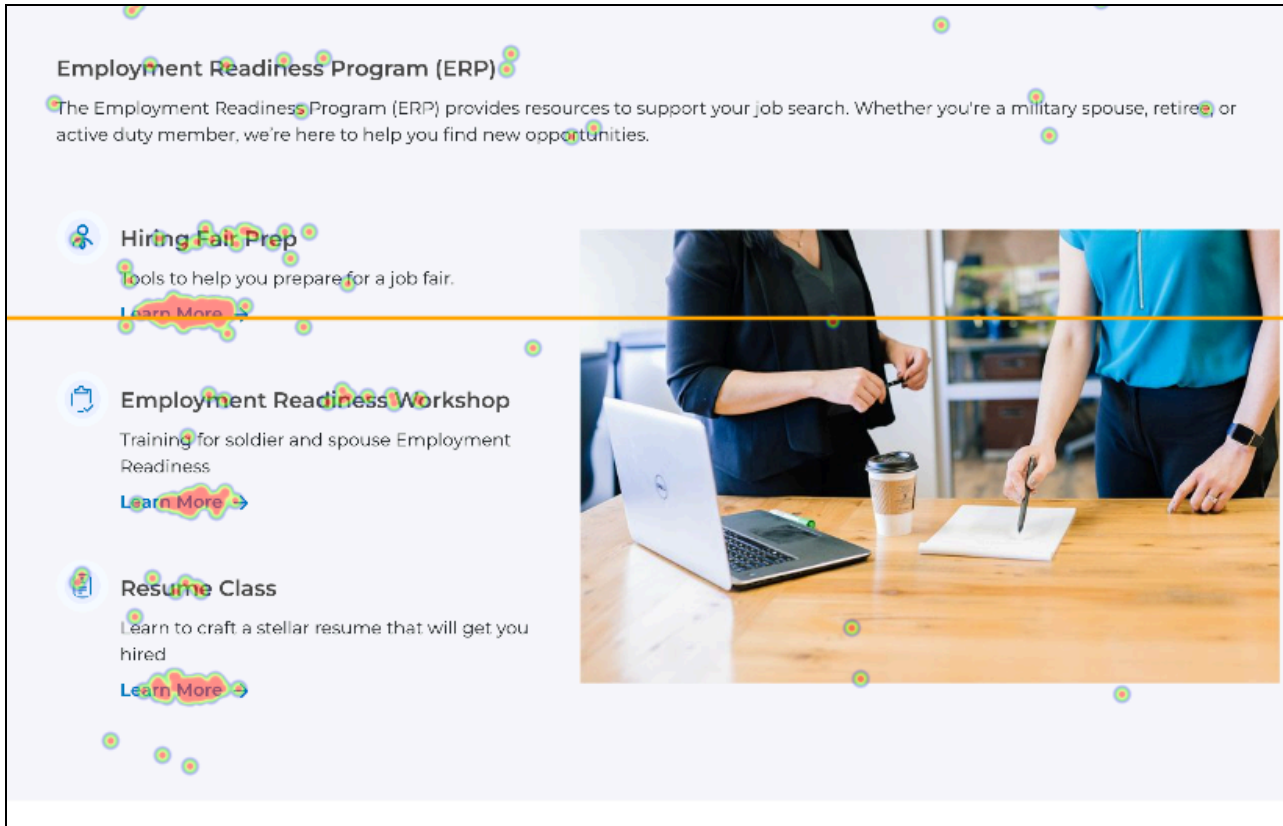
Organic search was the leading acquisition channel for ERP, followed by direct traffic and organic social. The program's channel mix is notably diverse, with paid social contributing 1,205 users and organic social driving 13,171 users, making social media a significant component of ERP's overall traffic strategy. Google was the top session source at 31,891 users, a 13.8% increase year over year, while direct traffic grew 64.6% to 20,892 users. The most striking source-level finding is nafbenefits.com, which grew 940.4% year over year to 2,882 users, indicating a significant new referral relationship driving high-volume traffic to ERP content..

Engagement metrics softened modestly during Q2 FY26 despite strong overall traffic growth. The engagement rate declined 4.9% to 64%, and average session time fell 4.5% to 2 minutes and 6 seconds year over year. Both declines are consistent with the 47.6% surge in new users, as first-time visitors arriving from diverse channels such as paid social, Facebook, and AI-assisted search naturally engage at lower rates than returning audiences.

The Employment Resources page on armymwr.com is structured as a hub for multiple employment-related programs, presenting the Employment Readiness Program (ERP), Home-Based Business Program, and Employment Community Engagement as distinct sections with individual CTAs. Heatmap activity is concentrated above the fold around the ERP section, particularly around the Hiring Fair Prep, Employment Readiness Workshop, and Resume Class links, indicating users are arriving with specific task-oriented intent and responding strongly to the program's most actionable offerings. This page structure directly supports the 41.1% growth in total users and the 47.6% surge in new users

recorded this quarter, as the clear program categorization and multiple entry points give first-time visitors an immediate pathway to relevant resources without requiring them to navigate deeper into the site.

Figure 12: Employment Resources Landing Page Heatmap, Q2 FY26



Exceptional Family Member Program (EFMP)

The Exceptional Family Member Program (EFMP) delivered strong growth across all traffic metrics during Q2 FY26. Total users grew 34.2% year over year to 11,976, and new users rose 35.0% to 8,235, indicating the program is successfully expanding its reach to first-time audiences at a healthy rate. Sessions increased 31.7% to 15,586, and views grew 24.3% to 17,626 year over year. The consistent growth across all four traffic metrics signals broad-based audience expansion.

Organic search was the leading acquisition channel for EFMP, followed by direct traffic and referral. Google was the top session source at 5,139 users, followed by direct at 4,287 users and Bing at 888 users. The efmp.army.mil domain referred 281 users, indicating traffic cycling from the dedicated EFMP program back to the MWR program page, suggesting users are navigating between the two properties as part of their research or enrollment process.

Engagement metrics softened modestly during Q2 FY26 against a backdrop of strong traffic growth. The engagement rate declined 3.7% to 57%, and average session time fell 9.0% to 2 minutes and 25 seconds year over year. Both declines are consistent with the 35.0% surge in new users, as first-time visitors arriving to research EFMP enrollment, eligibility, or re-enrollment processes naturally engage at lower rates than returning audiences.

Table 5: Clicks on EFMP links or downloads

Click Text	Total Clicks
EFMP Benefits Fact Sheet	323
Enterprise EFMP site	248
webpage	107
EFMP & Me	88
https://efmp.amedd.army.mil/	71
The Exceptional Advocate	67

Figure 13: EFMP Landing Page Heatmap, Q2 FY26

MILITARY & VETERANS SAVE \$720
PER YEAR WITH 4 LINES
Find out more

Savings versus Go5G or Go5G Plus. Verify military status w/in 45 days of pay up to \$20/line more per month. Qualifying credit req'd.
PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

Exceptional Family Member Program

EFMP

Exceptional Family Member Program

The Exceptional Family Member Program (EFMP) provides comprehensive support to Family members with special needs. An Exceptional Family Member is a Family member with any physical, emotional, developmental, or intellectual disorder that requires special treatment, therapy, education, training, or counseling, and meets the eligibility criteria. EFMP pertains to active duty Soldiers, US Army Reserve Soldiers in the Active Guard Reserve (AGR) Program, and Army National Guard AGR personnel serving under authority of 10 USC or 32 USC. Department of the Army Civilians do not enroll in the program.

EFMP takes an all-inclusive approach to coordinating military and civilian community, educational, medical, housing, and personnel services to help Soldiers and their Families with special needs. Enrollment in EFMP includes a wide array of benefits, detailed in the [EFMP Benefits Fact Sheet](#).

EFMP enrollment does not adversely affect promotions, schools, or assignments. EFMP information is not made available to selection boards.

Soldiers with Exceptional Family Members are required to register for EFMP and keep enrollment information current. That way, Family needs will be considered during the OCONUS assignments process. If you're eligible for EFMP services, Family members must be screened and enrolled when they accompany authorized Soldiers on OCONUS assignments. Screenings include a medical records review for all Family members and developmental screening for all children 72 months and younger. (Special education needs are considered only in assignments outside the United States. Assignments within the US and its territories are not based on the educational needs of children.)

For more information about EFMP and helpful articles about the program, look at the [Enterprise EFMP site](#). After that, contact the installation EFMP manager at your local Army Community Service (ACS) office. [Find the EFMP service near you](#). To learn more about medical enrollment, see the [Program Overview](#).

EFMP Resources

Here are some helpful resources for EFMP Families.

(Government Links)

- **Systems Navigators.** Systems navigators are ACS EFMP staff members available on most Army installations. They assist EFMP Families with navigating through the available systems of care.
- **EFMP Newsletter.** *The Exceptional Advocate* is the DoD's EFMP newsletter, which includes helpful information and resources.
- **Military OneSource.** Military OneSource's **EFMP & Me** tool allows Families to explore the details of EFMP benefits and processes.
- **DirectSTEP.** **DirectSTEP® eCourses** are available for free to Soldiers and Family Members, Army EFMP staff, and Special Education staff associated with teaching military children. DirectSTEP® eCourses teach staff, parents, and educators how to handle critical education issues to obtain positive outcomes.

Find My Installation

EXCEPTIONAL FAMILY MEMBER PROGRAM

MILITARY & VETERANS SAVE \$720
PER YEAR WITH 4 LINES
Find out more

Savings versus Go5G or Go5G Plus. Verify military status w/in 45 days of pay up to \$20/line more per month. Qualifying credit req'd.
PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

Advertise here!
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ACS

- Army Community Service
- Mobilization, Deployment and Stability and Support Operations
- Financial Readiness
- Relocation Readiness
- Survivor Outreach Services (SOS)
- Family Advocacy Program (FAP)
- Soldier and Family Assistance Center (SFAC)
- Army Family Action Plan
- Army Family Team Building

Family Advocacy Program (FAP)

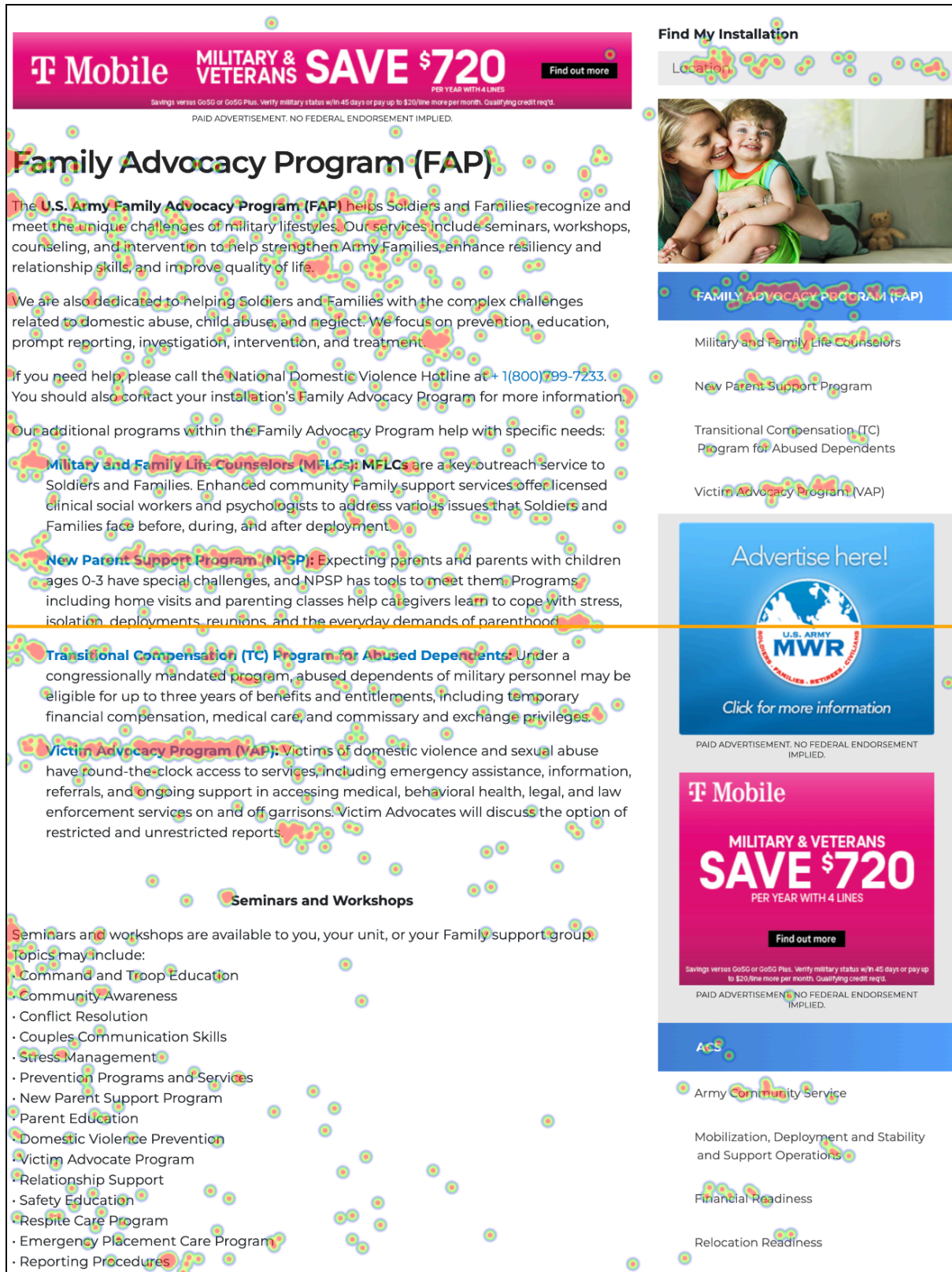
The Family Advocacy Program (FAP) experienced declines across most traffic metrics during Q2 FY26. Total users fell 9.7% year over year to 9,148, and new users declined 17.5% to 5,464, indicating the program is losing ground in reaching both new and returning audiences. Sessions decreased 10.2% to 11,709, and views fell 15.9% to 13,486 year over year. The steeper decline in new users relative to total users suggests the program is retaining a portion of its existing audience but struggling to expand its reach.

Organic search was the leading acquisition channel for FAP, followed by direct traffic and referral. Google was the top session source at 5,007 users, followed by direct at 2,180 users and Bing at 943 users.

Engagement metrics present a mixed picture for FAP during Q2 FY26. The engagement rate declined modestly 1.5% to 57%, while average session time increased 28.0% to 3 minutes and 9 seconds year over year. The combination of rising session time and declining traffic suggests the program is retaining a smaller but more committed audience that engages deeply with FAP content when it arrives.

Heatmap activity is strongest across the opening program description and the four sub-program sections covering Military and Family Life Counselors (MFLCs), New Parent Support Program (NPSP), Transitional Compensation, and Victim Advocacy Program (VAP), indicating users are reading through the full program overview. The heat concentration around the National Domestic Violence Hotline number and the VAP section suggests a segment of users arriving with immediate, crisis-oriented needs, which is consistent with the 28.0% increase in average session time as these users engage deliberately with sensitive content.

Figure 14: FAP Landing Page Heatmap, Q2 FY26



Financial Readiness Program (FRP)

The Financial Readiness Program (FRP) delivered strong growth during Q2 FY26. Total users grew 49.0% year over year to 14,084, and new users surged 51.1% to 8,272, indicating the program is successfully expanding its reach to first-time audiences. Sessions increased 34.5% to 17,363, and views rose 32.6% to 19,272 year over year.

Direct traffic was the leading acquisition channel for FRP, followed closely by organic search and referral. Direct traffic leading all channels at 6,234 users reflects a returning audience with strong program familiarity, while organic search (5,171 users) continues to drive new discovery. Home.army.mil was the top referral source at 1,133 users, followed by armyfamilywebportal.com at 424 users and installations.militaryonesource.mil at 122 users, all reflecting a high-intent audience navigating from trusted Army resources.

Engagement metrics softened during Q2 FY26 despite strong traffic growth. The engagement rate declined 15.2% to 52%, and average session time fell 6.2% to 2 minutes and 28 seconds year over year. The 51.1% surge in new users is the most likely contributing factor, as first-time visitors arriving from diverse channels naturally engage at lower rates.

Army Emergency Relief (AER)

Army Emergency Relief (AER) experienced broad declines across all traffic metrics during Q2 FY26, which is consistent with the current period of government stability. AER traffic is historically cyclical, with spikes occurring during government shutdowns, financial hardship events, or periods of heightened Soldier financial stress. Total users fell 8.4% year over year to 5,530, and new users declined 24.8% to 2,645, reflecting reduced demand for emergency financial assistance content during a period when the military is not facing a shutdown or similar crisis. Sessions decreased 11.1% to 7,625, and views fell 14.6% to 8,151 year over year.

Organic search led all acquisition channels at 3,063 users, followed by direct at 2,035 users and organic social at 320 users. Google was the top session source at 2,679 users, followed by direct at 2,035 users and Bing at 341 users. Facebook-related sources collectively drove 296 users, and chatgpt.com referred 30 users, continuing the AI-assisted search trend observed across the ACS program.

Engagement metrics declined across all dimensions for AER this quarter. The engagement rate fell 9.3% to 58%, average session time dropped 14.3% to 2 minutes and 11 seconds, and the declines in both new users and sessions suggest the audience arriving at AER content this quarter is smaller and less engaged than in the prior year. This is expected during periods of relative financial stability for the force and does not necessarily indicate a content or visibility problem. Maintaining baseline content quality and search visibility will ensure AER is positioned to respond quickly when demand increases.

Heatmap activity is concentrated around the opening description and the FRP and AER sub-program sections, with engagement dropping off significantly below the Financial Readiness Affiliates header. The scroll line confirms most users are not reaching the TSP, CFPB, and Better Business Bureau content, suggesting the supplemental resources section should be consolidated or moved higher on the page. The heat around the AER section and ArmyEmergencyRelief.org link indicates a portion of users are arriving on the FRP page specifically to find AER information, which aligns with the high financial readiness search volume identified in the search analysis.

Figure 15: FRP Landing Page Heatmap, Q2 FY26



Information and Referral

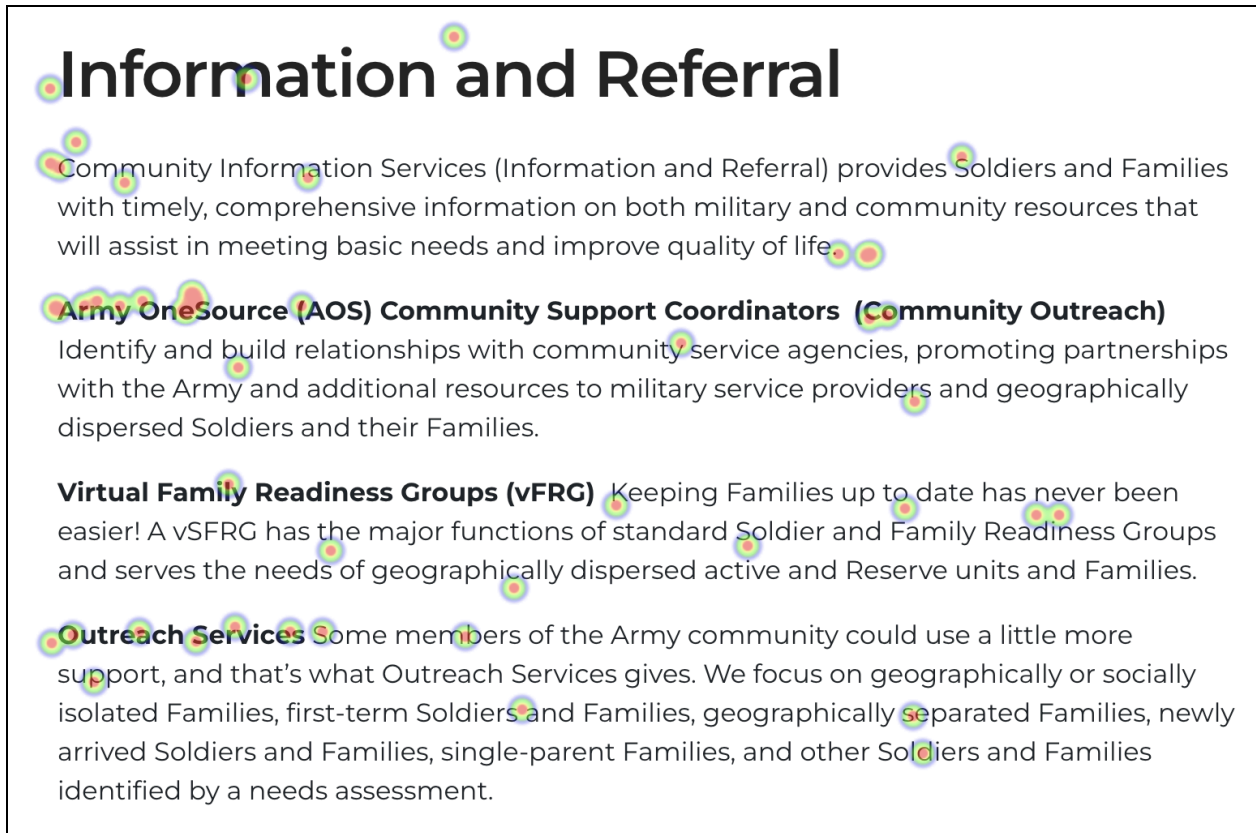
The Information and Referral (I&R) program delivered strong growth across all traffic metrics during Q2 FY26. Total users grew 60.8% year over year to 1,272, and new users rose 55.3% to 483, indicating the program is successfully expanding its reach to both new and returning audiences. Sessions increased 51.2% to 1,397, and views grew 24.9% to 1,296 year over year.

Direct traffic led all acquisition channels at 746 users, followed by organic search at 410 users and referral at 122 users. The dominance of direct traffic reflects a program that is largely accessed by users who already know it exists, which is consistent with I&R's role as an entry point within the ACS ecosystem rather than a broadly promoted standalone program.

Engagement metrics were the strongest recorded across the ACS program this quarter. The engagement rate rose 6.4% to 74%, the only program to record a year over year increase in engagement rate this period. Average session time declined 43.6% to 1 minute and 2 seconds, which paired with the high engagement rate indicates users are arriving with clear intent, finding what they need quickly, and exiting without needing to spend extended time on the page. This task-completion pattern is appropriate for a referral and navigation-focused program.

Heatmap activity is distributed evenly across all four sections, with heat concentrated around the section headers, indicating users are scanning for a specific service rather than reading sequentially. The page has no visible calls to action, which is a significant gap for a program that serves as the central entry point for ACS services. Adding a CTA after each section directing users to their local ACS office or a related program would convert scanning behavior into a measurable next step.

Figure 16: I&R Landing Page Heatmap, Q2 FY26



MD&SSO

The Mobilization, Deployment and Stability Support Operations (MD&SSO) program experienced traffic declines across most metrics during Q2 FY26. Total users fell 11.1% year over year to 1,820, and new users declined 36.9% to 726, indicating the program is losing ground in reaching first-time audiences at a notable rate. Sessions decreased 14.8% to 2,107, and views dropped 30.8% to 2,066 year over year. The steeper decline in new users and views relative to total users and sessions suggests the program is retaining a portion of its existing audience but struggling with content discovery and first-time visitor acquisition.

Organic search was the leading acquisition channel for MD&SSO, followed by direct traffic and referral. Google was the top session source at 860 users, followed by direct at 576 users and Bing at 187 users. Installations.militaryonesource.mil (51 users), myarmybenefits.us.army.mil (35 users), and home.army.mil (33 users) contributed referral traffic from trusted Army resources, reflecting a high-intent audience navigating between Army support resources. Installation-level traffic was mixed, with Fort Gordon recording a 152.4% increase and Fort Carson growing 35.7%, while Hawaii fell 50.5% and Fort Bliss declined 28.6%.

Engagement metrics were a positive counterpoint to the traffic declines. The engagement rate rose 8.4% to 67%, and average session time increased 4.6% to 1 minute and 59 seconds year over year. This combination of improving engagement alongside declining traffic suggests the program is retaining a smaller but more committed audience that engages meaningfully with MD&SSO content when it arrives. The engagement rate improvement is particularly notable as it is one of only two programs across the ACS program to record a year over year increase this quarter.

Heatmap activity is strongest across the opening program description and the Deployment Support and Family Readiness Training sections, indicating users are engaging most with content directly relevant to deployment preparation and SFRG support. The "Connect Now" CTA appears above the fold and repeats at the bottom of the page, with heat visible around both buttons suggesting users are responding to the CTA at multiple points in their visit. Engagement drops off through the Other Deployment Readiness Resources section, with the scroll line indicating many users do not reach the Plan My Deployment, SFRGs, and

Yellow Ribbon Reintegration Program links at the bottom. Moving the most actionable external resources higher on the page would improve their visibility and support the content depth needed to reverse the 30.8% decline in views recorded this quarter.

Figure 17: MD&SSO Landing Page Heatmap, Q2 FY26



Relocation Readiness

The Relocation Readiness program experienced modest declines across most traffic metrics during Q2 FY26. Total users fell 4.5% year over year to 4,084, and new users declined 16.7% to 2,114, indicating the program is losing ground in reaching first-time audiences more than its returning base. Sessions decreased 6.5% to 5,171, and views fell 11.3% to 5,882 year over year. The standout finding in the traffic data is Fort Carson, which grew 46.1% to 1,646 users and now accounts for the largest share of installation-level traffic by a significant margin, suggesting concentrated local PCS season activity or targeted outreach is driving disproportionate traffic from that installation.

Direct traffic led all acquisition channels at 1,683 users, followed by organic search at 1,269 users and referral at 1,088 users. The referral channel is notably strong for Relocation Readiness relative to other ACS programs, with home.army.mil (520 users), installations.militaryonesource.mil (265 users), and armyfamilywebportal.com (77 users) all contributing meaningfully, reflecting a high-intent audience navigating from trusted Army resources during PCS research. The europeafrica.army.mil referral source (26 users) indicates OCONUS audiences are actively using the program, and chatgpt.com (25 users) continues the AI-assisted search trend observed across the program.

Engagement metrics present a mixed picture for Relocation Readiness during Q2 FY26. The engagement rate declined modestly 2.8% to 62%, while average session time increased 39.5% to 3 minutes and 54 seconds year over year, the second highest session time increase recorded across the ACS program this quarter. This combination suggests users who arrive at Relocation Readiness content are spending significantly more time engaging with it than in the prior year, likely reflecting the complexity of PCS-related research and the depth of content users are working through during the relocation planning process.

Heatmap activity is concentrated in the opening description and the top resource entries, particularly Plan My Move, Household Goods Lending Closet, and Citizenship and Immigration Services. The scroll line falls around the Household Goods Lending Closet entry, meaning the OCONUS resources, support groups, and helpful links below are largely unseen. Surfacing the most searched resources, particularly OCONUS content and

citizenship services, higher on the page would improve visibility for users who do not scroll past the midpoint.

Figure 18: Relocation Readiness Landing Page Heatmap, Q2 FY26



Survivor Outreach Services (SOS)

Survivor Outreach Services (SOS) experienced declines across most traffic metrics during Q2 FY26. Total users fell 12.3% year over year to 2,359, and new users declined 21.0% to 1,602, indicating the program is losing ground in reaching first-time audiences at a faster rate than its returning base. Sessions decreased 17.0% to 2,745, and views fell 23.8% to 3,085 year over year.

Organic search was the leading acquisition channel at 986 users, followed closely by direct at 817 users and referral at 544 users. Google was the top session source at 857 users, followed by direct at 817 users and home.army.mil at 319 users, the highest home.army.mil referral volume recorded across the ACS program this quarter.

Engagement metrics were largely flat during Q2 FY26. The engagement rate held steady at 58%, a marginal 0.4% increase year over year, while average session time declined 43.9% to 1 minute and 44 seconds. The sharp drop in session time is the most significant engagement concern this quarter and suggests users are arriving, scanning briefly, and exiting without finding the content or next steps they need.

Heatmap activity is distributed across the opening paragraphs with sustained heat through the grief counseling, financial counseling, and long-term support sections, indicating users are reading carefully through the program description. Engagement drops off at the scroll line, which falls around the Gold Star and Next of Kin lapel buttons section, meaning the GSSF Representative contact information and the "Find more resources for survivors" link at the bottom are largely unseen. Given that the GSSF Representative phone number and email are among the most actionable elements on the page for users in need, moving that contact information above the scroll line would ensure it reaches the majority of visitors rather than only those who scroll to the bottom.

Figure 19: SOS Landing Page Heatmap, Q2 FY26



Soldier and Family Assistance Center (SFAC)

The Soldier and Family Assistance Center (SFAC) experienced significant declines across all traffic metrics during Q2 FY26. Total users fell 22.3% year over year to 1,232, and new users declined 25.6% to 456, indicating the program is losing ground with both new and returning audiences. Sessions decreased 27.0% to 1,366, and views dropped 28.5% to 1,494 year over year. The declines are broad-based across nearly all installations, with Fort Bliss falling 72.9%, Fort Carson falling 63.9%, and Fort Belvoir falling 32.1%. The concentration of declines across multiple major installations suggests a systemic awareness or visibility issue rather than isolated local factors.

Organic search was the leading acquisition channel at 716 users, followed by direct at 325 users and referral at 180 users. Google was the top session source at 591 users, followed by direct at 325 users and Bing at 111 users. Home.army.mil (69 users) and armyfamilywebportal.com (23 users) contributed the most meaningful referral traffic. The jble.af.mil referral source (6 users) indicates some cross-service awareness of SFAC among joint base audiences.

Engagement metrics softened across all dimensions during Q2 FY26. The engagement rate declined 5.4% to 70%, and average session time fell 34.0% to 1 minute and 32 seconds year over year. While a 70% engagement rate remains the highest recorded across the ACS program this quarter.

Heatmap activity is concentrated across the opening program description and the services list, with notable heat around the Entitlement and Benefits, Soldier for Life, and Financial Counseling entries, indicating users are arriving with specific service needs rather than reading the page broadly.

Figure 20: SFAC Landing Page Heatmap, Q2 FY26

