



Support Services Insights and Recommendations

Third Quarter FY26

NAF Personnel Services

NAF Personnel Services declined across every core metric this quarter. Total users fell to 9,098, a 16.7% decrease year over year, and new users dropped to 7,007, a 14.7% decrease, indicating the program lost ground with both new and returning audiences at a broadly comparable rate. Sessions decreased 20.2% to 10,836, and views fell 19.1% to 15,998 year over year.

Organic Search led acquisition at 3,724 users, closely followed by Referral at 3,517, with Direct trailing at 1,652. Nafbenefits.com was the top named source at 3,181 users, followed by Google at 2,689 and direct traffic at 1,652, indicating the program still depends heavily on that external referral relationship even as overall traffic softened.

The engagement rate declined to 59%, a 9.8% decrease year over year, while average session time fell to 02:34, down 11.6%. This pairing, a declining engagement rate alongside a shorter session time, points to reduced content relevance or discoverability rather than a smaller but more focused audience.

Table 1: Top Resource Downloads

Downloads	Total ▾
Non-Supervisory NF01 - NF03 / NA1 - NA7	908
Retirement Booklet	897
Retirement Plan Documents	486
Child & Youth Services - Child & Youth Program Assistant (CYPA)	482
April 2026 - Spring Newsletter	303
Retiree Cost of Living Adjustment - Effective April 1, 2025 (PDF)	282
Valuation 2023	278
NAF Group Life Insurance Booklet	172
Non-Supervisory NF 01 - NF 03 / NA1 - NA7	162

Table 2: Top Search Terms by Search Volume.

Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
fitness	3	1	3	0%
report of death	3	1	3	33.33%
naf retirement	3	2	1.5	0%
portability	3	3	1	0%
iron mike	3	3	1	33.33%
cola	2	2	1	0%
taxes	2	2	1	0%
401k	2	1	2	0%
apply vendor	2	1	2	0%
benefit letter	2	1	2	0%
cola prorated chart	2	1	2	0%
download a copy of 1099-r	2	1	2	0%
ess	2	1	2	50%
naf more portal	2	1	2	0%

CEAT

CEAT showed strong user growth alongside a notable engagement pullback this quarter. Total users rose to 5,397, a 22.4% increase year over year, and new users grew sharply to 2,886, a 200.0% increase, indicating the program is drawing a substantial wave of first-time visitors. Sessions increased 13.4% to 5,936, and views were roughly flat, up 0.9% to 6,639 year over year.

Direct traffic led acquisition at 3,118 users, followed by Organic Search at 1,870, with Organic Social and Referral trailing at 282 and 249 respectively. Installation-level growth was concentrated at Baumholder (414 users, up 909.8%), Hood (137 users, up 1,612.5%), and Rucker (105 users, up 2,525%), alongside a 3.2% decline at the enterprise site itself.

The engagement rate fell sharply to 49%, a 36.5% decrease year over year, and average session time dropped to 01:11, down 23.5%. This pairing, a large new-user influx alongside a steep engagement decline, suggests many of these new visitors are not finding the page as relevant or engaging as returning users did in the prior year.

- 786 CEAT Transfer Guide downloads

Table 3: Top Search Terms by Search Volume.

Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
discovery	16	2	8	0%
apply vendor	2	1	2	0%
civilian go on base	2	1	2	0%
address	1	1	1	0%
contracting	1	1	1	0%
cpr	1	1	1	0%
fingerprinting	1	1	1	0%
gym	1	1	1	0%
resume writing	1	1	1	0%
resignation	1	1	1	0%
school	1	1	1	0%
tracking my ceat transfer	1	1	1	0%
waiver	1	1	1	0%

Home Based Business (HBB)

Home Based Business grew across every traffic metric this quarter. Total users rose to 7,729, a 7.5% increase year over year, and new users grew to 2,720, a 26.7% increase, outpacing total user growth and indicating the program is successfully reaching first-time audiences. Sessions increased 5.4% to 9,160, and views rose 9.6% to 11,169 year over year.

Organic Search led acquisition at 3,869 users, followed by Direct at 2,121, with Referral and Organic Social trailing at 938 and 804 respectively. Google was the dominant named source at 3,409 users, and home.army.mil contributed a solid 626 users as a trusted referral source. Traffic was fairly distributed across installations, led by JBLM (493 users) and Grafenwoehr (477 users).

The engagement rate declined to 69%, a 5.4% decrease year over year, while average session time increased to 02:41, up 19.7%. This pairing, a modestly declining engagement rate alongside a longer session time, suggests visitors are spending more time reviewing detailed program content rather than completing a quick task.

Table 4: Top Search Terms by Search Volume.

Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
discovery	8	1	8	0%
hbb	7	6	1.17	0%
home based business	6	6	1	0%
careers	5	4	1.25	0%
hbb application	3	3	1	0%
fcc	2	2	1	0%
murph	2	2	1	0%
my biz	2	1	2	0%
obtain the hbb application	2	1	2	0%
po	2	2	1	0%
hbb forum	2	2	1	0%
availabale jobs on base	1	1	1	0%

