



CYS Insights and Recommendations

Third Quarter FY26

Understanding the Top Pages Table

You'll notice a new Top Pages table included in your dashboards and reports this quarter. This table breaks down a program's total traffic by the specific subpage from the newly redesigned program pages. Each program page includes a sidebar or right-rail navigation menu listing subpages such as eligibility, fees, contact information, or special programs, and each of these is tracked individually in GA4. The table ranks these subpages by total users, giving a direct read on which content is pulling its weight and which may be underused or difficult to find.

The main program page typically accounts for the largest share of traffic, since it's the first page most visitors land on before exploring further.

Table 1: CDC Top Pages by Total Users

Top Pages	
Sorted by Total Users	
Page	Total users ▼
Child Development Center (CDC)	17,381
Contact	718
Care Options	330
Parent Resources	143
Enrollment and Eligibility	109
Special Programs and Partnerships	65

Figure 1: CDC Sidebar Navigation Menu

CHILD DEVELOPMENT CENTER (CDC)
Care Options
Enrollment and Eligibility
Special Programs and Partnerships
Parent Resources
Contact

CYS Traffic

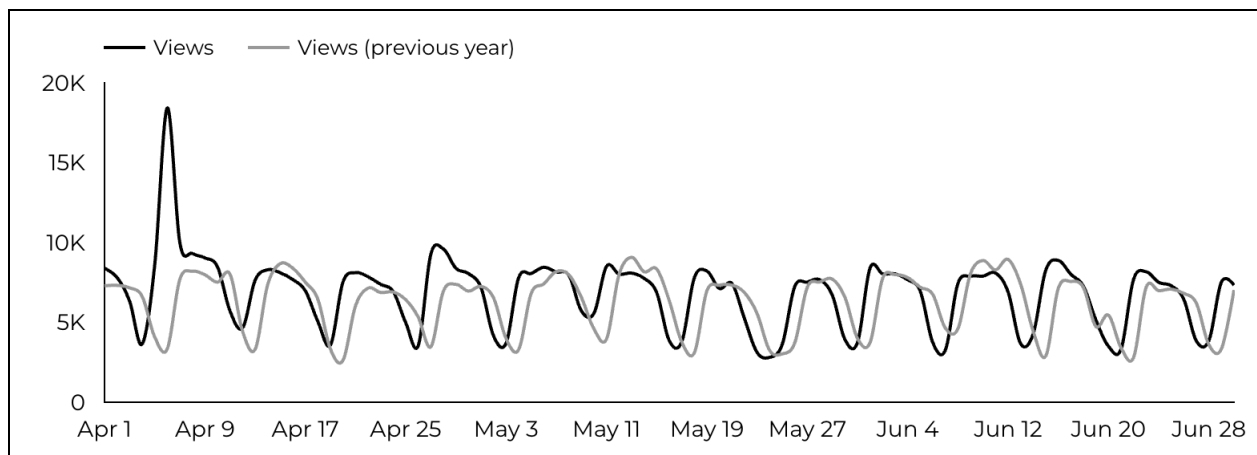
Traffic Overview

- **Total users:** 317,183 (19.9% increase YoY)
- **New users:** 207,630 (29.0% increase YoY)
- **Sessions:** 424,818 (6.6% increase YoY)
- **Views:** 621,351 (9.6% increase YoY)
- **Engagement rate:** 58% (6.2% decrease YoY)
- **Avg. session duration:** 02:37 (19.8% decrease YoY)
- **Pageviews per user:** 1.99 (8.3% decrease YoY)

Traffic Pattern

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

Figure 2: CYS Trends Compared YoY



Heatmaps

Heatmaps have been successfully implemented for many programs on HQ, offering valuable insights into user behavior on key pages. These tools will help pinpoint areas of high engagement and reveal opportunities to optimize the user experience and overall site performance. As additional data is gathered from the heatmaps, this will allow for targeted optimizations and strategic improvements to further enhance user engagement and site functionality.

Click Map

On the click heatmap, you can for example find out where confusing colors or elements make your visitors think that something is clickable. It also lets you see where your visitors go next or what they are looking for.

Figure 3: CYS Click Map

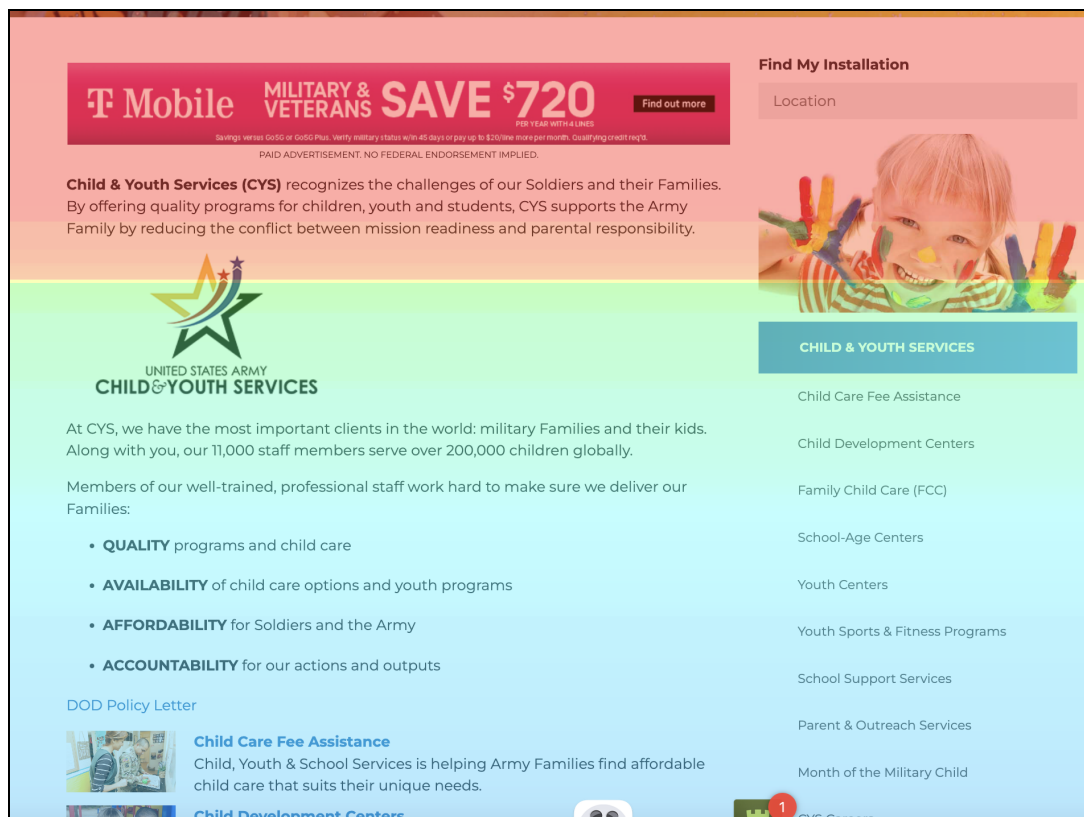


Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

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 4: CYS Scroll Map



Scroll Depth Heatmap

Colors indicate user engagement as they scroll down the page: red/orange shows high engagement, yellow shows moderate engagement, and blue indicates lower engagement areas.

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

Web managers created a total of 5374 new pages on EPW last quarter. It is important to note that the total excludes data from calendar events and directory pages.

- 725 pages were added to CYS.

Table 2: Total Number of New Pages Added to CYS

Name	Total
Youth Sponsorship Program	80
Incentives and Bonuses for FCC Providers	80
Soldier & Family Readiness Groups (SFRGs)	80
Leagues, Lessons, & Youth Bowling	80
Become an FCC Provider	80
Transferring Your FCC Providers	80
Soldier and Family Assistance Center (SFAC)	77
Family Child Care	75
Family Child Care 2	5
Soldier and Family Assistance Center (SFAC) 2	3
Child Nutrition Program	2
Jiu-Jitsu (Self Defense Program)	1
Juneteenth Holiday Hours	1
Summer Reading Program	1
CYS Color Run	1
Tackle Football Registration	1
Youth Hockey Clinic	1
Teen Babysitter's Course	1
One-Day Field Trip Packages	1
Juneteenth 2026 Hours of Operation	1
CYS Summer Sports Camps	1
Youth Soccer Instruction	1
Youth Sports Fall Sports Registration	1

Youth Sports Summer Camps	1
Summer Reading 2026	1
SKIES Irish Dance Classes	1
Art Sparks S.T.E.A.M. Based Art for Children	1
Summer Camp Field Trips 2026	1
Become a Family Child Care Provider - Learn How Today!	1
Volunteer Youth Coaches Needed	1
Tackle Football Returns!	1
Columbus Youth Soccer	1
1K Friendship Dash	1
CYS Hourly Care	1
Fort Huachuca MWR Transitioning to Cashless Operations	1
Juneteenth Aerobathon Workout	1
Parent-Child Scramble June	1
Youth Fall Sports Registration	1
Panzer Youth Center	1
Patch Youth Center (The HUB)	1
Hunter Army Airfield Youth Center Summer Camp	1
Strong B.A.N.D.S. at Fort Lee	1
Level Up Your Summer!	1
Parent Involvement	1
End of School Year Splash Bash	1
Hunter Army Airfield SAC/Kinder Summer Camp	1
CYS Youth Sports Summer Clinics	1
2026 USAG Stuttgart Garrison Organizational Day — Family & MWR Hours of Operation	1
CYS Summer Programs 2026	1
CYS Summer Programs	1
Summer Fun With MWR	1
Scoops & Treats	1
Summer Dance Camps	1
Summer Trips at the MST	1

CYS Summer Catalogs	1
Youth Sports & Fitness Summer Camp	1
Fort Riley Family & MWR Celebrates America 250	1
Youth Summer Sports	1
Youth 3v3 Basketball League	1
Baby Sign Language Class - July	1
School Liaison Officer (SLO) (don't use)	1
Fort Stewart SAC Interconnections Through Fun Summer Camp	1
CYS Fall 2026 Youth Sports	1
Parent Advisory Board Meetings	1
CYS Summer Youth Programing	1
Youth Center Summer Camp	1
Current SKIES Catalog	1
BUC Brazilian Soccer Camps	1
SKIES Soccer Summer Camps	1
Summer Vibez Youth Center Summer Camp	1
MS&T Summer Break Camp	1
Summer Youth Sponsorship Events 2026	1
Operation Megaphone - Fort Rucker Youth Center	1
Youth Art Contest 2026	1
National Alliance for Youth Sports (NAYS)	1
America's 250th & Fort Gordon's 85th Specials	1
SHA Outdoor Pool Family Pool Passes	1
Month of the Military Child Dandelions	1
Parents FAQ	1
Coffee Meet and Greet	1
FCC Part Day Daycare	1
Landstuhl Youth Center Summer Adventure Program	1

MWR April Event Calendar	1
Youth Summer Swim Lessons	1
Camp Warrior 2026	1
Summer Youth Sports Clinics	1
Month of the Military Child Celebration	1
Arts & Strikes: Summer Fun Series	1
Part Day Preschool	1
Dance Classes	1
Youth Sponsorship	1
Century Lanes: PJs & Backpacks	1
Pitch Hit & Run Clinic	1
Super Soaker Fun Run	1

Search

On-site search saw 3,822 total searches from 2,882 users this quarter (1.33 events per user, 3.52% bounce rate), spread across 1,695 distinct terms. That long tail is itself a signal: over half of search volume (1,995 searches, 52.2%) sits in one-off or rarely repeated queries, meaning the bulk of demand clusters into a fairly small set of recognizable themes rather than a handful of dominant terms.

Grouping the terms into thematic categories:

Figure 5: Summer camp and seasonal programs search terms by total searches

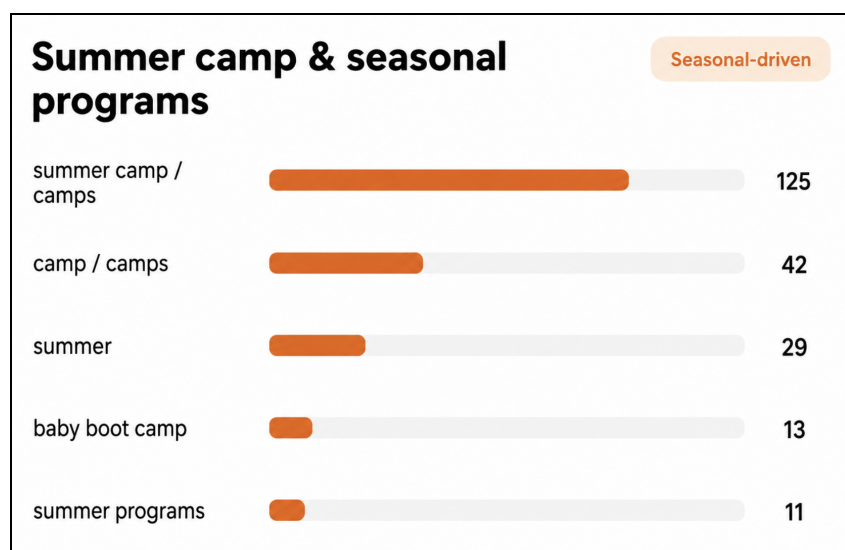


Figure 6: Sports and activities search terms by total searches

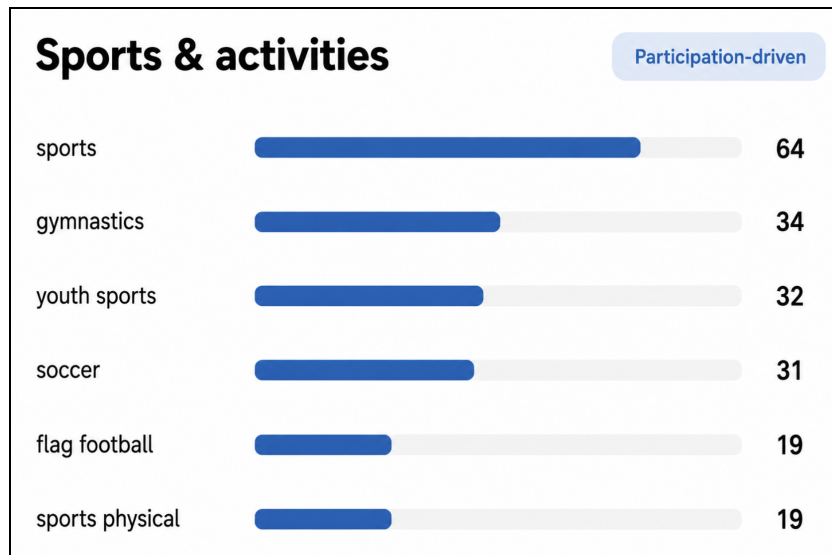


Figure 7: Aquatics and swim lessons search terms by total searches

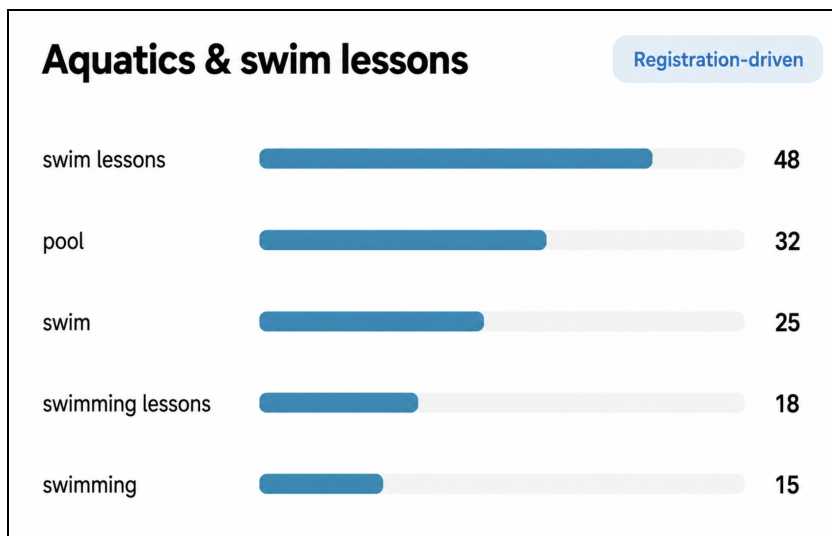


Figure 8: Childcare and family support search terms by total searches

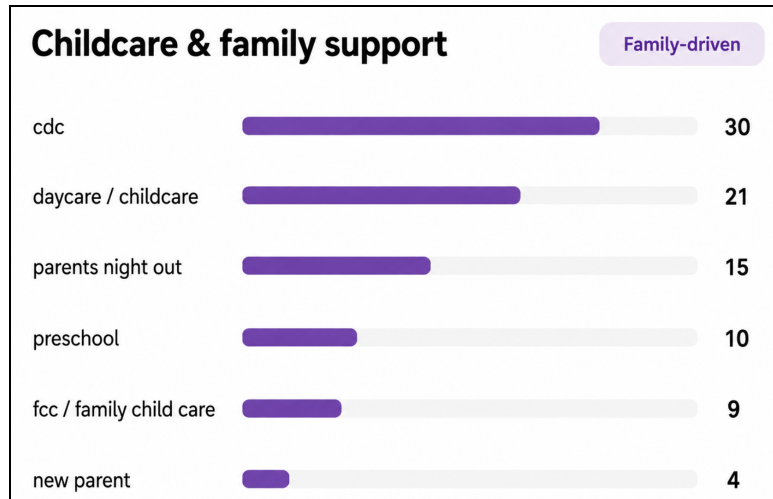


Figure 9: Resources and portals search terms by total searches

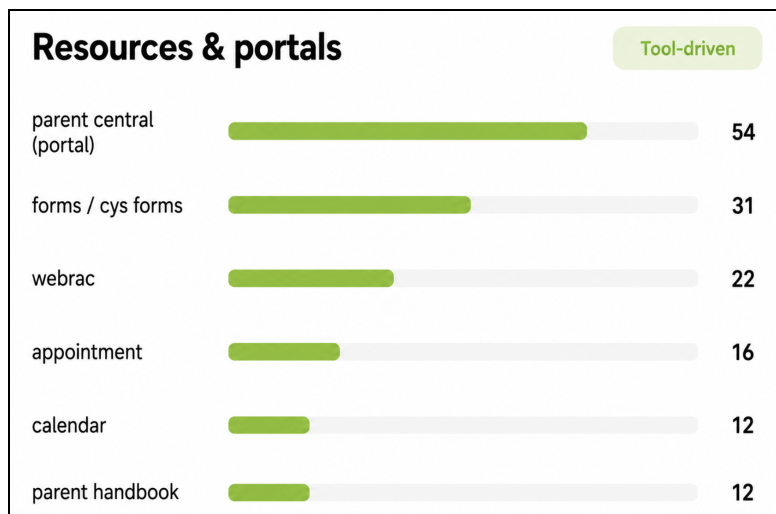
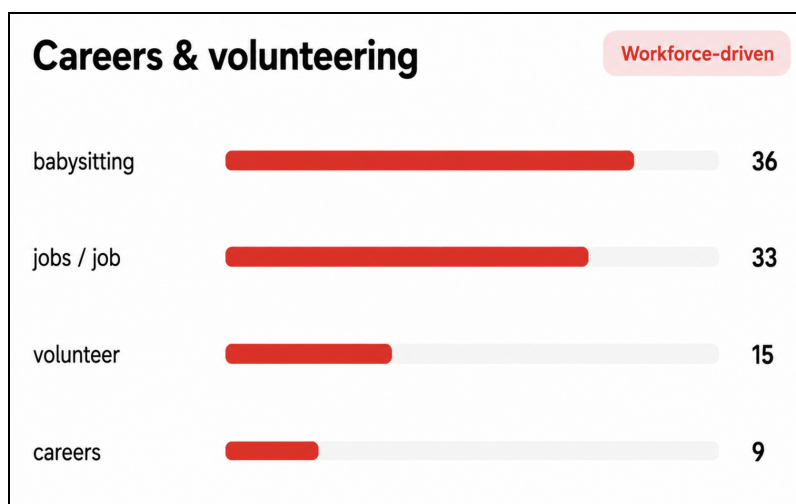


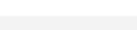
Figure 10: Careers and volunteering search terms by total searches



WebTrac

- 17,855 Parents clicked on a WebTrac link to pay for a service.

Table 3: CYS Program Pages with WebTrac Click-Throughs

Page Location	Total ▾
https://jblm.armymwr.com/programs/youth-sports-and-fitness	640 
https://campbell.armymwr.com/programs/youth-sports-and-fitness	570 
https://campbell.armymwr.com/programs/cys-s/parent-central-services	491 
https://jblm.armymwr.com/programs/parentcentral	374 
https://benning.armymwr.com/programs/youth-sports-and-fitness	350 
https://hawaii.armymwr.com/programs/youth-sports-and-fitness	326 
https://jackson.armymwr.com/programs/cys-services	320 
https://kaiserslautern.armymwr.com/programs/instructional-programs	304 
https://belvoir.armymwr.com/programs/youth-sports-and-fitness	290 

The Month of the Military Child

Traffic to the Month of the Military Child (MOMC) campaign page was strongly positive this quarter, driven by the seasonal April observance and expanded promotion across installations. The campaign reached 13,511 total users, a 23.0% increase year over year, with new users rising 25.0% to 7,950, indicating growth came largely from first-time visitors rather than repeat traffic, consistent with an annual observance most people only seek out once a year. Sessions increased 15.4% to 16,395 and total views rose 26.6% to 20,477 year over year, with views outpacing sessions suggesting visitors browsed more of the surrounding campaign content, such as event details and activity toolkits, rather than landing and leaving.

Organic search was the leading acquisition channel this quarter, followed closely by direct traffic and organic social, reflecting a balanced channel mix rather than reliance on any single pathway. Referral traffic contributed a smaller but still meaningful share. Installation-level performance varied widely, with Fort Sill up 611.8% year over year against declines of more than 50% at Fort Campbell and Fort Humphreys, a spread that points to inconsistent local promotion rather than a systemic issue with the campaign itself.

Engagement quality held steady despite the surge in traffic volume, with the engagement rate essentially flat at 54%, a 0.9% increase year over year, meaning the campaign attracted more visitors without sacrificing interaction quality. Top link activity shows users following through on specific calls to action rather than passively browsing, led by a WebTrac registration link for Fort Sill's Rec Trac system, an external product page for a MOMC keepsake item, the NAEYC Week of the Young Child events page, and a Google Maps search tied to a Fort Campbell event location.

Child Development Centers (CDC)

Traffic to the Child Development Centers program was positive across every metric this quarter, notable given the Unit B page relaunch landed on June 11, meaning only about three weeks of the 91-day quarter reflect the redesigned site. The program reached 16,496 total users, an 8.6% increase year over year, with new users rising 19.4% to 6,701, indicating new-user growth outpaced overall user growth and pointing to expanded first-time discovery rather than returning-visitor momentum alone. Sessions held nearly flat at 20,025 (a 0.5% increase), while views rose more sharply to 23,179 (a 31.8% increase), suggesting that even with a similar number of visits, users are browsing meaningfully more content per session, a pattern worth watching as the full effect of the June relaunch shows up.

Organic search was the dominant acquisition channel by a wide margin, followed by direct traffic and a smaller referral contribution, reflecting a channel mix heavily weighted toward search-led discovery rather than campaign-driven or social traffic. Google was the leading individual source, with bing and direct access trailing well behind, and a small but notable share of users arriving via installations.militaryonesource.mil, a trusted partner referral pathway. Organic social remained a minor contributor, suggesting CDC awareness is being built primarily through search intent rather than social promotion.

Engagement strengthened this quarter, with the engagement rate reaching 76%, a 3.8% increase year over year, paired with average session time rising to 02:28, up 13.9%. Rate and duration moving in the same direction together suggests users aren't just landing and bouncing, they're spending more time actively reviewing content, a stronger signal than either metric alone would provide. The Care Options page saw an exceptional 2,650.0% increase in total users, though given it only carries roughly three weeks of post-relaunch traffic, this should be read as an early adoption signal rather than a full-quarter verdict; Contact, Parent Resources, and Enrollment and Eligibility rounded out the next-most-visited pages, indicating logistics and access questions remain the primary reason users go beyond the main CDC landing page.

Figure 11: CDC heatmap



CHILD DEVELOPMENT CENTER (CDC)



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CHILD DEVELOPMENT CENTER (CDC)

- Care Options
- Enrollment and Eligibility
- Special Programs and Partnerships
- Parent Resources
- Contact



Register with CYS

Sign up or update your CYS registration to access child care, youth programs, and family support services.

[Get Started](#)



Make a Payment

Manage accounts, make payments, and more through the WebTrac online system.

[Access Now](#)



Contact Us

See the Child Development Centers' location, contact info, and hours.

[Learn More](#)



UNITED STATES ARMY
CHILD & YOUTH SERVICES

Army Child Development Centers (CDCs) are on-post facilities dedicated to reducing familial stress and support workforce readiness by offering full-time, part-time and hourly care service options for children 6 weeks to 5 years of age in nationally accredited programs.

Benefits We Offer

- NAEYC-accredited programs**
 All CDCs meet the rigorous standards of the National Association for the Education of Young Children, ensuring high-quality early childhood education.
- Developmentally appropriate care for ages 6 weeks to 5 years**
 Programming is tailored to each stage of development, supporting infants, toddlers, and preschoolers with age-appropriate learning experiences.
- Blended curriculum using Developmentally Appropriate Practice and The Creative Curriculum**
 This dual approach promotes child-led exploration and purposeful play, fostering cognitive, social, emotional, and physical growth.
- The Creative Curriculum framework**
 Used across Army CDCs, this research-based model emphasizes hands-on learning, curiosity, and individualized teaching strategies aligned with 38 developmental objectives.
- Highly trained and vetted staff**
 Caregivers are certified professionals who meet Department of Defense standards and are deeply committed to creating safe, nurturing environments for military children.
- Support for military families**
 Staff understand the unique challenges of military life and provide consistent routines and emotional support to help children thrive during transitions.
- Reliable, affordable care on post**
 CDCs offer convenient access to quality childcare that helps families balance duty and home life.
- Structured classrooms and lesson plans**
 Daily schedules and intentional teaching strategies ensure children are engaged in meaningful learning throughout the day.
- Nutritious meals and snack times**
 Children enjoy healthy breakfasts, lunches, and snacks prepared in accordance with USDA guidelines to support children's growth and development.
- Family-style dining**
 Mealtime experiences that promotes wellness, encourages healthy habits, and ensures every child receives the nourishment they need to thrive.
- Family engagement opportunities**

Beachwood CDC

- ☐ Beachwood Child Development Center
 8300 American Lake Ave,
 Joint Base Lewis-McChord,
 Washington 98433
 United States
- ☐ +1(253)967-2600
- ☐ +1(253)477-5379
- ☐ Hours:
- ☐ Email Us

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The heatmap is the first evidence that the redesign itself is working, not just that traffic is growing. The hottest zones line up almost exactly with the page's intended conversion points:

- **Get Started** (Register with CYS) and **Access Now** (Make a Payment / WebTrac) are both drawing heavy attention, meaning the redesign's top-of-page action buttons are doing their job rather than being scrolled past.
- **Care Options** and **Enrollment and Eligibility** in the right-rail navigation are the two hottest sidebar items, which lines up directly with those pages posting the largest user increases in the analytics (Care Options at 2,650.0%, Enrollment and Eligibility close behind).
- **Beachwood CDC** in the installation list is drawing a hot spot too, and the corresponding location card (address, phone, hours, Email Us) at the bottom is also warm, suggesting users who click through an installation are actually using the contact details rather than bouncing.
- One softer spot: "Special Programs and Partnerships" and "Parent Resources" in the sidebar show comparatively little heat, so those may be lower-priority content or simply less discoverable in their current position.

Army Answers Questions (Q3 FY26)

- Is there a 24/7 childcare facility on ft Rucker
- What age can I register my newborn and get on a wait list for on-post child care?
- how do i start the process to enroll my child into pre k?
- Is pre-k registration still open?
- Do I have to call the daycare on post and let them know I won't bring my baby in due to her having a fever
- i need a G9 child and youth services immunization request form
- what is the website for childcare waiting list

Insights and Recommendations

Nearly all of these questions center on enrollment logistics, hours, and documentation rather than program awareness, indicating that parents generally know CDC exists but struggle to find clear, installation-specific answers about access and process. Given that

CDC's page is part of the recent Unit B relaunch, this pattern is worth revisiting once the new page has been live longer and more post-launch search data is available, rather than acting on it now.

CYS Careers

Traffic to CYS Careers declined sharply across every core metric this quarter, standing out as the steepest decline seen so far this quarter. Total users fell 41.0% to 1,795, sessions dropped 40.1% to 2,237, and views declined 39.8% to 2,562 year over year. New users fell a comparatively smaller 29.8% to 1,242, meaning new users now make up roughly 69% of total traffic, up from a smaller share last year, which suggests repeat or returning visitation eroded faster than first-time discovery, consistent with a careers page that job seekers typically visit once per search cycle rather than return to regularly.

Organic search remained the leading acquisition channel at 750 users, followed by direct traffic at 658, referral at 226, and organic social at 138. Google was the top individual source by a wide margin, with bing and direct access tied well behind, and a small referral share came from public.militarychildcare.csd.disa, the DoD's national military childcare portal, a niche but relevant partner pathway worth strengthening. The related CYS Profession landing page saw an even steeper decline this quarter, with total users down 63.8% and new users down 73.9%, reinforcing that the softness is concentrated in career and employment-focused CYS content specifically rather than the program area broadly.

Engagement held relatively steady even as volume fell, with the engagement rate at 65%, a 2.4% decrease year over year, indicating that the users who did arrive continued to interact with the page at close to the same rate as last year. Concrete actions remained strong on an absolute basis: 747 link clicks to USAJOBS.gov, 241 CYS Career Guide downloads, and 49 Rack Card downloads, with 64% of traffic coming from mobile devices, meaning job seekers are primarily engaging with this content on the go.

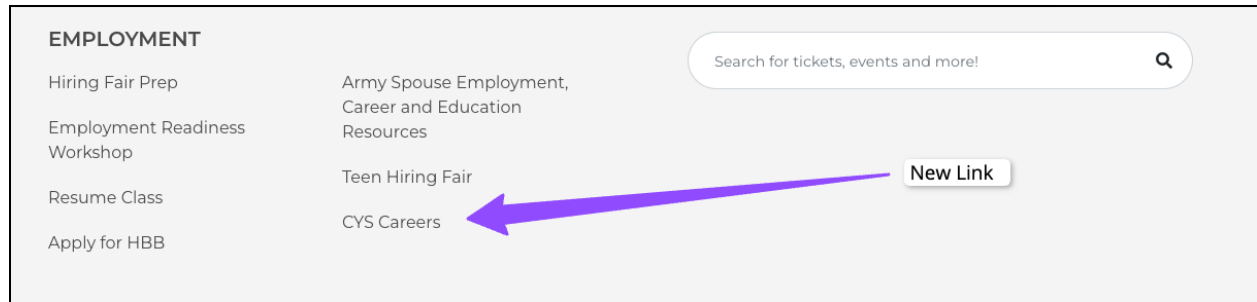
Army Answers Questions

- Jobs for teenagers
- Teen employment
- Who would I talk to about lifeguard openings at fort leavenworth for my teen?
- contacting CYS for old employment records

Insights and Recommendations

- Have installations (or HQ, if standardizing centrally) add a CYS Careers link to the Employment menu, positioned alongside the existing Hiring Fair Prep, Employment Readiness Workshop, Resume Class, and Teen Hiring Fair items. Right now every item in that menu points to the ACS Employment Readiness Program, even though CYS Careers is the program that is offering employment opportunities.

Figure 12: Proposed Employment menu addition, CYS Careers link mockup



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Child Care Fee Assistance

Traffic to Child Care Fee Assistance declined across nearly every metric this quarter, standing in contrast to the growth seen elsewhere in the CYS portfolio. The page reached 2,185 total users during Q3 FY26, an 8.0% decrease year over year. New users fell more sharply, dropping to 236, a 30.4% decrease, suggesting the page is increasingly being sustained by a smaller pool of returning visitors rather than attracting new audiences. Sessions decreased 7.2% to 2,539, and total views fell 3.4% to 3,062 year over year. This page was not part of the Unit A or Unit B content relaunches this quarter, and the traffic pattern reflects that: it did not benefit from the visibility lift seen on the refreshed program pages.

Google was by far the dominant named source, generating 1,113 users, followed by direct traffic at 449 and Bing at 262. Home.army.mil and installations.militaryonesource.mil each contributed 52 users, a modest but meaningful signal that trusted partner ecosystems are sending some traffic to this page, even if search engines remain the primary driver by a wide margin.

Engagement quality held roughly steady even as traffic volume declined. The engagement rate was 83%, a 0.9% decrease year over year, while average session time was 01:37, down 0.7%. This pairing, a high engagement rate with a moderate session length, suggests the visitors who do land on this page are task-oriented: they're likely checking eligibility or fee details and finding what they need without extensive browsing. Combined with the steep new-user decline, this points to a smaller but more intentional audience this quarter rather than casual or first-time browsing traffic.

Family Child Care (FCC)

Traffic to Family Child Care declined across every core metric this quarter, continuing the pattern seen in Child Care Fee Assistance rather than reflecting the growth seen across the broader CYS portfolio. The program reached 8,485 total users during Q3 FY26, an 8.1% decrease year over year. New users fell to 3,454, a 1.7% decrease, a comparatively modest decline that suggests new-user acquisition held up somewhat better than overall traffic. Sessions dropped 13.2% to 10,214, and total views fell 9.7% to 14,075 year over year.

Organic Search was the leading acquisition channel for Family Child Care, contributing 4,748 users, followed by Direct with 2,271. Organic Social and Referral trailed at 660 and 609 users respectively, with Unassigned traffic accounting for 81. This channel mix, with organic search driving well over half of total users, indicates the page is primarily discovered through search rather than through internal navigation or paid and social promotion. Named source and installation-level traffic breakdowns were not available in this quarter's dataset for FCC specifically.

Engagement softened this quarter alongside the decline in traffic volume. The engagement rate fell to 67%, a 6.2% decrease year over year, while average session time dropped to 02:04, down 22.8%. This pairing, a declining engagement rate alongside a shrinking session time, suggests reduced content relevance or discoverability issues.

FCC Provider Application Downloads:

- FCC Provider Application (DA 5219) downloads totaled 666 for the quarter, down 18.6%

Table 4: DA 5219 Download Counts by Installation Compared to Previous Year

Installation	DA 5219 Downloads	YoY
www.armymwr.com	196	-22.8%
campbell.armymwr.com	88	-2.2%
bliss.armymwr.com	54	28.6%
carson.armymwr.com	42	40.0%
drum.armymwr.com	40	11.1%
stewarthunter.armymwr.com	36	260.0%
hood.armymwr.com	34	-43.3%
hawaii.armymwr.com	32	-20.0%
bragg.armymwr.com	24	-63.6%
meade.armymwr.com	16	166.7%
riley.armymwr.com	14	-65.0%
gordon.armymwr.com	10	400.0%
irwin.armymwr.com	10	400.0%
polk.armymwr.com	8	-20.0%
sill.armymwr.com	8	-20.0%
jblm.armymwr.com	6	-57.1%
leonardwood.armymwr.com	6	-50.0%
jackson.armymwr.com	4	-33.3%
knox.armymwr.com	4	-50.0%
leavenworth.armymwr.com	4	100.0%
lee.armymwr.com	4	-50.0%
rucker.armymwr.com	4	-71.4%
wainwright.armymwr.com	4	-71.4%
ansbach.armymwr.com	2	-50.0%
baumholder.armymwr.com	2	
belvoir.armymwr.com	2	-90.0%
detrick.armymwr.com	2	
garmisch.armymwr.com	2	
huachuca.armymwr.com	2	0.0%
picatinny.armymwr.com	2	
presidio.armymwr.com	2	-85.7%
whitesands.armymwr.com	2	

Parent Outreach Services (PO)

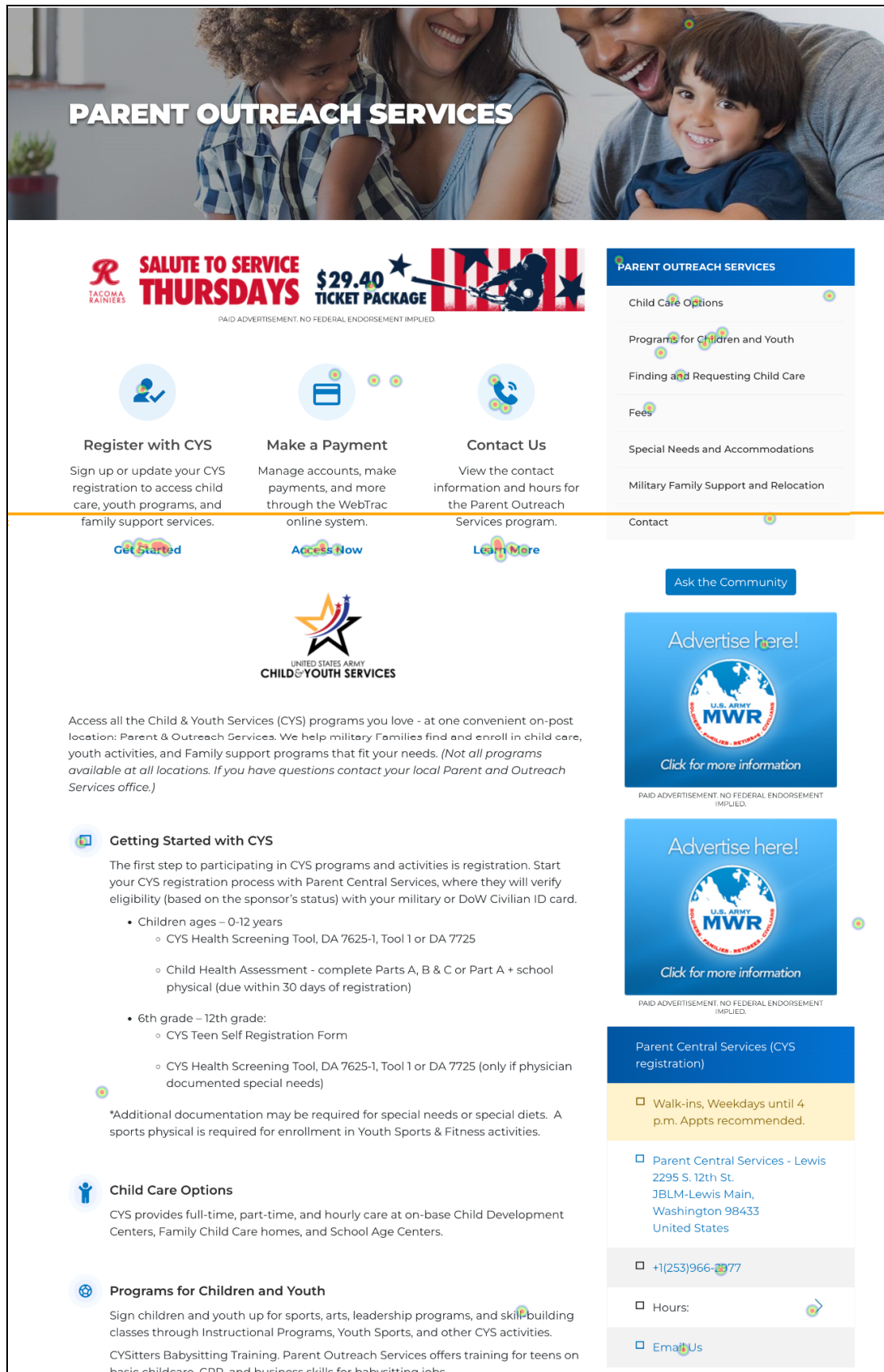
Traffic to Parent Outreach Services grew strongly across every metric this quarter, reflecting a full quarter of performance under the program's redesigned page and content structure, which launched in March 2026. The program reached 10,348 total users during Q3 FY26, a 56.6% increase year over year. New users rose sharply to 4,574, a 95.1% increase, indicating that the redesign is drawing a large wave of first-time visitors rather than simply retaining the existing audience. Sessions increased 41.3% to 12,436, and total views rose 66.6% to 16,073 year over year. With new user growth substantially outpacing total user growth, and a full quarter of data now available since launch, this quarter offers the clearest read yet on how the updated content is performing.

Organic Search was the leading acquisition channel for Parent Outreach Services, contributing 6,673 users, followed by Direct with 2,712. Referral trailed at 724 users, with Organic Social and Unassigned contributing 263 and 77 respectively. This mix, with organic search driving nearly two-thirds of total users, indicates the redesigned program is being found primarily through search. Google was the dominant named source at 181 users, followed by Bing at 69 and direct traffic at 36. Home.army.mil contributed 18 users, a modest signal of traffic from a trusted partner ecosystem.

Engagement quality was mixed this quarter. The engagement rate was 68%, a 4.7% decrease year over year, while average session time fell to 02:13, down 22.8%. This pairing, a modestly declining engagement rate alongside a steeper drop in session time, suggests visitors are completing tasks more quickly rather than browsing extensively, which fits a redesigned page built around clearer, more direct calls to action rather than one requiring extended navigation to find information.

A Heatmap review of the JBLM Parent Outreach Services page, reflecting the live post-redesign page. The redesigned page's primary calls to action are Register with CYS, Make a Payment, and Contact Us, and the right-rail navigation mirrors the subpage structure.

Figure 13: JBLM Parent Outreach page heatmap



Army Answers Questions – Parent Outreach Services

- What age can I register my newborn and get on a wait list for on-post child care?
- I need a G9 child and youth services immunization request form
- How do I register my child for CYS?
- What is the website for childcare waiting list?
- Is there a 24/7 childcare facility on Ft. Rucker?
- Can my special needs child who just turned 18 still attend the youth (teen) center?
- Are there any summer camps in Fort Riley for kids 6yr old and older that are special needs? For example autistic. Hard to find for my little girl to pass the summer.

Recommendation

Create dedicated FAQ content addressing child care waitlist registration, eligibility age ranges, and the immunization form requirement on the Finding and Requesting Child Care and Child Care Options pages, and expand the Special Needs and Accommodations page to clarify age-out policies and special-needs program availability by installation, since these themes account for the full set of CYS-related Army Answers questions this quarter.

School-Age Centers

Traffic to School Age Centers grew strongly across every metric this quarter, though the reporting window includes only about three weeks of the program's new page content, which launched June 11 as part of this quarter's site relaunch. The program reached 8,554 total users during Q3 FY26, a 49.1% increase year over year. New users rose to 2,909, a 51.8% increase, suggesting the growth is being driven by first-time visitors at roughly the same rate as returning ones. Sessions increased 38.5% to 10,591, and total views rose 73.7% to 15,372 year over year.

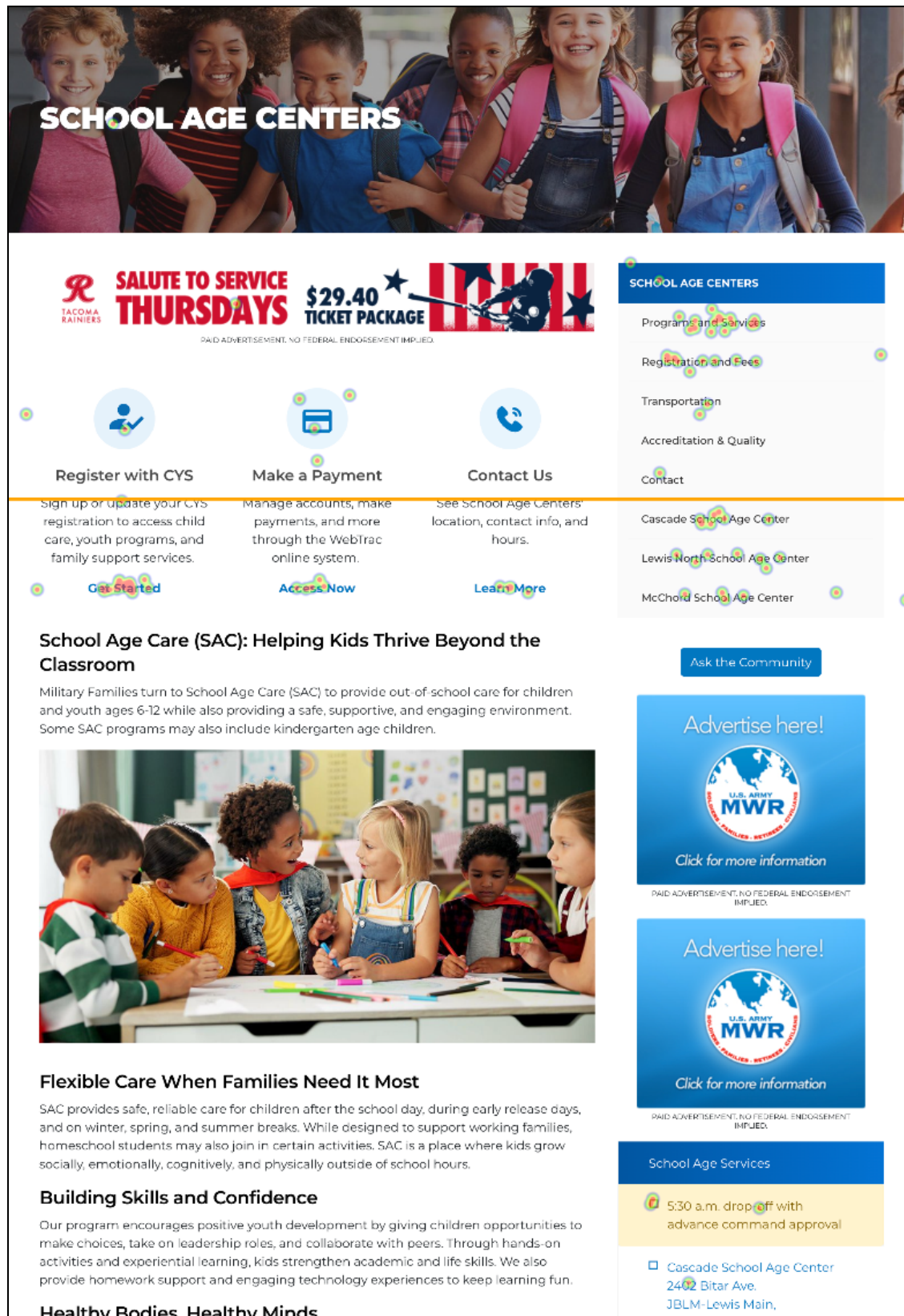
Organic Search was the leading acquisition channel for School Age Centers, contributing 5,960 users, followed by Direct with 1,870. Referral and Organic Social trailed at 495 and 387 users respectively, with Unassigned traffic accounting for 33. This mix, with organic search driving roughly two-thirds of total users, indicates the program is primarily discovered through search. Google was the dominant named source at 345 users, followed by Bing at 36 and direct traffic at 34. Installations.militaryonesource.mil contributed 16 users, a modest signal of traffic from a trusted partner ecosystem.

Engagement was largely steady this quarter even as traffic volume grew substantially. The engagement rate was 72%, a modest 1.1% decrease year over year, while average session time fell to 02:45, down 25.3%. This pairing, a stable engagement rate alongside a notably shorter session time, suggests visitors are finding what they need more efficiently rather than disengaging, though the sharp drop in session time is worth continuing to monitor once a full quarter of post-launch data is available.

Army Answers Questions – School Age Centers

- Is it possible for a sibling who isn't a dependent of mine to attend SAC?
- What are the ages of the children enrolled in a School Age Center?

Figure 14: School Age Centers page heatmap (Clarity)



A supplementary heatmap review of the School Age Centers page shows the three primary calls to action above the fold, Register with CYS, Make a Payment, and Contact Us, along with a right-rail navigation structure matching the Registration and Fees, Programs and Services, Transportation, and Accreditation & Quality subpages reflected in the traffic data above. The page also surfaces installation-specific listings for three School Age Centers (Cascade, Lewis North, and McChord), each with its own address, phone number, hours, and contact link, giving parents location-specific information without leaving the main page.

Recommendation

Create dedicated FAQ content on the Registration and Fees or Programs and Services pages clarifying sibling and non-dependent eligibility rules and the enrolled age range for School Age Centers, since both direct questions from this quarter's Army Answers data point to eligibility criteria that aren't immediately clear to parents searching for this information.

School Support Services

Traffic to School Support Services grew across every core metric this quarter. The program reached 9,586 total users during Q3 FY26, a 7.8% increase year over year. New users rose to 4,621, a 15.4% increase, meaning new-user growth outpaced total user growth and suggests the program is reaching first-time visitors at a healthy clip. Sessions increased 7.1% to 11,890, and total views rose 3.7% to 14,087 year over year. The relatively modest view growth alongside stronger session and new-user growth suggests visitors are arriving more often but each visit is producing fewer page views per session.

Organic Search was the leading acquisition channel for School Support Services, contributing 3,806 users, closely followed by Direct at 3,607. Referral trailed at 1,946 users, with Organic Social and Unassigned contributing 462 and 53 respectively. This mix, with Direct nearly matching Organic Search, suggests a meaningful share of visitors are navigating to the page directly rather than discovering it through search, which is a different pattern than most other CYS pages this quarter. Google was the dominant named source at 537 users, followed by direct traffic at 164 and [installations.militaryonesource.mil](#) at 162. [Home.army.mil](#) contributed 111 users, one of the stronger showings from a trusted partner ecosystem source this quarter.

Engagement softened this quarter even as traffic grew. The engagement rate was 64%, a 6.1% decrease year over year, while average session time fell to 02:13, down 12.1%. This pairing, a declining engagement rate alongside a shorter session time, suggests more visitors are landing on the page but fewer are finding it relevant enough to stay engaged, a pattern worth investigating given traffic itself is trending upward.

Youth Centers

Traffic to Youth Center grew across every metric this quarter, though the reporting window includes only about three weeks of the program's new page content, which launched June 11 as part of this quarter's site relaunch. The program reached 11,116 total users during Q3 FY26, an 8.1% increase year over year. New users rose to 4,726, a 17.3% increase, outpacing total user growth and suggesting the program is drawing a meaningful share of first-time visitors. Sessions increased 5.5% to 13,708, and total views rose 22.5% to 18,895 year over year. Because most of the quarter reflects the prior page rather than the redesign, this should be read as an early signal heading into Q4 rather than a full verdict on the new content.

Organic Search was the leading acquisition channel for Youth Center, contributing 7,127 users, followed by Direct with 3,101. Organic Social and Referral trailed at 653 and 455 users respectively, with Unassigned traffic accounting for 45. This mix, with organic search driving nearly two-thirds of total users, indicates the program is primarily discovered through search. Google was the dominant named source at 548 users, followed by Bing at 69 and direct traffic at 65. l.facebook.com contributed 26 users, a modest signal of social referral traffic.

Engagement softened modestly this quarter even as traffic grew. The engagement rate was 70%, a 2.6% decrease year over year, while average session time fell to 02:03, down 21.7%. This pairing, a slightly declining engagement rate alongside a notably shorter session time, suggests visitors are completing tasks more quickly, which is worth continued monitoring once a full quarter of post-launch data is available to see whether the pattern holds or reflects a temporary shift tied to the June relaunch.

Youth Center was the top page by a wide margin, followed by Recreation and Leisure, Leadership and Clubs, Academic and Career Support, Volunteer and Community Service, Contact, and How to Register.

Figure 15: Youth Center page heatmap



A supplementary heatmap review of the Youth Center page shows the three primary calls to action above the fold, Register with CYS, Events & Trips, and Contact Us, along with a right-rail navigation structure matching the Academic and Career Support, Leadership and Clubs, Recreation and Leisure, Volunteer and Community Service, and How to Register subpages reflected in the traffic data above. The page also surfaces an installation-specific listing for Hillside Youth Center, with its own address, phone number, hours, and contact link, giving parents location-specific information without leaving the main page.

Army Answers Questions – Youth Center

- Can my special needs child who just turned 18 still attend the youth (teen) center?

Recommendation

Add clear age-eligibility and transition guidance to the Youth Center page, particularly around how special needs accommodations apply as a child ages toward or past 18, since this is the one direct question from this quarter's Army Answers data and touches on a policy detail that isn't likely to be self-evident to parents.

Youth Sports

Traffic to Youth Sports and Fitness grew sharply across every metric this quarter, reflecting a full quarter of performance under the program's redesigned page and content structure, which launched in March 2026. The program reached 33,458 total users during Q3 FY26, a 41.5% increase year over year. New users rose to 13,375, a 42.9% increase, tracking closely with overall user growth and suggesting the redesign is both attracting new visitors and retaining engagement at a proportional rate. Sessions increased 31.0% to 43,963, and total views rose 80.7% to 79,827 year over year, the largest view increase of any CYS program this quarter. With new user growth and total user growth moving in close step and a full quarter of data now available since launch, this is the clearest and strongest performance signal of any program reviewed so far this quarter.

Organic Search was the leading acquisition channel for Youth Sports and Fitness by a wide margin, contributing 21,070 users, followed by Direct with 7,959. Organic Social trailed at 3,458 users, well ahead of Referral at 1,319 and Unassigned at 183. This mix, with organic search driving nearly two-thirds of total users, indicates the redesigned program is being found primarily through search, and Organic Social's relatively strong showing compared to other CYS programs suggests some social promotion is contributing meaningfully to reach. Google was the dominant named source at 793 users, followed closely by direct traffic and Bing, both at 115. facebook.com contributed 106 users, the strongest social referral source seen across the CYS portfolio this quarter.

Engagement strengthened this quarter alongside the growth in traffic. The engagement rate rose to 73%, a 3.1% increase year over year, a pattern of improving engagement paired with strong traffic growth that suggests the redesigned content is resonating rather than simply drawing more visits without holding attention. Average session duration was not available in this quarter's dataset for this page specifically.

Figure 16: Youth Sports and Fitness page heatmap



This capture shows a clear concentration of activity rather than a uniform scatter of clicks. The Sports Calendar tile shows the heaviest concentration of activity on the page, well above Register with CYS or Contact Us, suggesting visitors are most drawn to browsing available programs before taking a registration action. In the right-rail navigation, Register and Get Started and Sports and Activities Offered also show notably heavier activity than the other listed links (Volunteer and Coaching Opportunities, Parent and Participant Expectations, Fees, Sports for Special Needs, and Contact), indicating those two are the primary paths visitors take once they reach the sidebar.

Army Answers Questions – Youth Sports and Fitness

- We are civilians, no military background, can I sign my children up to play sports?
- How to become a little league coach?
- How can I sign up my toddler for swimming lessons?
- How old do kids have to be for swim lessons?
- What are the seasonal sports for the 2026-27 year?
- Is there swimming class?
- When are swimming classes offered and how much do they cost?
- How do we register to play flag football for the upcoming event regarding the falcons June 4th 2026?
- What time is your youth swimming lessons for Tuesday and Thursday?
- What are the next registration dates for parent and baby swimming classes?
- How can I register for swimming classes at frogs falls?
- Is there a fee for active duty army to train in taekwondo? If yes, how much and is there a discount?

This is the largest cluster of Army Answers questions across any CYS program this quarter, with twelve direct questions spanning eligibility, registration steps, class schedules, and fees.

Recommendations

Build a dedicated, structured FAQ on the Sports and Activities Offered or Register and Get Started pages covering non-military-affiliated participation eligibility, swim lesson age requirements, and the seasonal sports calendar, since these themes account for the majority of this quarter's Army Answers questions. Add installation-specific registration

links or a lookup tool for swim classes and instructional programs like taekwondo, since several questions referenced specific pools or programs by name rather than finding that information on the page directly. Continue tracking the redesigned subpages into next quarter to establish a stable year-over-year baseline now that a full quarter of post-launch data exists, given the strength of this quarter's results.