



Support Services Insights and Recommendations

First Quarter FY26

NAF Personnel Services

During the reporting period, NAF Personnel Services traffic declined significantly, aligning with the federal shutdown and reduced workforce activity. Total users dropped to 7,054, a 46.1 percent decrease year over year, while new users fell by 48.5 percent to 5,057. Views declined by 42.6 percent to 13,068, and sessions decreased by 39.0 percent to 9,123.

Despite lower traffic volumes, user intent remained strong. Organic Search continued to be the primary acquisition channel, driving 3,653 users, followed by Direct traffic at 1,803 users and Referral traffic at 1,411 users. Google remained the top source, supplemented heavily by nafbenefits.com, which reflects users seeking benefits and retirement information during employment disruptions.

Top pages reinforce this intent driven behavior. The most visited content centered on the NAF Personnel Services landing page, NAF retirement, 401k information, health insurance, life insurance, and office locations. The prominence of retirement and benefits related pages suggests that users visiting during the shutdown were seeking critical employment and financial information rather than general program awareness.

Engagement metrics remained resilient despite reduced traffic. The engagement rate held at 62 percent, down slightly by 5.0 percent, while average session time increased substantially to 3 minutes and 15 seconds, up 43.0 percent year over year. This indicates that although fewer users accessed the site, those who did were highly motivated and spent more time reviewing detailed content.

Table 1: Top Resource Downloads

Downloads	Total ▾
Child & Youth Services - Child & Youth Program Assistant (CYPA)	922
Retirement Booklet	802
Non-Supervisory NF 01 - NF 03 / NA1 - NA7	599
Retirement Plan Documents	402
NAF Group Life Insurance Booklet	352
Retiree Cost of Living Adjustment - Effective April 1, 2025 (PDF)	302
Calendar Year 2026 Open Enrollment Brochure (PDF)	266
October 2025, Newsletter	258
Valuation 2023	246

Table 2: Top Search Terms by Search Volume.

Search	Total Searches ▾	Total users
portability	3	2
naf	2	2
7426	2	2
retirement	2	2
retirement calculator	2	2
benefits of serving	1	1
vision	1	1
2025 benefits	1	1
401k	1	1
401k deferral change form	1	1

CEAT

The CEAT program experienced strong year over year growth in overall usage, driven primarily by increased awareness and direct access patterns. Total users increased by 35.2 percent to 4,920, while new users more than doubled, rising 116.9 percent to 1,870. Sessions also grew significantly, up 32.9 percent, indicating expanded reach and more frequent entry points during the reporting period.

Traffic acquisition was led by Direct traffic, accounting for 2,534 users, making it the dominant channel. This suggests that CEAT users are intentionally returning to the site through saved links, emails, or internal references rather than discovering content through search alone. Organic Search remained a strong secondary driver with 1,797 users, led primarily by Google, followed by Bing. This confirms that CEAT content continues to be discoverable through search when users are actively seeking employment or assignment related tools.

Despite the growth in users and sessions, engagement metrics declined. The engagement rate dropped to 55 percent, down 32.3 percent year over year, and average session time decreased to 1 minute and 22 seconds. This pattern indicates that users are arriving with highly specific tasks in mind, likely completing actions quickly rather than exploring multiple pages. The combination of rising traffic and reduced session depth points to efficient task completion rather than diminished content value.

- 578 CEAT Transfer Guide downloads

Table 3: Top Search Terms by Search Volume.

Search	Total Searches ▾	Total users
discovery	24	3
ceat	5	4
careers	2	2
usps	2	1
volunteer	2	1
rentals	1	1
cheyenne shadows	1	1
directory	1	1
equipment	1	1
halloween	1	1



Home Based Business (HBB)

The Home Based Business program experienced strong year over year growth across all primary traffic metrics, indicating increased awareness and demand. Total users rose 53.3 percent to 7,263, while new users increased 27.0 percent to 2,820. Sessions showed the largest gain, up 49.7 percent, reflecting more frequent visits and repeat engagement with HBB content.

Traffic acquisition was led by a balanced mix of Organic Search and Direct traffic. Organic Search drove 2,796 users, confirming that users are actively searching for information related to home based business policies and approvals. Direct traffic closely followed with 2,738 users, suggesting a high level of intentional access through saved links, emails, internal Army resources, or prior familiarity with the program.

Google was the primary search engine driving discovery, supported by Bing and internal Army domains such as home.army.mil and myarmybenefits.us.army.mil. The presence of ChatGPT as a referral source, while still modest, indicates emerging AI assisted discovery for policy and guidance related content.

Despite the growth in users and sessions, engagement metrics declined. Engagement rate decreased to 61 percent, down 13.7 percent year over year, and average session time dropped to 1 minute and 53 seconds. This pattern suggests that users are arriving with clear, task oriented goals, likely reviewing requirements or confirming eligibility rather than browsing extensively.

Table 4: Top Search Terms by Search Volume.

Search	Total Searches ▾	Total users
hbb application	13	11
home based business	8	6
cottage bakery	4	4
hbb	4	4
starbucks	3	1
home base	2	2
deers	2	1
food truck application for access to ft. hood	2	1
hbb applications	2	1
i have amba	2	1

