



Support Services Insights and Recommendations

Second Quarter FY25

NAF Personnel Services

Traffic to the NAF Personnel Services pages has declined year-over-year, likely due to shifts in navigation behavior following the introduction of the new [“employment-resources”](#) landing page and updated menu. Total users dropped by 16.2% and pageviews fell 18.2%, despite stable average session duration (+0.4%). New users also decreased by 14.6%, and engagement rate dipped slightly by 2.2%, suggesting that while those who arrive still engage with content, fewer users are reaching the pages overall.

Referral and organic search remain the dominant traffic drivers, though both saw notable declines. Direct traffic dropped the most (–33.0%), indicating fewer users are directly accessing NAF pages from bookmarks or manually entered URLs. Notably, traffic from social channels declined by nearly 59%, suggesting reduced visibility or promotion across social platforms.

Downloads of key documents reflect ongoing interest in core topics like retirement and benefits, though most saw decreased activity. The Retirement Booklet had 1,421 downloads (–12.5%), while CEAT Transfer Guide showed the largest growth (+56.7%), indicating increased interest in job movement guidance. Some new 2025 documents, such as the Premiums and Enrollment Brochure PDFs, also received strong engagement despite being newly published.

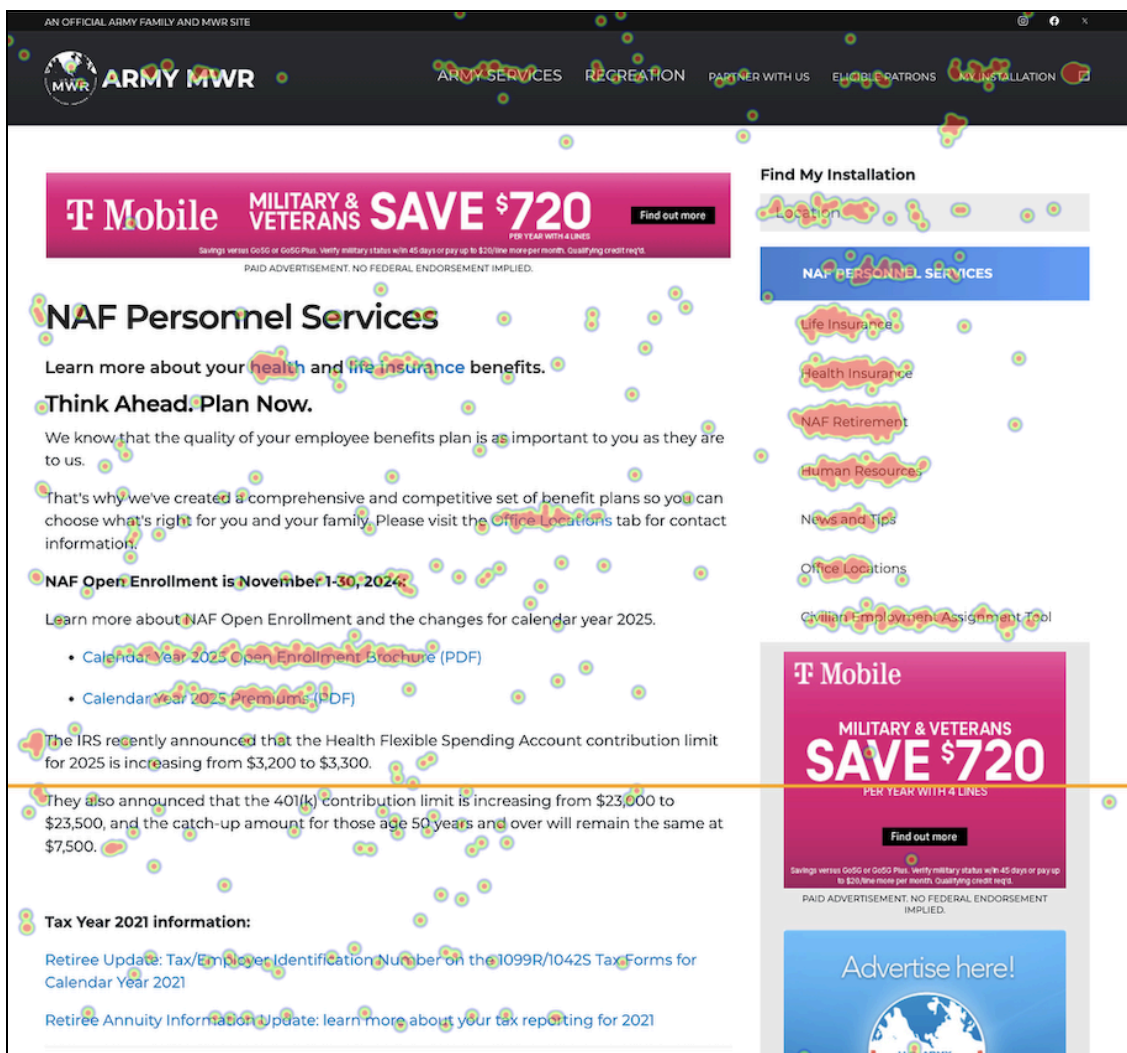
Table 1: Top Resource Downloads

Download	Total ▾
Retirement Booklet	1,421
Retirement Plan Documents	729
Calendar Year 2025 Open Enrollment Brochure (PDF)	608
Calendar Year 2025 Premiums (PDF)	404
Retiree Cost of Living Adjustment - Effective April 1, 2024 (PDF)	310
Retiree Cost of Living Adjustment - Effective April 1, 2025 (PDF)	278
Valuation 2022	240
1st Amendment to Retirement Plan	216
CEAT Transfer Guide	188

Table 2: Top Search Terms by Search Volume.

Search	Total Searches ▾	Total users	Search Count Per User
retirement calculator	9	8	1.13
employee benefits online	6	6	1
retirement	4	4	1
portability	3	2	1.5
jobs	3	3	1
employee benefits	2	2	1
1099r	2	2	1
annuity calculation	2	2	1
chay	2	2	1
benefits	2	1	2

Figure 1: User Interaction Heatmap Highlighting Click Activity on Key Page Elements



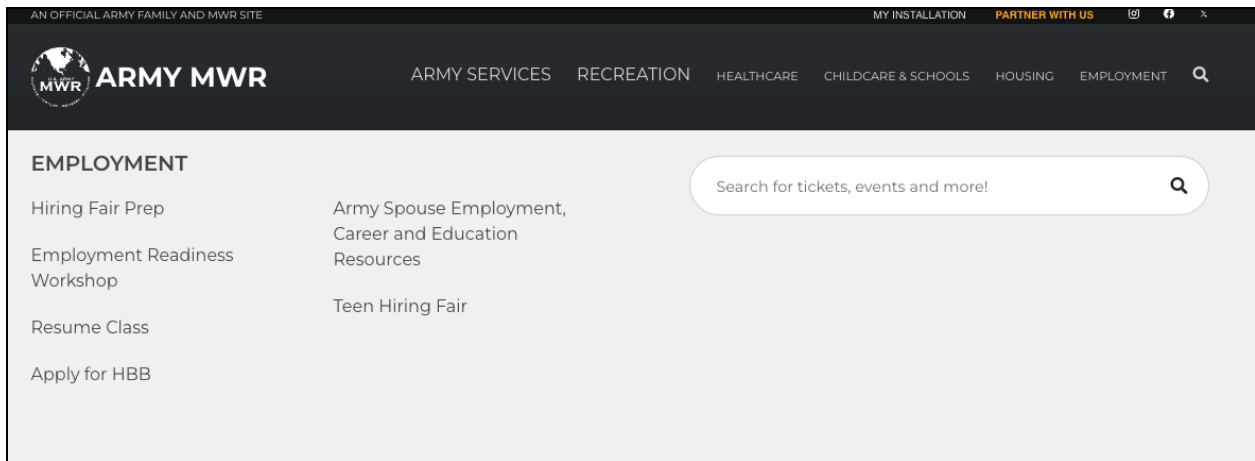
Recommendations & Insights

After reviewing the data, it's likely the observed traffic declines are linked to the rollout of the new "Employment and Healthcare" landing page and its associated navigation changes.

Add NAF Employment Resources to Main Navigation Menus

Following a content audit and review of user traffic, it is recommended that NAF Personnel Services and related employment resources be added to the main or secondary navigation menus on ArmyMWR.com. Currently, these pages, such as [NAF Personnel Services](#) under employment and [NAF Medical Benefits](#) under healthcare. NAF pages receive consistent traffic but may be difficult for users to locate quickly without a clear menu pathway.

Figure 2: Current "Employment" dropdown menu on ArmyMWR.com



CEAT

CEAT saw notable growth in Q2 with 4,277 total users (+13.9% YoY) and 1,267 new users (+47.7%). Sessions increased to 5,202 (+20.3%) and total views rose to 6,949 (+39.1%). This upward trend in traffic suggests rising interest in CEAT resources, particularly among new users. However, a slight dip in engagement rate (76%, -4.0%) indicates some users may not be finding what they need right away.

Organic Search was the primary driver with 2,373 users (+15.0%), followed by Direct (1,302, +15.1%) and Referral (536, +10.3%). Google alone accounted for 1,934 users (+11.4%), while Bing also performed well with a 48.6% increase. The top installations generating traffic included www.armymwr.com (1,755 users), Baumholder (+750%), Hawaii (+81.3%), Cavazos, and Campbell demonstrating strong support across multiple key garrisons.

Despite a drop in engagement rate, overall session quality remained steady, with an average session time of 1 minute and 38 seconds (+2.5%). These numbers suggest users are exploring CEAT content, but there may be opportunities to deepen interaction or provide clearer navigation to maintain interest.

- 778 CEAT Transfer Guide downloads

Table 3: Top Search Terms by Search Volume.

Search	Total Searches ▾	Total users	Search Count Per User
jobs	6	5	1.2
food truck application	5	1	5
ceat	4	4	1
career	3	2	1.5
chedule	2	2	1
employment	2	2	1
job	2	2	1
how to apply job	2	1	2
job fair	2	1	2
bartender	1	1	1

Figure 5: Duplicate CEAT Pages in Search Results

HQ ArmyMWR.com Results

Army Civilian Employment

Hundreds of Available Career Fields As an Army Civilian, you could work side by side with

<https://www.armymwr.com/army-civilian-careers>

Civilian Employment Assignment Tool

The Non-Appropriated (NAF) Civilian Employment Assignment Tool (CEAT) enables many current NAF employees

<https://www.armymwr.com/employee-portal/naf-personnel-services/human-resources/civilian-employment-assignment-tool>

Civilian Employment Assignment Tool

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<https://www.armymwr.com/employee-portal/naf-personnel-services/civilian-employment-assignment-tool>

[More HQ ArmyMWR.com Results](#)

Recommendation:

Resolve Duplicate CEAT Search Results: During a review of internal search results for employment-related terms, it was observed that two nearly identical pages for the Civilian Employment Assignment Tool (CEAT) are appearing in the results:

- /employee-portal/naf-personnel-services/human-resources/civilian-employment-assignment-tool
- /employee-portal/naf-personnel-services/civilian-employment-assignment-tool

This duplication may cause user confusion and dilute traffic between the two URLs.

Suggested Action: Redirect one of the duplicate URLs to the primary or most updated version. This will:

- Streamline the user experience
- Consolidate page authority and SEO strength
- Ensure users are landing on the most current and relevant content.

Home Based Business (HBB)

The HBB page experienced a significant decline in traffic in Q2, with 5,677 total users (–27.3% YoY) and 2,765 new users (–38.5%). Sessions dropped to 6,991 (–27.8%), while total views fell to 8,451 (–22.3%). Although engagement remained relatively strong, the overall traffic decline suggests reduced discoverability of HBB content during this period.

Organic Search remained the primary traffic driver with 2,342 users (–14.9%), followed by Direct (1,558, –15.1%) and Referral (913, –50.2%). Google alone accounted for 2,102 users (–17.3%), while Facebook-related traffic also saw declines across multiple entry points. The top installations contributing to traffic were armymwr.com (1,178 users, –56.4%), Stuttgart (+20.6%), Grafenwoehr, and Belvoir (+678.5%), with noticeable drops from several others.

Despite lower traffic, user engagement improved, with a 65% engagement rate (+6.5%) and an average session time of 1 minute and 47 seconds (–2.1%). These numbers indicate that users who do access the content are generally staying engaged.

Search issues may be limiting the audience: typing "HBB" into the site search does not return the Home Based Business page, which could be contributing to decreased visibility.

Figure 3: Search Results for "HBB" on ArmyMWR.com

HQ ArmyMWR.com Results

Army Civilian Employment

Family and MWR Serve the Army community as an Army Civilian with Family and MWR (Morale, Welfare
<https://www.armymwr.com/army-civilian-careers>

Employment

Family and MWR Career Opportunities Come Work for Us!
<https://www.armymwr.com/%2trash/employment-1>

Civilian Employment Assignment Tool

The Non-Appropriated (NAF) Civilian Employment Assignment Tool (CEAT) enables many current NAF employees
<https://www.armymwr.com/employee-portal/naf-personnel-services/human-resources/civilian-employment-assignment-tool>

Recommendations:

- Following this UX audit, we recommend updating internal search keywords and metadata to ensure the HBB page appears when users search "HBB" or related terms.
- Add a [pinned Search Terms, or "Sticky Search"](#) that will ensure that the page will appear at the top of search results. This small update may help recover lost organic and direct traffic.
- Update the language on the page to better reflect the user context. For example, the line "go online to download your HBB application" could be confusing since users are already online. A more intuitive revision would be: "Click the link below to download your HBB application."

Table 4: Top Search Terms by Search Volume.

Search	Total Searches ▾	Total users	Search Count Per User
home based business	18	15	1.2
discovery	17	3	5.67
hbb	12	9	1.33
citizenship	6	1	6
home bakery	3	2	1.5
food truck	2	2	1
home based business list	2	1	2
spouse morning social	2	1	2
hon	1	1	1
temporary housing	1	1	1

Figure 4: HBB Page Heatmap



This heatmap of the HBB (Home Based Businesses) page shows strong engagement with key sections like the application steps and business examples. However, activity fades toward the bottom, suggesting users may not scroll fully, streamlining content or adding links could improve access to important information.

CHRA

The CHRA Employment Campaign continued to see steady user interest in Q2, with 4,105 total users. While Organic Search remained the leading channel, contributing 2,487 users, traffic from Direct (690) and Organic Social (633) channels also played significant roles. The campaign saw 5,116 sessions and 5,688 total views, reflecting strong sustained visibility.

The highest traffic sources included Google (2,153 users), direct traffic (690), and m.facebook.com (436), underscoring the value of organic visibility and targeted social content.

User engagement remained high with a 71% engagement rate and an average session duration of 2 minutes and 1 second. Users primarily engaged with job application resources and pathways, suggesting intent-driven visits. Key link click performance includes:

- 3,054 clicks to armymwrcareers.usajobs.gov
- **Business Managers Video:**
 - Completed views: 46
 - Starts: 60
 - Pauses: 18
- **60-Second Overview Video:**
 - Completed views: 36
 - Starts: 59
 - Pauses: 20

These metrics show that video content was effective in capturing attention, with viewers consistently engaging through starts, progress, and completions across different formats. The high number of video progress events indicates a strong interest in the content, while completion rates highlight its appeal and relevance.

Heatmaps over the "FIND A NEW JOB" button suggest this is a primary point of interaction, underscoring the effectiveness of the call-to-action.

Figure 5: CHRA Careers Landing Page Heatmap

