



Support Services Insights and Recommendations

Fourth Quarter FY26

NAF Personnel Services

Traffic

NAF Personnel Services declined across its core traffic measures this quarter, while the visitors who came stayed longer. Total users fell 23.6% (YoY) to 7,986, new users fell 19.8% (YoY) to 6,225, sessions fell 21.4% (YoY) to 9,723, and views fell 17.1% (YoY) to 14,399.

Retirement content remains the main draw: the main NAF Personnel Services page drew 4,380 users, followed by NAF Retirement (2,119), Office Locations (486), the 401(k) page (446), and the Civilian Employment Assignment Tool (422) (Table 1).

Table 1: NAF Personnel Services Top Pages by Total Users, Q4 FY26

Page	Total Users
NAF Personnel Services	4,380
NAF Retirement	2,119
Office Locations	486
NAF Retirement: 401(k)	446
Civilian Employment Assignment Tool	422
Employee Portal	382
Retiree Annuity Information Update	269

Traffic Sources

Organic Search led with 3,743 users, followed closely by Referral with 3,295 and Direct with 1,090. Nafbenefits.com was the top named source at 3,033 users, followed by Google (2,668) and Bing (973), so the program still depends heavily on that external benefits site to send employees and retirees to its pages. Smaller referrals came from internal Army systems, including armyeitaas.sharepoint-mil.us (35) and lms.mwr.army.mil (30), and ChatGPT sent 33 users.

Engagement

Average session time rose 20.3% (YoY) to 3:15, while engagement rate fell 10.5% (YoY) to 59%. Visitors who engage are spending much longer reading retirement and benefits information, while a larger share leave after one page. Visitors downloaded a PDF or form 5,602 times and clicked to call for more information 418 times, which shows the pages are serving as a reference library for employees and retirees (Table 2).

Table 2: NAF Personnel Services Top Resource Downloads, Q4 FY26

Download	Total
Child & Youth Services: Child & Youth Program Assistant (CYPA)	1,103



Download	Total
Retirement Booklet	752
Non-Supervisory NF01 to NF03 / NA1 to NA7	563
Retirement Plan Documents	448
Retiree Cost of Living Adjustment (PDF)	224
CEAT Transfer Guide	198
NAF Group Life Insurance Booklet	186
Valuation 2023	168

Visitors ran 122 on-site searches on NAF Personnel Services pages, spread across about 100 terms with no single dominant term. The most common searches were for forms and benefits, such as DA Form 3715, the 401(k), life insurance, the 1099-R, and annuity calculations (Table 3).

Table 3: NAF Personnel Services Top Search Terms by Search Volume, Q4 FY26

Search Term	Searches
da form 3715	4
tolson	3
forms	3
log in	3
401k	3
life insurance	2
1099r	2
calculator	2
employee benefits online	2
naf pay	2

Recommendations

- Keep the Retirement Booklet, Retirement Plan Documents, and Retiree Cost of Living Adjustment downloads current and easy to find, since retirement content drives most downloads.
- Update the Retiree Cost of Living Adjustment PDF, which is still labeled effective April 1, 2025, so retirees see current information.

- Create a clear Forms page that answers the most common searches (DA Form 3715, 1099-R, and life insurance) and add a log-in link for employee benefits online.

CEAT

Traffic

CEAT showed strong user growth this quarter, but the pattern points to repeat automated or shared-device visits rather than new interest. Total users rose 55.2% (YoY) to 7,445, new users rose 93.6% (YoY) to 2,529, and sessions rose 45.5% (YoY) to 7,727, while views fell 26.1% (YoY) to 5,191. Nearly all of the growth came from one installation: Baumholder drew 3,516 users, an increase of more than 4,000% (YoY), while the main armymwr.com site fell 28.4% (YoY) to 1,101 (Table 4).

Table 4: CEAT Top Installations by Total Users, Q4 FY26

Installation	Total Users	Change (YoY)
baumholder.armymwr.com	3,516	More than 4,000% increase
www.armymwr.com	1,101	28.4% decrease
stewarthunter.armymwr.com	226	100.0% increase
hood.armymwr.com	121	18.6% increase
bragg.armymwr.com	118	36.2% decrease
westpoint.armymwr.com	102	36.0% increase
bliss.armymwr.com	101	26.3% decrease
riley.armymwr.com	89	53.4% increase

Traffic Sources

Direct dominated with 13,527 users, far ahead of Organic Search (1,320), Referral (180), AI Assistants (27), and Organic Social (26). Google sent 948 users and Bing 352, while home.army.mil, nafbenefits.com, and mwrresourcecenter.com sent small numbers of referrals. Direct traffic this large, concentrated at one installation and paired with very short visits, is consistent with a CEAT page set as a browser start page or opened repeatedly on a shared computer or kiosk.

Engagement

Engagement fell sharply: average session time dropped 63.7% (YoY) to 28 seconds, and engagement rate fell 30.5% (YoY) to 51%. Most sessions now open a page and leave almost immediately, so the headline user growth does not reflect more people using CEAT. The CEAT Transfer Guide remains the program's most useful resource, with 570 downloads. Visitors ran only 17 on-site searches on CEAT pages, each a different term, such as CEAT transfer form, careers, and military buyback, so search volume is too low to show a pattern.

Table 5: CEAT Top Resource Downloads, Q4 FY26

Download	Total
CEAT Transfer Guide	570
MWR Resource Center file (mwrresourcecenter.com)	72
Third-party websites and applications link	12

Recommendations

- Feature the CEAT Transfer Guide at the top of the CEAT page, since it is the program's most-used resource.
- Add a direct link to the CEAT transfer form, since visitors searched for it by name.

Home Based Business (HBB)

Traffic

Home Based Business (HBB) grew across its core traffic measures this quarter, led by first-time visitors. Total users rose 19.7% (YoY) to 9,819, new users rose 63.8% (YoY) to 4,167, sessions rose 22.6% (YoY) to 11,597, and views rose 8.0% (YoY) to 12,409. Traffic was spread across many installations, led by the main armymwr.com site (1,530 users), Grafenwoehr (523), JBLM (476), Stuttgart (386), and Hawaii (375) (Table 6).

Table 6: HBB Top Installations by Total Users, Q4 FY26

Installation	Total Users
www.armymwr.com	1,530
grafenwoehr.armymwr.com	523
jblm.armymwr.com	476
stuttgart.armymwr.com	386
hawaii.armymwr.com	375



Installation	Total Users
campbell.armymwr.com	367
humphreys.armymwr.com	344
hood.armymwr.com	313

Traffic Sources

Organic Search led with 4,322 users, followed closely by Direct with 3,911. Google was the top named source at 3,845 users, and home.army.mil contributed 713 users as a trusted referral source. Organic Social was strong at 962 users, with Facebook and its mobile and link-click versions sending more than 900 visitors combined, and ChatGPT sent 184 users.

Engagement

Engagement rate fell 10.5% (YoY) to 63%, and average session time held at 1:55, a 0.6% decrease (YoY). The large wave of first-time visitors accounts for the dip. Visitors acted on what they found: they downloaded a PDF or form 4,778 times, clicked to other websites 364 times, emailed 308 times, and called 228 times. Visitors ran 106 on-site searches on HBB pages, led by HBB (13), home based business (7), and HBB application (6), which shows people looking for the application directly (Table 7).

Table 7: HBB Top Search Terms by Search Volume, Q4 FY26

Search Term	Searches
cdl classes	16
hbb	13
home based business	7
hbb application	6
jobs	3
childcare jobs	3
careers	2
feuerwehr	2
movie theater	2
tcs	2

The top term, “cdl classes,” came from a single user who searched 16 times, so it does not reflect broad demand.

Recommendations



- Put the HBB application form at the top of the HBB page. Have installations set up Sticky Search (pinned search terms) so “hbb application,” “hbb,” and “home based business” go straight to the HBB page, since visitors search for the application by name. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User’s Manual.
- Add a short “how to apply” section for first-time visitors, since new users grew 63.8%.

