



BRD Insights and Recommendations

Third Quarter FY25

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.

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

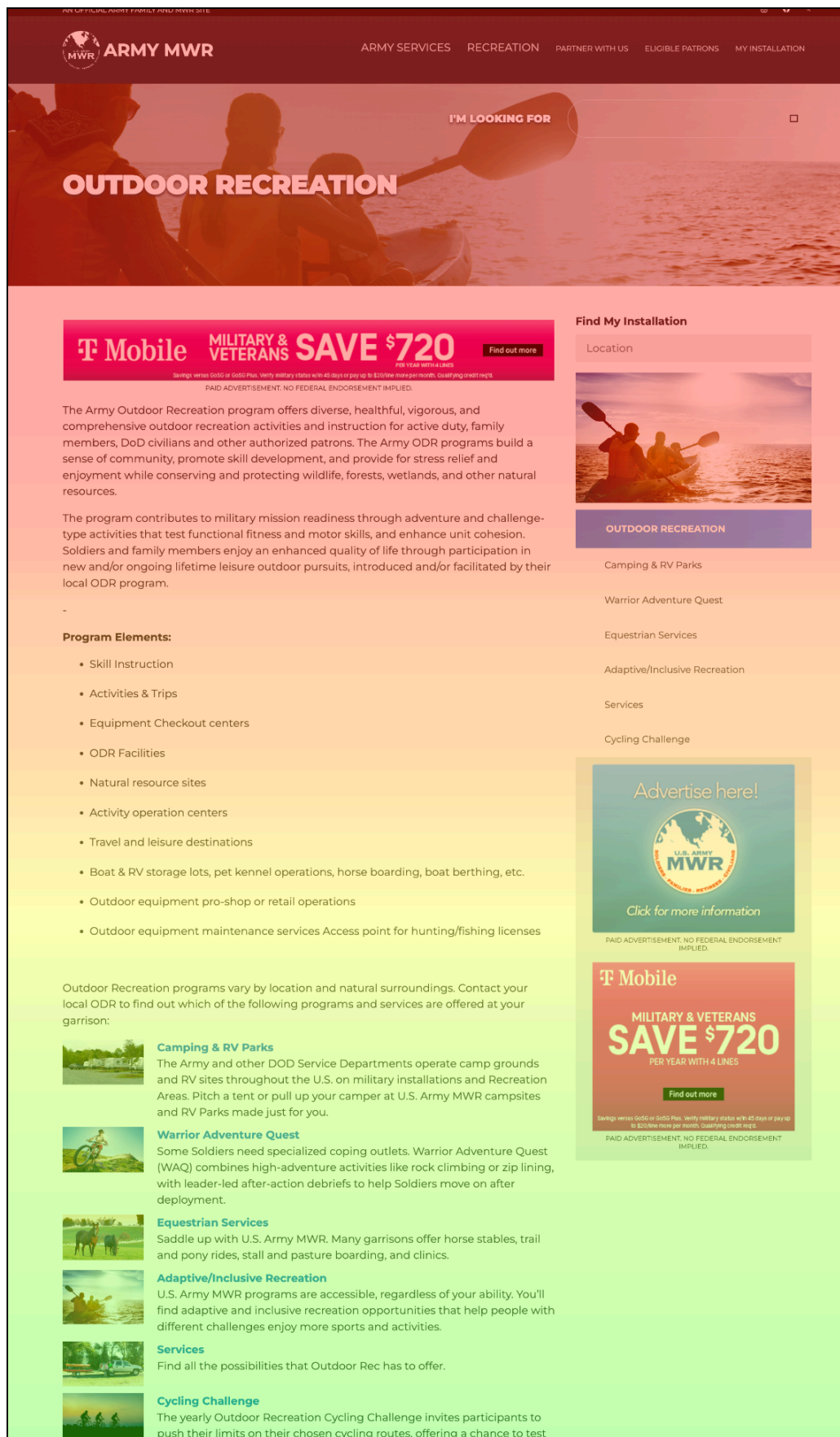
Figure 1: HQ BRD Click Map



Scroll Map

Scroll heatmaps use colors to visualize how far down in a page your visitors scroll. When you hover on the Scroll heatmap, you see exactly how many percent have scrolled down to a certain position. This lets you for example find out if there is important content positioned too far down the page, whether your visitors are encouraged to scroll, and more.

Figure 2: HQ BRD Scroll Map



How many new pages of content did installations create last quarter?

Web managers have created a total of 877 new pages on EPW in the last quarter. It's important to note that the total excludes data from, calendar events, and directory pages.

- 349 pages were added to BRD.

Table 1: Total new pages added to BRD last quarter.

Name ▲
2-Person Alternate Shot Tournament
2025 Army Emergency Relief Campaign
2025 Boys/Girls Spring Tennis /
2025 Cochise College Rodeo
2025 Fun Run Series
2025 Lifeguard Course Schedule
2025 ODR Cycling Challenge
2025 Rolling Hills Golf Season
2025 SPORTS / FITNESS / AQUATICS Calendar
2025 Spring Break Desert Madness
2025 Underwood Golf PGA Junior League
2026 Family and MWR Hours of Operation: Martin Luther King Jr. Day
24/7 Fitness Access Now Available!
250th Army Birthday Celebration
96-ounce Coffee to Go-Now available at ROB Java
AAFES Food trucks

Website Searches

A total of 25,665 searches were conducted by 16,026 users, resulting in an average of 1.6 searches per user. This indicates that many users are performing multiple searches per visit, signaling continued interest and a desire to explore additional content after their initial query. The overall engagement rate remains high at 96.99%, reinforcing that users are finding search results useful.

Topic Trends and Demand Areas

Search terms naturally cluster into high-interest categories:

- Entertainment and Travel: disney, tickets, cruise, travel, disney world, disneyland
- Housing and Rentals: rental, rentals, lodging, hotel, storage, campground, rv rental
- Recreation and Activities: golf, youth sports, bowling, camping, pickleball, fishing, summer camp, pool
- Career and Services: jobs, job, cys, boss, gym, auto, auto auction

Terms like “rv rental” (1.91 per user) and “job” (2.36 per user) had elevated search counts per user, suggesting difficulty finding the correct resource or unmet content needs.

Recommendations

- Improve Findability for High-Repeat Queries: Terms like “discovery,” “job,” and “rv rental” show above-average searches per user. Consider improving internal search relevancy, adding landing pages, or using the [sticky search feature](#).
- Elevate High-Engagement Topics: Highlight or expand content around “disney,” “tickets,” “auction,” and “rentals,” which continue to draw both volume and strong engagement.
- Support Emerging Themes: Terms like “pickleball,” “boss,” and “auto auction” suggest growing user interest. Consider dedicated campaigns or content hubs around these services.

Outdoor Recreation

The Recreational Lodging program experienced a moderate decline in traffic during Q3 FY25. Total users reached 189,825, a 7.1 percent decrease year over year, with new users falling to 122,618 (–11.2 percent). Views dropped to 355,514 (–3.2 percent), and sessions declined slightly to 279,707 (–2.0 percent), suggesting reduced visibility despite maintaining high volume across the program.

Organic Search continued to dominate user acquisition, generating 141,216 users, followed by Direct traffic (32,801) and Referral (11,415). Google alone brought in 128,572 users, with Bing contributing nearly 9,000. Key installation drivers included Jackson (15,090 users), Bragg, Hood, Belvoir, and Benning, all of which continue to represent strong points of interest.

The engagement rate declined to 70 percent (–5.4 percent), though average session time increased to 3 minutes and 21 seconds, a 16.5 percent improvement year over year. This suggests users are spending more time exploring the content, even if fewer are arriving.

Table 2: Most Popular Link Clicks

Downloads	Total ▾
Pine View Campground Map.pdf	6,743
Victory Travel Price Guide	6,124
Download Pointes West Map	2,453
Map of LORA	2,434
Travel Camp Sitemap	2,392
Weston Lake Brochure	2,339
Army Travel Campground Rules and Fees	2,331

Table 3: Most Popular Downloads

Click Text	Total ▾
Online Reservations	5,099
HERE	1,238
WebTrac	1,052
(not set)	874
HoofBeatsForHeroes.org	733
Make a reservation online	531
CLICK HERE	452
789 Olney Circle Linn Creek, Missouri 65052 United States	422

Figure 3: ODR Click Map

ARMY SERVICES
RECREATION
PARTNER WITH US
FAMILY PATRONS
MY INSTALLATION

I'M LOOKING FOR

OUTDOOR RECREATION

The Army Outdoor Recreation program offers diverse, healthful, vigorous, and comprehensive outdoor recreation activities and instruction for active duty, family members, DoD civilians and other authorized patrons. The Army ODR programs build a sense of community, promote skill development, and provide for stress relief and enjoyment while conserving and protecting wildlife, forests, wetlands, and other natural resources.

The program contributes to military mission readiness through adventure and challenge-type activities that test functional fitness and motor skills, and enhance unit cohesion. Soldiers and family members enjoy an enhanced quality of life through participation in now and for ongoing lifetime leisure outdoor pursuits, introduced and/or facilitated by their local ODR program.

Program Elements:

- Skill Instruction
- Activities & Trips
- Equipment Checkout centers
- ODR Facilities
- Natural resource sites
- Activity operation centers
- Travel and leisure destinations
- Boat & RV storage lots, pet kennel operations, horse boarding, boat berthing, etc.
- Outdoor equipment pro-shop or retail operations
- Outdoor equipment maintenance services Access point for hunting/fishing licenses

Outdoor Recreation programs vary by location and natural surroundings. Contact your local ODR to find out which of the following programs and services are offered at your garrison:

Join our team and help deliver unforgettable outdoor experiences.

Go to USA Jobs and search Outdoor Recreation and apply!

The Army and other DOD Service Departments operate camp grounds and RV sites throughout the U.S. on military installations and Recreation Areas. Pitch a tent or pull up your camper at U.S. Army MWR campsites and RV Parks made just for you.

Some Soldiers need specialized coping outlets. Warrior Adventure Quest (WAG) combines high-adventure activities like rock climbing or zip lining, with leader-led after-action debriefs to help Soldiers move on after deployment.

Saddle up with U.S. Army MWR. Many garrisons offer horse stables, trail and pony rides, stall and pasture boarding, and clinics.

U.S. Army MWR programs are accessible, regardless of your ability. You'll find adaptive and inclusive recreation opportunities that help people with different challenges enjoy more sports and activities.

Find all the possibilities that Outdoor Rec has to offer.

Find My Installation

OUTDOOR RECREATION

Camping & RV Parks

Warrior Adventure Quest

Equestrian Services

Adaptive/Inclusive Recreation

Services

Cycling Challenge

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Find all the possibilities that Outdoor Rec has to offer.

Portland Labs Confidential 2025

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Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- Can I bring my own kayak to Smith Lake?
- Are there any MWR luaus in July?
- Can I fish on post?
- Ft Bragg RV camping
- Is there a clubhouse at Ft Leonard Wood LORA facility?
- How many people can a pontoon boat seat when you rent it?
- After hours check-in
- How long can you RV camp here?
- Can veterans use the campground at Leitner Lake?
- Can a civilian rent a spot at Alligator Lake?
- Can I park an RV on base?
- How do I access the MWR RV rental?
- How can I stay at your RV park with an America the Beautiful lifetime senior pass?
- Reserved 5 cabins for a family reunion
- How many beds are in small cabin #6?
- Can Army veterans rent a cabin at Weston Lake?
- Are the use of the cabins authorized for TDY travelers?

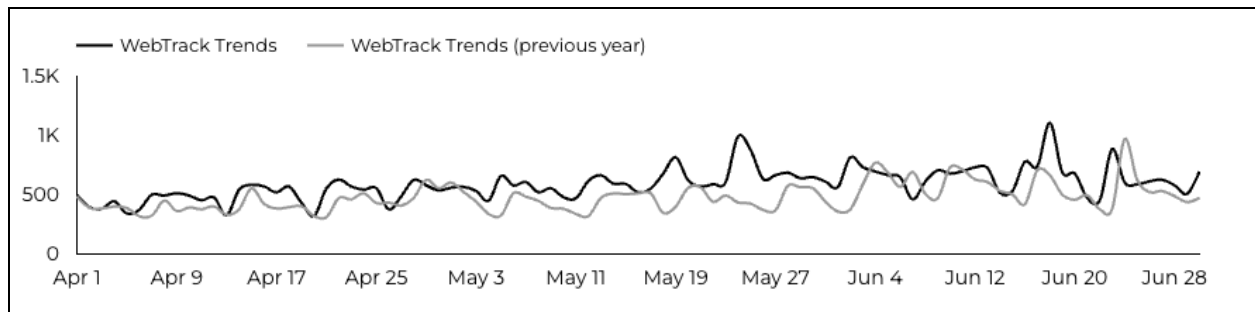
WebTrac Engagement Overview

WebTrac performance improved significantly in Q3 FY25, with a total of 53,702 WebTrac link clicks across BRD pages, marking a 23.3 percent increase year over year. This upward trend signals higher user interaction with program registration, reservations, and transactional tools integrated throughout MWR digital properties.

Leading installations by volume included West Point (13,984 clicks, +47.2%), Carson (6,032 clicks, +2,293.7%), and McCoy (5,237 clicks, -11.9%). Additional high performers were Belvoir, Campbell, and Stuttgart, while outliers like Rock Island saw exponential growth (+36,275 percent), likely due to new or recently optimized link placement. Several garrisons such as JBLM, Knox, and Leavenworth saw declines, indicating inconsistent performance across locations.

While the data reflects only link clicks and not full conversions, the increase in user interaction suggests growing demand for online booking and registration.

Figure 4: Webtrac Link Clicks Compared YOY.



Golf

The Golf program held steady in Q3 FY25, showing slight growth in total audience and improved content engagement. Total users reached 147,331, a 1.6 percent increase year over year, while new users held flat at 119,941. Sessions rose to 231,131 (+12.9 percent), and views increased to 316,796 (+8.0 percent), reflecting sustained interest and browsing activity across Army golf facilities.

Organic Search remained the primary acquisition channel, generating 109,668 users, followed by Direct traffic (32,339), Referral (3,985), and Organic Social (3,116). Google drove the bulk of search traffic, with strong support from Bing and Facebook. Top-performing installations included West Point (15,722 users), JBLM, Carson, Hawaii, and Belvoir, showcasing a broad and engaged nationwide footprint.

The engagement rate declined to 63 percent (–6.8 percent), even as average session time increased to 2 minutes and 50 seconds (+11.4 percent). This pattern suggests users are spending more time exploring course content and booking details, but not always engaging with calls to action.

- 25,796 users clicked on a link to book a tee time

We've set up a click map to better track user interactions across program pages. Click map data will be included in next quarter's reporting.

Table 5: Lists the top installations generating clicks.

Full page URL	Clicks on WebTrac Links. ▾
hawaii.armymwr.com/programs/leilehua-golf-course	6,784
leavenworth.armymwr.com/programs/trails-west-golf-course	2,513
jblm.armymwr.com/programs/eagles-pride-golf-course	1,697
jblm.armymwr.com/programs/whispering-firs-golf-course	1,525
stewarhunter.armymwr.com/programs/hunter-golf-course	1,005
wainwright.armymwr.com/programs/chena-bend-clubhouse-and-g...	811
hawaii.armymwr.com/programs/hagorski-golf-course	736
www.armymwr.com/golf	667
stewarhunter.armymwr.com/programs/taylors-creek-golf-course	418
jblm.armymwr.com/programs/whispering-firs-golf-course?fbclid=Iw...	362
belvoir.armymwr.com/programs/golf-club	163
westpoint.armymwr.com/programs/west-point-golf-course	163
leonardwood.armymwr.com/programs/piney-valley-golf-course-pvgc	137

Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- How much are golf course golf lessons?
- Hello, many years ago, the Golf Club used to offer golf lessons for kids & adults. Do you still offer these? Thank you!

American Forces Travel

The American Forces Travel program saw a moderate decline in traffic during Q3 FY25. Total users dropped to 6,790, down 10.0 percent year over year, and new users fell sharply to 1,595 (–28.1 percent). Sessions decreased to 7,897 (–14.1 percent), and views declined to 9,048 (–9.5 percent), reflecting reduced visibility and fewer first-time visitors engaging with travel-related content.

Organic Search led acquisition with 5,295 users, followed by Direct traffic (880) and Referral (457). Google accounted for the majority of search traffic, with supplemental volume from Bing, Yahoo, and DuckDuckGo. The bulk of installation-based traffic came from www.armymwr.com (6,716 users), while other locations contributed minimally, indicating centralized interest rather than wide garrison distribution.

The engagement rate remained high at 82 percent (–1.1 percent), and average session time rose to 2 minutes and 15 seconds, a 14.5 percent increase year over year. Additionally, users clicked outbound travel links 11,107 times, showing sustained intent among those who did engage.

Figure 5: Comparison of Views for American Forces Travel Pages

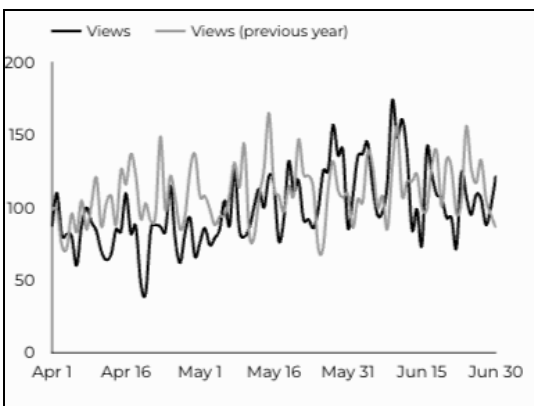


Figure 6: AFT Click Map



Arts & Crafts

The Arts & Crafts program experienced modest growth in Q3 FY25. Total users reached 18,581, a 4.1 percent increase year over year, while new users slightly declined to 9,481 (-1.6 percent). Sessions rose to 24,471 (+0.9 percent), and views climbed to 30,336 (+6.8 percent), indicating consistent interest in creativity-based recreational services.

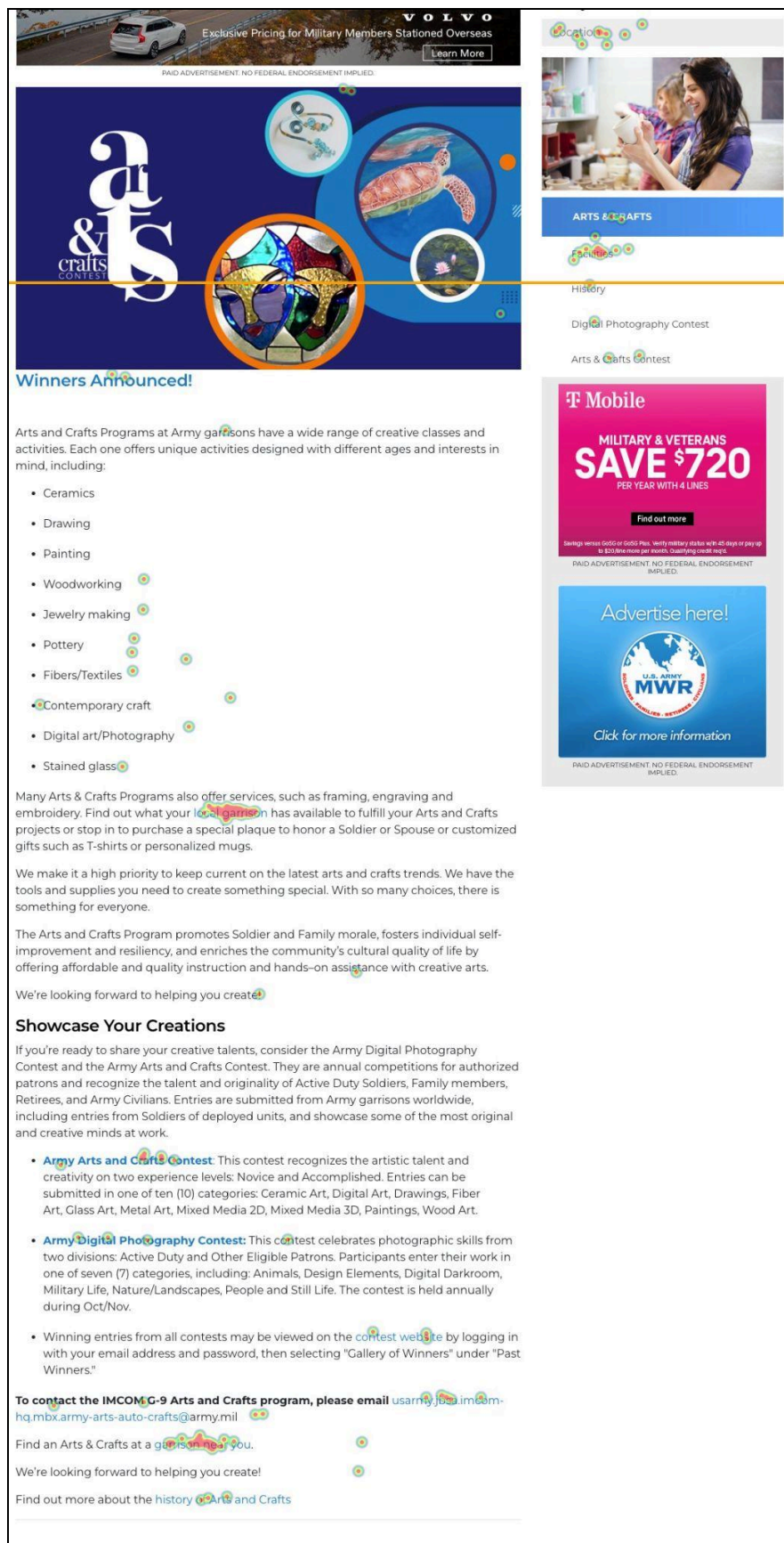
Organic Search remained the top acquisition channel, accounting for 12,967 users, followed by Direct traffic (4,053), Organic Social (891), and Referral (852). Google delivered the majority of search traffic, with supporting volume from Bing and DuckDuckGo. Leading installations by user count included Hood (2,086 users), Stuttgart, Meade, Hawaii, and JBLM, reflecting a strong mix of CONUS and OCONUS participation.

The engagement rate dropped to 62 percent (-2.3 percent), but average session time increased to 2 minutes and 28 seconds, a 21.1 percent improvement over the previous year. The longer sessions suggest users are exploring offerings in more detail.

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▾
discovery	25
arts and crafts	7
auto	7
storage	4
arts & crafts	4
rental	4
woodshop	4
wood	3
wood working	3
arts	3

Figure 7: Arts & Crafts Click Map



Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- When and where will Kids ART Summer Camps be held, ages 10–15? Location I'm looking is on Ft Ruckerl Alabama.
- Is there a wood shop on Schofield Barracks for hobbies?

Auto Skills

The Auto Skills program saw steady growth in Q3 FY25, reflecting continued demand for self-service and mechanic support resources. Total users rose to 65,898, a 6.9 percent increase year over year, with new users reaching 45,095 (+2.2 percent). Sessions climbed to 95,885 (+10.0 percent), and views increased to 118,370 (+12.6 percent), showing strong user interest and browsing activity.

Organic Search led user acquisition with 38,130 users, followed by Organic Social (13,471), Direct traffic (10,769), and Paid Social (3,411). Google accounted for most search traffic, while Facebook (m.facebook.com, fb, and others) played a substantial role in social engagement. The top-performing installations included Drum (16,882 users), followed by Bragg, Kaiserslautern, Hood, and JBLM, pointing to broad interest across CONUS and OCONUS garrisons.

The engagement rate increased to 63 percent (+7.2 percent), and average session time rose to 2 minutes and 36 seconds, a 9.7 percent improvement. These trends suggest that users are spending more time exploring Auto Skills offerings and are more engaged with the content than in previous quarters.

We've set up a click map to better track user interactions across program pages. Click map data will be included in next quarter's reporting.

Table 7: Top Search Terms by Search Volume

Search	Total Searches ▾
auction	118
auto	54
lemon lot	20
vehicle rental	13
vehicle auction	13
towing	12
auto auction	11
resale lot	11

Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- Can I get an oil change at Ft Rucker?
- When I purchase for the use of the Auto Care Center do they provide all the tools necessary to complete a project? I need to change 3 parts to my suspension of my 2014 Kia Forte.
- Vehicle storage at Monterey Presidio.
- What happens to abandoned cars?
- How to give my car to auction?
- Where can I get training to work on my car on Fort Riley?

Better Opportunities for Single Soldiers (BOSS)

The BOSS program saw a decline in overall reach during Q3 FY25. Total users dropped to 17,889, an 11.2 percent decrease year over year, with new users falling to 8,252 (-15.9 percent). Sessions totaled 23,792 (-6.3 percent), and views declined to 30,475 (-3.9

percent), indicating reduced exposure and fewer first-time visits compared to the previous year.

Organic Search led user acquisition with 9,949 users, followed by Direct traffic (5,361) and Referral (1,519). Google and Bing were the top-performing search engines, while Facebook and Instagram channels contributed modest traffic. Installation-level engagement was strongest at Humphreys (2,119 users), Hood, and www.armymwr.com, with notable contributions from Bliss, Italy, and Carson.

The engagement rate held at 68 percent (–0.7 percent), while average session time rose to 1 minute and 59 seconds, a 9.0 percent improvement, suggesting that while fewer users arrived, those who did spent slightly more time exploring.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▾
discovery	48
boss	37
events	12
bowling	8
scuba	4
fishing	4
calendar	4
unit funds	3
boss activities	3
hub	3

Figure 8: BOSS Click Map

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Find My Installation

About BOSS

Participants enhance their quality of life, contribute to their community through community service activities, and assist in the planning and execution of their own recreation and leisure events.

Unit Funds

Learn how Unit Funds can help you save money for your next event.

BOSS Resources

Whether you are a BOSS Representative or a BOSS Team Member, these valuable resources are here to help make your Garrison BOSS Program Better.

The Army Provides Prevention Resources for Single Soldiers

Prevention resources are essential to ensuring the safety and well-being of all troops, including single Soldiers. Recognizing the unique challenges faced by Soldiers, the Army's Integrated Prevention Advisory Group is dedicated to creating a prevention structure that strengthens resilience, fosters positive environments and addresses harmful behaviors within the Army community.

April is Sexual Assault Awareness and Prevention Month, and the Army's 2025 SAAPM theme is **STEP FORWARD. Prevent. Report. Advocate.** This theme highlights the importance of cultivating a culture that eliminates sexual assault and harassment. The SAAPM campaign inspires Soldiers to leverage their individual and collective strength to prevent and address sexual violence.

Suicide prevention resources are also vital to individual Soldiers. One of the tools available to support suicide prevention efforts is the Ask, Care, Escort Suicide Intervention, or ACE-SI, training. This Army training method empowers service members by providing them with the knowledge and skills to recognize and respond effectively to crisis situations. ACE-SI focuses on identifying and assisting individuals who may be at risk of suicide or struggling with other challenges.

ACE-SI training emphasizes effective communication techniques to support at-risk individuals. These include:

- **Open-ended questions** to elicit more than a yes/no response; these allow someone to tell you more of their story.
- **Paraphrasing and clarifying** to convey that you heard what the individual said and that you want to make sure you understand.
- **Affirmational statements** to recognize the person's strengths and to highlight behaviors that can result in positive change.
- **Reflective listening** to let the at-risk person know that they have accurately told their story.
- **Summarizing** to recall key elements of the conversation and identify the most important points.

Through initiatives like I-PAG, the SAAPM campaign and ACE-SI training, the Army ensures single Soldiers have access to robust support systems that promote their mental health, resilience and overall well-being.

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Food and Beverage

The Food and Beverage program experienced a slight decrease in overall traffic during Q3 FY25. Total users dropped to 471,408, a 3.9 percent decline year over year, while new users fell to 317,639 (–7.4 percent). Sessions rose to 687,095 (+1.4 percent), and views increased modestly to 919,765 (+2.4 percent), indicating that although fewer unique users visited, returning audiences remained active and engaged.

Organic Search remained the leading acquisition channel, delivering 320,437 users, followed by Direct (102,585), Referral (25,328), and Organic Social (21,285). Google accounted for nearly 291,000 users, while Facebook platforms and Bing contributed notable volume. Top installations by user activity included www.armymwr.com (57,082 users), Benning, Carlisle, Bragg, and Belvoir, all of which saw strong dining-related interest.

The engagement rate declined slightly to 65 percent (–1.3 percent), but average session time rose significantly to 2 minutes and 56 seconds, a 15.7 percent increase. Additionally, Chow Now link clicks increased to 14,843, up 23.4 percent year over year, signaling growing demand for digital ordering.

We've set up a click map to better track user interactions across program pages. Click map data will be included in next quarter's reporting.

Table 9: Number Food Menu and Amenity Downloads

Downloads	Total ▾
Delivery Menu	15,237
here	10,246
Equipment Rental Pricelist	8,746
HERE	5,157
Image Clicks	4,344
Map of LORA	2,432
Travel Camp Sitemap	2,392
Army Travel Campground Rules and Fees	2,331
Rental Fees for LETRA	2,293

Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- Can civilians go to McCoy's Sports Bar?
- What restaurants are on Fort Jackson?
- I am a retired Navy Chief Petty Officer and will be arriving this afternoon at Fort Campbell. Where are dining facilities on post that I can use?

Healthy Army Communities (HAC)

The Healthy Army Communities program experienced modest growth in Q3 FY25. Total users reached 3,133, a 2.0 percent increase year over year, with new users rising to 2,637 (+5.9 percent). Sessions totaled 4,458 (+10.5 percent), and views increased to 5,205 (+14.8 percent), reflecting sustained interest in wellness-related content across Army installations.

Organic Search led acquisition with 1,857 users, followed by Direct traffic (922) and Referral (278). Google accounted for the majority of search traffic, while additional contributions came from Bing, Home.Army.mil, and Facebook. The most active installation by far was Hunter Liggett (2,811 users), significantly outpacing all others, followed by Campbell, Sill, and Aberdeen.

The engagement rate held at 60 percent (−0.4 percent), while average session time increased to 3 minutes and 5 seconds, a 13.3 percent improvement over last year.

We've set up a click map to better track user interactions across program pages. Click map data will be included in next quarter's reporting.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▼
tent camping	2
hacienda lodge	1
mission san antonio	1
nutritionist	1
photos	1

Leisure Travel (LTS)

The Leisure Travel program experienced a slight downturn in overall traffic in Q3 FY25. Total users dropped to 189,571, a 5.3 percent decrease year over year, while new users fell to 108,733 (-7.1 percent). Sessions decreased to 267,862 (-3.7 percent), though views remained stable at 358,265, a modest 0.6 percent increase, suggesting that while reach declined, content consumption stayed steady.

Organic Search drove the majority of traffic, accounting for 149,796 users, followed by Direct (26,052) and Referral (8,497). Google contributed over 134,000 users, with Bing, Yahoo, and Facebook also playing key roles. The most active installations were Belvoir (13,933 users), www.armymwr.com, Bragg, Carlisle, and Redstone, all showing sustained user demand for travel-related services and offerings.

The engagement rate dipped slightly to 74 percent (-0.9 percent), while average session time increased to 3 minutes and 6 seconds, a 22.7 percent rise year over year. This suggests users are taking more time to explore offers and content, even if total traffic is down.

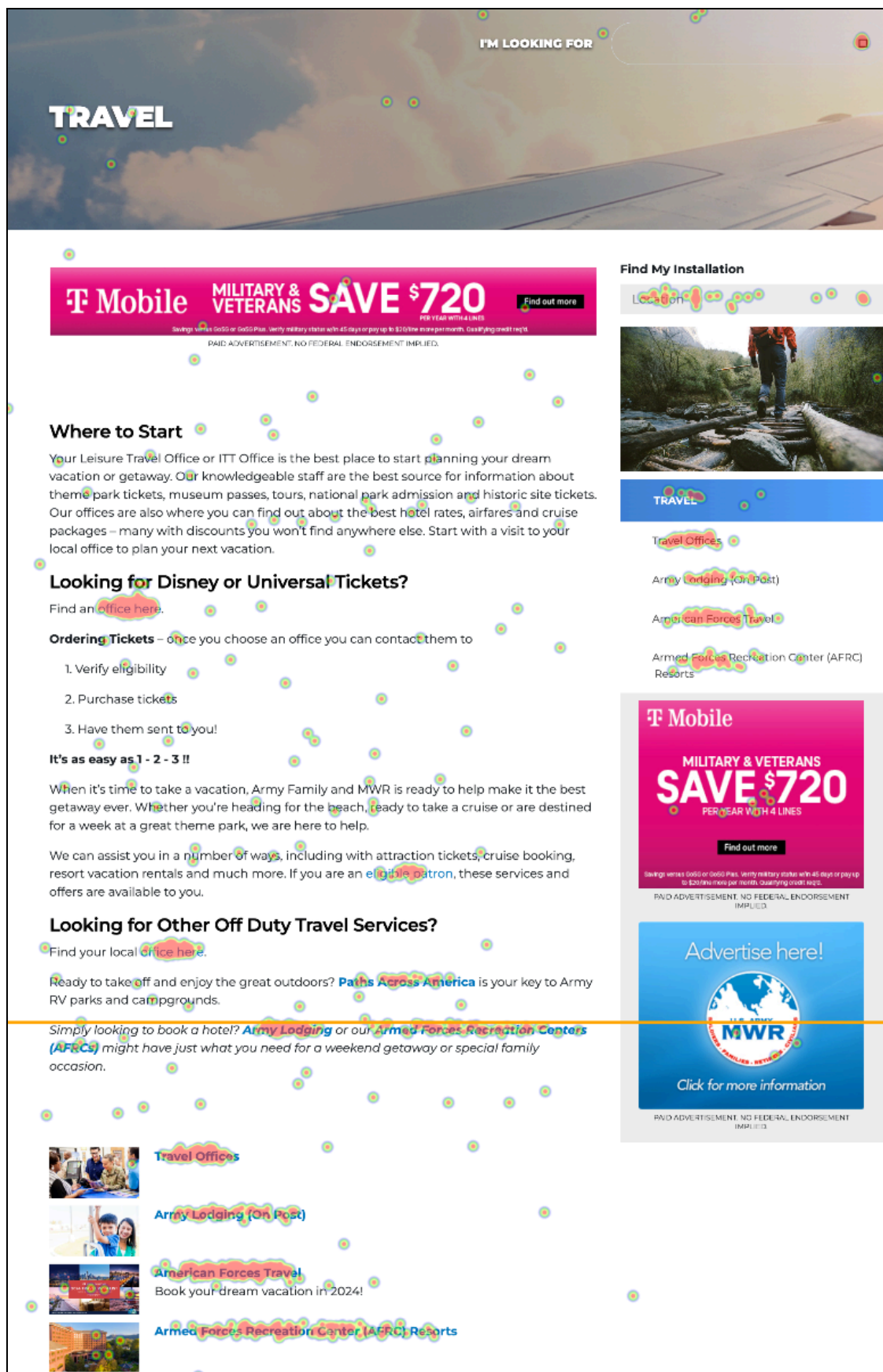
Table 11: Top Search Terms by Search Volume

Search	Total Searches ▾
disney	165
tickets	102
disneyland	75
rentals	69
rental	66
disney world	49
pool	48
fishing	46

Table 3: Most Popular Downloads

Downloads	Total ▾
here	9,965
Click here for downloadable ticket brochure.	9,874
Price List	9,081
2025 Leisure Travel Services Pricelist	8,948
Attractions and Amusement Park Ticket List	6,614
Click here for ticket prices.	6,268
Victory Travel Price Guide	6,124

Figure 9: HQ Travel Page Click Map



Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- Disney-specific questions:
- What are military cost for WDW tickets?
- Are there discounts available for Disney Cruises?
- What are the Disney Military Salute blackout dates?
- Can honorable discharge veterans buy Disney World Salute tickets?
- Can I purchase Disney World tickets at Fort Gordon?
- Disney's Armed Forces Salute ticket purchases?
- Can a veteran that's 50% or higher purchase discounted tickets?
- How many tickets can I buy to Disneyland if I am purchasing 5-day tickets?
- Can I purchase tickets for Disney Paris?
- Can I get discount tickets or passes for Disney World?

General Leisure Travel questions:

- Promo for cruise ship trip
- Buy train tickets
- hotel discounts
- Does the MWR assist with Texas State Park Pass application?
- Does MWR offer tickets to Universal Island of Adventures in Orlando? If so, may my dependent adult child purchase a ticket at the establishment?
- Can I get access to discounted NYC Broadway shows ticket?
- Do we have discount tickets to Universal Studios?
- Where can I find a site for discounted military tickets to sporting events?
- How do I get Disneyland tickets CA?
- Can I purchase tickets from MWR to go to the water park in Destin FL?
- Can I get tickets from MWR to go to the water park in Destin FL?
- Where can I get Maryland zoo tickets
- Can I get tickets for Splash in the Boro at MWR?
- Can I work as a 15 year old? (Possible tied to youth travel or activities context)
- Can I get tickets for Hersheypark and are those available to contractors?
- Are there discounted tickets for Hershey Park and are those available to contractors?
- How can I purchase Hersheypark tickets?

Libraries

The Libraries program saw a decrease in traffic in Q3 FY25. Total users declined to 45,039, a 5.2 percent drop year over year, with new users falling to 24,971 (–14.7 percent). Sessions decreased to 67,007 (–5.2 percent), and views dipped to 87,884 (–4.2 percent), indicating overall reduced visibility across Army MWR library resources.

Organic Search remained the dominant channel, contributing 28,596 users, followed by Direct traffic (10,754) and Referral (3,633). Google provided the bulk of search traffic (26,065 users), with Bing, Facebook, and DoD MWR Library-related domains like army.dodmwrlibraries.org and dodmwrlibraries.org supporting additional discovery. The top installations included www.armymwr.com (8,189 users), JBLM, Bragg, Hawaii, and Campbell.

The engagement rate improved slightly to 64 percent (+1.1 percent), while average session time rose to 2 minutes and 24 seconds, a 9.1 percent increase from the previous year. The longer session durations suggest sustained interest among returning users.

Table 11: Top Search Terms by Search Volume

Search	Total Searches ▾
library	25
discovery	18
summer reading	17
books	14
mango	12
reading program	10
printing	9
ancestry	8
renew	8
libby	8

Table 3: Most Popular Link Licks

Click Text	Total ▾
My Account	2,592
online	2,481
Search the Catalog	1,456
Online Catalog	1,040
(not set)	874
Discover Army MWR Library's Online Resources!	554
Online Resources	527
www.DoDVirtualSRP.org	483
Search the catalog	464

Figure 10: HQ Library Page Click Map



Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- Can I use MWR library online? I'm ROK officer in 2ID. I have a CAC and DoD number.
- How to get a DoD MWR Library account?
- Are there pictures of basic training units from October to December 1967 in the library?
- I am looking for my basic training platoon photo. B-5-10 1991.
- I went to basic in 1996. Would I be able to get a copy of DVD from that long ago?

Summer Reading Program

The Army MWR Summer Reading program continued to perform strongly in Q3 FY25, with sustained audience interest and deeper engagement. Total users reached 12,699, a 6.0% increase compared to the same quarter last year. New users dipped slightly to 5,309, down 4.4%, while views rose to 22,132, marking an 11.2% gain. Sessions totaled 17,493, up 6.9%, pointing to consistent participation throughout the summer months.

Organic Search brought in the highest volume of users at 4,954, followed by Organic Social (3,443) and Direct traffic (3,162). Facebook platforms continued to play a major role in acquisition, with strong traffic from m.facebook.com, lm.facebook.com, and l.facebook.com. Google alone drove 4,522 users. High-performing installations included JBLM (41,100 views), Fort Bragg (34,714), and Redstone (18,121), indicating strong local promotion and digital engagement.

Engagement metrics were solid, though slightly mixed. The engagement rate was 65%, down 1.7%, while average session time increased to 1 minute and 56 seconds, a 12.6% improvement year-over-year. This suggests that while fewer new users arrived, returning users spent more time interacting with the content. Beanstack click-throughs were strong, with over 6,200 total link clicks. The top destination was the DoD Beanstack homepage (2,612 clicks), followed by Humphreys and Throckmorton reader pages.

Sports and Fitness

Aquatics

The Aquatics program experienced a decline in reach during Q3 FY25. Total users dropped to 105,234, a 7.2 percent decrease year over year, and new users declined to 59,571 (–15.5 percent). Sessions totaled 159,477 (–1.5 percent), while views held steady at 199,350 (–0.4 percent), suggesting recurring interest among returning users but fewer new participants.

Organic Search remained the top channel, accounting for 70,833 users, followed by Direct traffic (18,921) and Organic Social (13,330). Google alone drove over 66,000 users, with strong supplemental volume from Facebook and Bing. Leading installations included JBLM (9,995 users), Humphreys, Bragg, Campbell, and Bliss, reflecting high seasonal demand for swim programs and pool access across a wide geographic range.

The engagement rate rose slightly to 62 percent (+1.0 percent), and average session time increased to 2 minutes and 43 seconds, up 28.0 percent year over year.

A heatmap has been set up for the Aquatics section to monitor user interaction patterns.

Table 13: Top Search Terms by Search Volume

Search	Total Searches ▾
pool	127
swim lessons	80
swim	34
pools	23
swimming lessons	23
outdoor pool	23
learn to swim	16
lifeguard	13
splash pad	12
aquatics	10

Water Safety

The Water Safety Campaign saw targeted engagement in Q3 FY25 with 847 total users and 197 new users. The campaign generated 905 sessions and 1,543 views, reflecting steady interest from a relatively small but focused audience. While overall reach remained limited, performance indicators suggest content relevance and seasonal interest during summer swim months.

Organic Search led acquisition with 350 users, followed by Organic Social (262), Direct traffic (197), and Referral (44). Facebook and related platforms played a key role in social engagement. Installations driving the most traffic included Hood (28,532 views), Jackson (23,989), JBLM (11,083), Bragg (7,011), and Humphreys (6,120), indicating strong visibility across key garrisons.

The engagement rate reached 79 percent, suggesting users found the campaign highly relevant. Top outbound clicks focused on age-specific safety content, including Ripple Rookies (197 clicks), Wave Watchers (132), and Guardians of the Deep (66), along with strong interest in on-post pools (131).

All Army Sports

The All Army Sports program saw a decline in traffic during Q3 FY25. Total users dropped to 9,091 (–17.1% YoY), while new users fell to 5,921 (–16.9%). Sessions decreased to 11,525 (–14.7%), and views dropped to 23,561 (–15.7%), signaling reduced seasonal interest or lower promotional exposure compared to the previous year.

Organic Search led acquisition with 4,766 users, followed by Direct traffic (1,885), Referral (1,145), and Organic Social (1,007). Google was the top search source, though it declined 17.2 percent. Other notable contributors included bing (+47.8%), armywcap.com, m.facebook.com, and l.instagram.com. These patterns suggest users are still seeking program details across both official and social platforms but are less frequently returning via Direct.

The engagement rate declined to 64 percent (–7.4%), though average session time rose to 2 minutes and 14 seconds (+1.9%), showing those who did engage spent more time

exploring. There were 995 total outbound application clicks, with strong interest in the “Apply now!” and official application site links.

Figure 11: HQ All Army Sports Page Click Map



Bowling

The Bowling program experienced a moderate decline in traffic during Q3 FY25. Total users dropped to 51,421 (-8.4% YoY), with new users falling to 32,944 (-12.2%). Sessions totaled 71,101 (-6.6%), and views decreased to 87,416 (-2.9%). The decline indicates reduced seasonal participation and lower overall interest compared to the same quarter last year.

Organic Search remained the top acquisition channel, delivering 34,863 users, followed by Direct traffic (12,913) and Organic Social (2,652). Google continued to lead among sources, with support from Facebook platforms and bing. Installations contributing to traffic decline included Bliss (-14.7%), JBMHH (-30.2%), and Knox (-7.5%), offset slightly by growth at Redstone (+11.7%) and Leonard Wood (+19.9%). This suggests a regional disparity in program visibility or local promotion.

The engagement rate dipped to 59 percent (-7.3%), though average session time increased to 2 minutes and 24 seconds (+7.8%), indicating content remains useful for active users.

Table 14: Top Search Terms by Search Volume

Search	Total Searches ▾
discovery	61
bowling	48
kids bowl free	13
food	11
bowling alley	8
hours	6
tickets	6
cosmic bowling	5
pool	5
spring fest	4



Fitness Centers

The Fitness Centers program experienced a slight downturn in traffic during Q3 FY25. Total users reached 90,088 (–3.0% YoY), with new users dropping to 54,959 (–10.9%). While sessions declined to 126,690 (–4.2%), views held steady at 164,101 (+0.6%), reflecting steady interest despite a dip in new user acquisition.

Organic Search led traffic generation, accounting for 62,547 users, followed by Direct (22,952), Referral (3,034), and Organic Social (2,689). Google was the primary external driver. Installations such as Bliss (3,591 users) and Carson (3,045) showed lower totals compared to top performers like Bragg (6,202) and Hawaii (6,015), contributing to the slight YoY decline. Bing, Facebook, and sources like Tripler Tricare and home.army.mil also played supporting roles.

The engagement rate rose slightly to 64 percent (+1.4%), and average session time increased to 2 minutes and 38 seconds (+19.1%), indicating more meaningful user interaction.

We've set up a click map to better track user interactions across program pages. Click map data will be included in next quarter's reporting.

Table 15: Top Downloads for Fitness Center Resources

Downloads	Total ▾
Fitness Centers Hours Chart	1,588
Fitness Centers Location Map	1,334
May	911
Group Fitness Calendar	840
downloaded here	839
April	784
April 2025 schedule	770
Contractor Access Form	728
here	694
May 2025 schedule	644
Get the latest Fitness Calendar here!	638

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▾
pool	85
sauna	36
gym	22
golf	21
discovery	17
boxing	16
swim lessons	14
dress code	13
yoga	12
pickleball	12

Intramural Sports

The Intramural Sports program experienced a slight decline in overall traffic for Q3 FY25. Total users fell to 5,162 (-8.9% YoY), and new users dropped to 1,538 (-19.0%). Sessions decreased to 6,446 (-11.1%), with views at 7,415 (-8.8%). These declines suggest waning reach or seasonal activity shifts across installation programs.

Organic Search remained the primary traffic source with 3,859 users, followed by Direct traffic (872) and Referral (304). Notable contributors included Google, Bing (which saw a +62.8% increase), and social sources such as Facebook. Installations that generated the most traffic included JBLM (856 users), Bragg (685), and Carson (482). Lower performance at sources like direct (-26.6%) and home.army.mil (-23.3%) may have contributed to the overall decline.

Despite reduced traffic, engagement improved, with the rate climbing to 78 percent (+3.7%) and average session time rising to 2 minutes and 22 seconds (+13.6%). This suggests that although fewer users visited, those who did were more engaged. Enhancing visibility through command-led promotion, updated schedules, and better cross-links from installation fitness and recreation pages could support reengagement.

We've set up a click map to better track user interactions across program pages. Click map data will be included in next quarter's reporting.

Table 15: Top Downloads for Fitness Center Resources

Click Text	Total ▾
Click HERE for online registration!	45
Bastogne Dr. BLDG C-5032 Fort Bragg, North Carolina 28310 United States	30
62nd Street & Support Ave BLDG 23006 B	10
6550 Specker Avenue BLDG 1829 Fort Carson, Colorado 80913 United States	8
Wickham Avenue BLDG 5666 Fort Campbell, Kentucky 42223 United States	8

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▾
tennis	5
boxing	3
soccer	3
cys sports	2
pickleball	2
sports	2
ballet	2
flag football	2

STRONG B.A.N.D.S.

The Strong B.A.N.D.S. campaign saw improved reach in Q3 FY25. Total users rose to 4,910, a 11.3% year-over-year increase, with new users reaching 1,795 (+14.6%). Sessions grew to 5,723 (+11.7%), though views declined slightly to 6,919 (-8.6%), suggesting users were more efficient in accessing desired content.

Organic Search accounted for 2,167 users, followed by Direct (1,530) and Referral (759). Social contributed 537 users, reinforcing the program’s engagement through Facebook and related platforms. Top-performing installations included www.armymwr.com (1,526 users), Detroit (361), and JBLM (347), all of which helped drive campaign visibility and participation.

User interaction quality also improved. Engagement rate increased to 73% (+2.2%) and average session time grew to 1 minute and 33 seconds (+9.2%). Although overall views dipped, these metrics suggest more focused visits.

We’ve set up a click map to better track user interactions across program pages. Click map data will be included in next quarter’s reporting.

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▾
yoga	3
army ten miler	3
archery	2
5k	2
library calendar	2
devens	2
zumba	1
youth sports summer camps	1
calendar	1
catholic	1

Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- Sports memo to ply in commanders cup
- Adult basketball near Fort Stewart
- Hello, Many years ago, The Golf Club used to offer golf lessons for kids & adults. Do you still offer these? Thank you!
- How much are golf course golf lessons
- Will FT Benning be hosting another Norwegian Foot march in 2025?
- Pool at ft belvoir
- Are there any pools that offer swim classes for children?
- Can i go to the Quinette Outdoor Pool as a normal citizen
- Iam a retired AF Veteran. Can my grand children ages 10,11,12,14 attend to Gordon Splash Pool?
- Senior discount for using pool?
- Is there a dress code for swimming at the pool?
- When will the Ft Detrick indoor swimming pool reopen?
- richardson pool schoefield swimming lessons
- Do the active duty service member family have to pay you get in the community pool?

Army Ten Miler (ATM)

The Army Ten-Miler program experienced steady engagement with a slight decline in new and total users during Q3 FY25. Total users reached 58,364 (−0.7%) and new users totaled 55,888 (−1.5%). Despite this, sessions rose to 90,724 (+5.3%) and views climbed to 152,963 (+5.9%), indicating continued interest in the event content, particularly as registration and race details were published.

Organic Search brought in 28,984 users, followed by Direct (17,622) and Organic Social (8,217). Referral and Paid Social played smaller roles. Most traffic was driven by event-specific pages including “Army Ten-Miler” (33,865 users) and “Individual Registration” (18,847 users), showing that runners are primarily interested in sign-up logistics and course information.

Engagement performance slightly slipped, with the rate dropping to 41% (−6.5%). However, average session time was not disclosed, suggesting a need to investigate if quick visits are due to fast information retrieval or missed content opportunities. Consider revisiting high-traffic pages to test expanded FAQs, race prep content, and post-registration CTAs that guide users further through the site.

World Class Athlete Program (WCAP)

WCAP saw a notable decline in traffic during Q3 FY25 following last year's Olympic cycle. Total users dropped to 14,903 (-35.0%) and new users fell to 14,722 (-35.0%). Sessions declined to 18,876 (-32.5%) and views decreased to 39,447 (-35.8%), reflecting reduced public interest now that the heightened visibility around Paris 2024 has passed.

Organic Search led with 9,908 users, followed by Direct (2,822) and Referral (1,822). Traffic was largely driven by key athlete and application content such as "Home" (4,004 users), "Entry Standards & Apply" (2,458), and "Boxing" (2,037). The "PARIS 2024" page saw a sharp 43.2% drop, reinforcing the post-Olympic downturn.

The engagement rate declined to 53% (-10.2%), suggesting that while interested users still visited, fewer stayed actively engaged. With Olympic buzz waning, future efforts should focus on building year-round interest through ongoing athlete stories, upcoming trials, and behind-the-scenes training insights that sustain audience engagement beyond the Games.

Figure 12: WCAP Views Comparison

