

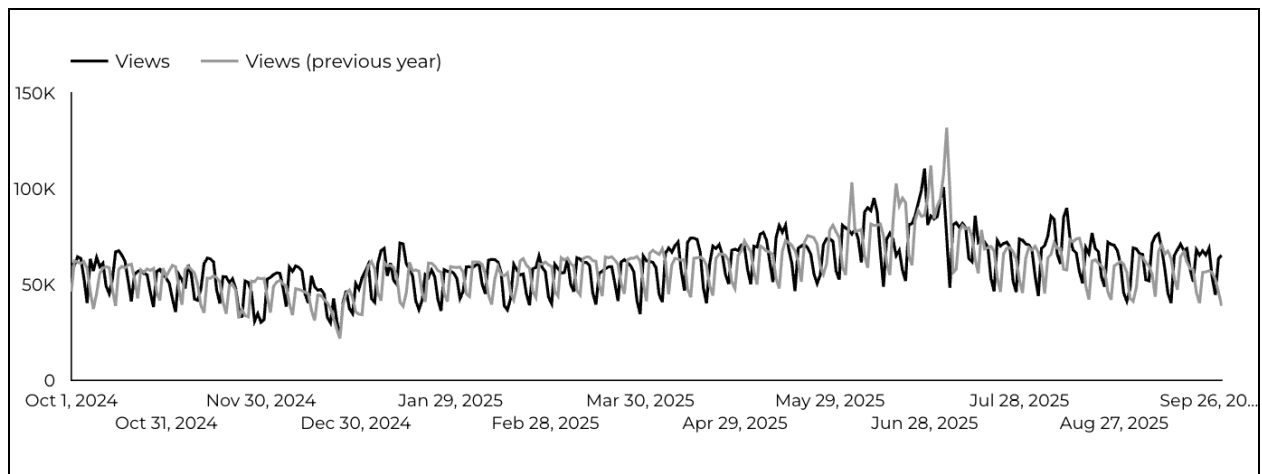


CYS FY25 Annual Website Insights and Recommendations

Traffic To All CYS Pages

- Over the past year **980,600 users made a visit** to a CYS page.
 - 1.5% increase compared to the previous year
- Users generated 2,121,674 views
- The bounce rate (measured by the percentage of users that entered and left the website from the same page) was 38%, and an average session duration of 3 minutes 11 seconds.
 - 27.4% increase compared to the previous year
- On average, users visited 2.18 pages per session.
- 57.74% of the traffic to CYS was generated through web searches.

Figure 1: Traffic trends across CYS pages.



Top Pages

Table 1: Top page paths sorted by total users.

Page path	Total users ▼
/	161,650
/categories/cys-services	65,914
/programs-and-services/cys	43,058
/programs/childcare	42,864
/programs/youth-sports	41,895
/careers	32,232
/programs/acs/family-advocacy	24,967
/childcare	24,767
/programs/cys-services	22,727
/programs/acs/exceptional-family-member-program	22,334

New Pages

Web managers created 469 new CYS pages, program pages, and happenings on EPW last year. (Data from EPW Page Report)

Figure 2: Shows total pages broken down by page type.

Type	Total
Happening	261
Program Content	93
Program Category	80
Program	32
General	31

Top 10 Content Creators

Table 2: Lists the top 10 Authors creating content.

Author	Total
christopherrwojciechowskinaf	26
ashley_n_jones238_naf	23
kent_s_ava_naf	22
casey_v_george_naf	17
christine_m_reichert2_naf	15
sarah_m_webb15_naf_1	13
bethany_m_lewis_naf	11
joeladavis2naf	9
terrencelwilliams44naf	8
anika_l_stickles_naf_1	7

New Pages

Table 1: New CYS Pages Created in FY25 by Program

Name	Total ▼
Childcare and Schools	80
Child Care Options	9
Programs for Children and Teens	9
Parent Outreach Services	9
Youth Fitness and Age Policies	9
Parent and Participant Expectations	9
Finding and Requesting Child Care	9
Youth Sponsorship	9
Youth Sports and Fitness	9
Military Family Support and Relocation	9
School Liaison Officer (SLO)	9
Getting Started with CYS	9
School Support Services	9
Month of the Military Child	4
Youth Winter Sports Registration	2
Youth Spring Sports	2
CYS Summer Camp	2
Army Family Action Plan (AFAP)	2
Family & MWR In Motion	2
CYS Baseball	2
Youth Swim Lessons	1
Family & MWR Newcomer's Scavenger Challenge	1
Lifeguard Training	1
Family and Morale, Welfare & Recreation Map	1
2024 Family and MWR Customer Needs Survey	1
Youth Winter Basketball & Cheer	1
Birthday Golfing Special	1
CYS Holiday Snacks & Splats 🍷	1

Traffic Acquisition (Where Users Came From)

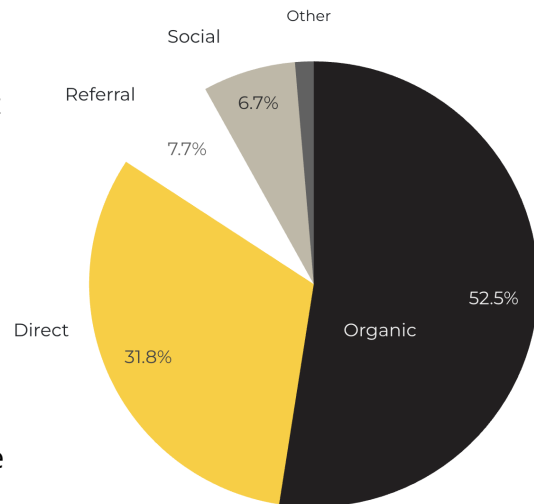
This section details the key sources of traffic to the Army MWR website, providing insights into user behavior and engagement across various channels.

Organic Search

Figure 3: Pie Chart Traffic Source Breakdown

Organic search traffic originates from users who discovered the site through search engines such as Google, Bing, and DuckDuckGo. Despite a slight decline in traffic, overall organic search remains strong.

- Total Users: 410,878
- Change YoY: +6.8%



Direct Traffic

Direct traffic includes users who typed the website URL directly into their browser or accessed it via a bookmark. A slight increase in this category shows steady direct engagement with the site.

- Total Users: 41,075
- Change YoY: +16.3%

Referral Traffic

Referral traffic comes from users clicking links on external websites. Growth in referral traffic shows strong partnerships and effective external linking strategies, with notable contributions from military-affiliated sites.

- Total Users: 38,179
- Change YoY: -139.7%

Social Media (Organic Social)

Organic social traffic is generated from unpaid social media posts. A decline in traffic from Facebook suggests lower engagement on some platforms.

- Total Users: 10,612
- Change YoY: +8.7%

Social Media

Social media channels generated a combined 948,326 views this year, led by Facebook and a rapidly expanding presence on X (formerly Twitter). Overall performance reflects steady engagement across established platforms with notable growth in emerging ones.

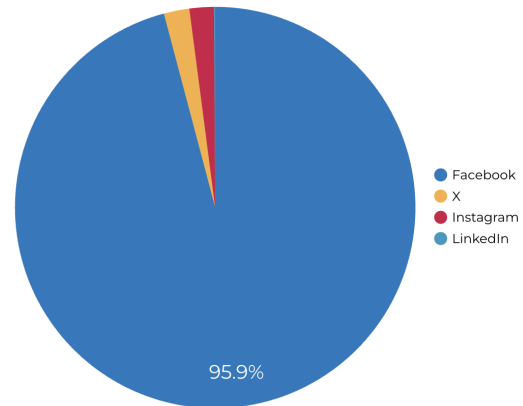
Figure 4: Pie chart Social Traffic Breakdown

Facebook continued to dominate reach, accounting for **96%** of total social media views. Despite platform algorithm shifts, it maintained steady growth through consistent posting and event promotion.

Instagram's 18.9% surge reflects the effectiveness of visual storytelling, especially posts featuring recreation activities, golf, and travel promotions.

X (Twitter) saw modest gains (+3.5%), maintaining relevance for timely updates and event announcements.

LinkedIn's decline (-28.8%) suggests reduced interaction with BRD business or workforce content, possibly due to shifts in post frequency or content mix.



User Demographics and Geographic Breakdown

Countries

The United States remains the largest source of traffic, likely due to military installations and personnel across the country.

- Total Users: 858,072
- Change YoY: -1.7%

Germany continues to be a significant traffic source, reflecting the presence of U.S. military personnel stationed there.

- Total Users: 55784
- Change YoY: -22.4%

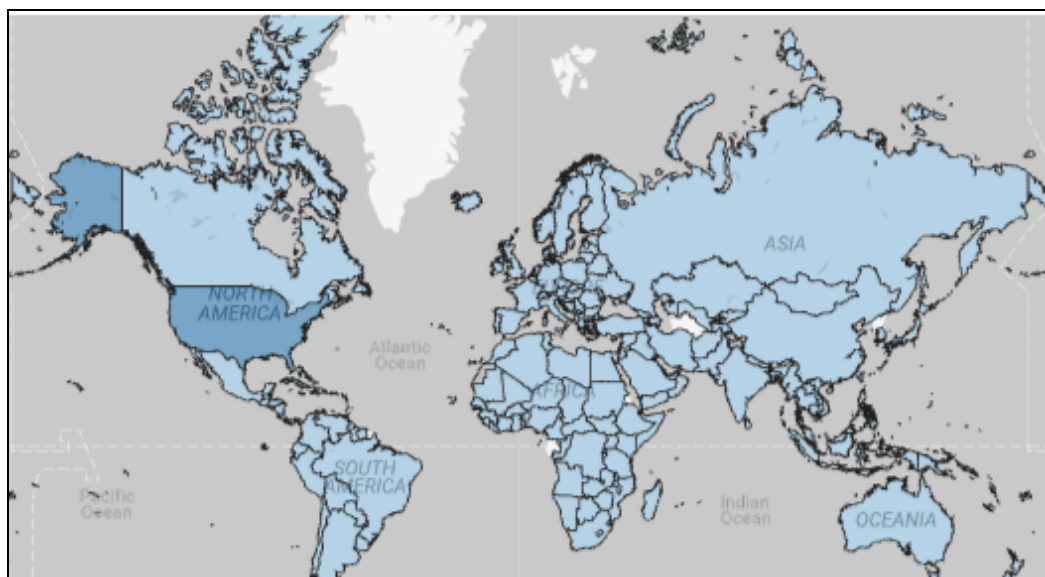
South Korea experienced a decline in traffic, which could indicate reduced engagement or changes in user behavior.

- Total Users: 16,266

Heatmap 

Colors indicate user engagement: Red color shows high engagement, Green indicates lower engagement.

Figure 5: Top Countries by User Traffic (from the map)



Top U.S. States by User Traffic

Texas remains the largest source of traffic in the U.S., reflecting the presence of multiple military installations.

- Total Users: 97,966
- Change YoY: +0.9%

New York saw a notable increase in traffic this year.

- Total Users: 63,565
- Change YoY: +10.9%

Illinois saw significant growth, more than doubling its traffic compared to last year.

- Total Users: 46,504
- Change YoY: +51.6%

Washington state saw a significant rise in user traffic.

- Total Users: 60,112
- Change YoY: +19.2%

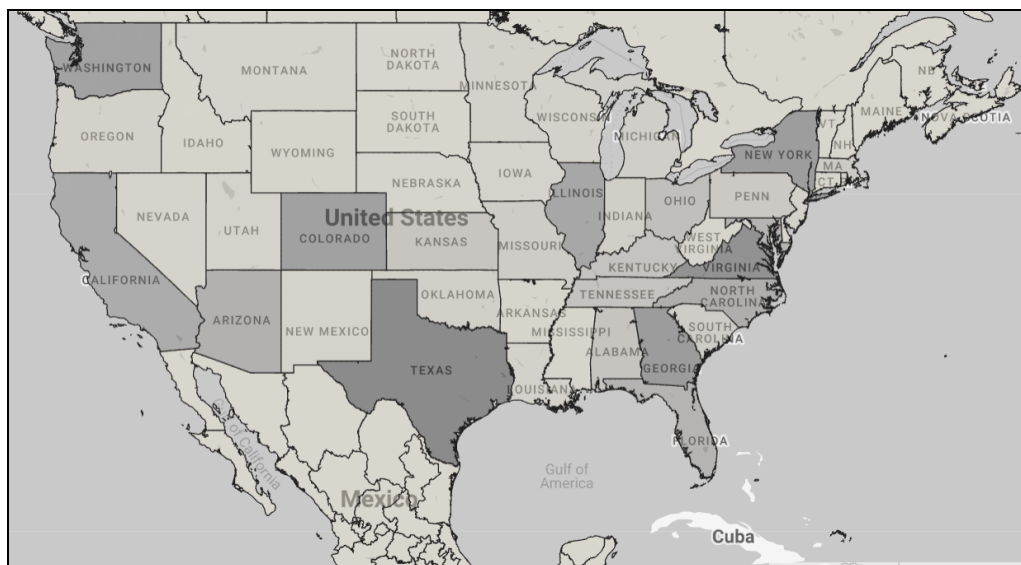
Virginia, a key state for military activity, experienced a notable decrease in traffic.

- Total Users: 67,578
- Change YoY: -17.7%

Heatmap 

Colors indicate user engagement: Dark color shows high engagement, beige indicates lower engagement states.

Figure 6: Top States by User Traffic (from the map)



Device Breakdown

Understanding how users access the website is crucial for optimization efforts.

Mobile remains the dominant device category, but it experienced a decline, highlighting the need for continuous mobile optimization.

- Total Users: 549,519
- Change YoY: -11.6%

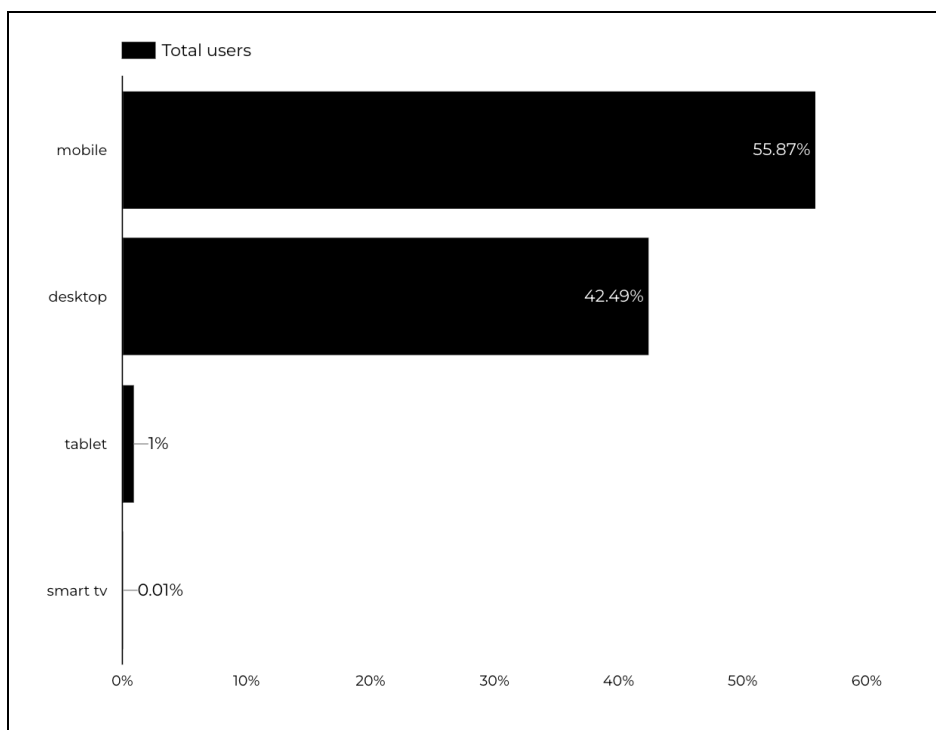
Desktop usage saw a slight increase, suggesting more users are accessing the site from workstations or desktop environments.

- Total Users: 417,886
- Change YoY: +18.8%

Tablets account for a small percentage of users but saw a significant decline.

- Total Users: 9,868
- Change YoY: -19.6%

Figure 7: Bar Graph of Device Categories by Percentage



Best-Performing Installations (Based on Multiple Metrics)

The top-performing installations were identified using a blend of metrics, including views, engagement rate, views per user, users, new users, and average session duration. Selections were based on installations showing a 10% or greater positive change in at least two of these areas. Priority was given to installations with increased views, higher engagement rates, and improved session metrics such as views per user and session duration. To ensure reliability, only installations with a minimum of 1,000 views were included, as smaller numbers can disproportionately impact percentage changes.

The top performers

Based on a 10% or more increase in two or more key areas: Views, Total Users, New Users, and Engagement Rate.

Fort Leonard Wood

- **Views:** +85.7% (40,600)
- **Total Users:** +105.1% (21,929)
- **New Users:** +134.4% (16,658)
- **Engagement Rate:** +1.6% (66.8%)

Leonard Wood doubled its user base and new visitor counts, highlighting an expanding reach supported by solid engagement retention.

Red River

- **Views:** +27.1% (1,218)
- **Total Users:** +14.5% (646)
- **New Users:** +85.1% (285)
- **Engagement Rate:** -18.9% (65.8%)

Despite a dip in engagement, Red River achieved significant user growth, particularly among new visitors.

Camp Humphreys

- **Views:** +33.4% (51,258)
- **Total Users:** +22.4% (24,308)
- **New Users:** +16.8% (13,927)
- **Engagement Rate:** +0.7% (65.3%)

Humphreys experienced robust gains in traffic volume and new audience acquisition, maintaining a healthy engagement baseline.

Hamilton

- **Views:** +58.8% (4,619)
- **Total Users:** +44.9% (2,076)
- **New Users:** +27.0% (1,351)
- **Engagement Rate:** -0.5% (64.6%)

Hamilton's strong traffic and new user increases highlight growth potential, even as engagement remains stable.

Fort McCoy

- **Views:** +41.1% (6,098)
- **Total Users:** +37.9% (3,047)
- **New Users:** +45.8% (1,919)
- **Engagement Rate:** -10.6% (63.4%)

McCoy delivered balanced performance across user and content metrics, though engagement could improve with content updates.

Carlisle Barracks

- **Views:** +38.5% (14,298)
- **Total Users:** +30.3% (5,527)
- **New Users:** +27.0% (3,863)
- **Engagement Rate:** -4.1% (63.1%)

Carlisle sustained consistent visibility growth across key user segments, reinforcing its position as a reliable engagement hub.

Fort Detrick

- **Views:** +28.0% (8,123)
- **Total Users:** +15.5% (3,652)
- **New Users:** +17.3% (2,809)
- **Engagement Rate:** -7.5% (59.9%)

Detrick showed solid overall growth, particularly in new visitor volume, with slight engagement fluctuation expected during expansion.

Worst-Performing Installations (Based on Multiple Metrics)

The selection of worst-performing installations was based on a combination of metrics, including views, engagement rate, views per user, and average session duration. Installations showing a decline of 10% or more in at least two of these areas were included. Priority was given to installations with significant decreases in views, engagement rate, and session metrics such as views per user and session duration. Only installations with a minimum of 1,000 views were considered, as smaller numbers can skew percentage shifts.

Here are the underperforming installations based on the provided data:

Fort Wainwright

- **Views:** -14.5% (13,319)
- **Total Users:** -30.5% (6,122)
- **New Users:** -46.1% (3,731)

Wainwright's engagement improved despite audience decline, indicating that fewer users are interacting more deeply with available content.

Fort Irwin

- **Views:** -16.8% (12,056)
- **Total Users:** -26.7% (5,450)
- **New Users:** -33.2% (3,751)

Irwin saw consistent drops in new and total users, offset slightly by better user engagement, hinting at stable repeat visits but fewer new arrivals.

Presidio of Monterey

- **Views:** -20.3% (15,914)
- **Total Users:** -47.3% (6,360)
- **New Users:** -55.1% (4,816)

Presidio's traffic volume fell sharply, but user interaction quality rose, indicating that returning visitors remain highly engaged.

Kaiserslautern

- **Views:** -17.9% (30,844)
- **Total Users:** -26.8% (14,256)
- **New Users:** -33.7% (8,841)

Despite lower overall traffic, Kaiserslautern maintained above-average engagement rates, reflecting audience loyalty and content relevance.

Brussels

- **Views:** -21.9% (4,415)
- **Total Users:** -46.9% (2,111)
- **New Users:** -49.0% (1,828)
- **Engagement Rate:** +53.9% (43.6%)

Brussels showed notable reach reductions, though engagement improved among remaining users. Continued emphasis on local awareness could help rebuild traffic.

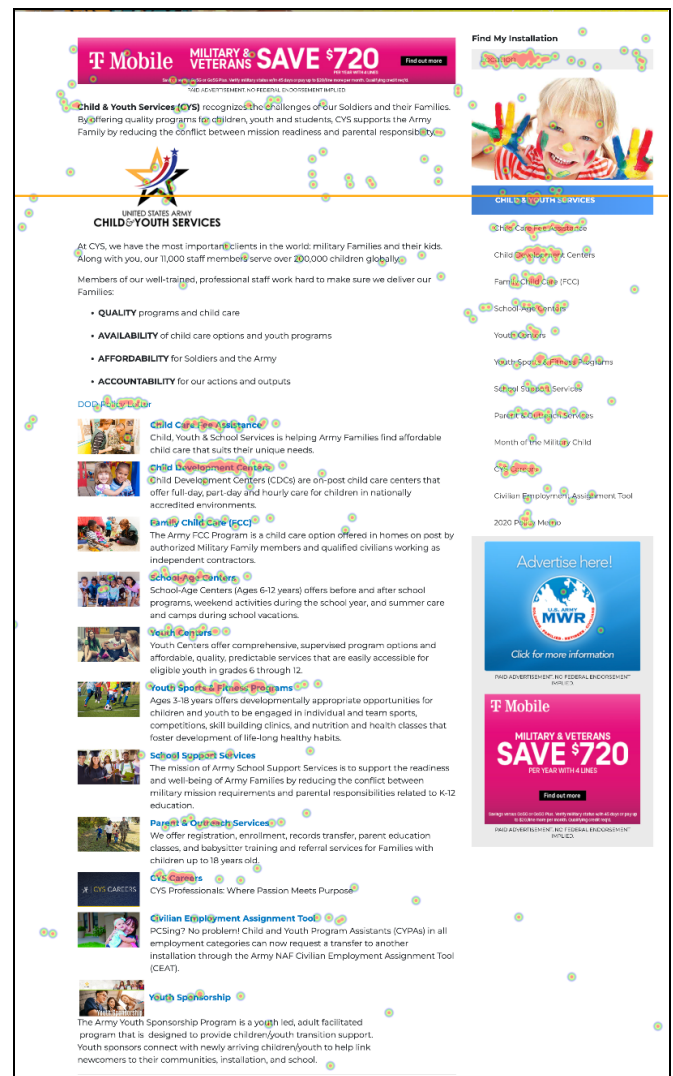
Heatmaps and Engagement

The heatmap images below illustrate user interaction on the CYS page. They provide insight into where users are engaging the most (clicks, scrolls, and movements) and areas that might need improvement to increase engagement.

Click Activity

- High-activity zones include the “Find My Installation” widget, Child Development Centers (CDC), and Youth Programs links.
- Users show frequent interaction with side navigation elements and program cards, indicating effective link placement and visual hierarchy.
- Advertisement banners and partner promotions (T-Mobile, MWR ad) received minimal engagement, suggesting banner blindness among returning users.

Figure 8: Heatmap of user interactions on the CYS page.



Scroll Activity

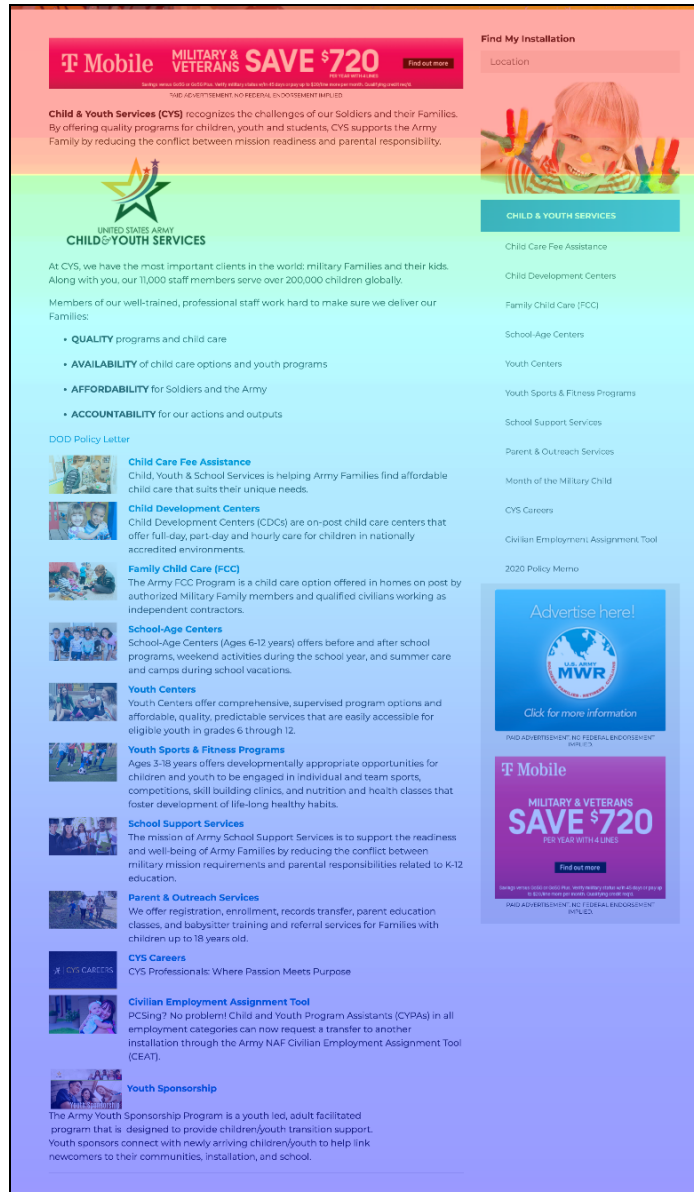
Figure 9: Scroll Activity of user interactions on CYS page.

Above-the-Fold Performance

- The **average fold (745px)** covers the hero banner, navigation, and introductory paragraph, where the majority of users stop scrolling.
- **High retention (100%)** occurs in the header zone, confirming that users initially focus on **Find My Installation** and the **program title area**.
- The **leaderboard ad** occupies key prime space yet competes visually with the CYS logo and hero text, diluting focus from program information.

Mid-Page Engagement (50–70% Scroll Depth)

- Engagement remains moderate through the **program description area** and **list of CYS services** (Child Care Fee Assistance, CDCs, FCC, SAC, Youth Centers).



Mouse Movement

Figure 10: Mouse Activity of user interactions on CYS page.

Top-of-Page Interaction

- **High motion density** is visible around the **main navigation bar** and **“Find My Installation”** search field, confirming that most users immediately seek localized resources.
- The **hero banner and T-Mobile ad** area attract movement but fewer actionable clicks, implying initial visual scanning rather than interaction.
- The **CYS service list** (Child Care Fee Assistance through Youth Sports & Fitness) remains the **primary interaction hub**, where users pause and move the cursor along linked program titles, suggesting careful comparison before clicking.

Recommendations:

- **Prioritize above-the-fold CTAs:** Relocate or duplicate high-value resources (CYS Careers, CEAT, and Sponsorship) nearer the main program descriptions to capture early-stage visitors.



Analysis of Answers.ArmyMwr.com Questions: Informing CYS Content Strategy

These questions highlight what users are actively trying to do and where existing content falls short. They can guide updates to FAQs, navigation labels, and page copy by showing which terms and tasks people search for most. Patterns like recurring “how do I,” “where can I,” and “can I” queries suggest a need for clearer step-by-step guidance, eligibility details, and direct links to forms or registration tools. Incorporating these insights into page structure and metadata improves search visibility, reduces confusion, and ensures users quickly find the information they need.

Child Development Centers (CDC)

- Can my three-year-old go to school? She turns four December 10th.
- How do I enroll my kids to pre-K?
- How do I sign up for a dance class in July?
- How do I apply for child care?
- Do your childcare development centers use an application for parents to follow their children’s day?
- How much is on-post childcare?
- How do I find CYS?
- How to report kids that put my child in a headlock and kick my child multiple times before a CYS class?

Family Child Care (FCC)

- How do I become a Family Child Care provider?
- How can I find child care options for infants and toddlers on post?
(drawn from FCC provider and enrollment context in document Table 4)

Child Care Fee Assistance

- How do I apply for fee assistance?

- Who qualifies for Army fee assistance?
(context: Child Care Fee Assistance user click behavior and landing page updates)

School-Age Centers (SAC)

- How much are after-school programs for 8–13-year-olds?
- Can my child participate in summer programs while out of school?
(aligned with after-school and camp-related search terms)

School Support Services (SSS)

- When and where will Kids ART Summer Camps be held (ages 10–15)?
- How can I get free SAT prep for my son?
- How do I enroll in school transition programs when moving posts?
(based on SSS and academic readiness search themes)

Youth Centers

- Where can I work as a 15-year-old?
- Does Fort Belvoir have a summer youth employment program?
(drawn from Youth Centers' employment-related inquiries)

Youth Sports & Fitness

- Are there any pools that offer swim classes for children?
- Do you still offer golf lessons for kids & adults?
(appears in Youth Sports section referencing Army Answers content)

Parent & Outreach Services

- How do I register for parent education classes?
- Where can I get information on deployment-related youth support?
(context inferred from Parent Outreach Services table and search volume data)

CYS Careers

- How do I apply for a CYS position?
- Where do I find job listings for child & youth program assistants?
(from CYS Careers traffic insights and user behavior patterns)

Search

The search data highlights continued user engagement with Child & Youth Services (CYS) programs, reflecting active exploration of youth, family, and child care resources. Users often conducted multiple searches, indicating persistence in finding specific programs such as child care, summer camps, sports, and employment opportunities.

- Total Searches: 16,231

On average, users searched more than once, suggesting that most users didn't stop at a single query and often searched for additional resources.

- Average Search Count per User: 1.38

Categorized Search

Child Care and CDC Programs

Child care remains the top area of user interest, underscoring the need for easy access to enrollment, pricing, and availability details. High search volume for *discovery*, *cdc*, and *child care* confirms families' reliance on CYS to locate dependable, on-post child development services.

- Discovery (442 searches)
- CYS (311 searches)
- CDC (114 searches)
- Child Care (98 searches)
- Fees / Waitlist (est. 70 searches combined)

Recommendation:

Create a **centralized child care hub page** consolidating CDC, Fee Assistance, and enrollment resources. Include an eligibility checklist, waitlist FAQ, and quick links to

installation-specific CDC locations to improve information findability and reduce repeat queries.

Youth Sports and Fitness

Sports-related searches continue to dominate, indicating seasonal and recreational demand. Users frequently searched for sports categories by name, particularly *soccer*, *gymnastics*, and *basketball*, highlighting the importance of clear program listings and registration details.

- Sports (264 searches)
- Youth Sports (173 searches)
- Soccer (159 searches)
- Gymnastics (144 searches)
- Swim / Basketball / Fitness (approx. 120 combined)

Recommendation:

Feature a **“Register for Sports”** section at the top of the Youth Sports & Fitness page. Add current registration dates, downloadable schedules, and cross-links to SKIES instructional classes to streamline seasonal sign-ups.

Camps and Seasonal Activities

Families are actively seeking summer and seasonal activities, with high searches for *summer camp* and *SKIES* programs. These terms show consistent interest in structured, developmental opportunities for children outside of school sessions.

- Summer Camp (271 searches)
- SKIES (102 searches)
- Camps / Teen Activities (approx. 80 combined)

Recommendation:

Develop a **Seasonal Activity Guide** published quarterly that consolidates information about upcoming summer, holiday, and specialty camps. Promote the guide prominently on the CYS homepage and within installation pages during registration periods.

Employment and Careers

Employment-related searches reveal strong user interest in CYS career paths and local job openings, particularly among parents, teens, and staff candidates.

- Jobs (121 searches)
- Careers (95 searches)
- Employment (87 searches)
- Apply / CEAT (approx. 40 combined)

Education and Youth Development

Searches related to learning, enrichment, and after-school programs confirm user interest in holistic youth development. Parents appear to view education and recreation as connected, seeking a mix of academic and physical programs.

- Skies (102 searches)
- Youth Center (94 searches)
- After School / Tutoring / Education (approx. 75 combined)

Recommendation:

CYS users continue to rely heavily on search to navigate the full range of youth and family services. The most frequent topics (child care, sports, and summer camps) mirror core parental priorities and confirm that users view CYS as their single point of entry for developmental and recreational programs.

- Aligning site navigation and metadata with top search phrasing (e.g., *"child care fees,"* *"CYS jobs"*).