



Libraries Website Link Review

FY26 Annual Report

Overview

BLUF: The Libraries content update is working. Libraries drew 182,388 users in FY26, a 6.9% increase (YoY), and users kept growing after the update. Traffic would be even stronger if two broken links are fixed and 13 installation menus point straight to the new Libraries page.

In March 2026, the Libraries content update gave every installation one standard Libraries page at /programs/libraries. Each page now has the same subpages: Events and Programs, Library Services and Resources, Borrowing, Renewals, and Policies, and Contact. Visitors find the same information in the same place at every installation, along with location, hours, and contact details for each library.

Results of the Content Update

After the update, from March 1 to September 30, 2026, Libraries users rose 2.2% and new users rose 1.4% (YoY), and average session time rose 5.8% to 2:27. Visitors are using the new subpages: Events and Programs drew 27,327 users, a 16.3% increase (YoY), and Borrowing, Renewals, and Policies drew 11,478 users, a 127.7% increase (Table 1). Library Services and Resources and Contact are new pages that had almost no traffic last year. The main Libraries page drew slightly fewer users (3.9% decrease) as more visitors went straight to the subpage they needed.

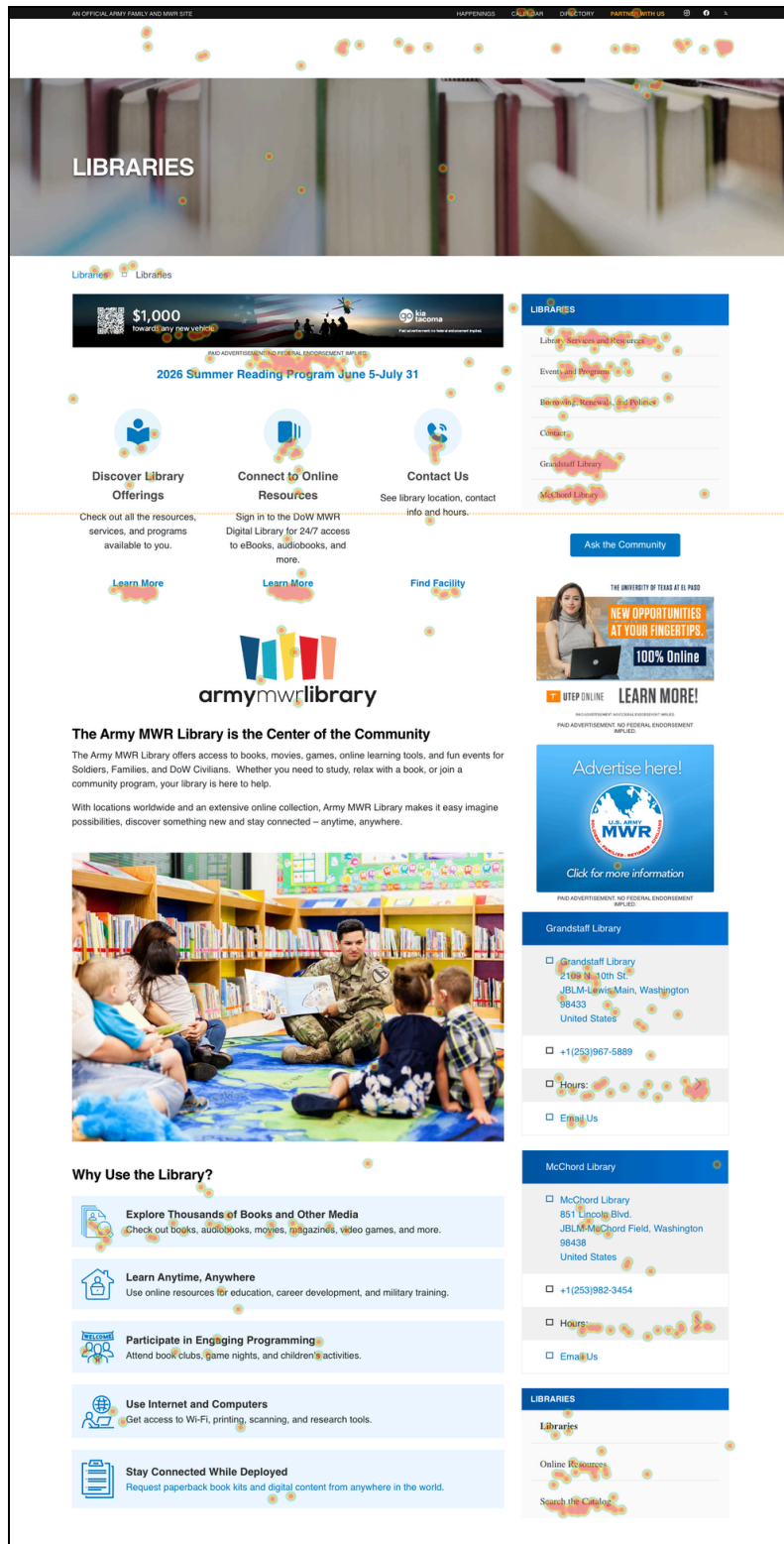
Table 1: Top Libraries Pages by Total Users, FY26

Page	Total Users	Change (YoY)
Libraries	181,774	3.9% decrease
Events and Programs	27,327	16.3% increase
Library Services and Resources	11,725	New page
Borrowing, Renewals, and Policies	11,478	127.7% increase
Contact	3,329	New page

What Visitors Click

A desktop heatmap of the JBLM Libraries page (July 7, 2026) shows the new layout working as designed (Figure 1). Most clicks land on the Libraries menu at the right, which links to the new subpages and to Grandstaff and McChord libraries. Visitors also click the Learn More links under Discover Library Offerings and Connect to Online Resources, and the Hours button for each library. Very few clicks reach the event listings lower on the page, so the most important links are already placed where visitors look first.

Figure 1: JBLM Libraries Page Click Heatmap, Desktop (July 7, 2026)



Broken Links

Twenty of the 49 installations drew fewer Libraries users than last year, so we checked the menu links and Libraries page on each of those sites in October 2026. Two installations have broken links that send visitors to a dead end (Table 2).

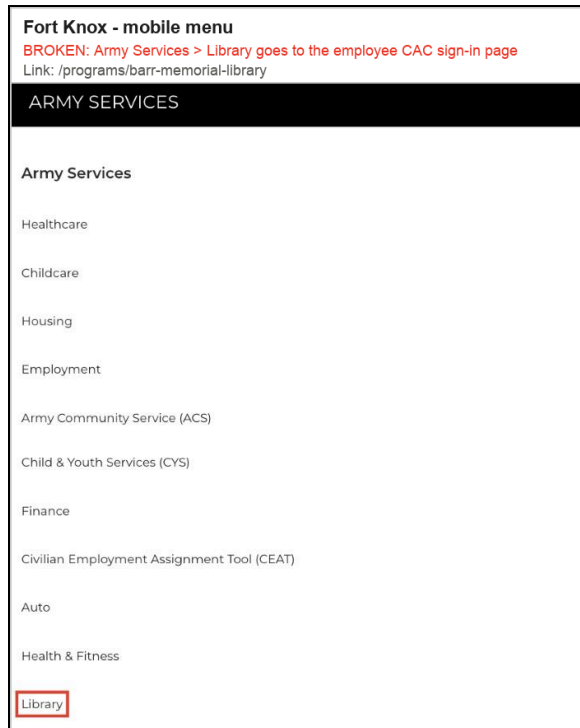
Table 2: Broken Libraries Links

Installation	Link Location	Current Link	Where It Goes	Fix
Fort Knox	Army Services menu; Google results	/programs/barr-memorial-library (and subpages)	Employee CAC sign-in page	Redirect to /programs/libraries and update the menu link
Dugway Proving Ground	Army Services menu	/programs/library	Page-not-found (404) error	Update the menu link to /programs/libraries

Fort Knox

Fort Knox Libraries users fell 46.6% (YoY) to 2,857. Daily sessions dropped from about 20 to about 3 at the start of March 2026 and stayed low. The old Barr Memorial Library address and its subpages now open the employee CAC sign-in page instead of the new Libraries page. The Army Services menu still uses this address, and Google still lists it in search results (Figure 2). The Recreation menu links to the new Libraries page and works.

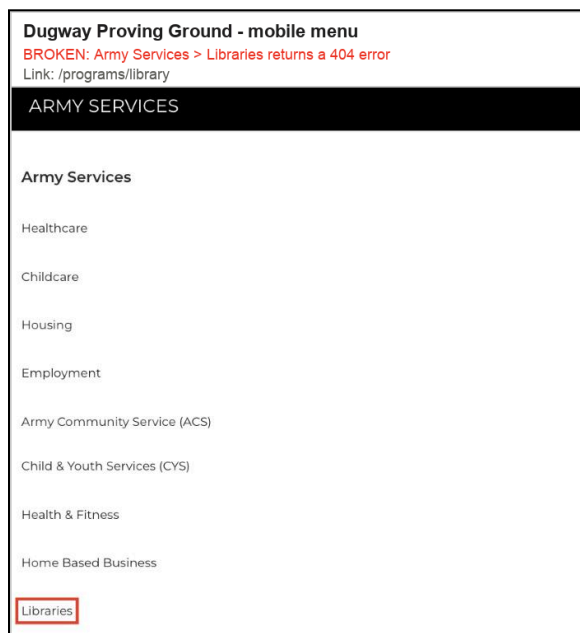
Figure 2: Fort Knox Mobile Menu, Army Services > Library (October 2026)



Dugway Proving Ground

The Army Services menu links to /programs/library, which returns a page-not-found (404) error (Figure 3). The new Libraries page at /programs/libraries works but is not linked from the menu.

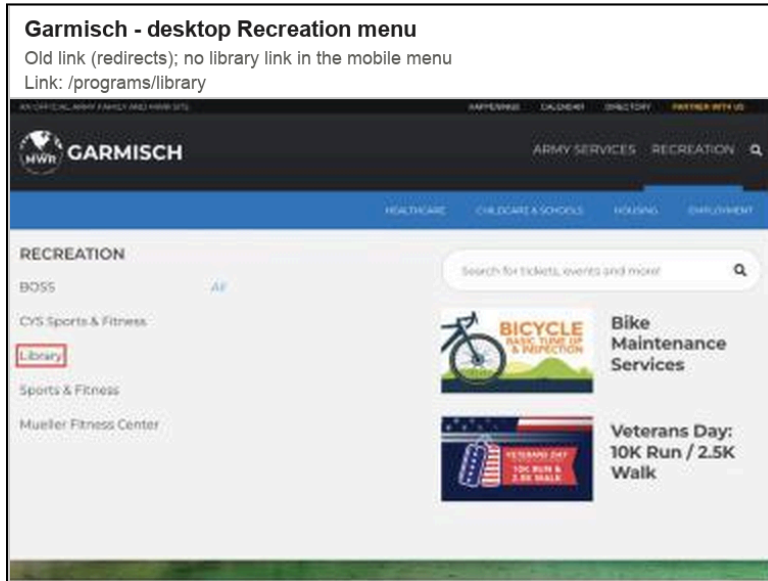
Figure 3: Dugway Proving Ground Mobile Menu, Army Services > Libraries (October 2026)



Garmisch

Garmisch has no library link in its mobile menu. The only menu link is in the desktop Recreation menu, so visitors on phones cannot reach the library from the menu (Figure 4).

Figure 4: Garmisch Desktop Recreation Menu (October 2026)



Old Links That Still Redirect

These 13 installations still link to old library addresses. Each one redirects to a working page, so nothing is broken, but pointing the menu straight to /programs/libraries removes the extra step (Table 3). Screenshots of each menu are saved in the Libraries Menu Screenshots folder.

Table 3: Menu Links Using Old Library Addresses

Installation	Old Link	Goes To
Ansbach	/programs/ansbach-library	Libraries page
Brunssum	/programs/jfc-brunssum-library	Libraries page
Camp Humphreys	/categories/libraries	Learning and Libraries category page
Camp Zama	/categories/libraries (one of two links)	Learning and Libraries category page
Fort Benning	/programs/mwr-library	Libraries page
Fort Drum	/programs/robert-c-mcwen-library	Libraries page
Fort Hood	/programs/casey-memorial-library	Libraries page
Fort Meade	/programs/post-library	Libraries page
Garmisch	/programs/library	Libraries page

Installation	Old Link	Goes To
Hohenfels	/programs/library	Libraries page
Redstone Arsenal	/programs/library	Libraries page
White Sands Missile Range	/programs/post-library	Libraries page
Wiesbaden	/programs/wiesbaden-library	Libraries page

Italy, Joint Base Myer-Henderson Hall, JBLM, Fort Carson, and Grafenwoehr already link straight to the new Libraries page, and the Libraries page loads correctly on all 20 sites we checked.

Summary

The Libraries content update is reaching more visitors, and they are using the new subpages as intended. The remaining declines at most installations do not trace to a website problem, since their links work and their traffic shows no sudden drop. Fixing the Fort Knox and Dugway links, adding a library link to the Garmisch mobile menu, and updating the 13 older menu links will help every visitor reach their library in one click. A Google search for the Fort Knox library also returned a staging site address (knox.ew2stage.portlandlabs.com), which should be blocked from search engines.