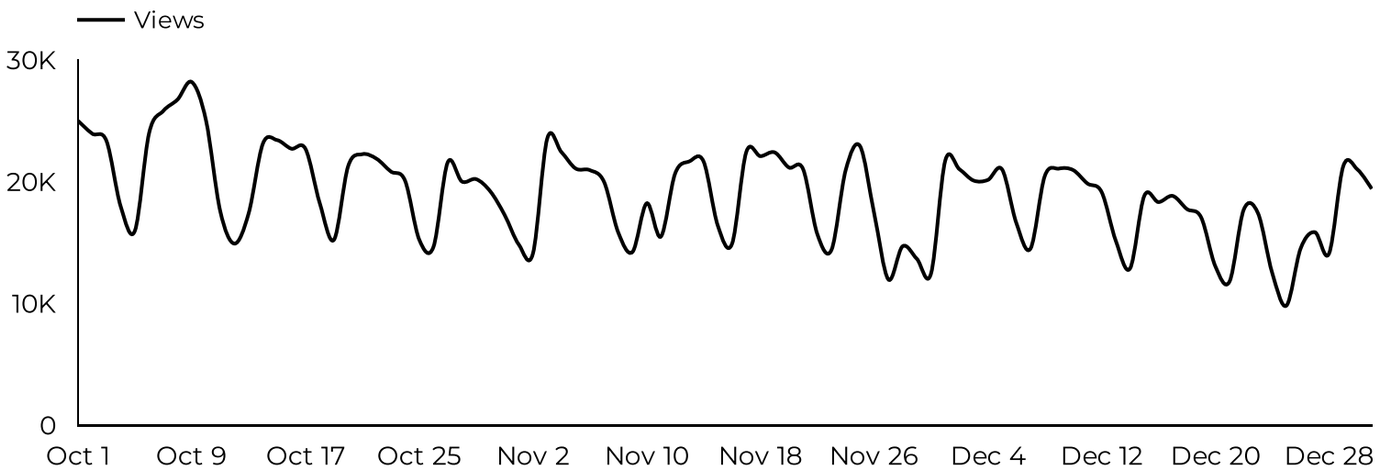
ARMY MWR

Business and Recreation

Views
1,741,226
Visits (pageviews) to your page

Engagement rate
57%
Average time people are engaged on your website

Total users
873,884
The total number of users who visited your website



Visits from social media.

Social Media	Total users
Facebook	53,335
X	1,893
Instagram	1,352
Reddit	50
YouTube	28
LinkedIn	26

What programs are users visiting?

Program Roll-Up

Oct 1, 2025 - Dec 31, 2025

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	7,988	3,251	9,440	76.47%
Arts & Crafts	21,002	11,554	27,496	57.43%
Auto Skills	45,394	30,386	68,165	55.64%
BOSS	24,443	12,489	30,526	57.46%
Food and Beverage	414,860	300,979	561,224	58.11%
Healthy Army Communities	1,899	1,647	2,492	59.07%
Leisure Travel	143,083	87,949	206,502	69.8%
Libraries	40,291	22,801	53,583	58.84%
Warrior Zone	8,179	4,903	10,229	58.01%
Army Ten Miler (ATM)	144,453	129,540	379,977	53.16%
World Class Athlete Program	16,475	16,207	19,782	45.15%

Sports and Fitness Program Roll-Up

Oct 1, 2025 - Dec 31, 2025

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	10,341	7,445	12,307	58.51%
Aquatics	39,435	18,687	54,706	61.25%
Bowling	55,910	37,544	73,401	52.07%
Fitness Centers	83,727	51,448	117,355	62.78%
Golf	80,078	61,826	115,406	60.13%
Intramural Sports	4,342	1,401	5,216	70.63%
Strong BANDS	2,360	962	2,455	45.34%
Warrior Zone	8,179	4,903	10,229	58.01%
World Class Athlete Program	16,475	16,207	19,782	45.15%

Outdoor Rec Program Roll-Up

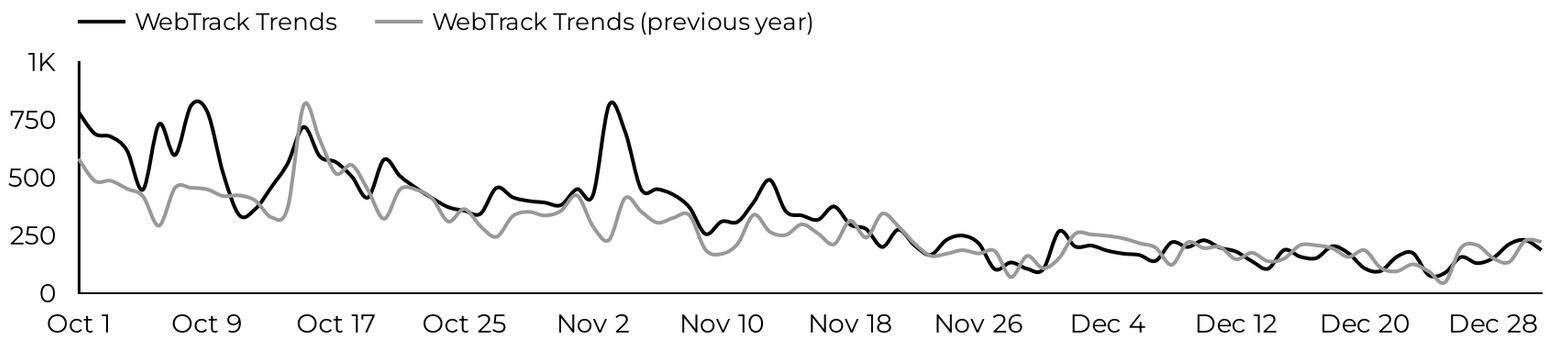
Oct 1, 2025 - Dec 31, 2025

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	2,878	1,492	3,338	61.68%
Equipment Rental	10,128	4,300	14,181	70.66%
Recreational Lodging	109,656	69,130	156,996	68.79%

ARMY MWR BRD WebTrac KPI Dashboard

Total WebTrac clicks on pages.

31,278



Top installations with the highest number of WebTrac link clicks on pages.

Installation	Clicks on WebTrac Links.	% Δ
westpoint.armymwr.com	6,322	62.1%
bragg.armymwr.com	3,171	-
carson.armymwr.com	2,609	48.8%
campbell.armymwr.com	2,532	-0.1%
belvoir.armymwr.com	2,306	3.3%
picatinny.armymwr.com	2,027	43.7%
stuttgart.armymwr.com	1,993	-0.2%
mccoy.armymwr.com	1,024	-1.7%
grafenwoehr.armymwr.com	972	-21.5%
jackson.armymwr.com	885	-6.7%
knox.armymwr.com	741	-2.2%
kaiserslautern.armymwr.com	669	-28.4%
jblm.armymwr.com	641	-44.6%
stewarthunter.armymwr.com	637	7.1%
leavenworth.armymwr.com	572	32.1%
hood.armymwr.com	456	-
humphreys.armymwr.com	416	4.8%
benning.armymwr.com	401	-
gordon.armymwr.com	384	-
meade.armymwr.com	356	6.6%

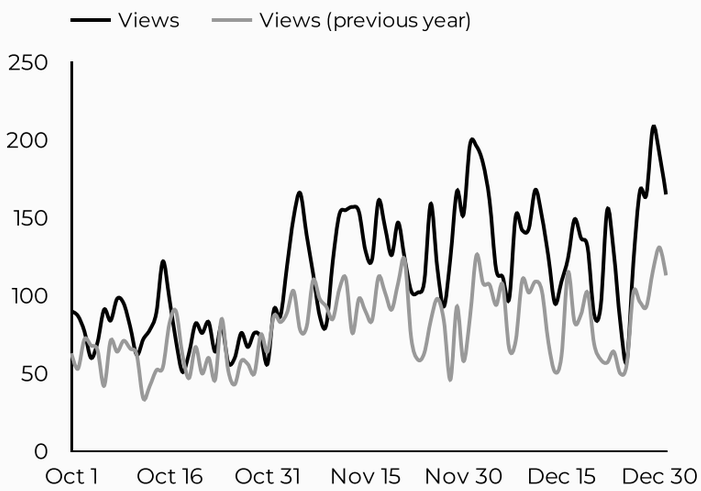
ARMY MWR

American Forces Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
10,557	9,440	7,988	3,251	02:02	76%
44.7%	43.9%	42.5%	128.1%	-3.7%	-6.1%

Compared Y-o-Y

How is site traffic trending?

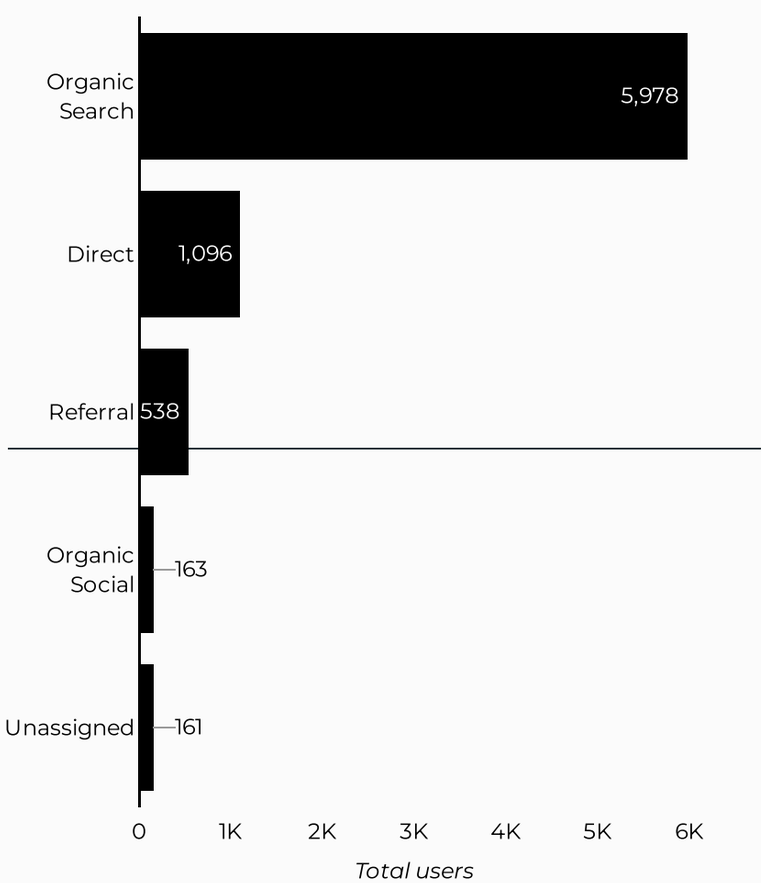


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	7,795	40.3%
meade.armymwr.com	21	200.0%
detroit.armymwr.com	17	70.0%
westpoint.armymwr.com	17	41.7%
aberdeen.armymwr.com	15	-
training.armymwr.com	14	1,300.0...
aphill.armymwr.com	13	-
parks.armymwr.com	12	-

Which channels are driving traffic?



What are the top sources?

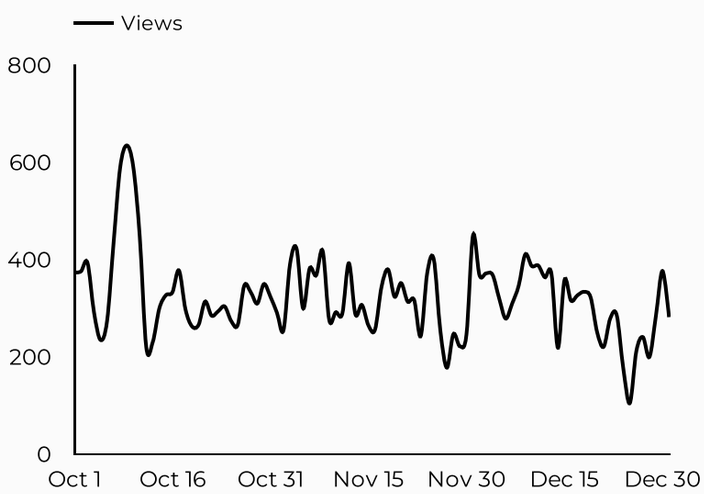
Session source	Total users
google	5,270
(direct)	1,096
bing	515
militaryonesource.mil	152
home.army.mil	148
chatgpt.com	144
yahoo	107
duckduckgo	84
m.facebook.com	83
(not set)	45

Arts & Crafts

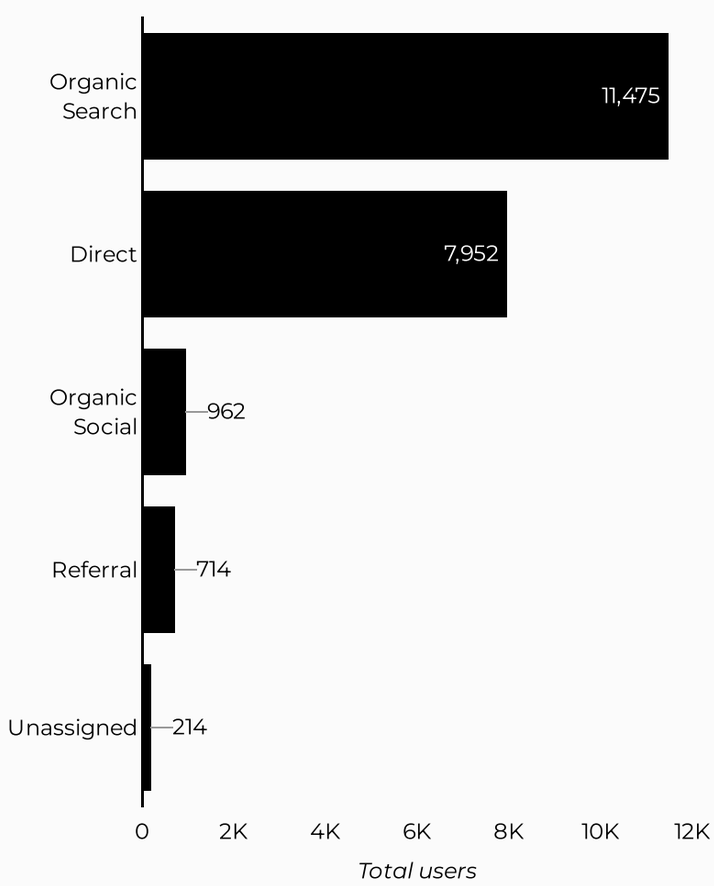
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
29,582	27,496	21,002	11,554	02:18	57%
9.1%	29.1%	27.2%	16.5%	-1.0%	-8.7%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hawaii.armymwr.com	2,471	121.4%
hood.armymwr.com	1,853	-14.0%
humphreys.armymwr.com	1,649	82.0%
stuttgart.armymwr.com	1,436	3.2%
jblm.armymwr.com	1,144	41.1%
meade.armymwr.com	981	15.8%
www.armymwr.com	881	4.5%
leavenworth.armymwr.com	841	90.7%
rucker.armymwr.com	769	61.6%
bliss.armymwr.com	746	17.1%

What are the top sources?

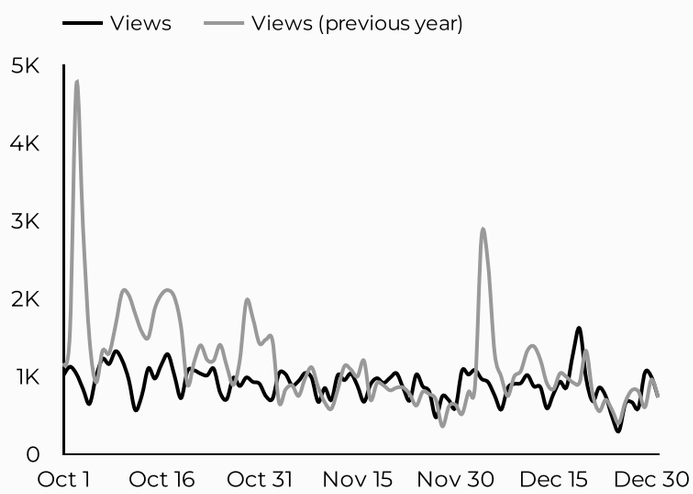
Session source	Total users
google	10,541
(direct)	7,952
bing	750
m.facebook.com	630
home.army.mil	313
(not set)	136
lm.facebook.com	127
l.facebook.com	116
duckduckgo	82
yahoo	81

ARMY MWR Auto Skills

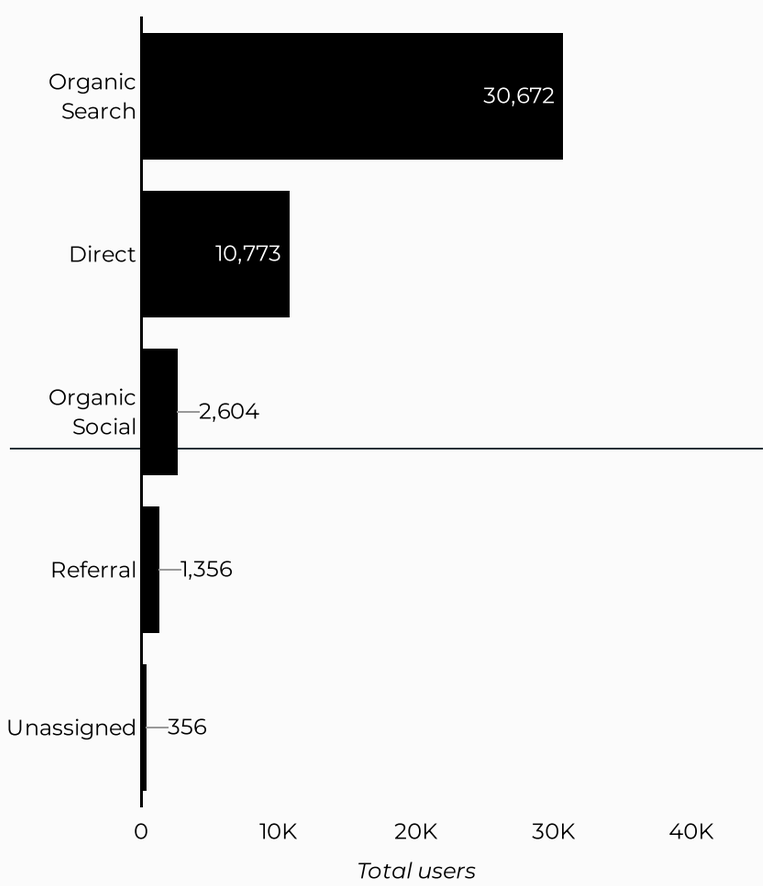
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
82,934	68,165	45,394	30,386	02:55	56%
-23.5%	-21.3%	-28.3%	-34.3%	20.2%	-5.4%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
campbell.armymwr.com	3,462	43.1%
bragg.armymwr.com	3,451	-48.7%
carson.armymwr.com	3,030	113.4%
kaiserslautern.armymwr.co...	2,836	-0.2%
www.armymwr.com	1,996	55.5%
jblm.armymwr.com	1,965	9.9%
wiesbaden.armymwr.com	1,880	-9.4%
hawaii.armymwr.com	1,766	-1.8%
meade.armymwr.com	1,653	15.1%
benning.armymwr.com	1,623	-25.0%

What are the top sources?

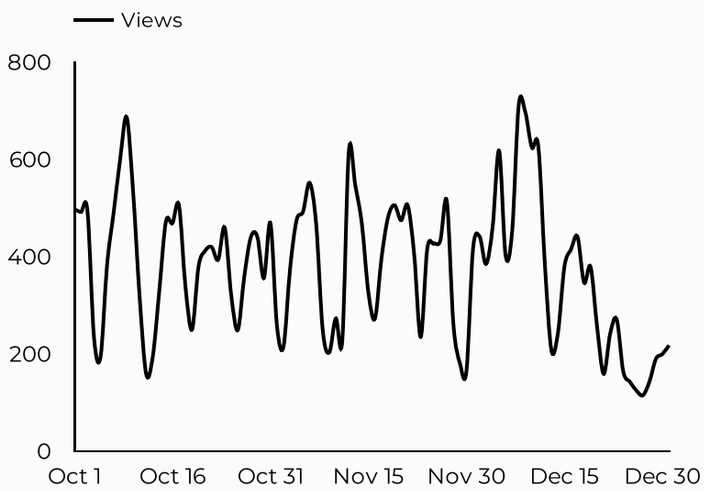
Session source	Total users
google	28,471
(direct)	10,773
bing	1,868
m.facebook.com	1,696
home.army.mil	516
lm.facebook.com	495
l.facebook.com	282
duckduckgo	257
(not set)	204
safe.menlosecurity.com	178

ARMY MWR BOSS

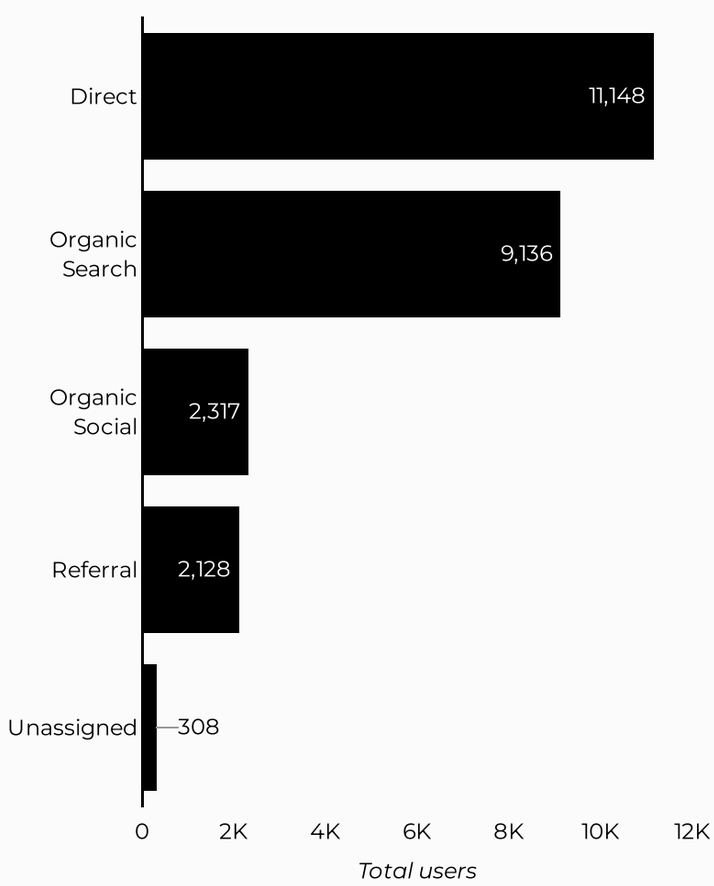
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
34,617	30,526	24,443	12,489	02:07	57%
3.7%	29.8%	29.1%	19.6%	15.2%	-15.8%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
humphreys.armymwr.com	3,385	81.7%
www.armymwr.com	3,384	15.4%
hood.armymwr.com	2,924	68.4%
bliss.armymwr.com	1,063	3.6%
polk.armymwr.com	1,022	199.7%
bragg.armymwr.com	971	99.8%
jblm.armymwr.com	829	15.1%
belvoir.armymwr.com	716	81.7%
hawaii.armymwr.com	679	82.5%
stewarthunter.armymwr.c...	613	-52.9%

What are the top sources?

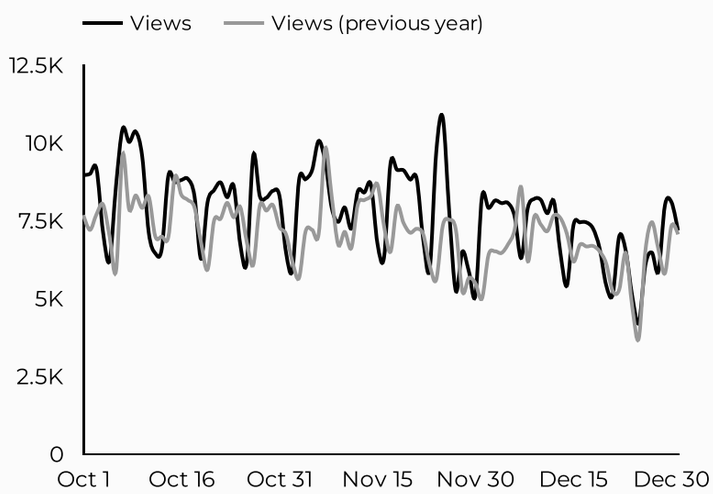
Session source	Total users
(direct)	11,148
google	7,514
bing	1,556
home.army.mil	1,515
m.facebook.com	1,472
lm.facebook.com	324
(not set)	266
facebook.com	208
l.facebook.com	208
safe.menlosecurity.com	115

ARMY MWR Food and Beverage

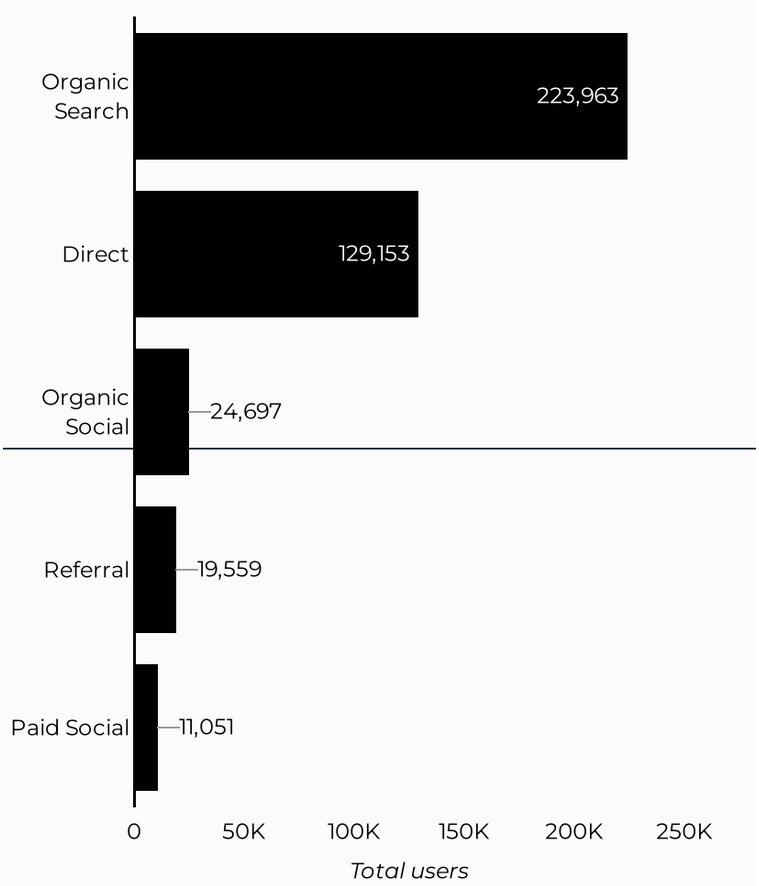
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
712,508	561,224	414,860	300,979	02:40	58%
9.4%	14.1%	14.3%	17.1%	7.6%	-13.3%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	61,964	10.3%
carlisle.armymwr.com	38,679	63.2%
benning.armymwr.com	18,267	0.9%
belvoir.armymwr.com	14,987	4.1%
hood.armymwr.com	14,646	-26.7%
zama.armymwr.com	12,979	19.2%
bragg.armymwr.com	12,682	13.7%
wiesbaden.armymwr.com	11,637	107.5%
campbell.armymwr.com	11,085	67.7%
humphreys.armymwr.com	10,660	13.0%

What are the top sources?

Session source	Total users
google	199,185
(direct)	129,153
bing	19,572
m.facebook.com	16,917
fb	10,907
referral	6,677
home.army.mil	3,900
lm.facebook.com	3,181
l.facebook.com	2,645
yahoo	2,441

ARMY MWR Food, Golf, Bowling

	Full page URL	Views
1.	casey.armymwr.com/happenings/food-delivery-service	3,963
2.	bliss.armymwr.com/programs/rod-and-gun-club	3,613
3.	jackson.armymwr.com/programs/fort-jackson-golf-club	2,840
4.	belvoir.armymwr.com/programs/golf-club	2,513
5.	detroit.armymwr.com/happenings/aafes-food-trucks	2,382
6.	zama.armymwr.com/programs/golf-club	2,245
7.	casey.armymwr.com/programs/iron-trangle-club	2,185
8.	gordon.armymwr.com/programs/eisenhower-lakes	1,721
9.	casey.armymwr.com/programs/bamas-grille	1,571
10.	campbell.armymwr.com/programs/cole-park-golf-course	1,288
11.	stuttgart.armymwr.com/programs/stuttgart-theatre-center	1,234
12.	rucker.armymwr.com/programs/divots-restaurant-grille	1,189
13.	rucker.armymwr.com/programs/silver-wings-golf-club	1,091
14.	westpoint.armymwr.com/programs/west-point-club	1,021
15.	benning.armymwr.com/programs/dining-clubs-pubs	983
16.	westpoint.armymwr.com/programs/west-point-bowling-center	945
17.	kaiserslautern.armymwr.com/programs/armstrongs-club	856
18.	picatinny.armymwr.com/programs/the-club-at-picatinny	856
19.	rucker.armymwr.com/programs/Big-Mikes	846
20.	humphreys.armymwr.com/calendar/event/thanksgiving-brunch/6991692/102658	836
21.	jbmhh.armymwr.com/programs/patton-hall-community-club-and-conference-center	830
22.	buchanan.armymwr.com/programs/golf-club	827
23.	huachuca.armymwr.com/programs/grill-77	827
24.	bragg.armymwr.com/programs/rod-and-gun-club	786
25.	sill.armymwr.com/programs/fort-sill-golf-club	754
26.	humphreys.armymwr.com/programs/pan-asia-cuisine	744
27.	whitesands.armymwr.com/programs/frontier-club	703
28.	humphreys.armymwr.com/calendar/event/breakfast-santa/6962071/101747	693
29.	picatinny.armymwr.com/programs/picatinny-golf-club	674
30.	westpoint.armymwr.com/calendar/event/breakfast-santa-west-point-club/7036888/104434	652
31.	lee.armymwr.com/programs/cardinal-golf-club	639
32.	www.armymwr.com/programs-and-services/food	636
33.	daegu.armymwr.com/programs/hilltop-club	627
34.	zama.armymwr.com/programs/camp-zama-community-club	617

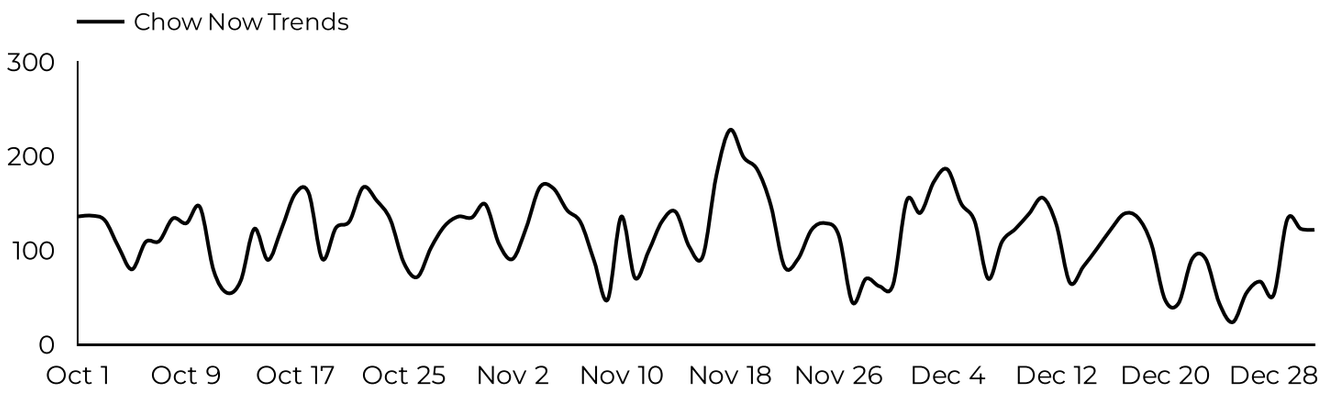
ARMY MWR

Chow Now

Chow Now Link Clicks

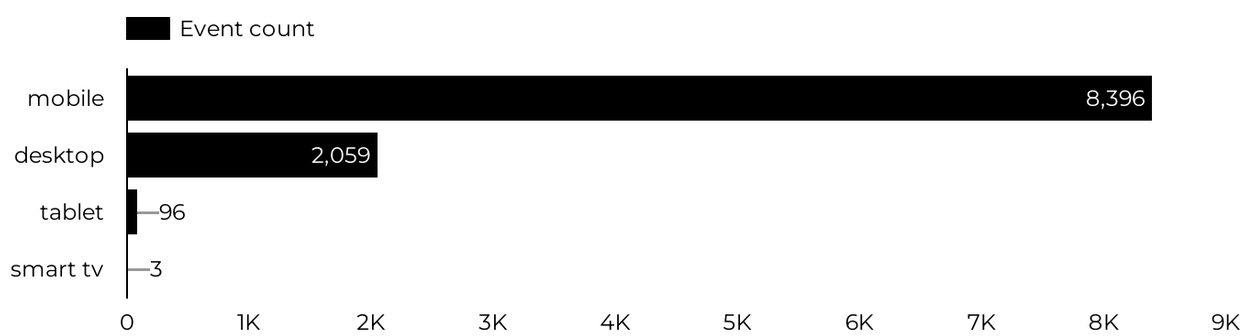
10,554

36.3%



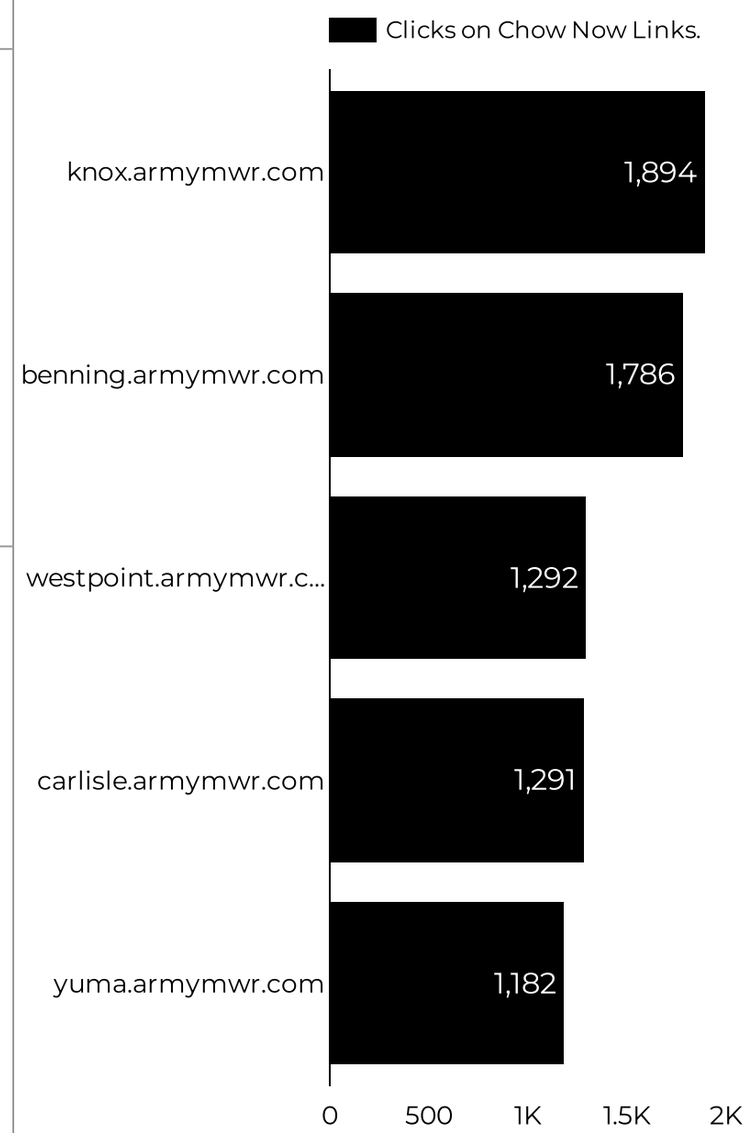
Which devices are driving engagement?

Do people order on mobile or desktop?



Top installations

Top installations with the highest number of Chow Now link clicks on pages.

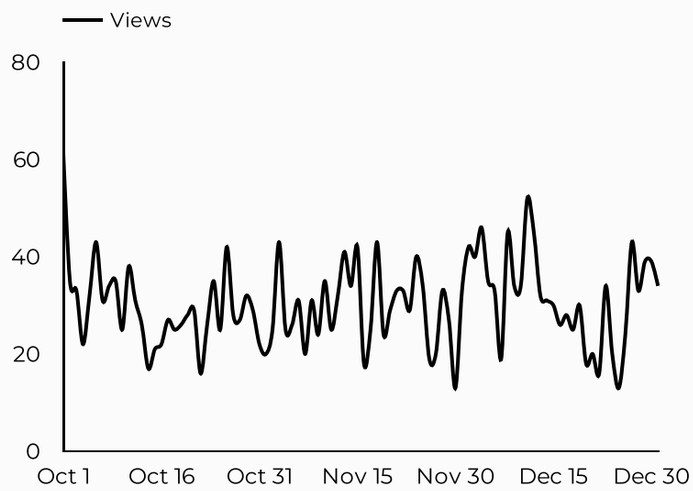


ARMY MWR Healthy Army Communities (HAC)

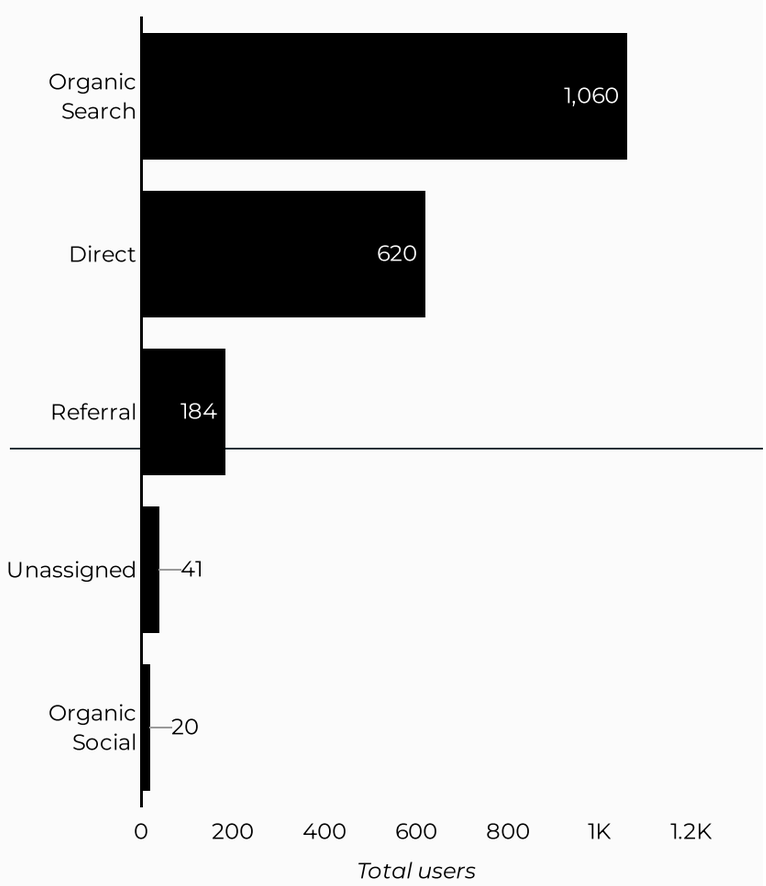
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,790	2,492	1,899	1,647	03:02	59%
-18.7%	-11.2%	-13.8%	-8.3%	4.7%	-9.1%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hunterliggett.armymwr.co...	1,619	-11.2%
www.armymwr.com	109	3.8%
sill.armymwr.com	48	128.6%
aberdeen.armymwr.com	28	300.0%
tobyhanna.armymwr.com	27	-
westpoint.armymwr.com	16	-
academy.armymwr.com	12	-
garmisch.armymwr.com	11	-31.3%
carson.armymwr.com	9	-25.0%
belvoir.armymwr.com	5	0.0%

What are the top sources?

Session source	Total users
google	958
(direct)	620
home.army.mil	115
bing	68
duckduckgo	22
en.wikipedia.org	22
referral	20
(not set)	17
militaryonesource.mil	15
yahoo	12

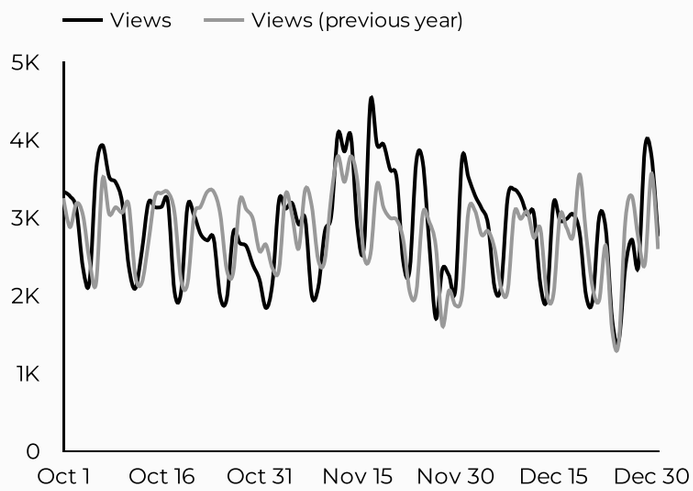
ARMY MWR

Leisure Travel

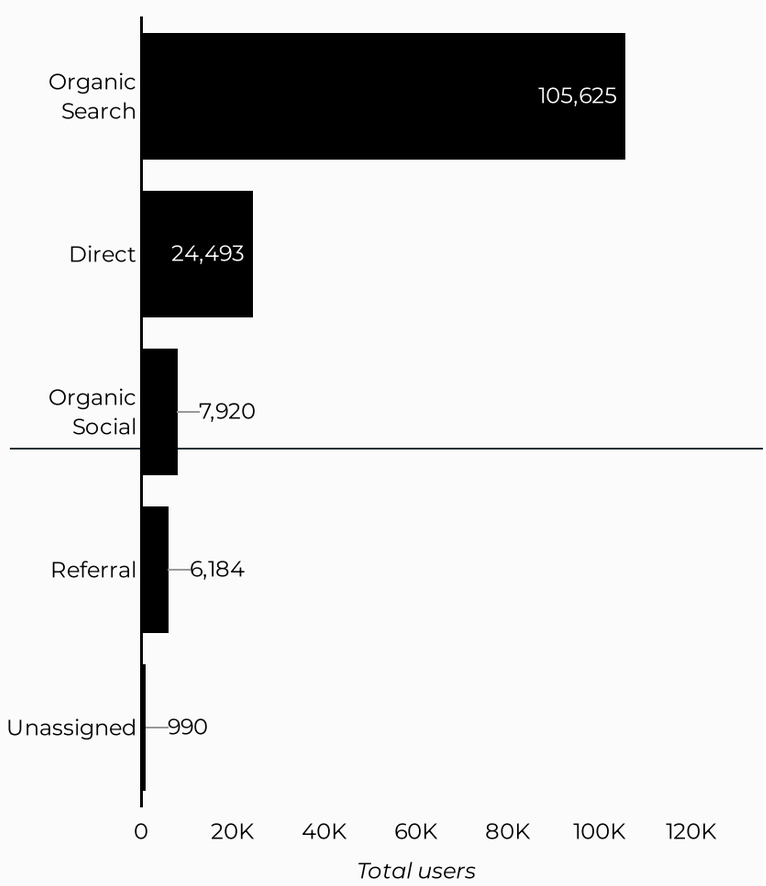
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
263,287	206,502	143,083	87,949	03:08	70%
3.1%	7.4%	4.0%	3.4%	15.0%	-5.6%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
carlisle.armymwr.com	12,389	110.1%
www.armymwr.com	9,120	-7.4%
belvoir.armymwr.com	8,794	1.1%
jblm.armymwr.com	8,763	15.7%
bragg.armymwr.com	7,853	21.9%
redstone.armymwr.com	6,483	-26.1%
hawaii.armymwr.com	5,770	-18.1%
benning.armymwr.com	5,745	-2.0%
jackson.armymwr.com	5,041	0.0%
hood.armymwr.com	4,842	0.3%

What are the top sources?

Session source	Total users
google	94,297
(direct)	24,493
bing	8,612
m.facebook.com	5,561
militaryonesource.mil	1,761
home.army.mil	1,424
yahoo	1,213
lm.facebook.com	1,081
duckduckgo	935
l.facebook.com	812

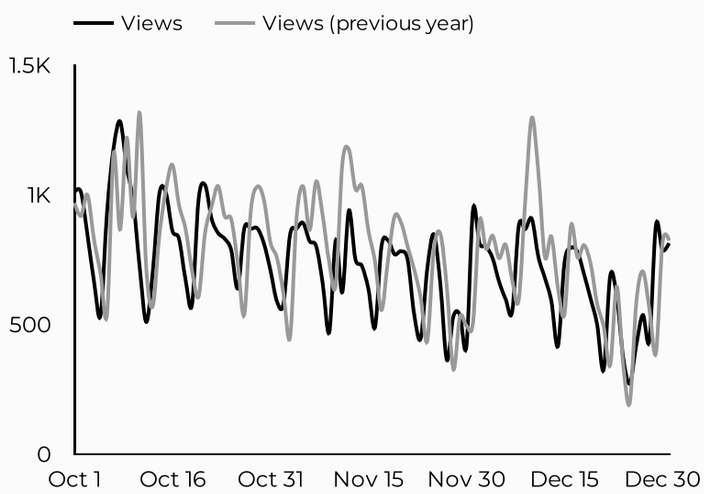
ARMY MWR

Libraries

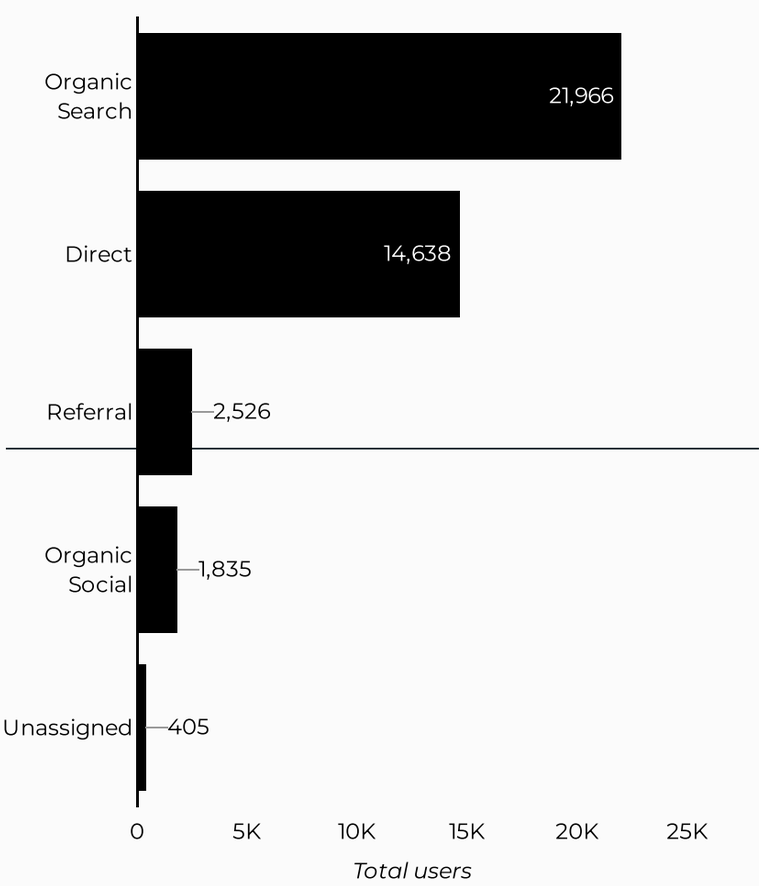
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
67,618	53,583	40,291	22,801	02:25	59%
-6.7%	4.7%	12.5%	-2.8%	-2.9%	-9.5%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	4,045	28.9%
jblm.armymwr.com	3,163	3.6%
hawaii.armymwr.com	3,159	108.2%
bragg.armymwr.com	2,792	6.5%
campbell.armymwr.com	1,731	11.0%
humphreys.armymwr.com	1,219	-11.3%
carson.armymwr.com	1,214	15.7%
belvoir.armymwr.com	1,194	17.1%
benning.armymwr.com	1,179	-15.7%
knox.armymwr.com	1,151	-11.2%

What are the top sources?

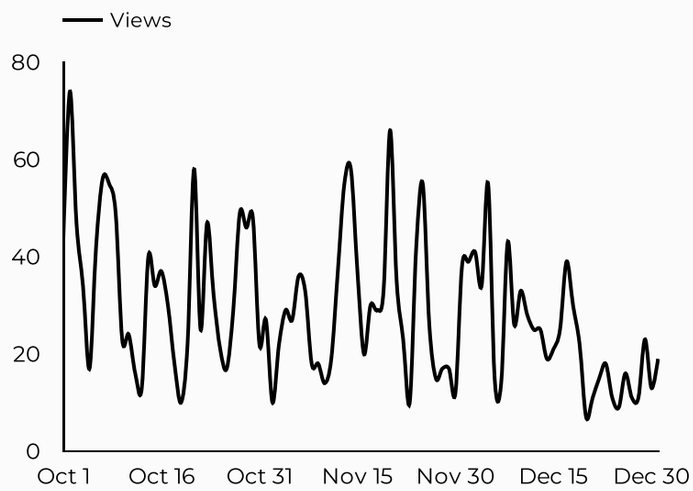
Session source	Total users
google	19,723
(direct)	14,638
bing	1,782
m.facebook.com	1,219
army.dodmwrlibraries.org	815
dodmwrlibraries.org	511
home.army.mil	399
(not set)	307
lm.facebook.com	223
duckduckgo	206

ARMY MWR Adventure Programs

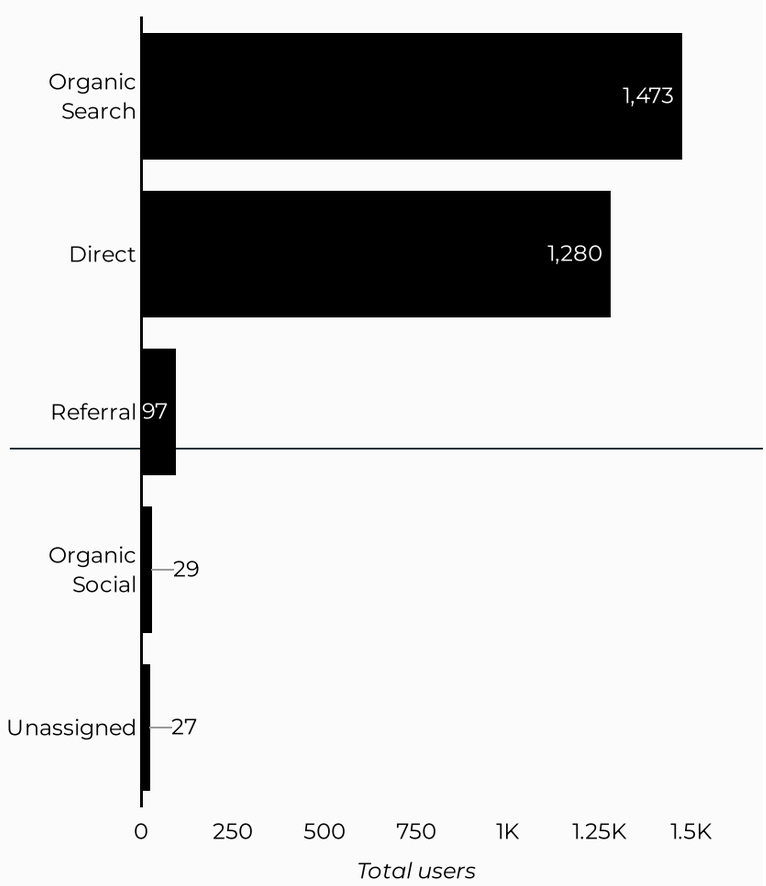
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,685	3,338	2,878	1,492	03:39	62%
-46.7%	-55.8%	-52.9%	-60.4%	41.2%	13.3%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	792	-34.5%
hood.armymwr.com	340	-4.0%
jblm.armymwr.com	190	-38.9%
bragg.armymwr.com	153	-70.9%
gordon.armymwr.com	128	11.3%
benning.armymwr.com	127	9.5%
casey.armymwr.com	98	-15.5%
stewarthunter.armymwr.c...	90	-37.5%
polk.armymwr.com	66	20.0%
campbell.armymwr.com	50	-44.4%

What are the top sources?

Session source	Total users
(direct)	1,280
google	1,145
bing	297
(not set)	23
home.army.mil	20
m.facebook.com	17
yahoo	17
statics.dod.teams.microsoft.us	16
duckduckgo	14
chatgpt.com	7

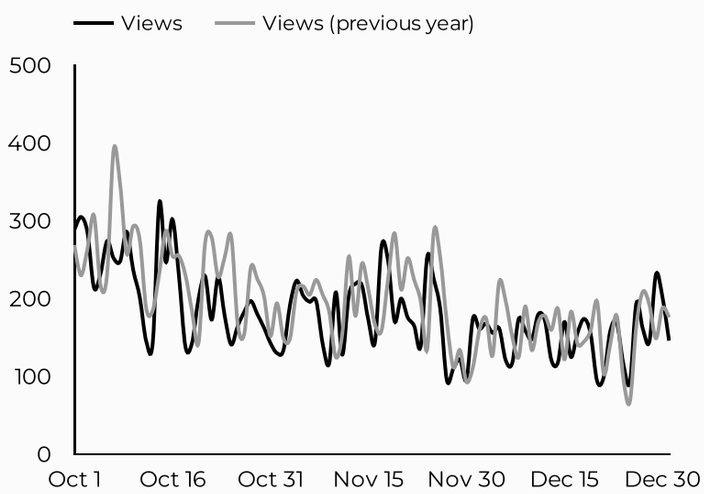
ARMY MWR

Equipment Rental

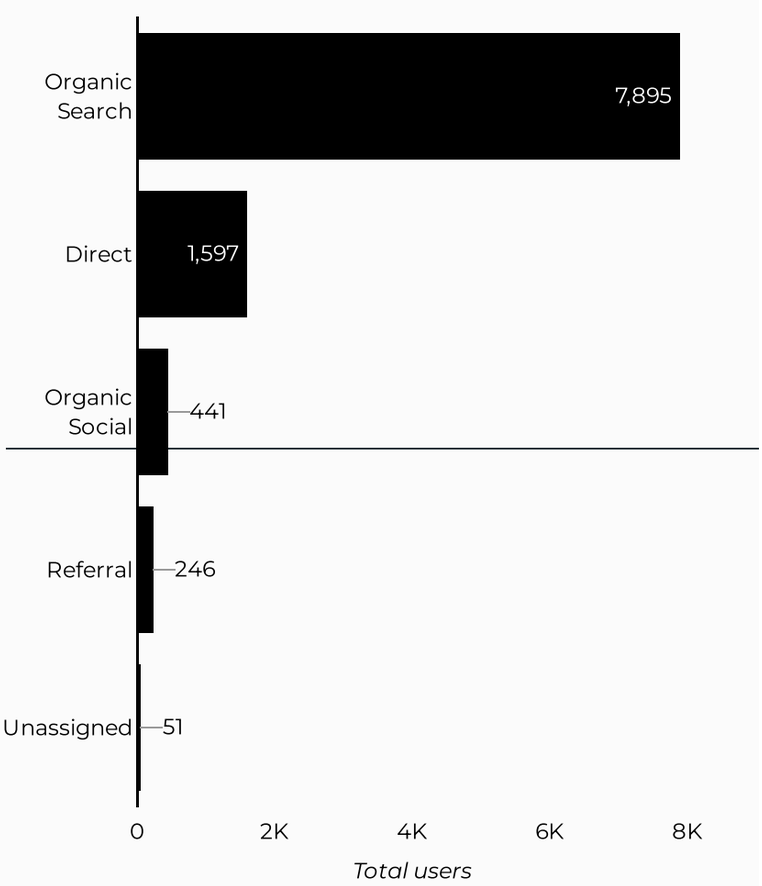
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
16,676	14,181	10,128	4,300	03:48	71%
-8.4%	-6.1%	-6.3%	-4.1%	28.7%	-3.8%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	2,381	-11.8%
bragg.armymwr.com	2,160	3.1%
hood.armymwr.com	1,012	2.5%
redstone.armymwr.com	784	-13.0%
knox.armymwr.com	731	-13.1%
gordon.armymwr.com	714	6.1%
sill.armymwr.com	612	0.3%
riley.armymwr.com	610	6.6%
humphreys.armymwr.com	348	-7.7%
mccoy.armymwr.com	235	-11.0%

What are the top sources?

Session source	Total users
google	7,190
(direct)	1,597
bing	638
m.facebook.com	289
home.army.mil	73
lm.facebook.com	63
duckduckgo	56
l.facebook.com	47
facebook.com	36
yahoo	35

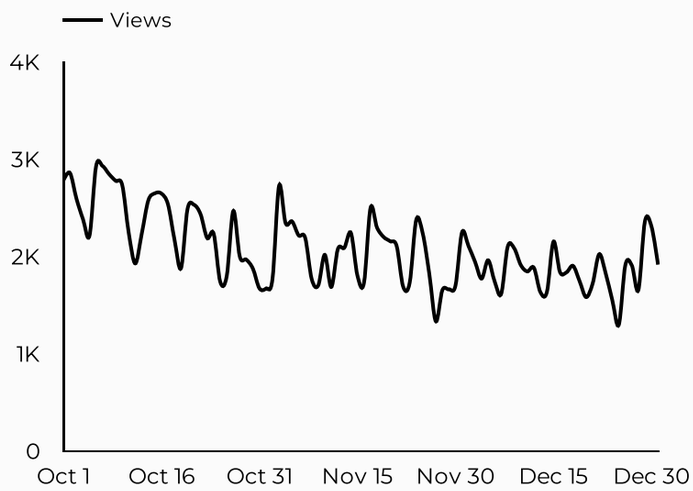
ARMY MWR

Recreational Lodging

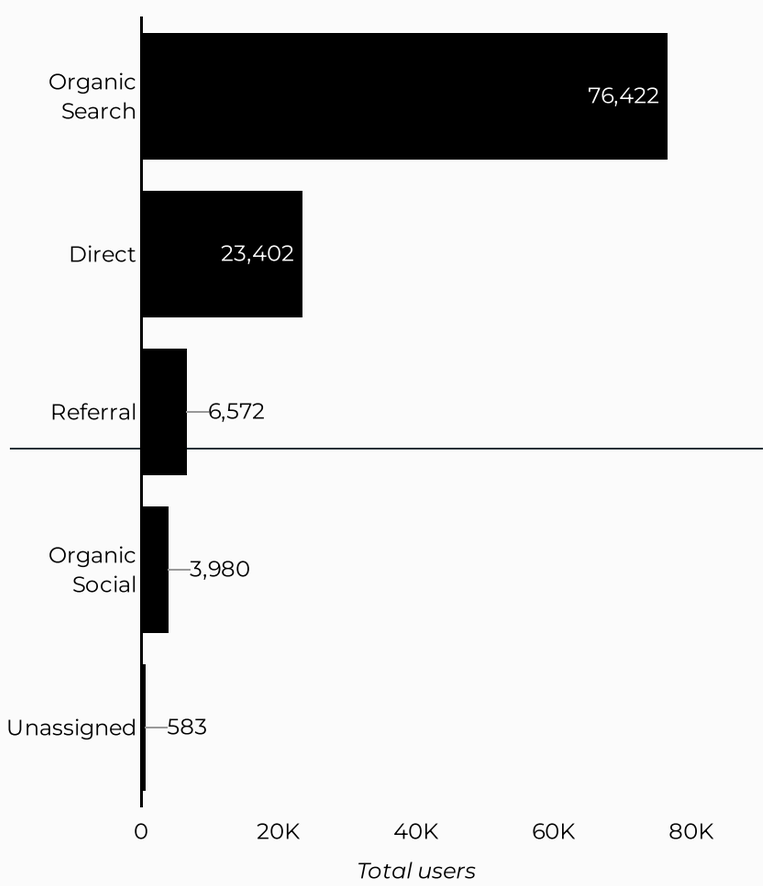
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
191,459	156,996	109,656	69,130	03:09	69%
-8.8%	-5.7%	-10.8%	-17.6%	16.4%	-5.9%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hood.armymwr.com	11,849	-32.9%
jackson.armymwr.com	8,632	-2.1%
benning.armymwr.com	7,950	-5.0%
belvoir.armymwr.com	6,780	-4.3%
bragg.armymwr.com	4,820	-15.6%
gordon.armymwr.com	4,262	4.3%
mccoy.armymwr.com	3,900	3.9%
bliss.armymwr.com	3,520	0.0%
meade.armymwr.com	3,400	-12.0%
drum.armymwr.com	3,281	26.1%

What are the top sources?

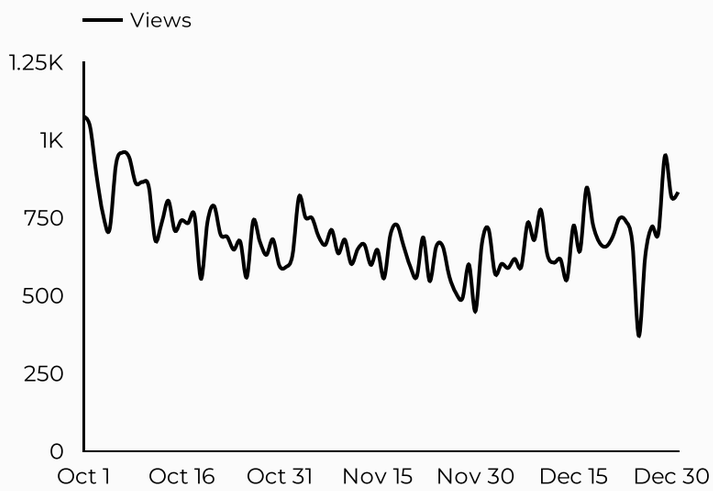
Session source	Total users
google	69,710
(direct)	23,402
bing	5,666
m.facebook.com	2,615
home.army.mil	1,247
campgrounds.rvlife.com	883
duckduckgo	684
militarycampgrounds.us	680
yahoo	678
tripwizard.rvlife.com	527

ARMY MWR Aquatics

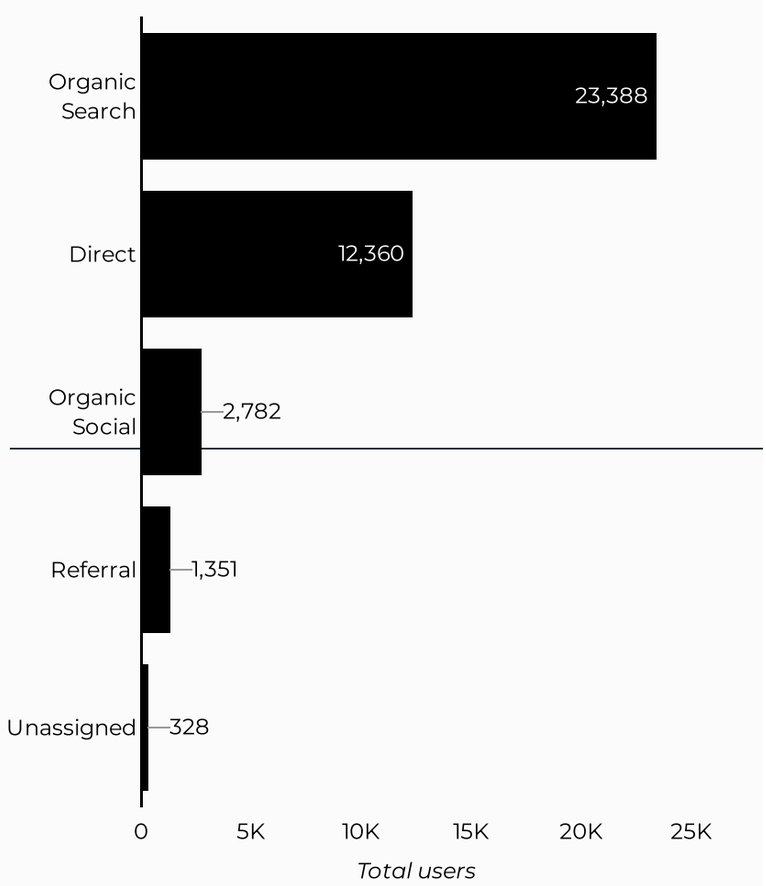
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
63,845	54,706	39,435	18,687	02:30	61%
↑ 12.3%	↑ 20.1%	↑ 20.8%	↑ 10.1%	↑ 22.0%	↓ -7.0%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	5,851	35.8% ↑
humphreys.armymwr.com	3,287	40.1% ↑
bliss.armymwr.com	2,701	28.9% ↑
hawaii.armymwr.com	1,769	-6.3% ↓
bragg.armymwr.com	1,737	-17.3% ↓
campbell.armymwr.com	1,658	-11.9% ↓
belvoir.armymwr.com	1,567	56.9% ↑
wainwright.armymwr.com	1,500	-32.8% ↓
huachuca.armymwr.com	1,228	5.1% ↑
hood.armymwr.com	1,204	116.9% ↑

What are the top sources?

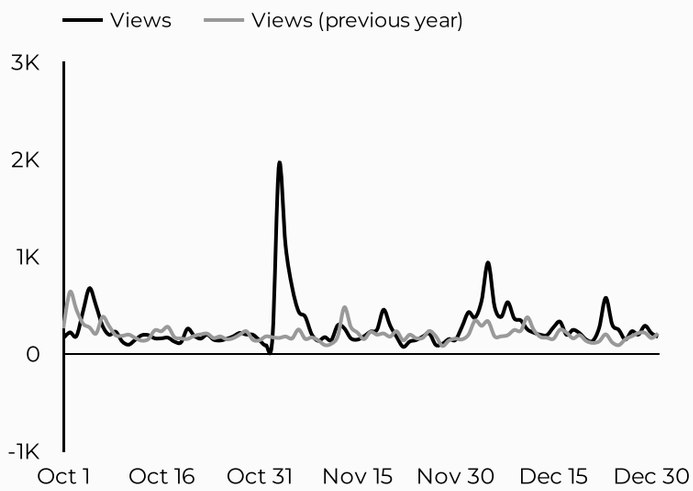
Session source	Total users
google	21,410
(direct)	12,360
m.facebook.com	1,895
bing	1,668
home.army.mil	580
lm.facebook.com	395
l.facebook.com	279
(not set)	252
duckduckgo	211
facebook.com	149

ARMY MWR All Army Sports

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
25,504	12,307	10,341	7,445	02:09	59%
34.8%	37.9%	40.6%	57.3%	-3.1%	-15.0%

Compared Y-o-Y

How is site traffic trending?

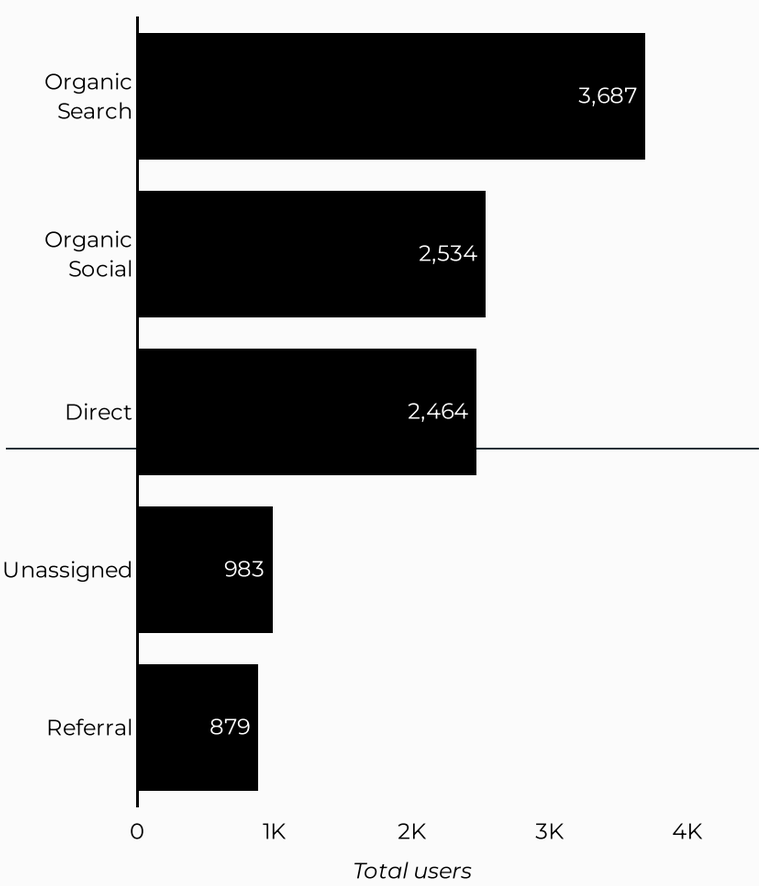


How many athletes started an application?

Link clicks to start an application.

Click Text	Total
All Soldiers must apply through the application website:	271
Apply now!	252
www.armedforcessports.com	135
All Army Application website	93
Instagram	31
ICE	12
renew	11
Grand total	**856**

Which channels are driving traffic?



What are the top sources?

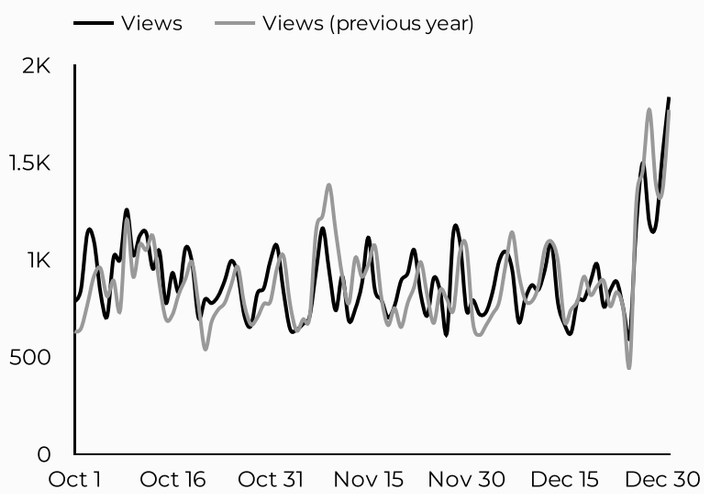
Session source	Total us...	% Δ
google	2,744	-21.6%
(direct)	2,464	37.7%
m.facebook.com	1,430	633.3%
(not set)	947	364.2%
bing	879	80.5%
armywcap.com	577	-2.9%
ig	552	-
l.instagram.com	227	2.3%
lm.facebook.com	205	925.0%
apptrac.mwr.army.mil	97	120.5%

ARMY MWR Bowling

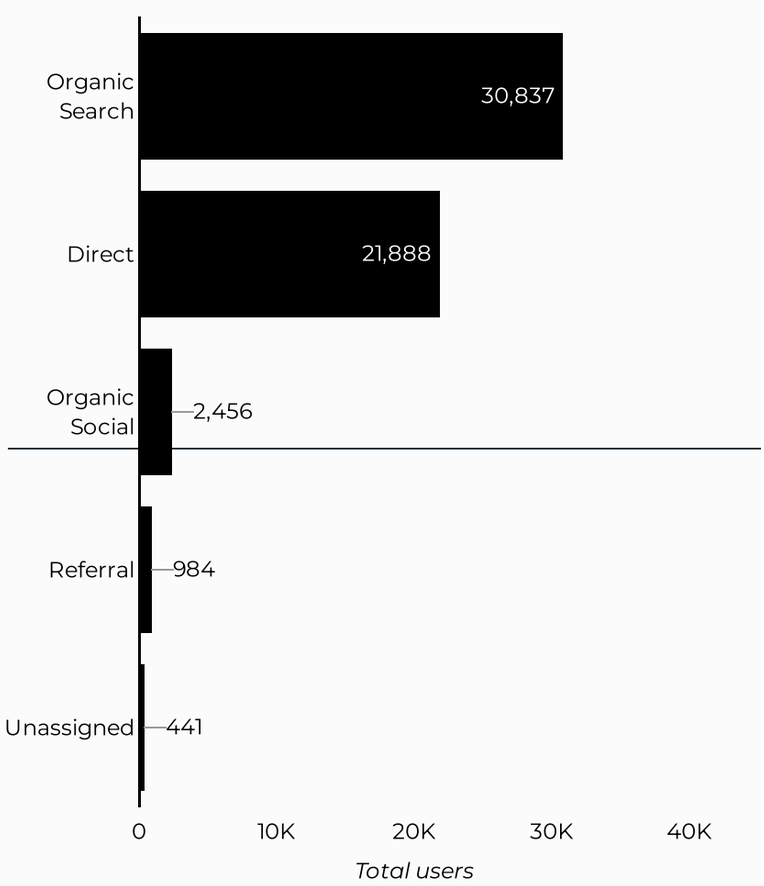
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
83,127	73,401	55,910	37,544	02:19	52%
1.1%	9.4%	13.9%	8.7%	-2.7%	-16.0%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
campbell.armymwr.com	6,317	104.9%
hawaii.armymwr.com	4,196	15.7%
stewarthunter.armymwr.c...	3,187	21.7%
bragg.armymwr.com	3,005	62.7%
jbmhh.armymwr.com	2,120	-5.1%
bliss.armymwr.com	2,045	-0.8%
redstone.armymwr.com	1,855	-13.2%
stuttgart.armymwr.com	1,816	-22.0%
humphreys.armymwr.com	1,806	5.6%
lee.armymwr.com	1,791	3.1%

What are the top sources?

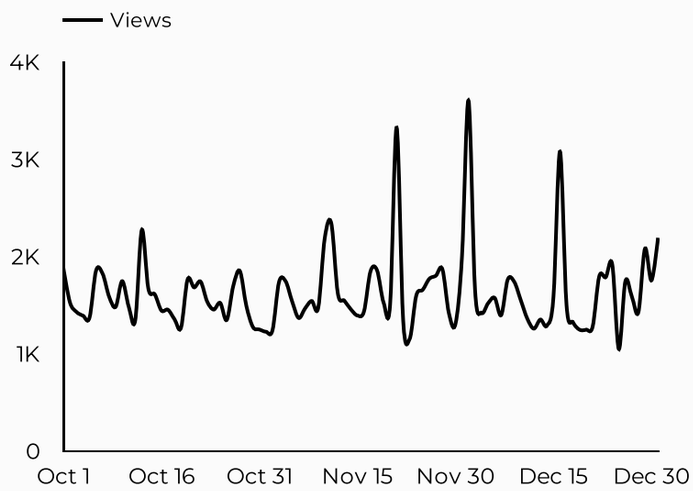
Session source	Total users
google	28,718
(direct)	21,888
bing	1,691
m.facebook.com	1,669
home.army.mil	385
(not set)	353
lm.facebook.com	310
facebook.com	217
l.facebook.com	208
duckduckgo	206

ARMY MWR Fitness Centers

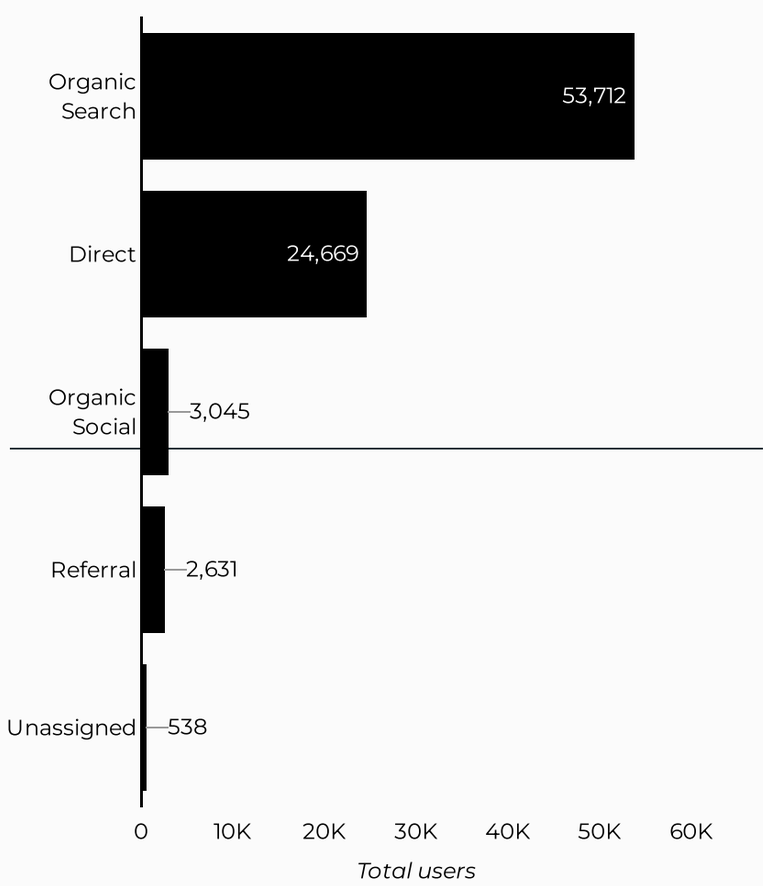
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
150,226	117,355	83,727	51,448	02:47	63%
-3.6%	-3.2%	-1.9%	-12.4%	15.8%	1.5%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	5,848	-1.9%
hawaii.armymwr.com	5,480	15.6%
jblm.armymwr.com	5,415	16.4%
hood.armymwr.com	4,607	-8.7%
humphreys.armymwr.com	4,488	-5.5%
meade.armymwr.com	4,100	4.6%
campbell.armymwr.com	3,625	-11.0%
bliss.armymwr.com	3,616	-11.7%
sill.armymwr.com	3,556	49.5%
benning.armymwr.com	2,896	-19.9%

What are the top sources?

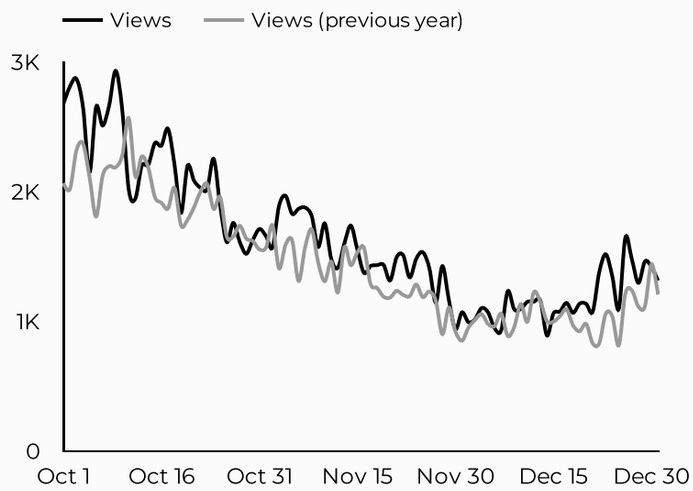
Session source	Total users
google	49,828
(direct)	24,669
bing	3,137
m.facebook.com	2,074
home.army.mil	1,002
lm.facebook.com	380
duckduckgo	362
l.facebook.com	347
(not set)	335
chatgpt.com	238

ARMY MWR Golf

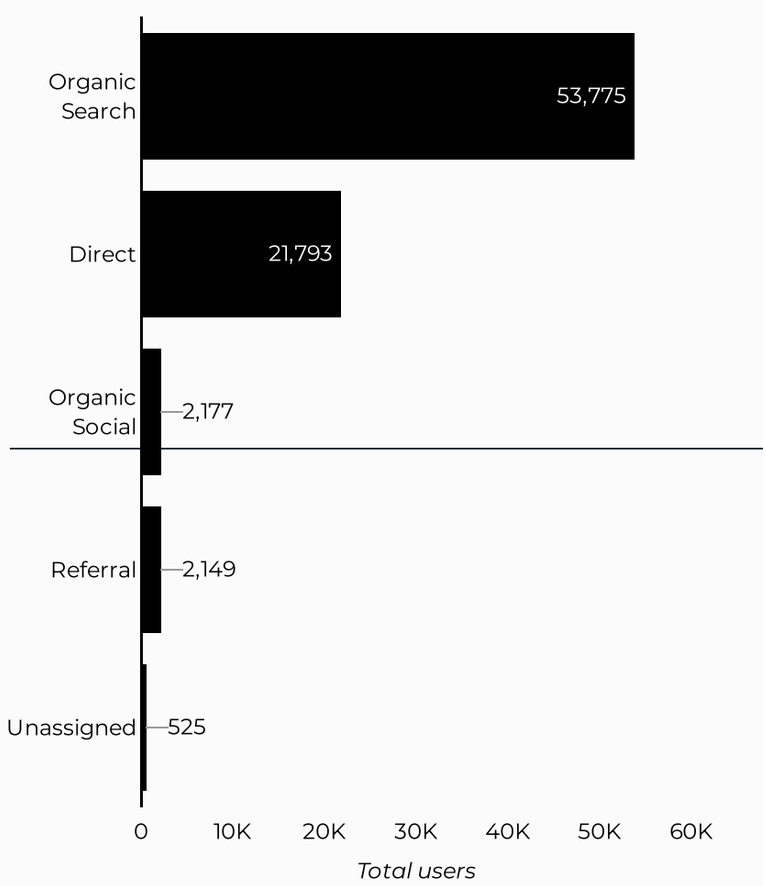
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
151,224	115,406	80,078	61,826	02:49	60%
↑ 12.6%	↑ 12.1%	↑ 13.1%	↑ 9.7%	↑ 16.1%	↓ -7.4%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hawaii.armymwr.com	8,055	3.0% ↑
westpoint.armymwr.com	6,753	8.3% ↑
bragg.armymwr.com	4,592	28.0% ↑
jblm.armymwr.com	4,365	6.2% ↑
belvoir.armymwr.com	4,129	7.2% ↑
jackson.armymwr.com	3,732	18.7% ↑
carson.armymwr.com	3,586	14.4% ↑
stewarthunter.armymwr.c...	3,371	13.6% ↑
redstone.armymwr.com	3,218	30.1% ↑
bliss.armymwr.com	2,920	21.0% ↑

What are the top sources?

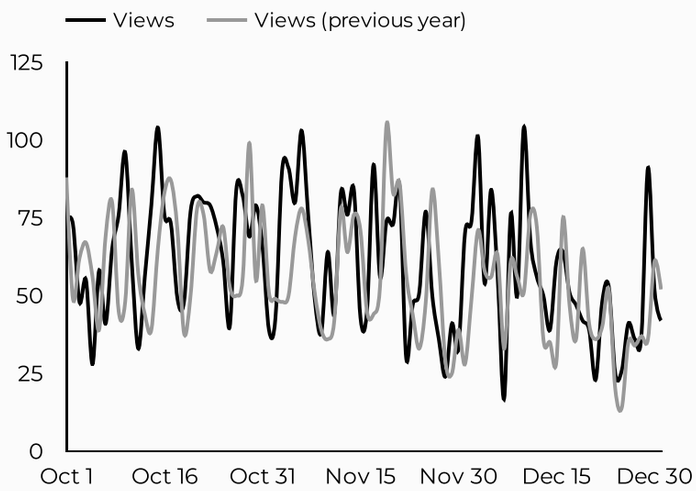
Session source	Total users
google	49,551
(direct)	21,793
bing	3,357
m.facebook.com	1,433
yahoo	692
duckduckgo	471
(not set)	338
home.army.mil	285
l.facebook.com	262
lm.facebook.com	209

ARMY MWR Intramural Sports

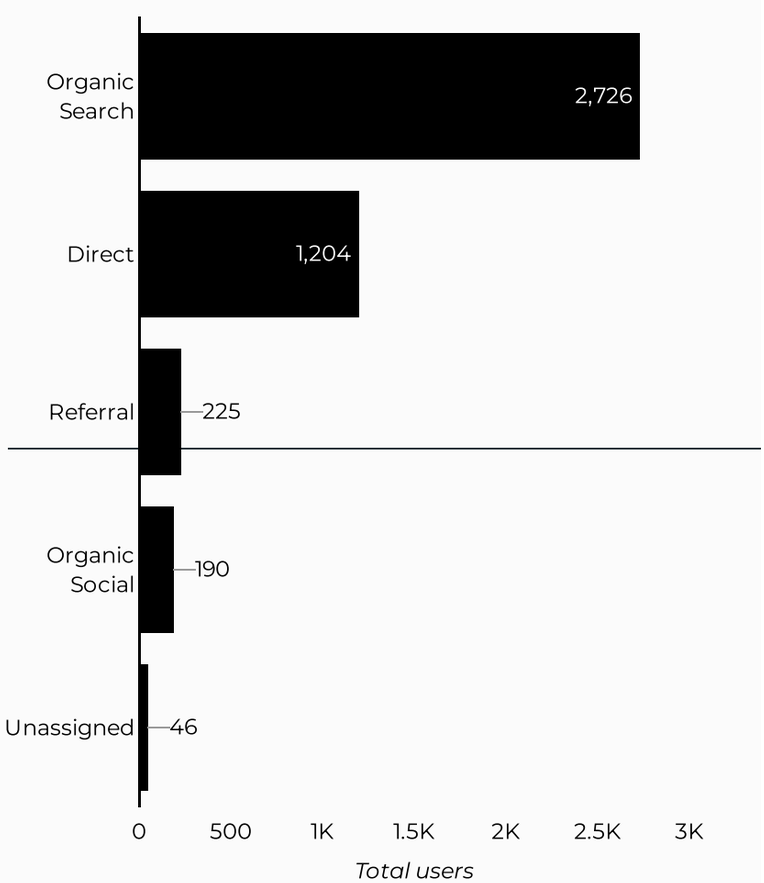
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,558	5,216	4,342	1,401	01:42	71%
8.5%	19.6%	21.3%	15.4%	-15.6%	-10.5%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	563	-0.2%
bragg.armymwr.com	525	5.8%
hawaii.armymwr.com	481	83.6%
www.armymwr.com	384	-12.5%
campbell.armymwr.com	363	24.7%
carson.armymwr.com	343	34.5%
leavenworth.armymwr.com	323	456.9%
hood.armymwr.com	208	-6.3%
wiesbaden.armymwr.com	170	-18.3%
polk.armymwr.com	130	66.7%

What are the top sources?

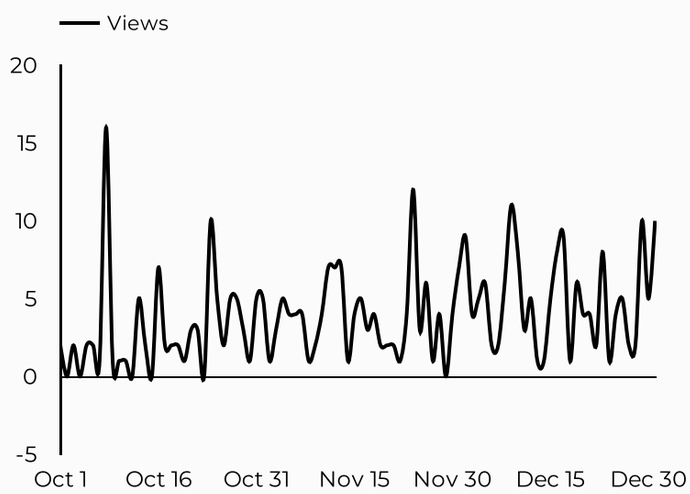
Session source	Total users	% Δ
google	2,357	-1.8%
(direct)	1,204	109.0%
bing	339	89.4%
m.facebook.com	134	86.1%
home.army.mil	102	-6.4%
armywcap.com	38	-20.8%
(not set)	28	75.0%
l.facebook.com	23	4.5%
safe.menlosecurity....	20	-9.1%
chatgpt.com	19	1,800.0...

ARMY MWR Strong B.A.N.D.S

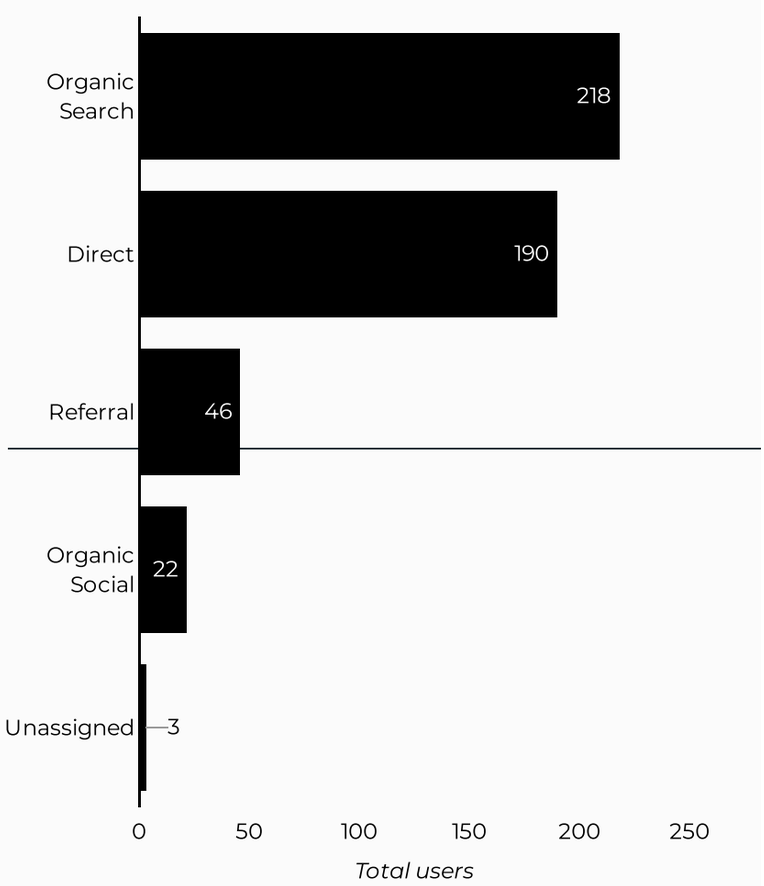
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
359	507	481	193	01:29	70%
-19.9%	-25.3%	-24.7%	16.3%	-9.2%	-16.4%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top Clicked Resources

Clicks	Total Clicks
Image Clicks	1,169
Nutrition	61
Activity	53
Strength	31
Balance	34
Tuesday Trivia	30
STRONG B.A.N.D.S.	25
More	17
Determination	16
Continue	19
Health & Fitness	15
Grand total	**1,726**

What are the top sources?

Session source	Total users
(direct)	191
google	185
bing	29
home.army.mil	18
m.facebook.com	15
hprc-online.org	12
l.facebook.com	5
yahoo	4
(not set)	3
armywcap.com	3

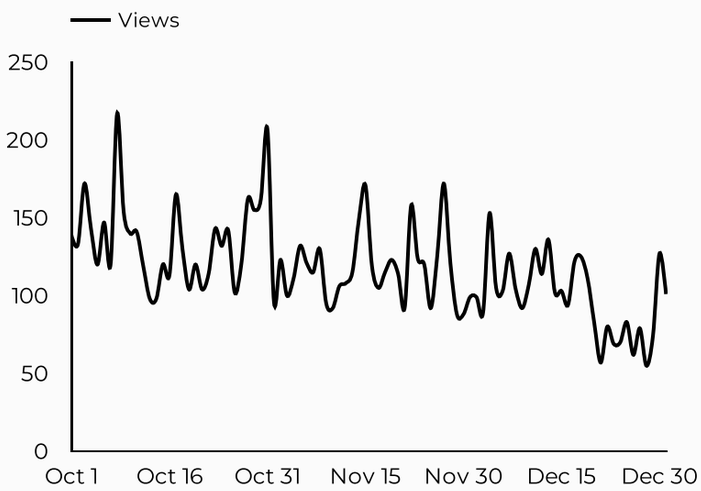
ARMY MWR

Warrior Zone

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
10,812	10,229	8,179	4,903	02:09	58%
↑ 3.7%	↓ -14.5%	↓ -13.8%	↓ -15.9%	↓ -7.6%	↓ -5.1%

Compared Y-o-Y

How is site traffic trending?

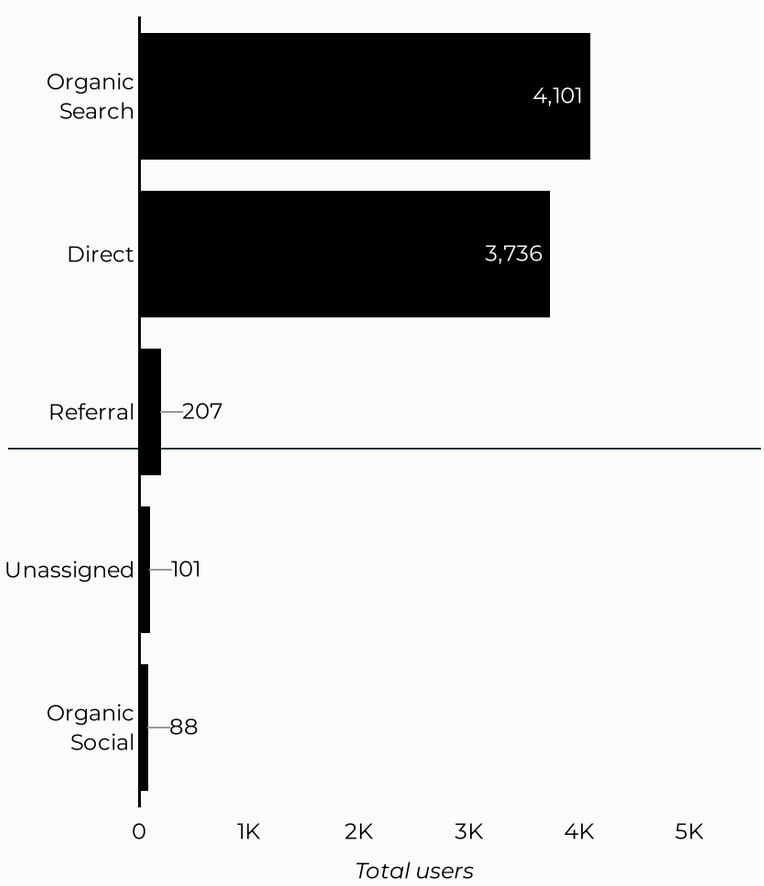


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	1,735	0.8% ↑
campbell.armymwr.com	1,499	45.5% ↑
humphreys.armymwr.com	1,096	130.3% ↑
riley.armymwr.com	643	-6.9% ↓
wainwright.armymwr.com	606	-21.7% ↓
bliss.armymwr.com	597	9.1% ↑
italy.armymwr.com	470	4.0% ↑
irwin.armymwr.com	160	26.0% ↑
gordon.armymwr.com	128	11.3% ↑
wiesbaden.armymwr.com	83	-25.2% ↓

Which channels are driving traffic?



What are the top sources?

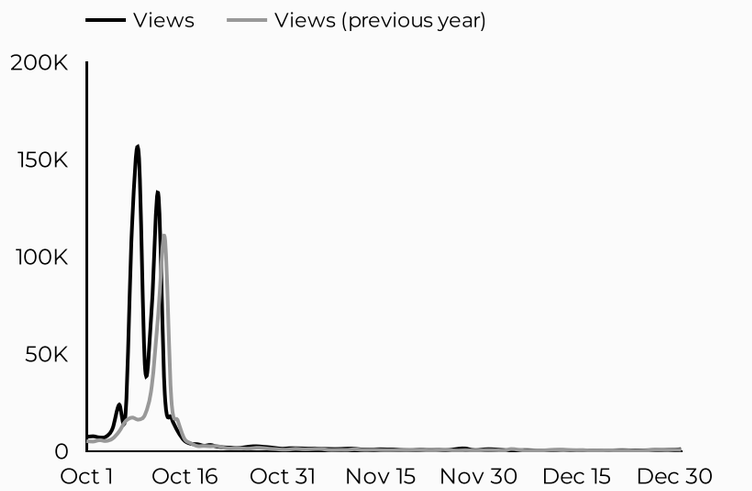
Session source	Total ...
(direct)	3,736
google	3,698
bing	345
home.army.mil	84
(not set)	81
m.facebook.com	41
duckduckgo	27
l.facebook.com	22
chatgpt.com	20
statics.dod.teams.microsoft.us	19

ARMY MWR

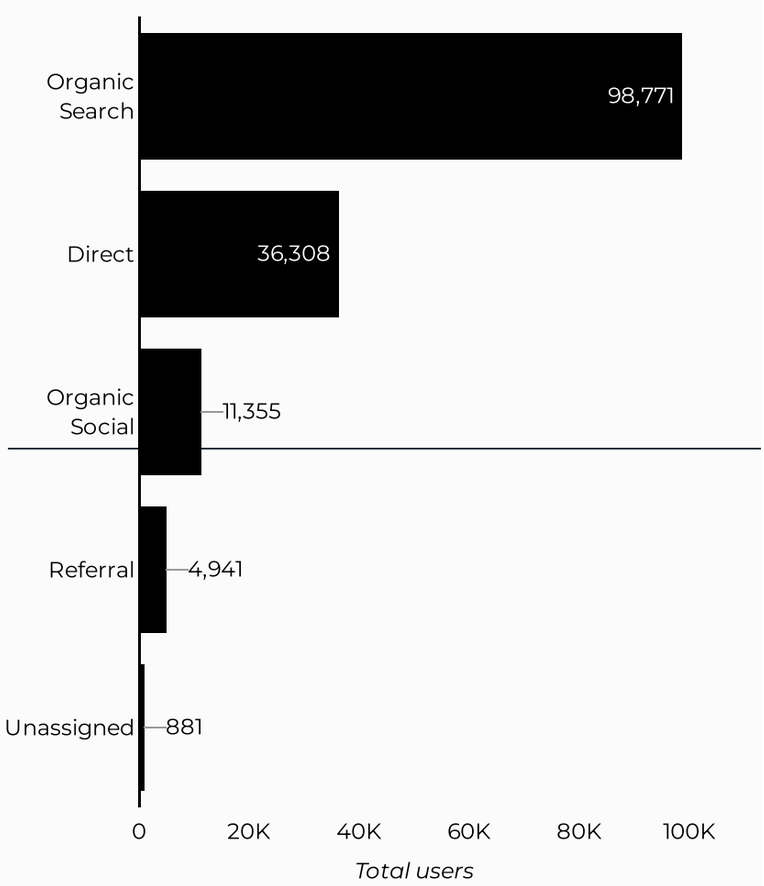
Army Ten Miler (ATM)

Views	Sessions	Total users	New users	Engagement rate
749,965	379,977	144,453	129,540	53%
72.3%	75.7%	39.0%	33.4%	-0.6%
		Compared Y-o-Y		

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page title	Total users
Army Ten-Miler	101,605
In-Person Race :: Army Ten-Miler	22,619
In-Person Race: Track A Runner :: Army Ten-Miler	22,271
The Course :: Army Ten-Miler	21,037
Race Day Schedule :: Army Ten-Miler	19,195
Arrive & Depart :: Army Ten-Miler	14,824
Individual Registration :: Army Ten-Miler	14,602
Results :: Army Ten-Miler	12,658
Wave Start & Scoring :: Army Ten-Miler	10,748

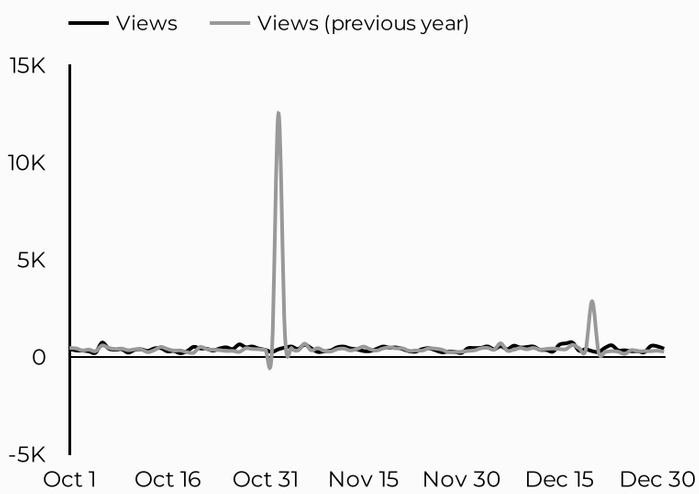
What are the top sources?

Session source	Total users
google	91,403
(direct)	36,308
m.facebook.com	6,246
bing	5,678
results2.xacte.com	2,242
l.instagram.com	1,763
l.facebook.com	1,438
duckduckgo	1,146
yahoo	1,023
lm.facebook.com	955

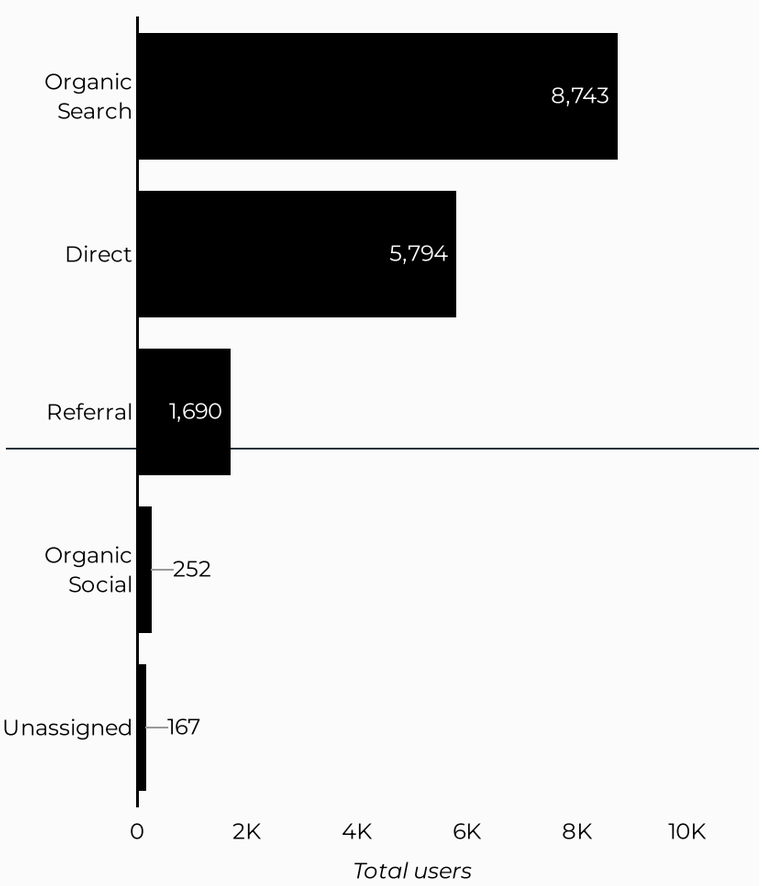
ARMY MWR World Class Athlete Program (WCAP)

Views	Sessions	Total users	New users	Engagement rate
37,957	19,782	16,475	16,207	45%
-24.6%	4.6%	4.4%	3.2%	-18.1%
		Compared Y-o-Y		

How is site traffic trending?



Which channels are driving traffic?



Top WCAP Pages

Sorted by Total Users

Page title	Total users	% Δ
Home :: WCAP	4,486	15.6%
Entry Standards & Apply :: WCAP	2,095	3.3%
Boxing :: WCAP	2,035	-15.2%
Wrestling :: WCAP	1,495	-13.3%
Track & Field :: WCAP	1,380	-1.6%
About :: WCAP	1,259	-8.7%
Soldiers :: WCAP	587	23.8%
High Performance Team :: WCAP	481	6.2%
Winter Sports :: WCAP	481	42.7%

What are the top sources?

Session source	Total users
google	8,122
(direct)	5,794
goarmy.com	1,211
bing	502
(not set)	144
safe.menlosecurity.com	75
duckduckgo	72
m.facebook.com	69
facebook.com	58
armymwr.com	51

ARMY MWR

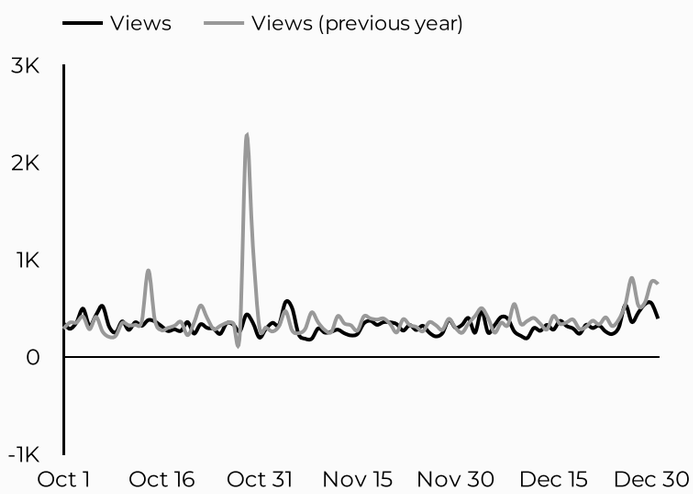
Search

	Search	Total Searches	Total users	Search count per user	Engagement rate
1.	discovery	308	35	8.8	100%
2.	disney	256	230	1.11	97.9%
3.	tickets	193	183	1.05	98.4%
4.	golf	191	176	1.09	99.44%
5.	mwr	154	121	1.28	96.03%
6.	rental	144	117	1.23	98.35%
7.	auction	142	119	1.19	96.24%
8.	bowling	140	123	1.14	98.44%
9.	rentals	100	94	1.06	97.92%
10.	boss	95	80	1.19	100%
11.	bingo	93	75	1.24	98.77%
12.	disneyland	91	82	1.11	100%
13.	camping	90	79	1.14	98.77%
14.	travel	89	75	1.19	98.8%
15.	calendar	88	79	1.11	98.78%
16.	hunting	88	77	1.14	98.73%
17.	disney tickets	68	57	1.19	96.77%
18.	paintball	68	59	1.15	98.36%
19.	sports	65	58	1.12	100%
20.	rv rental	63	38	1.66	70.18%
21.	dfac	63	51	1.24	100%
22.	universal	62	59	1.05	100%
23.	rv	61	59	1.03	98.33%
24.	lodging	61	48	1.27	94.23%
25.	pool	60	57	1.05	100%
26.	christmas lights	59	56	1.05	98.28%
27.	volunteer	59	54	1.09	98.25%
28.	basketball	57	50	1.14	96.15%
29.	ski	56	47	1.19	95.74%
30.	events	55	48	1.15	94.34%
	Grand total	**17,804**	**13,359**	**1.33**	**97.51%**

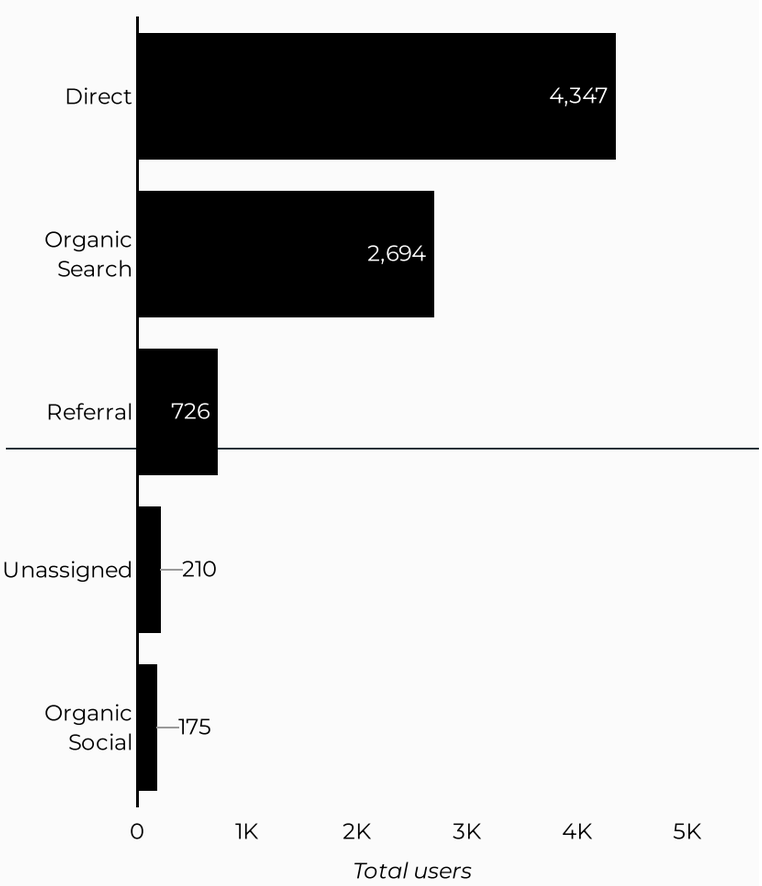
ARMY MWR Seward Military Resort

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
29,885	10,622	7,892	7,583	04:12	52%
-18.1%	3.0%	5.7%	5.3%	12.3%	-11.0%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	5,273
Booking Rates :: Seward Military Resort	2,411
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	2,328
Tickets & Tours :: Seward Military Resort	1,023
Eligibility :: Seward Military Resort	967
Contact Us :: Seward Military Resort	533
Amenities :: Seward Military Resort	516
Fishing Destination :: Seward Military Resort	507
How to get to Seward Military Resort	413

What are the top sources?

Session source	Total users
(direct)	4,347
google	2,328
militaryonesource.mil	389
bing	256
(not set)	200
res.windsurfercrs.com	200
m.facebook.com	98
yahoo	57
duckduckgo	52
facebook.com	35