



ACS Insights and Recommendations

First Quarter FY26

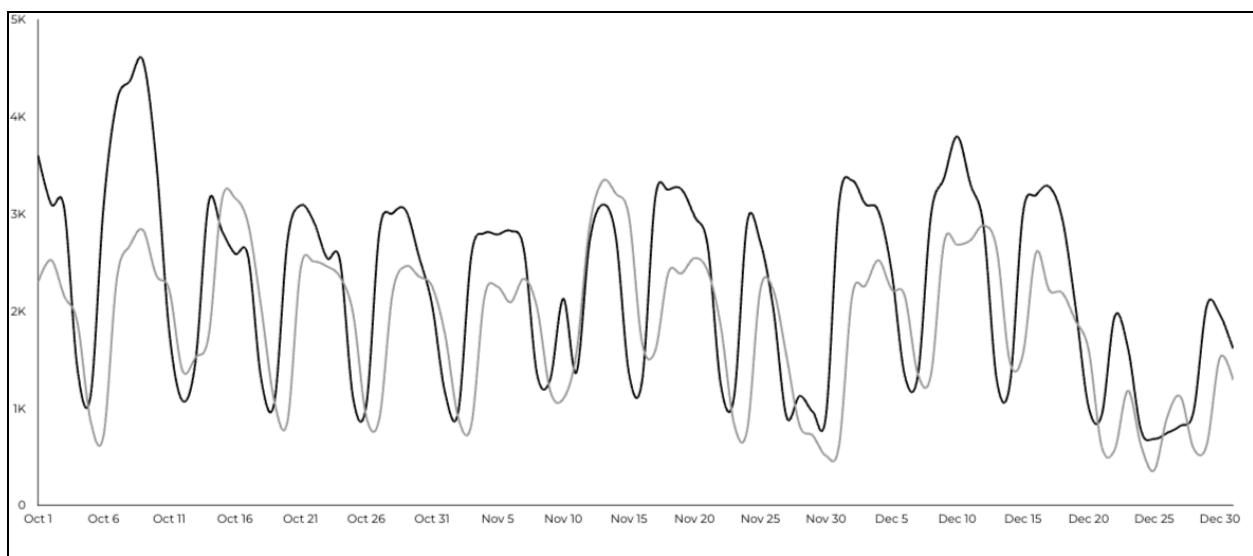
ACS Traffic

- **Views:** 207,707 (up 22.4%)
- **Sessions:** 166,459 (up 36.0%)
- **Total users:** 128,237 (up 41.8%)
- **New users:** 95,591 (up 46.5%)
- **Engagement rate:** 51% (down 15.0%)

Traffic Pattern

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

ACS Trends Compared YoY



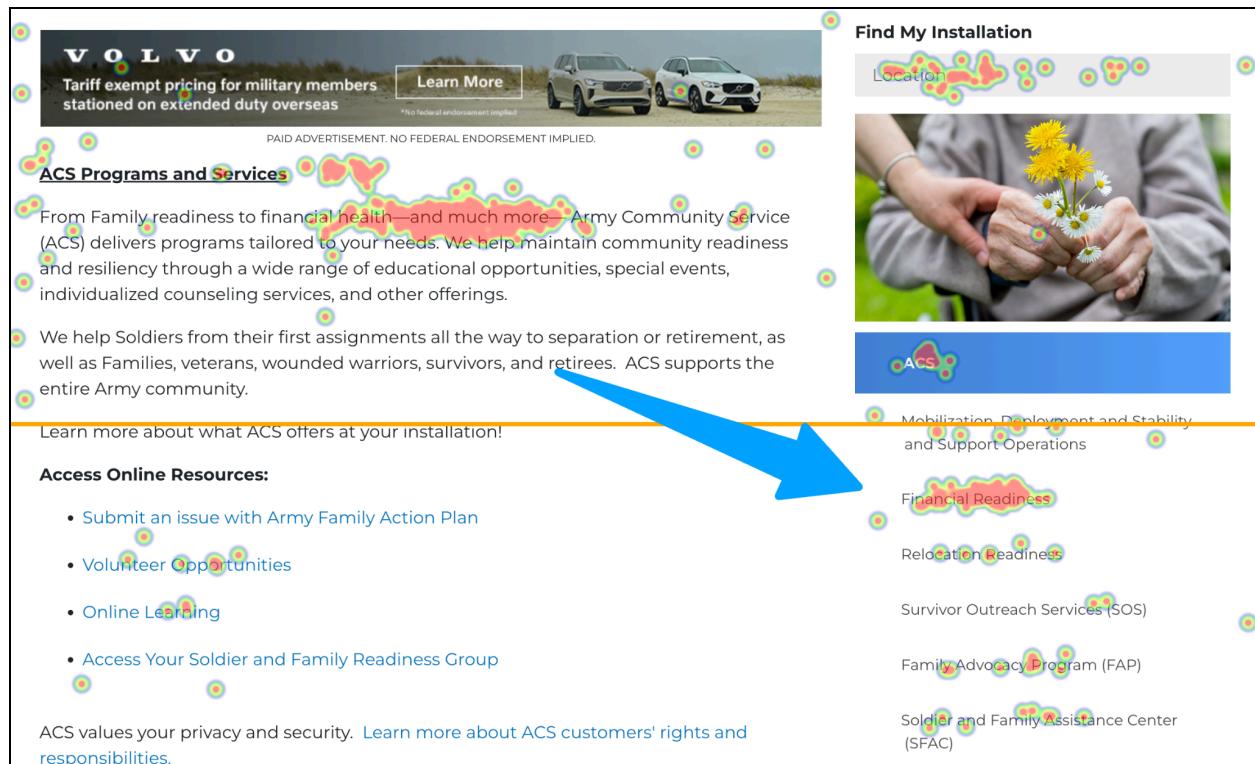
Heatmaps

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

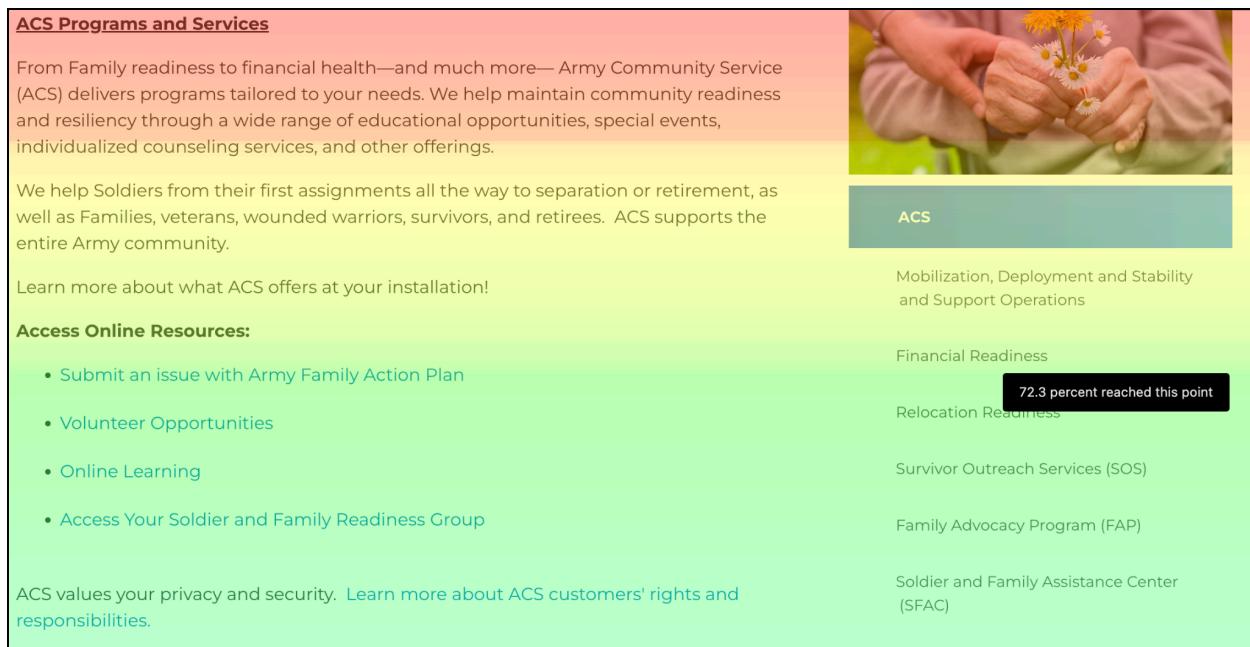


Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

Scroll Map

The percentage "72.3%" displayed in the heatmap indicates that 72.3% of visitors to the page scrolled down far enough to reach the green section where that point is highlighted. This means nearly 80% of visitors viewed the content in that section of the page, providing insight into how engaging the content above it is and whether critical information placed lower might be missed by the remaining visitors who didn't scroll further.

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

- 6 pages were added to ACS.

Table 1: Total new pages added to ACS last quarter

Name
Survivor Outreach Services
Let's Chalk about Domestic Violence: Chalk Art Contest
EFMP Storytime
Army Family Team Building
ACS Leaders Toolbox
ACS Emergency Preparedness & Resource HUB

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.

1. What users are telling us (intent patterns)

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

Dominant need states

1. Financial stress & readiness

- Top queries: finance (50), financial, financial readiness, loan, AER, grant, budget, taxes, continuation pay
- These searches have very low bounce rates, meaning users are finding something relevant once they search.
- This aligns perfectly with ACS mission priorities and validates Financial Readiness as a primary demand driver.

2. Family & relationship support

- High-intent terms like anger management, marriage counseling, divorce, parenting, adoption, EFMP, FAP
- These are emotionally loaded searches, often done when users need help now, not later.
- Even with low volume, the intent strength is high.

3. Employment & transition

- Jobs, job fair, hiring, resume, career fair, CSP, TAP

Searches are usually 1-1.5 searches per user, indicating users expect quick answers, not exploration.

4. Readiness, deployment, relocation

- PCS, deployment, relocation, sponsorship, newcomer
- These terms show situational stress points tied to military lifecycle events.



Recommendations:

1. **Create “Top Searched Help” landing or Chat dialog**
 - Financial help
 - Family & relationship support
 - Employment & transition
 - Relocation & PCS
2. **Alias common searches to the same destination**
 - *finance, financial, financial readiness* → one strong hub
 - *marriage counselor, marriage counseling, counseling* → clear support page with contacts
3. **Add plain-language Q&A content**
 - Especially for long-tail, human questions
 - This improves search, AI discovery, and trust simultaneously
4. **Improve transactional clarity**
 - For adoption, home-based business, appointments, food handling
 - Users want “What do I do next?” in one click

The Domestic Violence Awareness Month

The Domestic Violence Awareness Month campaign reached a total of 797 users during the reporting period, representing a 52.1% increase year-over-year. New users totaled 401, more than doubling year-over-year (+107.8%), indicating expanded awareness and reach. Sessions increased to 879 (+44.6% YoY), while total views rose to 819 (+14.1% YoY).

Direct traffic was the primary driver, accounting for 465 users, followed by Organic Search with 207 users. Referral traffic contributed 109 users, while Organic Social added 16 users, and Unassigned traffic accounted for 12 users. This distribution suggests users accessed DVAM content largely through intentional pathways, such as direct links, command communications, or official referrals, rather than passive browsing.

Despite this growth, engagement metrics declined, with the engagement rate falling to 39% (-43.0% YoY) and average session time decreasing to 53 seconds (-31.8% YoY), reflecting more time-sensitive, task-oriented visits typical of awareness-focused content.

Overall, DVAM performance indicates strong awareness penetration and expanded reach, particularly among new users, while shorter session durations and lower engagement rates align with expected behavior for sensitive, informational campaign content where users seek quick access to resources rather than prolonged exploration.

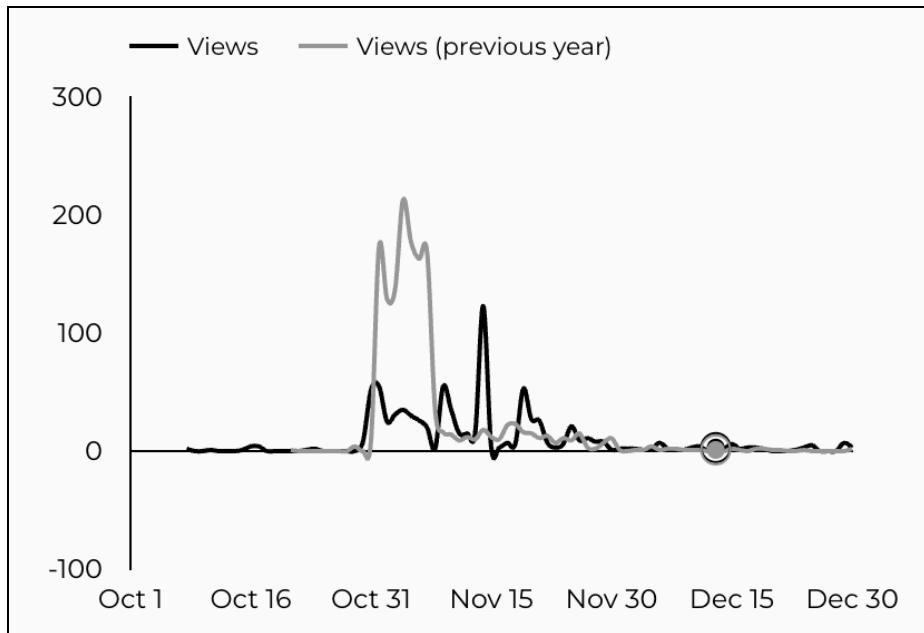
Military Family Month

The Military Family Month campaign reached a total of 747 users during the reporting period, reflecting a 42.5% decrease year-over-year. New users totaled 455, down 47.4%, indicating a narrower reach compared to the previous year. Sessions declined to 802 (-43.3% YoY), while total views fell to 824 (-45.2% YoY), signaling an overall reduction in campaign visibility and repeat engagement.

Organic Social was the leading acquisition channel, driving 336 users, followed by Organic Search with 130 users. Direct traffic accounted for 123 users, while Email contributed an additional 123 users, underscoring the importance of outbound communications in driving awareness. Referral traffic added 31 users, playing a smaller supporting role. This channel mix highlights continued reliance on social platforms and email distribution to reach audiences during the campaign period.

Engagement metrics softened during the reporting period, with the engagement rate declining to 45% (-30.6% YoY). While overall engagement quality decreased, this trend aligns with the campaign's awareness-focused nature, where users are more likely to access content quickly through social and email links rather than engage in extended on-site exploration.

Figure 3: Military Family Month views compared year-over-year, with a lower peak and shorter duration than last year.



Army Community Services

The Army Community Service portfolio reached a total of 128,237 users during FY26 Q1, representing a 41.8% increase year over year. New users rose to 95,591, reflecting 46.5% growth, indicating strong expansion in first-time discovery across ACS programs. Sessions increased 36.0% to 166,459, and overall content consumption strengthened, with total views rising 22.4% to 207,707 year over year.

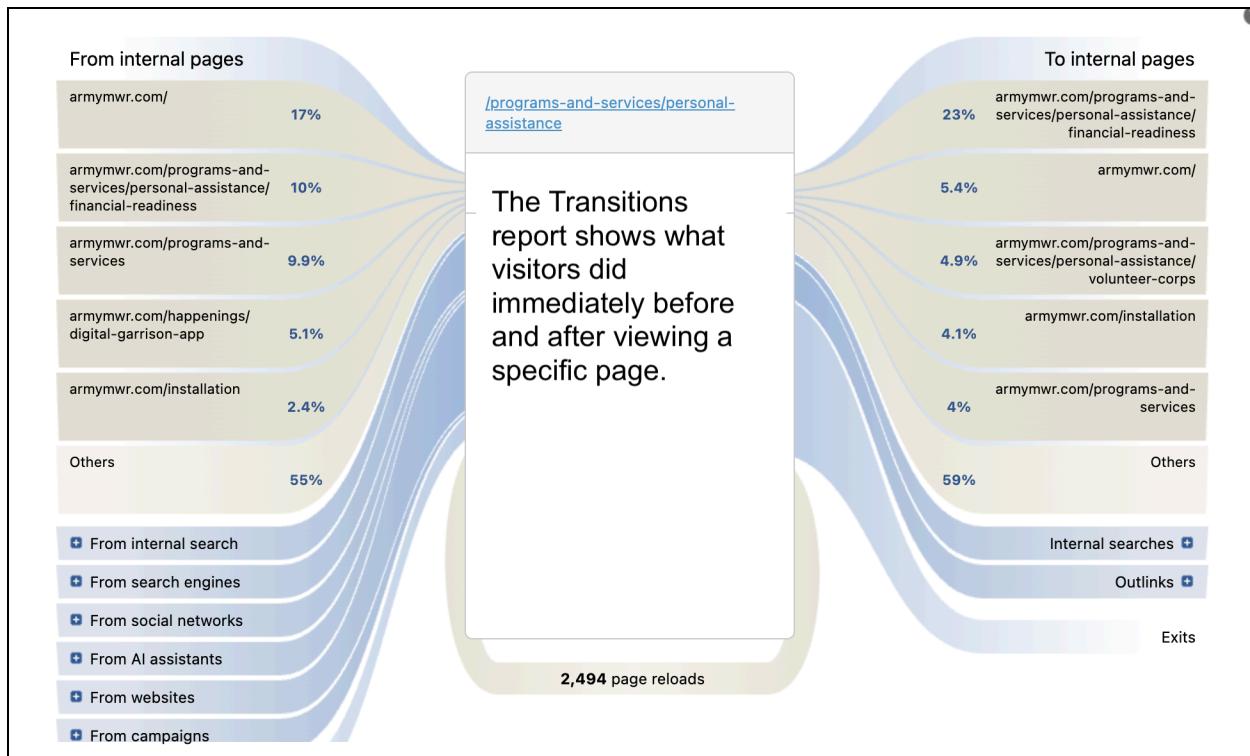
Organic Search and Direct traffic were the primary acquisition drivers across ACS. Organic Search accounted for approximately 44% of traffic, while Direct traffic contributed just over 40%, reflecting a balance between search-driven discovery and intentional, repeat access. Referral traffic represented 13.6% of users, with Organic Social contributing a small share at 2.5%. Session source data shows direct traffic as the single largest source with 51,378 users (+137.7%), followed closely by Google with 47,768 users (-4.0%). Additional growth came from Bing (7,863, +46.3%) and significant increases from armyfamilywebportal.com (5,884, +6,663.2%) and chatgpt.com (726, +2,492.9%), highlighting expanding discovery through partner ecosystems and AI-assisted search pathways.

Engagement metrics softened despite strong traffic growth. The engagement rate declined to 51%, a 15.0% decrease year over year, suggesting users are moving through ACS content more quickly as reach expands.

Transitions

The Transitions report shows what visitors did immediately before and after viewing a specific page. It provides context around a single page by showing how users arrived and what actions they took next, including navigation to other pages, external link clicks, downloads, searches, and exits. Full documentation can be found at the [MWR Resource Center](#)

Figure 4: User Journey to and from HQ ACS pages.



What this page is doing in the ACS

The Personal Assistance page is functioning as a navigation hub, not a terminal destination. With 2,494 page reloads, users are actively moving through this page as part of a broader journey rather than stopping here. That tells us intent is already formed when users arrive.

Where users are coming from (Before viewing the page)

A significant share of traffic is coming from high-level navigational pages, not deep content:

- armymwr.com homepage (17%)

- Financial Readiness (10%)
- Programs & Services hub (9.9%)
- Digital Garrison App page (5.1%)

This pattern shows that users are browsing laterally across ACS programs, often starting broad and narrowing toward Personal Assistance. The relatively small percentage from Installation pages (2.4%) suggests this content is being discovered more at the enterprise level than through local garrison navigation.

The large “Others” bucket (55%) reinforces that traffic is fragmented across many internal paths, which is typical for a hub-style page.

Where users go next (After viewing the page)

The strongest signal here is intentional progression, not abandonment:

- Financial Readiness (23%) is the top next step
- Homepage (5.4%)
- Volunteer Corps (4.9%)
- Installation pages (4.1%)
- Programs & Services hub (4.0%)

This confirms that users are using Personal Assistance as a decision point, then moving into specific action-oriented programs, especially financial support. The high “Others” share (59%) again reflects distributed navigation rather than confusion or exits.

What this tells us about user intent

Users arriving at Personal Assistance are:

- Already problem-aware
- Evaluating which program best fits their need
- Moving quickly toward task-oriented destinations

This is consistent with what we've seen across ACS this quarter: fast, purposeful journeys over exploratory browsing.

Army Family Team Building (AFTB)

The Army Family Team Building program reached a total of 1,244 users during FY26 Q1, representing a 16.6% increase year over year. New users totaled 581, reflecting a slight decline of 0.9%, indicating that growth was primarily driven by returning audiences rather than first-time visitors. While sessions increased modestly by 4.8% to 1,388, overall content consumption declined, with total views falling 30.2% year over year.

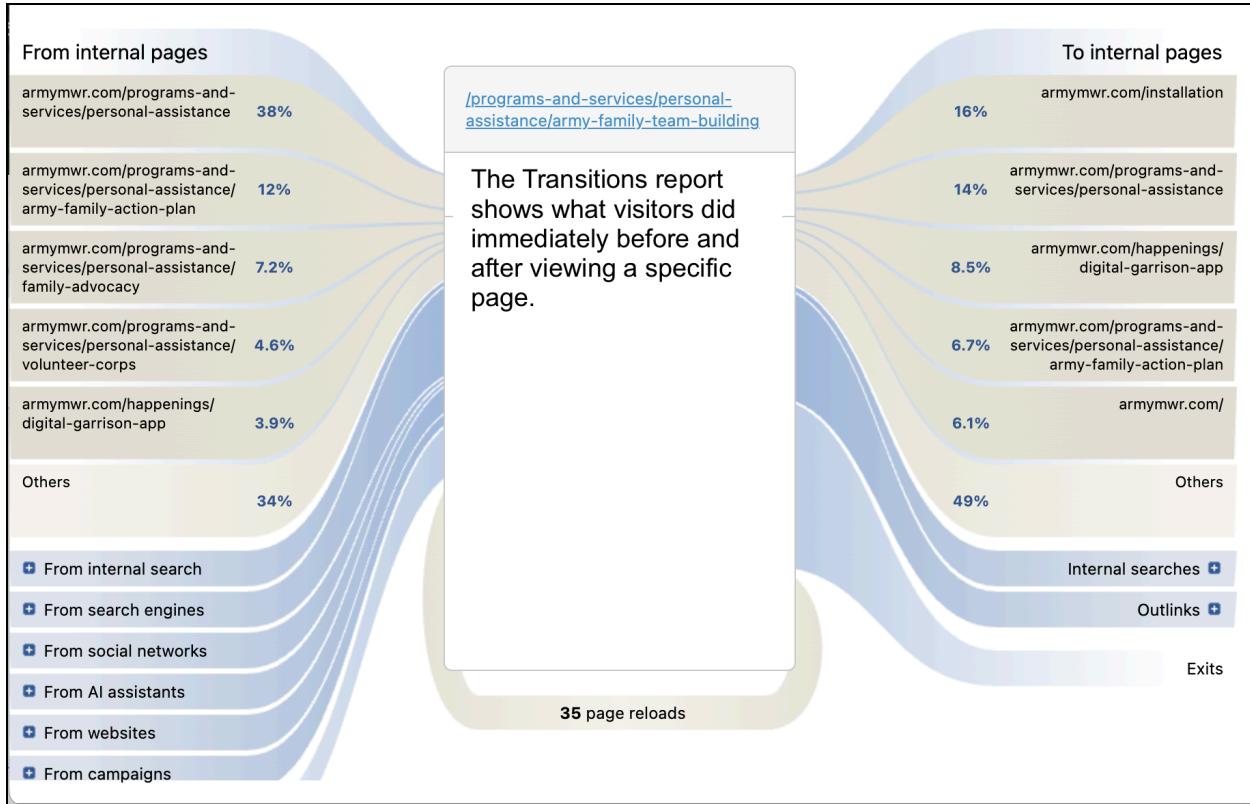
Direct traffic was the leading acquisition channel, generating 653 users, followed by Organic Search with 436 users. Referral traffic contributed 127 users, while Organic Social accounted for 58 users, and Unassigned traffic remained minimal. This channel mix indicates strong reliance on known entry points and bookmarks, with comparatively lower discovery through social platforms.

Engagement metrics also weakened during the quarter, as the engagement rate dropped to 49%, an 18.2% decrease, and average session time declined to 1 minute and 18 seconds, down 18.8%, suggesting users are spending less time interacting with AFTB content.

Table 2: Top Search Terms by Search Volume

Search	Total Searches	Total users
careers	1	1
couple retreats	1	1
financial readiness	1	1
mrt	1	1
mwr	1	1
aftb fort bliss	1	1
army fmaily team building	1	1
bingo bliss	1	1
certificate	1	1

Figure 5: User Journey to and from HQ AFTB pages

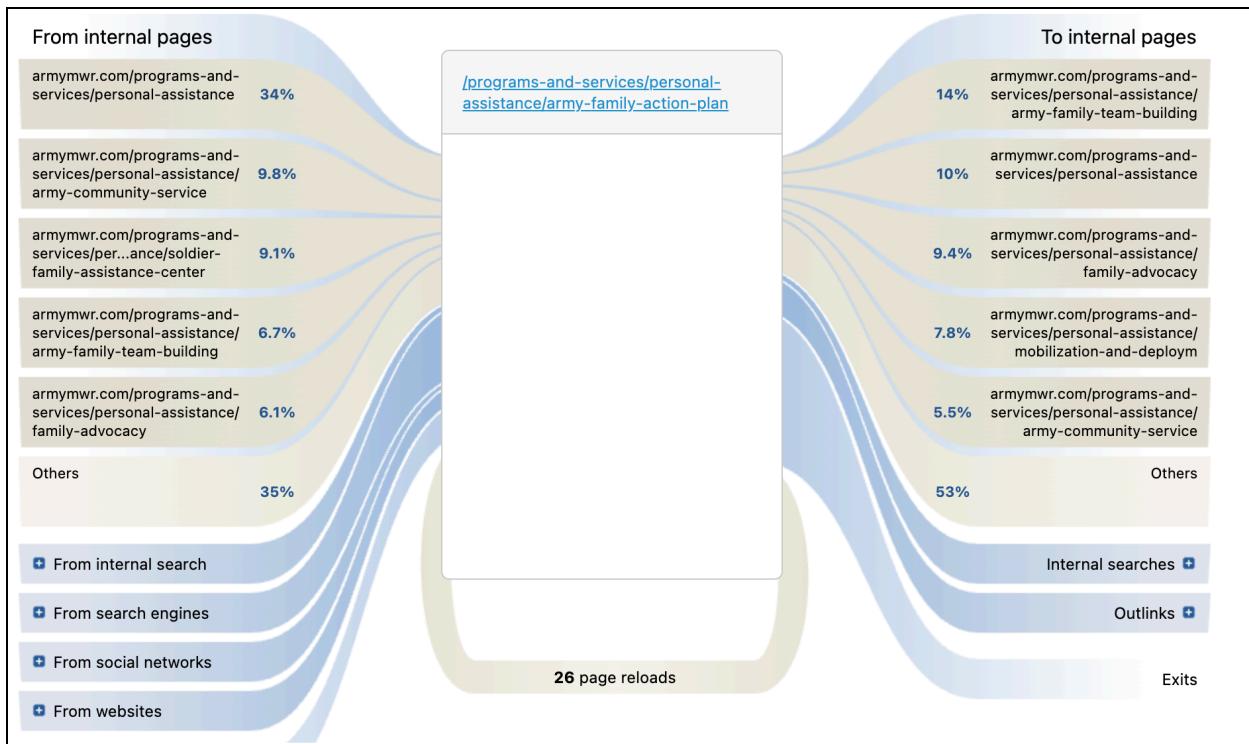


Army Family Action Plan (AFAP)

The Army Family Action Plan (AFAP) section recorded 1,092 total users during the reporting period, reflecting a 5.5% year-over-year decline. Views totaled 1,283, down 26.2%, while sessions decreased 13.9% to 1,163, indicating lighter overall traffic compared to the previous year. Engagement rate settled at 51%, a 26.4% decline, suggesting fewer users progressed beyond initial page interactions. New users reached 441, though year-over-year comparison data is not available for this metric.

Direct traffic was the dominant channel, driving 390 users, followed by Organic Search with 230 users. Referrals contributed 67 users, while Organic Social and Unassigned traffic accounted for smaller volumes. This pattern suggests AFAP content is primarily accessed intentionally (direct) or through targeted search behavior rather than broad campaign-driven discovery.

Figure 6: User Journey to and from HQ AFAP pages.



Army Volunteer Corps (AVC)

The Army Volunteer Corps program reached a total of 3,638 users during FY26 Q1, representing an 8.0% increase year over year. New users declined to 2,115, a 9.8% decrease, indicating that overall growth was driven primarily by returning audiences rather than first-time visitors. While sessions increased 8.7% to 4,345, overall content consumption declined slightly, with total views falling 7.4% to 4,472 year over year.

Organic Search was the leading acquisition channel, generating 2,369 users, followed by Direct traffic with 906 users and Referral traffic with 327 users. Unassigned traffic accounted for 55 users, while Organic Social contributed 44 users.

Engagement metrics were mixed during the quarter. The engagement rate declined to 64%, an 8.5% decrease year over year, while average session time increased to 2 minutes and 49 seconds, a 9.7% improvement. This pattern suggests users are spending more time per visit despite fewer sessions meeting engagement thresholds, indicating more focused, task-oriented visits with opportunities to strengthen interaction cues and cross-navigation once users arrive.

Figure 7: User Journey to and from HQ AVC pages.

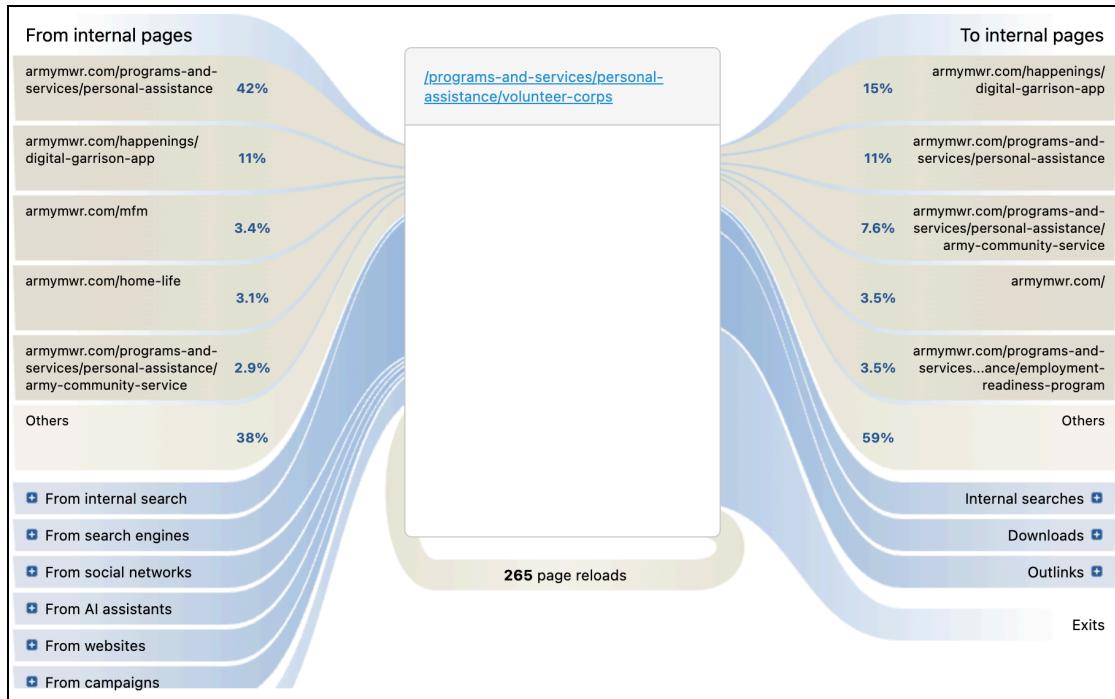


Table 3: Top Link Clicks

Click Text	Event count ▾
https://vmis.armyfamilywebportal.com/	119
https://vmis.armyfamilywebportal.com	115
Volunteer Management Information System (VMIS)	110
Volunteer Agreement	58
Volunteer Service Record	47

Table 4: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
vmis	3	3
volunteer oportunity	2	1
volunteer	2	2
8 ball	1	1
aftb	1	1
care team classes	1	1
family advocacy program	1	1
lis	1	1
postal	1	1

Employment Readiness Program (ERP)

The Employment Readiness Program reached a total of 63,624 users during FY26 Q1, representing a 3.7% increase year over year. New users declined to 38,809, a 10.0% decrease, indicating that overall growth was driven primarily by returning audiences rather than first-time visitors. While sessions increased 6.2% to 78,709, overall content consumption strengthened, with total views rising 16.9% to 107,900 year over year.

Organic Search was the leading acquisition channel, generating 30,541 users, followed by Direct traffic with 22,475 users and Referral traffic with 6,181 users. Organic Social contributed 3,824 users, while Unassigned traffic accounted for 1,126 users. Session source data shows Google as the dominant driver with 26,551 users, followed by direct traffic (22,475), Bing (3,180), and Facebook platforms. Notable growth was also observed from nafbenefits.com and chatgpt.com, reflecting expanding discovery through partner resources and AI-assisted search environments.

Engagement metrics strengthened modestly during the quarter. The engagement rate rose to 64%, a 1.6% increase year over year, while average session time increased to 2 minutes and 2 seconds, up 6.2%. This pattern suggests users are spending more time interacting with ERP content and are increasingly engaged with employment-related resources.

Army Answers

- How do I apply to work at Gammon Fitness
- How do reach out to someone to help me find a job
- Where can I apply for a remote job
- Jobs in Fort Hood
- What are some of the jobs you have available
- Can an employee in a CEAT program keep their hourly from their last installation
- How can I work for CYS
- How hard is it to find employment as a spouse overseas
- Wife needs help getting a job
- How do I start my spouse employment
- Where can I find a list of open job positions

- How can I seek employment overseas as a nurse
- How do I apply for employment on post

Table 5: Top Downloads

Click Text	Event count
CEAT Transfer Guide	578
Calendar Year 2026 Open Enrollment Brochure (PDF)	266
HBB Application	232
(not set)	218
Calendar Year 2026 Premiums (PDF)	177
CYS Career Guide	162
Approved Commercial Solicitation Vendors (HBBs)	148
HBB Application here	126

Figure 8: User Journey to and from HQ ERP pages.

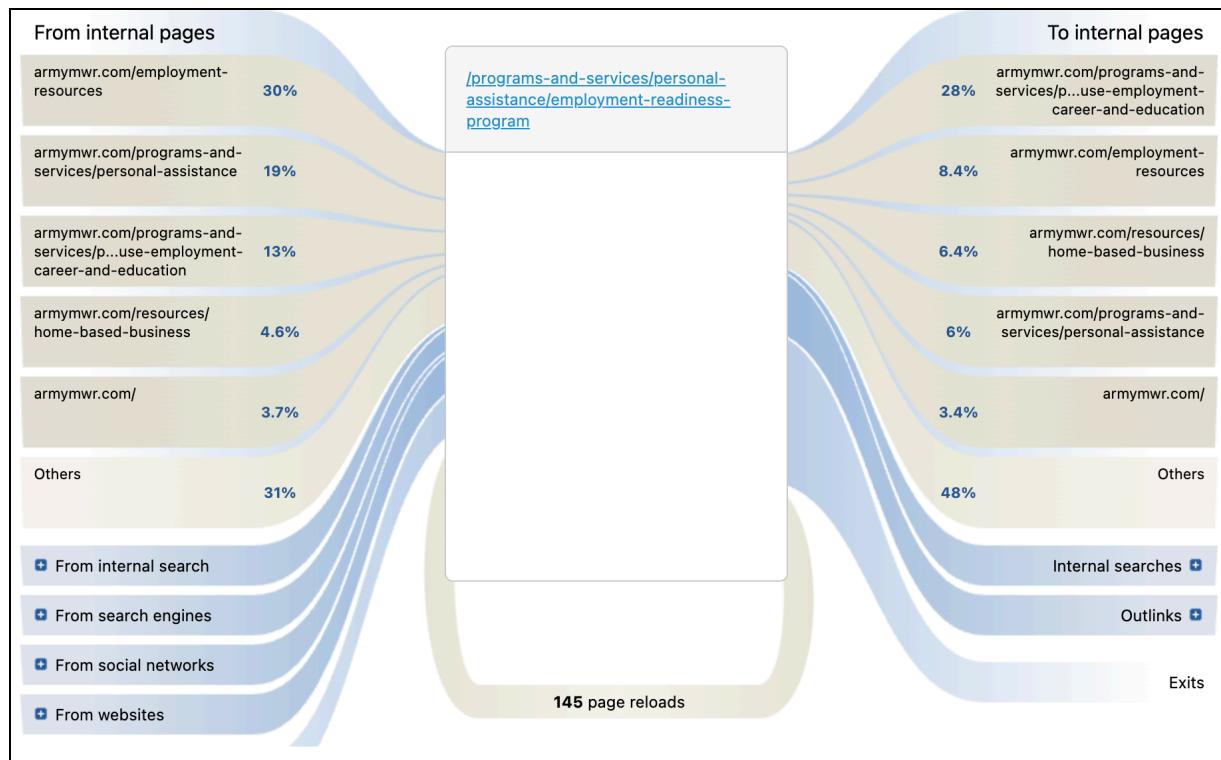


Table 6: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
discovery	43	6
jobs	37	37
employment	12	11
job fair	11	10
career fair	9	9
careers	9	9
hiring	7	6
ceat	7	6
volunteer	6	5
job	6	6
cashier	5	1
employment readiness	5	4

Exceptional Family Member Program (EFMP)

The Exceptional Family Member Program reached a total of 9,597 users during FY26 Q1, representing a 15.0% increase year over year. New users rose to 7,129, reflecting 29.3% growth, indicating that audience expansion was driven primarily by first-time visitors. Sessions increased 12.4% to 12,144, and overall content consumption strengthened, with total views rising 7.2% to 13,379 year over year.

Organic Search was the leading acquisition channel, generating 5,122 users, followed by Direct traffic with 3,393 users and Referral traffic with 798 users. Organic Social contributed 271 users, while Unassigned traffic accounted for 105 users. Session source data shows Google as the dominant driver with 4,310 users, followed by direct traffic (3,393), bing (764), and Facebook traffic.

Engagement metrics were mixed during the quarter. The engagement rate declined to 50%, a 14.8% decrease year over year, while average session time increased to 2 minutes and 53 seconds, up 21.5%. This pattern suggests users are spending more time per visit while a smaller share of sessions meet engagement thresholds.

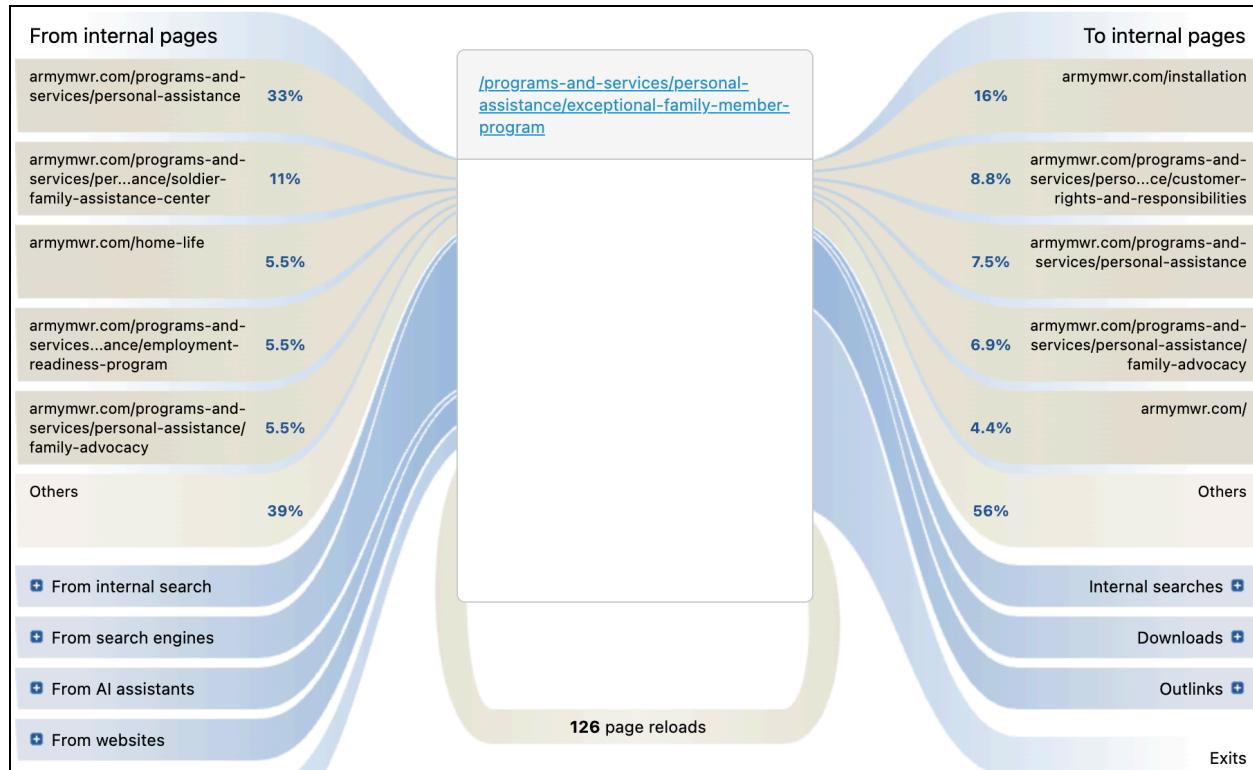
Table 7: Clicks on EFMP links or downloads

Click Text	Total Clicks ▾
Enterprise EFMP site	285
EFMP Benefits Fact Sheet	239
webpage	79
EFMP & Me	58
Program Overview	46
https://efmp.amedd.army.mil/	42
The Exceptional Advocate	38
Grand total	1,269

Table 8: EFMP Top Search Terms by Search Volume

Search	Total Searches ▾
efmp	18
efmp santa	4
5888	1
7717	1
cil	1
demo	1
excep	1
ft benning jag office	1

Figure 9: User Journey to and from HQ EFMP pages.



Family Advocacy Program (FAP)

The Family Advocacy Program reached a total of 9,255 users during FY26 Q1, representing a 4.4% increase year over year. New users declined to 5,411, a 8.6% decrease, indicating that overall growth was driven primarily by returning audiences rather than first-time visitors. While sessions increased 5.4% to 12,005, overall content consumption declined modestly, with total views falling 9.4% to 12,484 year over year.

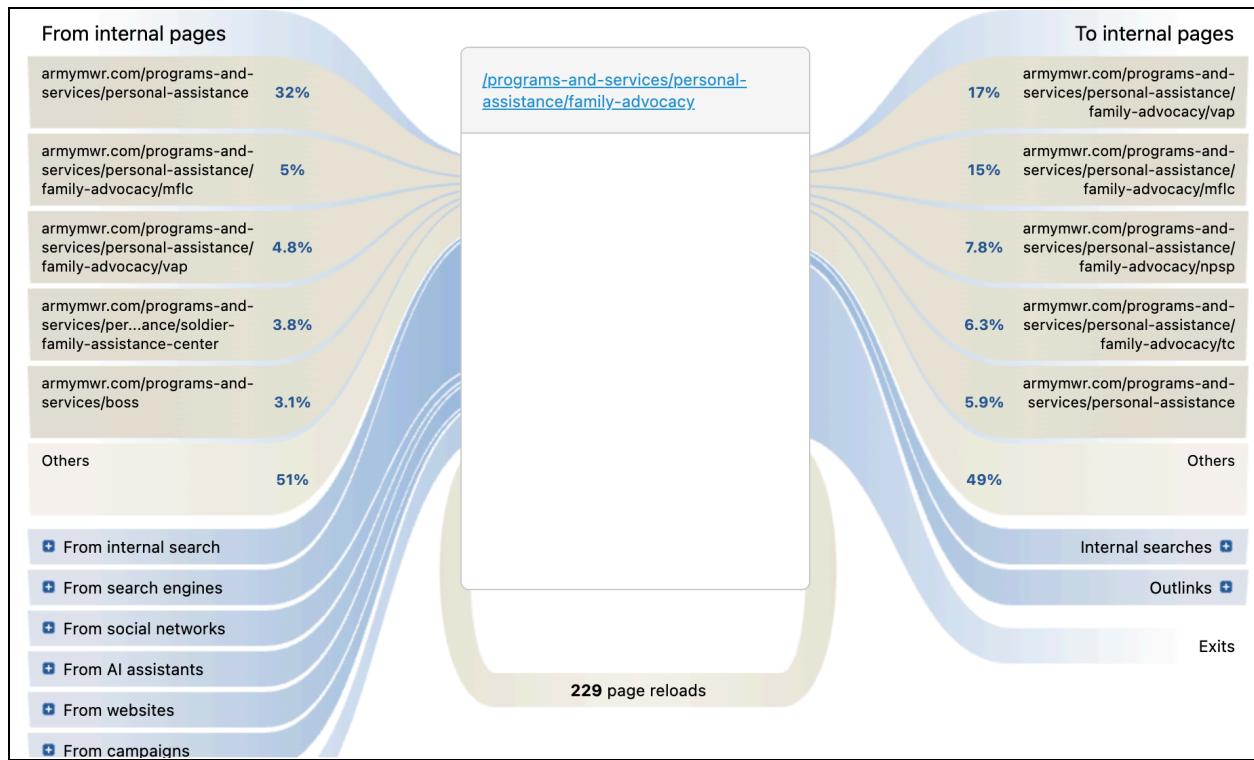
Organic Search was the leading acquisition channel, generating 6,050 users, followed by Direct traffic with 2,188 users and Referral traffic with 892 users. Organic Social contributed 211 users, while Unassigned traffic accounted for 86 users. Session source data shows Google as the dominant driver with 5,158 users, followed by direct traffic (2,188), Bing (820), and referrals from trusted Army and partner domains including home.army.mil, installations.militaryonesource.mil, myarmybenefits.us.army.mil, and qrco.de.

Engagement metrics were mixed during the quarter. The engagement rate declined to 55%, a 5.7% decrease year over year, while average session time increased to 3 minutes and 11 seconds, up 33.3%. This pattern suggests users are spending more time per visit engaging with FAP content.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▾
fap	3
family advocacy	2
marriage	1
special agent jacob shute	1
79	1
adultery	1
baby sign language	1

Figure 10: User Journey to and from HQ FAP pages.



Financial Readiness Program (FRP)

The Financial Readiness Program reached a total of 14,560 users during FY26 Q1, representing a 75.0% increase year over year. New users rose to 8,262, reflecting 59.5% growth, indicating that audience expansion was driven primarily by first-time visitors. Sessions increased 65.6% to 18,580, and overall content consumption strengthened significantly, with total views rising 42.8% to 18,658 year over year.

Organic Search was the leading acquisition channel, generating 6,775 users, followed closely by Direct traffic with 6,072 users and Referral traffic with 1,307 users. Organic Social contributed 433 users, while Unassigned traffic accounted for 199 users. Session source data shows direct traffic as the single largest source with 6,072 users, followed by Google (5,573), Bing (1,084), and referrals from trusted Army and partner domains including armyfamilywebportal.com, home.army.mil, myarmybenefits.us.army.mil, and installations.militaryonesource.mil. This channel mix reflects strong demand driven by both intentional access and search-led discovery across the Army support ecosystem.

Engagement metrics were mixed during the quarter. The engagement rate declined to 51%, a 17.3% decrease year over year, while average session time increased to 2 minutes and 59 seconds, up 14.8%. This pattern suggests users are spending more time per visit engaging with financial content, even as a smaller share of sessions meet engagement thresholds, indicating focused, task-driven behavior with opportunities to strengthen interaction cues and content pathways once users arrive.

Army Emergency Relief (AER)

As a component of the Family Advocacy Program, Army Emergency Relief demonstrated strong growth and clear task-driven behavior in FY26 Q1. AER reached 8,047 users, a 44.2% increase year over year, with 4,363 new users reflecting 20.8% growth. Sessions increased 43.2% to 11,380, and total views rose 28.3% to 11,332, indicating heightened demand for emergency financial assistance resources.

Organic Search was the primary acquisition channel for AER with 4,894 users, followed by Direct traffic with 2,704 users. Referral and Organic Social traffic contributed 226 and 215 users, respectively, while Unassigned traffic remained low at 111 users. Google alone drove

4,269 users, underscoring the importance of search visibility for time-sensitive assistance programs.

User interaction data highlights strong intent and completion-focused behavior. A total of 2,905 outbound clicks were recorded, with the most frequent actions centered on application access and official resources. Top interactions included "Click here to start your AER application" (629 clicks), ArmyEmergencyRelief.org (382), Financial Frontline (283), and aerprod.powerappsportals.us (266). These patterns reinforce that users are arriving with a clear objective and moving quickly toward application and support pathways.

Despite strong growth, engagement metrics showed some softening. The engagement rate declined to 54% (-13.0%), while average session time increased to 2 minutes and 56 seconds (+18.4%). This combination suggests focused, goal-oriented visits where users spend time completing tasks rather than browsing additional content.

Financial Readiness Insights and Government Shutdowns

Search behavior shows that financial uncertainty during government shutdowns is the strongest driver of Financial Readiness traffic. Users are not browsing. They are arriving with urgent, high-stress questions related to pay continuity, loan access, and immediate assistance.

External search data is heavily concentrated around shutdown-related terms, especially shutdown effects on:

- Military pay
- Benefits and loans
- MWR operations
- Army Emergency Relief (AER)

AER-related queries appear consistently across both external and internal search data, including:

- AER government shutdown loan
- Army Emergency Relief government shutdown
- AER shutdown assistance
- Widow eligibility for AER
- AER loan access during pay disruption

Internal search shows strong engagement with AER-related content, but also signals difficulty finding direct answers, especially around:

- Eligibility during shutdowns
- Loan versus grant options
- Application timelines
- Access for retirees, widows, and survivors

This indicates a need for clear, centralized AER guidance tied specifically to shutdown scenarios.

Search terms related to loans show lower volume but extremely high intent, including:

- Government shutdown loans
- Military loan for government shutdown
- Loans for military during shutdown
- Government shutdown relief

Users searching these terms are typically facing:

- Delayed pay
- PCS-related expenses
- Rent, utilities, or car payment concerns
- Child care and daily living costs

The data shows that users expect ACS to explain:

- What emergency loans are available
- Who qualifies
- How quickly funds can be accessed
- Whether repayment is deferred during shutdowns

Internal site search reinforces the same themes:

- Finance
- AER
- Government shutdown
- Loans
- Prepare finances
- PCS financial preparation
- Student loans
- Car loans

What This Tells Us About Financial Readiness Content

Users are seeking direct, actionable answers, especially during periods of uncertainty. The strongest signals point to a need for:

- Plain-language explanations
- Shutdown-specific financial guidance
- Clear separation between rumors and confirmed policy
- Immediate next steps, not general education

Financial Readiness content performs best when it:

- Addresses shutdown scenarios explicitly
- Explains what is and is not affected
- Clarifies available support programs
- Reduces anxiety through certainty and transparency

Recommendations

1. Create a Government Shutdown Financial Readiness page

Develop a single, clearly labeled page that explains how government shutdowns affect military pay, benefits, MWR services, and financial support programs. This page should directly address high-intent search queries and reduce confusion caused by fragmented information.

2. Add a dedicated AER and Emergency Loans FAQ

Publish a short, plain-language FAQ that explains AER eligibility during shutdowns, loan versus grant options, expected timelines, and who qualifies including retirees, survivors, and family members. This will address repeated high-impression searches with low click-through rates.

3. Surface “Immediate Help” pathways in Financial Readiness content

Clearly highlight next steps for users facing urgent financial stress, including emergency loans, counseling, and contact options. Users are seeking fast answers and reassurance, not general financial education, especially during shutdown periods.

Table 10: Google Search Console: Financial Readiness & Government Shutdown Query Performance

Query	Impressions	Clicks	Site CTR
government shutdowns in the united states	170	86	50.59%
army 10 miler shutdown	68	7	10.29%

military star card government shutdown	222	4	1.8%
government shutdown loans for military	11	3	27.27%
government shutdown military	139	3	2.16%
is mwr affected by government shutdown	16	3	18.75%
aer government shutdown loan	325	2	0.62%
army emergency relief government shutdown	12	2	16.67%
army ten miler shutdown	95	2	2.11%
government shutdown army	94	2	2.13%
government shutdown assistance military	2	2	100%
mwr government shutdown	2	2	100%
loans for military during shutdown	4	1	25%
aer government shutdown assistance	14	1	7.14%
aer loan government shutdown	141	1	0.71%
are va benefits affected by government shutdown	1	1	100%
army 10 miler 2025 government shutdown	5	1	20%
army ten miler government shutdown	42	1	2.38%
government shutdown assistance for military	1	1	100%
government shutdown for military	13	1	7.69%
government shutdown loan	4	1	25%
government shutdown relief	2	1	50%
government shutdown relief for military	1	1	100%
help for military during government shutdown	1	1	100%
aer gov shutdown	2	1	50%
military financial assistance during government shutdown	1	1	100%
military loan for government shutdown	1	1	100%
mwr shutdown	1	1	100%
resources for military during shutdown	1	1	100%
shutdown	140	1	0.71%
will military retirement pay be affected by government shutdown	1	1	100%
aer government shutdown	54	0	0%
aer shutdown loan	31	0	0%
army government shutdown	43	0	0%
army pay government shutdown	26	0	0%
army pay shutdown	23	0	0%



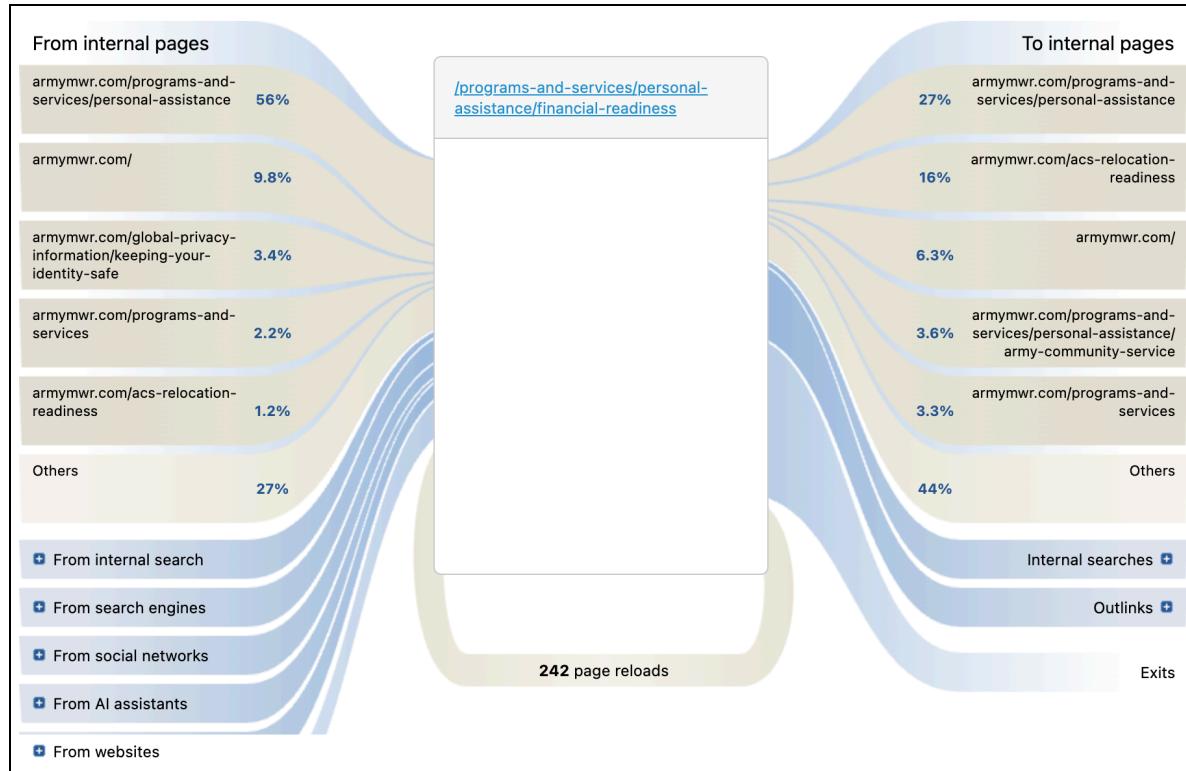
army ten miler 2025 government shutdown	359	0	0%
citibank government shutdown assistance	54	0	0%
does the military get back pay after a shutdown	23	0	0%
feea shutdown grant	22	0	0%
government shutdown	65	0	0%
government shutdown army ten miler	31	0	0%
government shutdown loans	27	0	0%
government shutdown military pay	32	0	0%
military star government shutdown	15	0	0%
navy federal government shutdown loan	15	0	0%
navy federal government shutdown loan pay date	10	0	0%
shutdown grafenwöhr	10	0	0%
tsp withdrawal during government shutdown	18	0	0%

Table 11: Top Search Terms by Search Volume

Search	Total Searches	Total users
finance	65	45
aer	27	23
government shutdown	6	6
finances	5	4
shutdown	4	4
loans	3	3
prepare finances	3	3
government shutdown resources	2	2
aer loan	2	2
finance office	2	2
programs community acs financial readiness aer	2	2
government shutdown loans	2	1
guidance government shutdown	2	1
personal finance	2	1
car loans	1	1
auto skills center government	1	1

shutdown		
aquatic aeribics	1	1
first finance	1	1
government shutdown loan	1	1
is the mwr open with the government shutdown	1	1
mod finances	1	1
finance and test	1	1
mwr finance office	1	1
oconus pcs finance thing	1	1
prepare finances for a pcs	1	1
prepare finances for continuation pay under blended retirement system	1	1
shutdown resources	1	1
student loans	1	1
widow get aer	1	1

Figure 11: User Journey to and from HQ FRP pages.



Information and Referral

The Information and Referral program reached a total of 1,381 users during FY26 Q1, representing an 87.6% increase year over year. New users rose to 464, reflecting 64.0% growth, indicating that audience expansion was driven primarily by first-time visitors. Sessions increased 74.5% to 1,480, and overall content consumption strengthened, with total views rising 47.1% to 1,356 year over year.

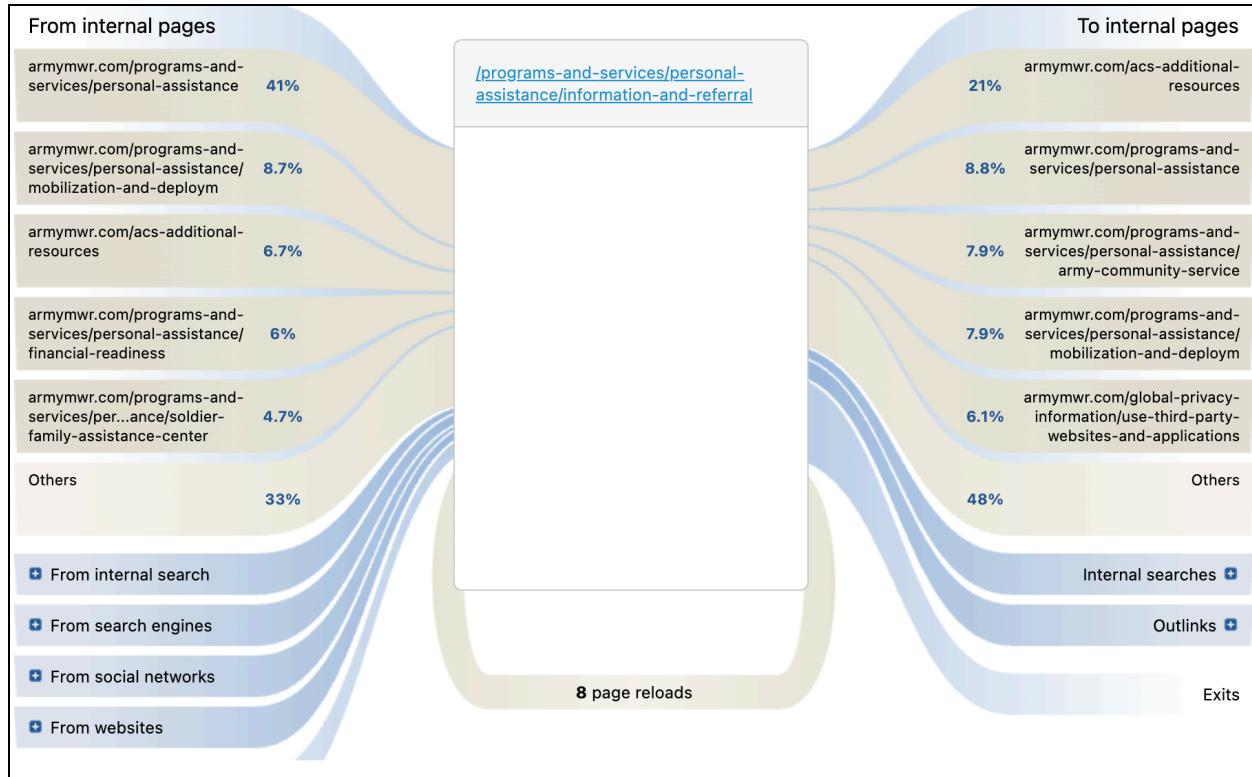
Direct traffic was the leading acquisition channel, generating 920 users, followed by Organic Search with 365 users and Referral traffic with 81 users. Organic Social contributed 26 users, while Unassigned traffic remained minimal at 5 users. Session source data shows direct traffic as the dominant driver with 920 users, followed by Google (295) and Bing (63), with additional referrals from trusted Army and partner domains including installations.militaryonesource.mil, home.army.mil, and armyfamilywebportal.com. This channel mix reflects strong reliance on known entry points and direct access for users seeking immediate assistance or guidance.

Engagement metrics strengthened during the quarter. The engagement rate increased to 77%, a 4.6% improvement year over year, while average session time declined to 57 seconds, down 30.4%. This pattern suggests highly efficient, task-oriented visits where users are quickly finding the information they need, even as overall engagement quality remains strong, reinforcing the role of Information and Referral as a rapid-access service rather than a deep-exploration experience.

Table 12: Top Search Terms by Search Volume

Search	Total Searches
divorcing your spouse	1
help getting a refrigerator	1
i'd cards	1
linc	1
military discount	1
national guard	1
newcomers	1
outreach services	1

Figure 12: User Journey to and from HQ Information and referral pages.



MD&SSO

The MD&SSO program reached a total of 1,742 users during FY26 Q1, representing an 8.6% decrease year over year. New users declined to 727, a 35.3% decrease, indicating reduced first-time discovery compared to the previous year. Sessions also declined 12.9% to 1,975, and overall content consumption weakened, with total views falling 42.3% to 1,807 year over year.

Organic Search was the leading acquisition channel, generating 862 users, followed by Direct traffic with 676 users and Referral traffic with 167 users. Organic Social contributed 55 users, while Unassigned traffic accounted for 25 users. Session source data shows Google as the dominant driver with 710 users, followed by direct traffic (676) and bing (142), with additional referrals from sites.google.com, installations.militaryonesource.mil, home.army.mil, and myarmybenefits.us.army.mil.

Engagement metrics softened during the quarter. The engagement rate declined to 60%, a 7.3% decrease year over year, while average session time increased to 2 minutes and 17 seconds, up 19.6%. This combination suggests fewer users are arriving overall, but those who do are spending more time reviewing content, indicating focused, information-driven visits despite reduced reach.

Figure 13: User Journey to and from MD&SSO.

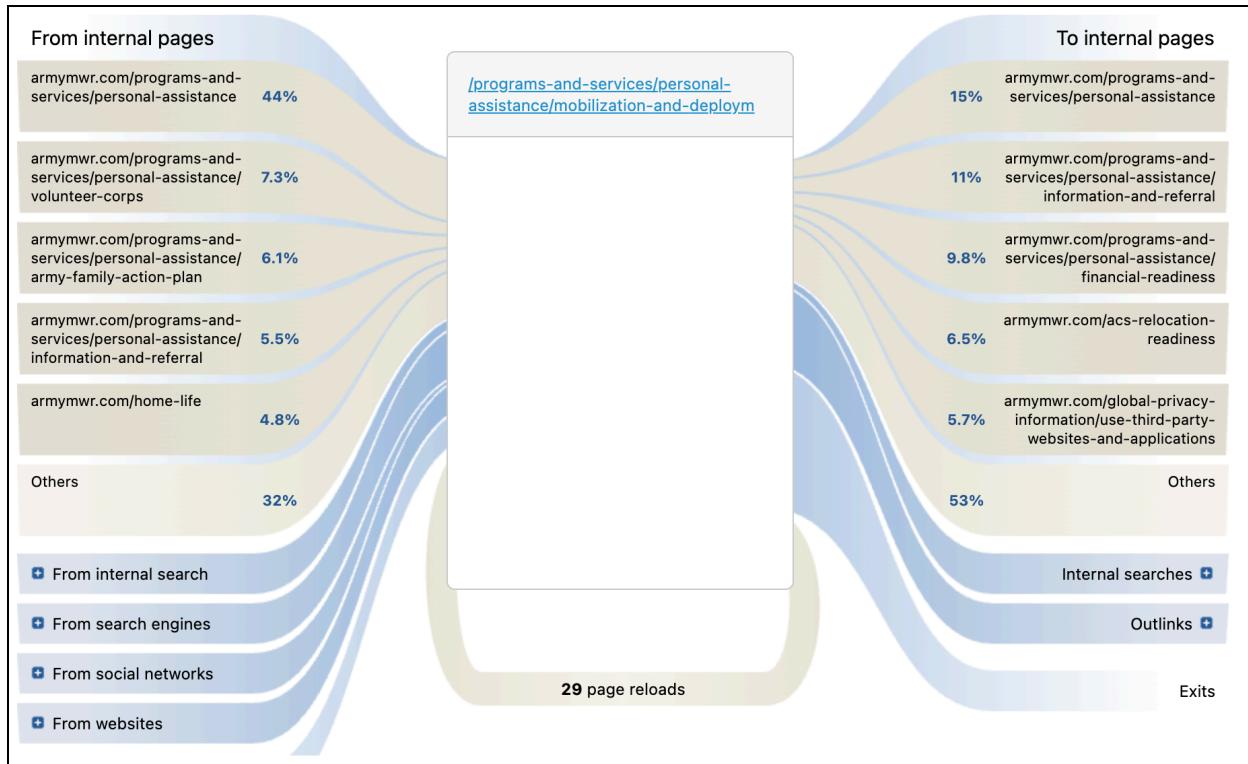


Table 13: Top Link Text Clicks Sorted by Total

Click Text	Total
Click here to access Plan My Deployment	32
virtual SFRG (vSFRG)	31
Click here to access Ready Army	12
Click here to access YRRP	12
Click here to access the Army's Social Media site	12

Relocation Readiness

The Relocation Readiness program reached a total of 3,403 users during FY26 Q1, representing a 4.8% increase year over year. New users declined to 1,716, a 12.1% decrease, indicating that overall growth was driven primarily by returning audiences rather than first-time visitors. Sessions remained relatively stable at 4,183, down 0.8%, while overall content consumption declined, with total views falling 13.7% to 4,375 year over year.

Direct traffic was the leading acquisition channel, generating 1,338 users, followed by Organic Search with 1,096 users and Referral traffic with 887 users. Organic Social contributed 118 users, while Unassigned traffic accounted for 50 users. Session source data shows direct traffic as the primary driver with 1,338 users, followed by Google (945), home.army.mil (472), installations.militaryonesource.mil (170), and Bing (143). Additional discovery occurred through Facebook platforms, armyfamilywebportal.com, chatgpt.com, and europeafrica.army.mil, reflecting a mix of intentional access and search-led discovery tied to relocation events.

Engagement metrics softened during the quarter. The engagement rate declined to 58%, an 11.1% decrease year over year, while average session time fell to 2 minutes and 10 seconds, down 25.3%. This pattern suggests users are arriving with specific relocation-related tasks in mind and completing them more quickly.

Army Answers Questions

- How soon can I reserve a home for my family
- How far in advance may I submit reservations
- Where does my family go for overseas travel screening
- Geographic bachelor questions
- Moving with camper or RV questions
- How do I buy a used car when I arrive on base



Table 14 Top Search Terms by Search Volume

Search	Total Searches ▾
lending closet	5
new comer's orientation	4
pcs	3
lodging	2
weigh stations el paso tx	2

Figure 14: User Journey to and from Relocation Readiness.

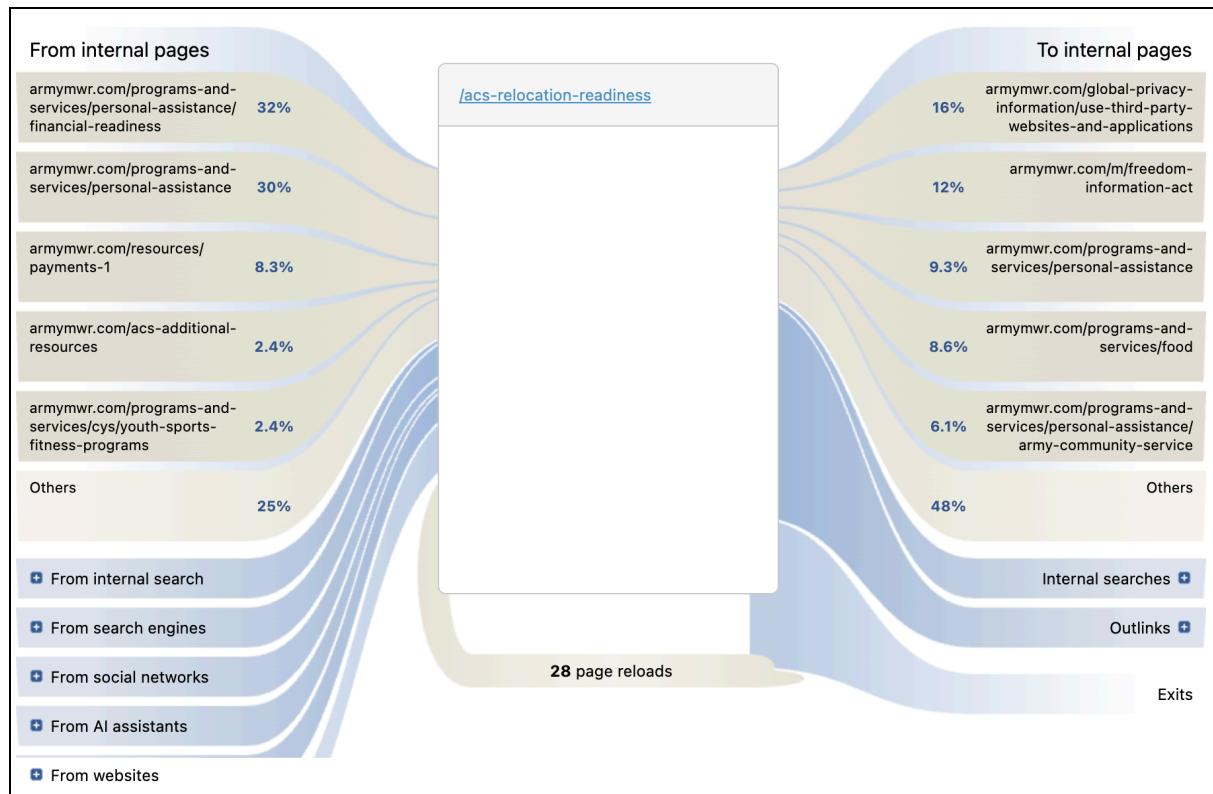


Table 15: Most Popular Link Clicks

Click Text	Total
Plan My Move	56
READY Company Installation Reception Center webpage	48
click here	25
https://planmymove.militaryonesource.mil/	22
Homes.mil	19
Military OneSource	16
FC Form 66-E	13

Survivor Outreach Services (SOS)

The Survivor Outreach Services program reached a total of 2,431 users during FY26 Q1, representing a 4.8% decrease year over year. New users declined to 1,604, a 17.5% decrease, indicating reduced first-time discovery compared to the previous year. Sessions decreased 9.3% to 2,762, and overall content consumption declined more sharply, with total views falling 31.4% to 2,767 year over year.

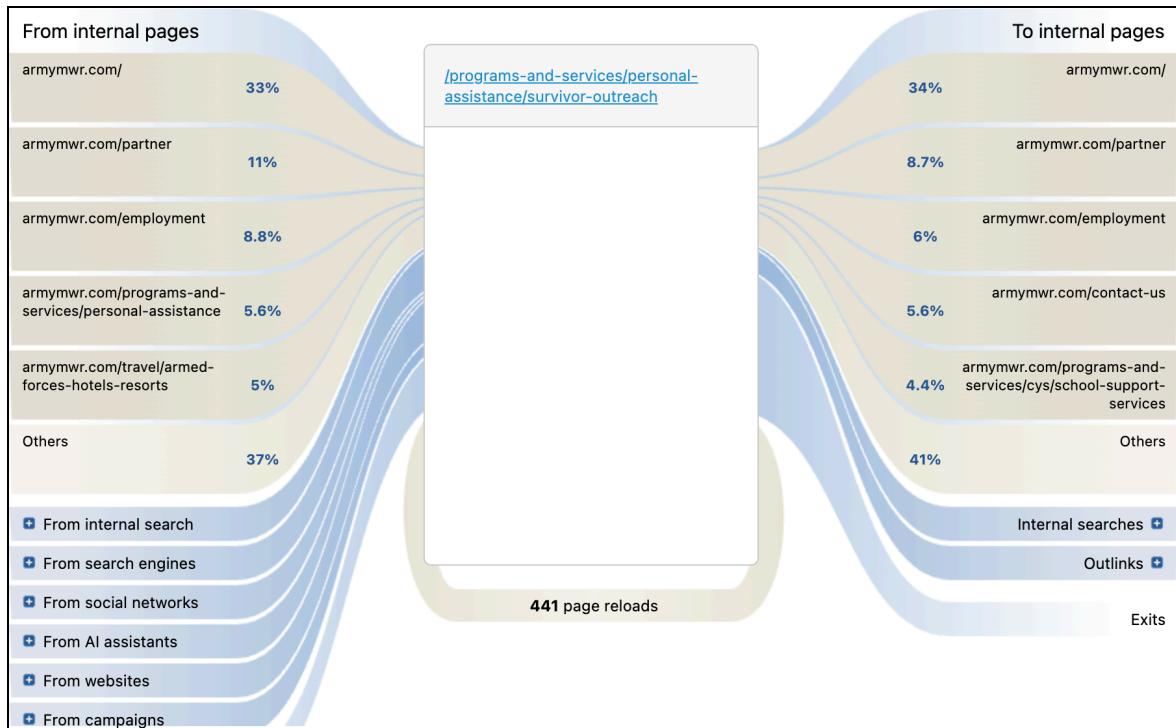
Direct traffic was the leading acquisition channel, generating 1,054 users, followed by Organic Search with 921 users and Referral traffic with 466 users. Organic Social contributed 35 users, while Unassigned traffic accounted for 29 users. Session source data shows direct traffic as the primary driver with 1,054 users, followed by Google (798), home.army.mil (301), and Bing (110). Additional referrals came from army.mil, armylinks.com, armyfamilywebportal.com, and goldstarpin.org, reflecting reliance on trusted and mission-aligned domains for discovery.

Engagement metrics softened during the quarter. The engagement rate declined to 51%, a 15.8% decrease year over year, while average session time decreased slightly to 1 minute and 57 seconds, down 4.5%. This pattern suggests users are continuing to access SOS content with specific needs but are engaging with fewer pages and spending less time overall, consistent with focused, emotionally sensitive, and task-driven visits.

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▾
gander	2
army substance abuse	1
christmas do ations	1
ice complaint	1
presidio of monterey's survivor outreach service	1
sponsor especially	1
spontaneous	1
will preparation	1

Figure 15: User Journey to and from SOS.



Soldier and Family Assistance Center (SFAC)

The Soldier and Family Assistance Center program reached a total of 1,928 users during FY26 Q1, representing a 24.1% increase year over year. New users rose to 908, reflecting 40.1% growth, indicating that audience expansion was driven primarily by first-time visitors. Sessions increased 16.1% to 2,095, while overall content consumption declined slightly, with total views falling 3.8% to 2,011 year over year.

Organic Search was the leading acquisition channel, generating 924 users, followed by Direct traffic with 738 users and Referral traffic with 190 users. Organic Social contributed 65 users, while Unassigned traffic accounted for 33 users. Session source data shows Google as the dominant driver with 788 users, followed by direct traffic (738) and bing (120), with additional referrals from trusted Army and partner domains including home.army.mil, installations.militaryonesource.mil, armyfamilywebportal.com, and myarmybenefits.us.army.mil. This channel mix reflects strong search-led discovery supported by direct access to SFAC resources.

Engagement metrics softened during the quarter. The engagement rate declined to 57%, a 24.3% decrease year over year, while average session time fell to 1 minute and 14 seconds, down 30.6%. This pattern suggests users are arriving with specific, time-sensitive needs and locating information quickly, reinforcing SFAC's role as a practical, task-oriented support resource rather than a destination for extended engagement.



Figure 16: User Journey to and from SFAC.

