

BRD Insights and Recommendations

Second Quarter FY26

BRD Traffic

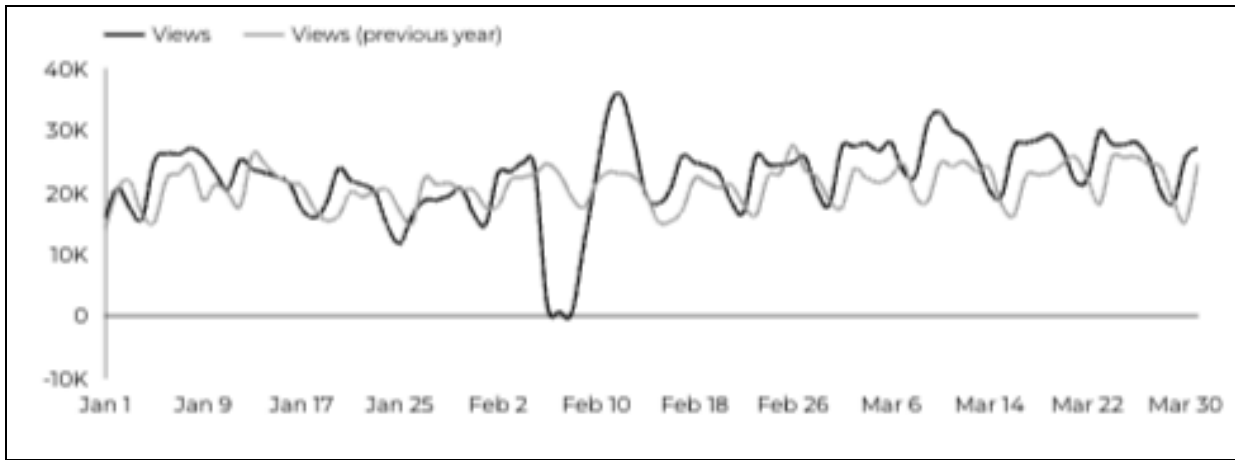
The Business and Recreation Division (BRD) delivered strong growth across all traffic metrics during Q2 FY26. Total users grew 18.8% year over year to 970,774, and new users rose 15.7% to 732,147, indicating the division is successfully expanding its reach to first-time audiences at a healthy rate. Sessions increased 6.0% to 1,377,009, and views grew 6.9% to 2,023,542 year over year.

The stronger growth in total and new users relative to sessions and views suggests the division is reaching a broader audience this quarter, with a growing share of visitors completing focused, task-oriented visits rather than browsing broadly across multiple pages. The one area of concern is the engagement rate, which declined 6.8% to 58%, indicating that while the division is reaching more people, a growing share of those visitors are not completing intended actions on arrival.

Key Metrics (Compared Year-over-Year)

- **Views:** 2,023,542 (+6.9%)
- **Total Users:** 970,774 (+18.8%)
- **New Users:** 732,147 (+15.7%)
- **Sessions:** 1,377,009 (+6.0%)
- **Engagement Rate:** 58% (-6.8%)
- **Avg. Session Time:** 03:01 (+2.2%)

Figure 1: BRD 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 2: BRD 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 3: BRD Scroll Map

The image shows a webpage for the Army Outdoor Recreation program. A scroll heatmap is overlaid on the page, with a color gradient from red at the top to yellow at the bottom, indicating the percentage of visitors who have scrolled to that point. The heatmap shows that most visitors scroll down to the 'Program Elements' section.

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Savings versus Go5G or Go5G Plus. Verify military status w/in 45 days or pay up to \$20/line more per month. Qualifying credit req'd. PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

The Army Outdoor Recreation program offers diverse, healthful, vigorous, and comprehensive outdoor recreation activities and instruction for active duty, family members, DoD civilians and other authorized patrons. The Army ODR programs build a sense of community, promote skill development, and provide for stress relief and enjoyment while conserving and protecting wildlife, forests, wetlands, and other natural resources.


The program contributes to military mission readiness through adventure and challenge-type activities that test functional fitness and motor skills, and enhance unit cohesion. Soldiers and family members enjoy an enhanced quality of life through participation in new and/or ongoing lifetime leisure outdoor pursuits, introduced and/or facilitated by their local ODR program.

Program Elements:

- Skill Instruction
- Activities & Trips
- Equipment Checkout centers
- ODR Facilities
- Natural resource sites
- Activity operation centers
- Travel and leisure destinations

Find My Installation

Location



OUTDOOR RECREATION

- Camping & RV Parks
- Warrior Adventure Quest
- Equestrian Services
- Adaptive/Inclusive Recreation
- Services
- Cycling Challenge

Advertise here!

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

Web managers have created a total of 847 new pages on EPW in the last quarter. It's important to note that the total excludes data from, calendar events, and directory pages.

- 190 pages were added to BRD.

Table 1: Total new pages added to BRD last quarter.

Name	
Arts and Crafts	9
Volunteer and Community Service	9
Recreation and Leisure	9
Facility Use & Rentals	9
Sports Offered	9
Leadership and Clubs	9
Special Programs and Partnerships	9
Intramural Sports	5
Intramural Sports 2	4
Recreational & Lap Swim at Eyster Pool	1
Freedom Lounge & Bar	1
Commanders Cup Volleyball League 2026	1
Seusstival 2026	1
Comedy Night 2026	1
Offshore Fishing Trip to Charleston	1
Lucky Charm Art Workshop	1
5k Race the Runway 2026	1
Kansas City Royals Tickets For Sale at Leisure Travel Services	1
No Lane Availability February 21st 2026	1
No Lane Availability February 14th 2026	1
Watch Party for the Super Sunday Big Game	1
Volunteer Coaches Needed for Spring Season	1
AFE "Bring the Laughs" Comedy Show at SHAPE Club	1

Kelley's Weekly WOD Challenge	1
Bataan Death March	1
Oktoberfest Weekend at Edelweiss Lodge and Resort	1
Lunch Buffet Returns!	1
POW Day	1
Intro to Needle Felting	1
Regency Soiree	1
🏀 3 vs 3 Basketball Tournament 🏀	1
Glow Ball Tournament Feb.	1
AT&T Pebble Beach Pro-Am Pairings Competition	1
Bingo Sweetheart Bundle 2026	1
Wear Red Day at the Flightline	1
Thursday Night Bowling League	1
McCoy's Social Hours	1
CYS Refer a Friend	1
Fort Buchanan Library Early Learning Discovery Kits	1
Smart Start Sports, Ages 3-4	1
Black Knight Football + Cheerleading	1
CYS Summer Camp	1
Karaoke is back	1
Blind Date with a Book	1
The 8th Annual 2026 Soldiers' Poetry Contest	1
Volleyball League: 10 MAR - 27 APR	1
What's Happening!	1
Skies Swimming Lessons	1
2026 All-Army Sports	1
Auto Skill Center Towing	1
Java Café Food	1
Java Café Drink Specials	1
Strength Circuit	1
Fit Camp	1
Warrior Zone Happenings	1
Fitness Challenge	1

Century Lanes: Hyper Bowling	1
EFMP: FREE Fridays at the Riverbanks Zoo	1
Master the Board! The Art of Charcuterie Workshop	1
Stupid Cupid Valentines Party	1
Intra sports	1
Armstrong's Club Front Entrance Closure	1
Nine & Dine Valentine's Day 4-Club Scramble Tournament	1
Veterans Day Getaway Cruise	1
SAVE THE DATE: 4th of July Celebration	1
The Big Game Watch Party	1
Sweetheart of A Deal 2026	1
Dueling Pianos 2026	1
Valentine Card Making	1
Super Bowl Watch Party 2026	1
Wine & Stein	1
Hearts & Crafts at the Arts and Crafts Center	1
February Sewing Class	1
MLK 2026 Hours of Operation	1
Happy Birthday MLK Party Workout	1
Under the Lights Karaoke Night	1
Glow Ball Tournament Jan.	1
January Sewing Classes	1
Classes, Parties & Events	1
Sweetheart Dinner 2026	1
CC Bowling League 2026	1
Over 50 / Under 50 2-Day HDCP Tournament	1
Golf Superintendent's Revenge	1
Pinch Pot Monsters	1
Stars & Strikes 2026	1
College Football Championship Game	1
Sony Hawaiian Open Golf Tournament	1
Storytime Saturday	1
Monday Evening Pickleball	1
CYS Spring Youth Sports	1

Trivia Night every Thursday at SpareTime	1
Spring Family Campout 🍌	1
Intramural Volleyball League 🏐	1
Improv with James Mastraieni	1
Crafternoons Vision Boards	1
ZOO Animal Plate Painting	1
Family Strong	1
February Youth Swim Lessons	1
February Adult Swim Lessons 🏊	1
SKIES: Ballet & Jazz Classes	1
January CSM Challenge	1
Stay Cozy, Save 50%!	1
Fitness Classes on Fort Riley	1
New Menu Items	1
Creative Engagement With The Arts	1
Fort Stewart/HAAF DFMWR Employees	1
Fitness Classes	1
Valentine's Guide	1
2026 Fort Rucker Challenge Coin Series	1
Meet at Mike's Feb. 2026	1
WSMR Community Baby Shower	1
Watch the Big Game with MWR!	1
Canvas & Cocktails	1
Indoor Frisbee	1
MWR Central Presents: Michael Kent	1
Tournament Week at Eisenhower Lakes Golf Club 2026	1
Social and Dining	1
2026 Sports / Fitness / Aquatics Calendar	1
Youth Sports Spring Sports Registration	1
Now Hiring Lifeguards	1
EFMP: Wellness Wednesday	1
Limited Lane Availability February 7th 2026	1
AER Campaign Kickoff Dodgeball Tournament	1
ACS Food Pantry	1

Little Impressionists	1
Big Game Watch Parties	1
SWCG Greens Closed for Freezing Temperatures	1

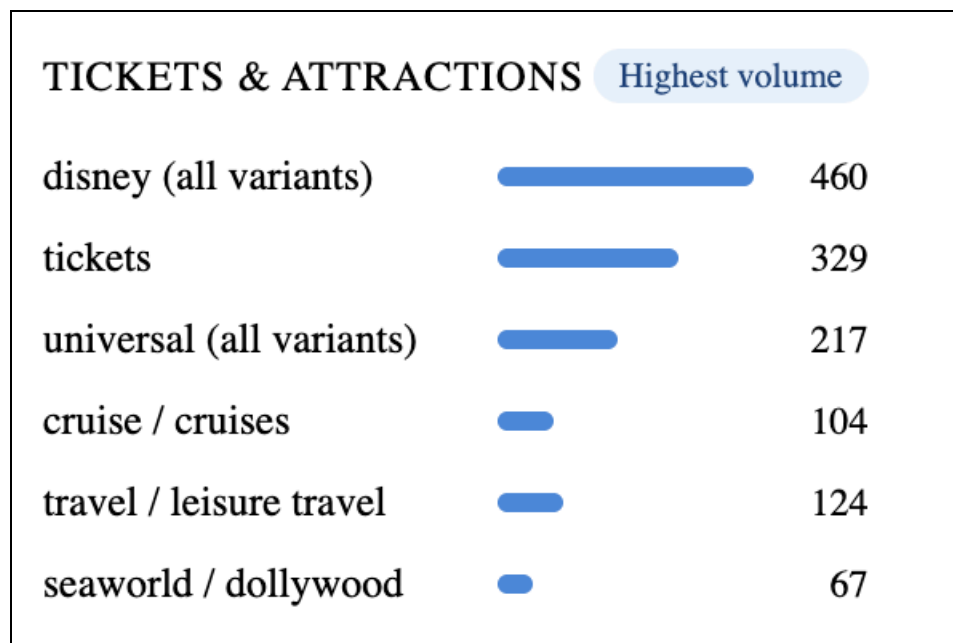
Website Searches

There are a total of 17,804 searches conducted by 13,359 users, giving an average of 1.33 searches per user. This shows that some users are conducting multiple searches, likely to explore additional information after the initial query.

Content gaps and optimization flags

Disney and tickets terms account for 789 or more combined searches. Disney alone drives 460 searches across multiple spelling variants, making it the single highest-demand content topic in the BRD dataset. A dedicated Disney tickets landing page with current pricing, eligibility, and purchase instructions would significantly reduce repeat searches and improve conversion.

Figure 4: Tickets and attractions search terms by total searches, BRD program, Q2 FY26

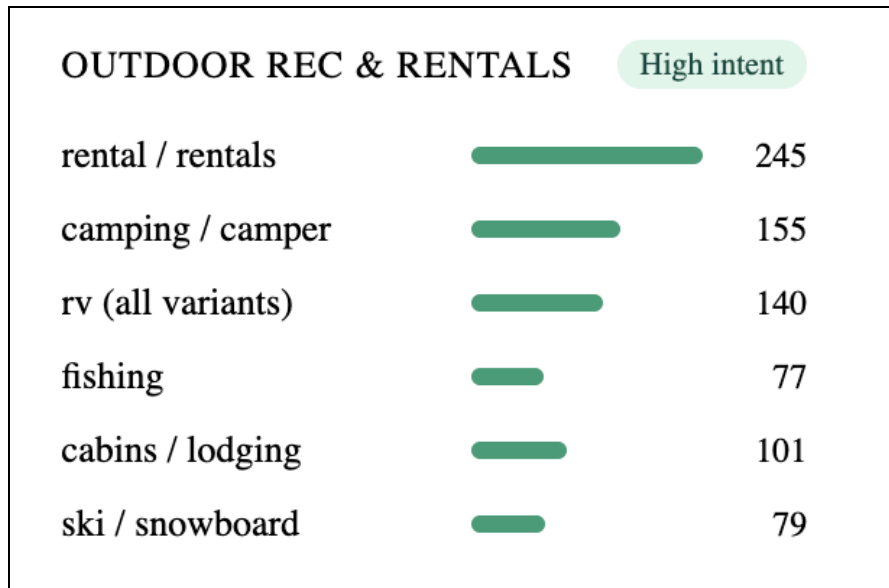


"Outdoor rec" has 1.57 searches per user and "outdoor recreation" has 1.41 searches per user. Users searching for outdoor recreation are requiring multiple attempts to find relevant content. A consolidated outdoor recreation hub page with links to rentals, reservations, and programs would reduce friction for this high-intent audience.

RV and camping terms account for 295 or more combined searches. RV rentals, camping, camper, fam camp, and related terms collectively represent the second largest outdoor

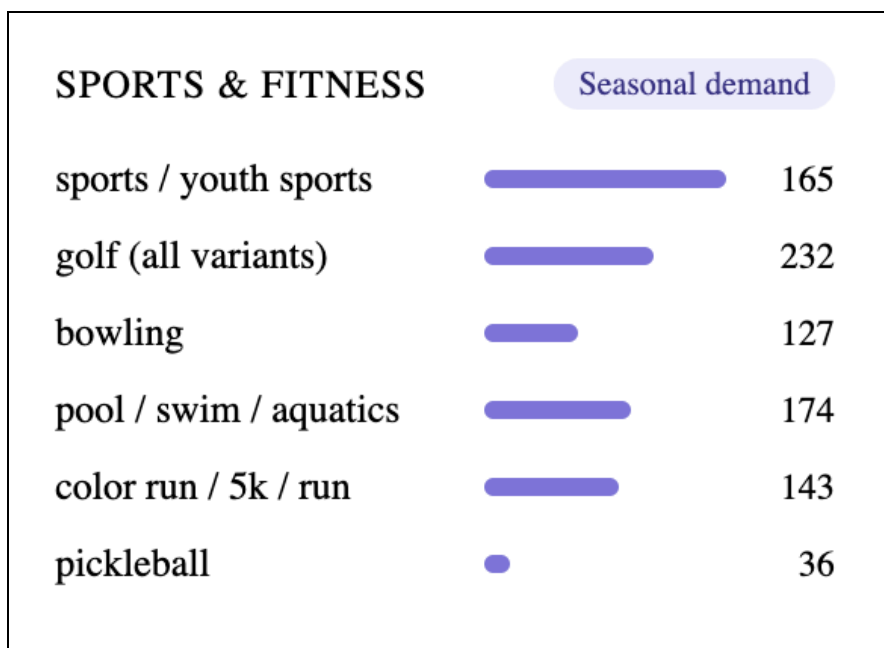
recreation cluster. A centralized RV and camping page with availability, site maps, and reservation links would address the broad demand signal across this cluster.

Figure 5: Outdoor recreation and rentals search terms by total searches, BRD program, Q2 FY26



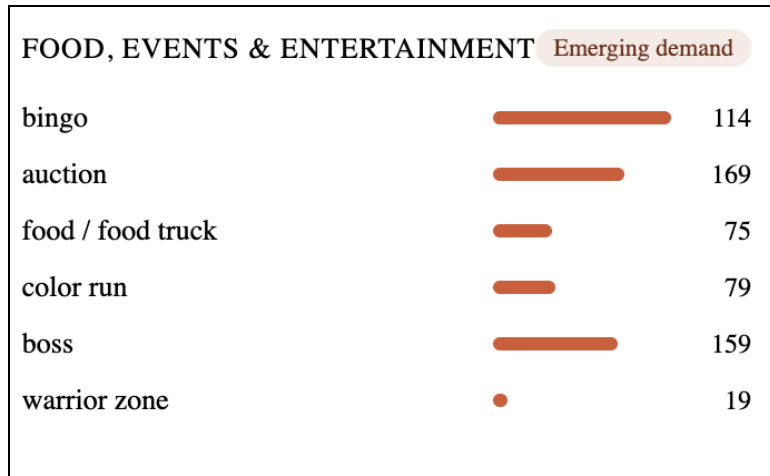
Golf drives 232 searches with a 98.64% engagement rate, the highest-volume single program term with near-perfect engagement, indicating users who find golf content are highly satisfied. Expanding tee time booking, course information, and tournament schedules would build on this strong existing demand.

Figure 6: Sports and fitness search terms by total searches, BRD program, Q2 FY26



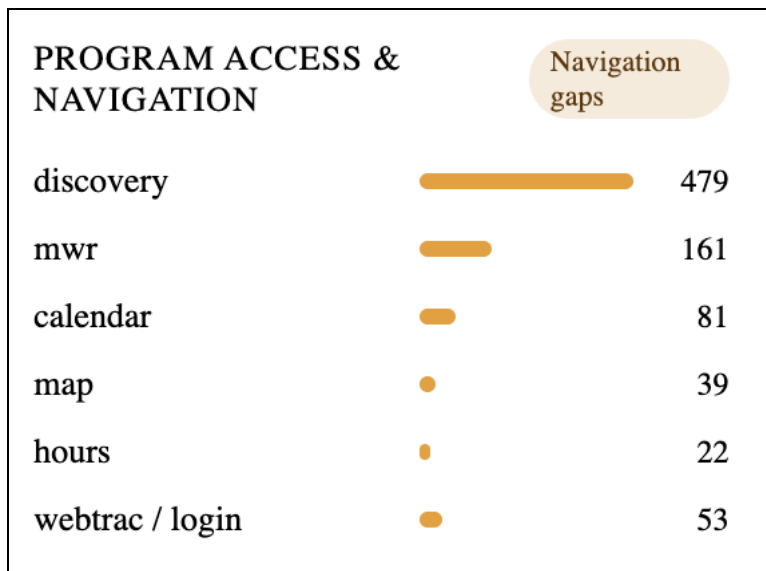
"Karaoke" has 3.6 searches per user (18 searches, 5 users) and "latin night" has 4.67 searches per user. Both terms have very high search counts per user from small audiences, indicating niche but highly motivated users who cannot find the content they need. Dedicated event pages or calendar entries for these programs would resolve the repeat search behavior.

Figure 7: Food, events, and entertainment search terms by total searches, BRD program, Q2 FY26



Cross-program navigation gaps persist across ACS, CYS, and BRD. Terms including EFMP, MFLC, SFRG, ACS, CYS, and school liaison appear in BRD search data, indicating users are landing on BRD pages while looking for support services. Cross-navigation links between BRD and ACS or CYS program pages would reduce exits from users who arrive in the wrong program area.

Figure 8: Food, events, and entertainment search terms by total searches, BRD program, Q2 FY26



Outdoor Recreation

Recreational Lodging experienced modest but broad-based declines across most traffic metrics during Q2 FY26. Total users fell 8.4% year over year to 115,422, and new users declined 12.8% to 72,913, indicating the program is losing ground with first-time audiences at a faster rate than its returning base. Sessions decreased 8.7% to 164,394, and views fell 8.3% to 211,354 year over year. The consistent declines across all four metrics suggest a systemic visibility issue rather than isolated factors, though the program remains one of the highest-volume programs in the BRD program by total user count.

Organic search was the dominant acquisition channel at 79,068 users, followed by direct at 25,422 users and referral at 7,881 users. Google was the top session source at 71,006 users, followed by direct at 25,422 users and Bing at 6,727 users. Two RV-focused referral domains, campgrounds.rvlife.com (869 users) and militarycampgrounds.us (758 users), reflect a targeted audience arriving from specialized outdoor recreation platforms, confirming the RV and camping search volume identified in the BRD search analysis. DuckDuckGo contributed 730 users and Yahoo 710 users, indicating meaningful search engine diversification beyond Google and Bing. Fort Benning led all installations at 8,922 users, a 1.2% increase year over year, while Fort Jackson declined 17.3% and Fort Belvoir declined 22.2%.

Engagement metrics held relatively steady during Q2 FY26. The engagement rate declined modestly 1.2% to 71%, and average session time increased 5.4% to 3 minutes and 21 seconds year over year, suggesting users who arrive are spending more time researching lodging options and reservation processes than in the prior year. The download data reinforces this trend, with the Victory Travel Price Guide leading at 3,014 downloads, followed by Pine View Campground Map at 2,986 and Map of Uchee Creek Campground at 1,948. The Online Reservation Guide grew 36.5% year over year to 1,272 downloads and the RV Map grew 21.2% to 1,316 downloads, both pointing to strong demand for planning and navigation resources heading into the spring season.

Table 2: Most Popular Downloads

Downloads	Total ▼	% Δ
Victory Travel Price Guide	3,014	-31.4% ↓
Pine View Campground Map.pdf	2,986	-6.7% ↓
Map of Uchee Creek Campground	1,948	-0.3% ↓
Travel Camp Sitemap	1,798	-25.1% ↓
Army Travel Campground Map	1,500	-11.9% ↓
Army Travel Campground Rules and Fees	1,490	-26.2% ↓
Download Pointes West Map	1,468	5.7% ↑
Weston Lake Brochure	1,426	17.4% ↑
Map of LORA	1,414	10.1% ↑
RV Map	1,316	21.2% ↑
Online Reservation Guide	1,272	36.5% ↑

Table 3: Most Popular Searches

Search	Total Searches ▼
camping	55
rentals	38
golf	35
rv	31
fishing	28
rv rental	24
cabins	24
rental	23
campground	22
map	20
disney	18

WebTrac Engagement Overview

WebTrac recorded 41,529 total link clicks across all installation pages during Q2 FY26, a 36.8% increase year over year. The growth in click volume signals that a meaningful and growing share of BRD site visitors are moving from content discovery to transactional action, making WebTrac link placement and visibility a high-leverage optimization opportunity across the program.

Recommendations

Prioritize WebTrac link visibility across high-traffic BRD program pages. The BRD search analysis identified WebTrac as a high-friction search term with repeat searches indicating users struggle to find the registration platform. Ensuring WebTrac links are prominently placed on the highest-traffic program pages, particularly Youth Sports, Recreational Lodging, and Outdoor Recreation, would reduce search friction and support continued click growth across the enterprise.

Table 4: The top installations generating the highest number of WebTrac link clicks

Installation	Clicks on WebTrac Links. ▾	% Δ
campbell.armymwr.com	6,372	120.3% ↑
carson.armymwr.com	4,663	176.7% ↑
belvoir.armymwr.com	3,128	38.8% ↑
westpoint.armymwr.com	2,650	77.4% ↑
mccoy.armymwr.com	2,440	1.2% ↑
stuttgart.armymwr.com	2,315	-15.9% ↓
bragg.armymwr.com	1,948	149.4% ↑
jackson.armymwr.com	1,842	56.2% ↑
jblm.armymwr.com	1,707	6.4% ↑
grafenwoehr.armymwr.com	1,277	-2.8% ↓
benning.armymwr.com	1,181	1,289.4% ↑

Golf

The Golf program delivered steady growth across all traffic metrics during Q2 FY26, making it one of the more consistent performers in the BRD program this quarter. Total users grew 5.4% year over year to 81,650, and new users rose 2.5% to 64,609, indicating the program is maintaining a healthy balance of new and returning audiences. Sessions increased 3.8% to 115,136, and views grew 3.1% to 153,086 year over year. The consistent growth across all four metrics signals a stable and engaged audience with sustained demand for golf content heading into the spring season.

Organic search was the leading acquisition channel at 54,832 users, followed by direct at 21,805 users and referral at 2,604 users. Email contributed 1,200 users, the only program in the BRD program this quarter to record email as a distinct acquisition channel, suggesting an active email marketing strategy is driving a meaningful share of golf traffic. Google was the top session source at 49,505 users, followed by direct at 21,805 users and Bing at 3,923 users. The promo source contributed 1,169 users, indicating promotional campaigns are successfully driving traffic to golf content. DuckDuckGo (413 users) and Yahoo (708 users) reflect meaningful search engine diversification, and chatgpt.com continues to emerge as a referral source across the BRD program.

Engagement metrics softened modestly during Q2 FY26. The engagement rate declined 2.8% to 65%, while average session time grew 1.9% to 2 minutes and 43 seconds year over year. The combination of a slight engagement rate decline alongside rising session time and overall traffic growth suggests the program is reaching a slightly broader audience that is spending more time with golf content on each visit.

- 73,764 users clicked on a link to book a tee time

Table 5: Lists the top installations generating clicks.

Installation	Total us... ▼	% ▲
hawaii.armymwr.com	7,852	-12.2% ↓
jblm.armymwr.com	5,492	11.3% ↑
carson.armymwr.com	4,358	20.4% ↑
jackson.armymwr.com	4,199	-0.5% ↓
stewarhunter.armymwr.c...	3,951	9.0% ↑
belvoir.armymwr.com	3,930	3.0% ↑
bragg.armymwr.com	3,751	29.0% ↑
redstone.armymwr.com	3,667	16.0% ↑
westpoint.armymwr.com	3,596	2.8% ↑
buchanan.armymwr.com	3,120	144.5% ↑

American Forces Travel

American Forces Travel recorded mixed performance during Q2 FY26. Total users declined 17.5% year over year to 7,313, driven primarily by a 24.2% decrease at HQ which accounts for the vast majority of program traffic at 6,655 users. New users grew 38.0% to 2,370, presenting an interesting divergence where first-time visitor acquisition is accelerating while overall traffic declines. This pattern suggests the program is successfully reaching new audiences through search and promotional channels while losing a portion of its returning user base, likely reflecting changes in how HQ surfaces American Forces Travel content on the enterprise site.

Organic search was the leading acquisition channel at 5,194 users, followed by direct at 1,218 users and referral at 573 users. Google was the top session source at 4,234 users, followed by direct at 1,218 users and Bing at 734 users. Militaryonesource.mil (158 users) and home.army.mil (142 users) contributed meaningful referral traffic from trusted Army platforms. The promo source drove 126 users and email contributed 126 users, indicating both promotional campaigns and email marketing are active channels for the program. ChatGPT referred 111 users, one of the higher AI-assisted search volumes recorded across the BRD program this quarter, suggesting American Forces Travel content is well-positioned for AI-assisted discovery.

Engagement metrics were among the strongest recorded across the BRD program this quarter. The engagement rate held at 82%, a modest 2.8% decline year over year, and average session time grew 30.7% to 2 minutes and 32 seconds. The combination of a high engagement rate and sharply rising session time indicates users who arrive at American Forces Travel content are spending significantly more time engaging with it than in the prior year, likely reflecting users working through the booking and travel planning process in greater depth.

Table 6: Top Search Terms by Search Volume

Search	Total Searches
tickets	6
cruise	6
flights	5
disney	4
travel	3
disney tickets	3
disneyland	3
destin	2
universal studios	2
airline tickets	2
attraction tickets	2
honeymoon	2
illesheim	2

Arts & Crafts

The Arts and Crafts program delivered solid growth across most traffic metrics during Q2 FY26. Total users grew 13.1% year over year to 19,442, and new users rose 8.8% to 10,750, indicating the program is successfully expanding its reach to both new and returning audiences. Sessions increased 9.0% to 24,960, and views grew 3.4% to 30,147 year over year. The stronger growth in total users and sessions relative to views suggests users are arriving at a higher rate than in the prior year but navigating fewer pages per visit, pointing to a content depth opportunity on Arts and Crafts program pages.

Organic search was the leading acquisition channel at 11,053 users, followed by direct at 6,244 users and organic social at 1,583 users. Google was the top session source at 10,039 users, followed by direct at 6,244 users and m.facebook.com at 1,035 users.

Facebook-related sources combined for 1,348 users across m.facebook.com, lm.facebook.com, l.facebook.com, and facebook.com, making social media a meaningful discovery channel for Arts and Crafts content.

Engagement metrics softened during Q2 FY26. The engagement rate declined 10.3% to 58%, and average session time fell 9.2% to 2 minutes and 11 seconds year over year. The combination of declining engagement rate and falling session time alongside strong traffic growth suggests the program is reaching a broader audience that is less deeply engaged than the prior year base.

Table 7: Top Search Terms by Search Volume

Search	Total Searches ▾
discovery	16
arts and crafts	8
pottery	6
auction	5
sewing	4
auto crafts	3
engraving	3
mwr	3
wood	3
framing	3

Recommendations

Address the 10.3% engagement rate decline with stronger CTAs and content depth. A review of CTA placement, program descriptions, and class schedule visibility on Arts and Crafts landing pages would help convert the growing traffic base into meaningful engagement and reduce the session time decline.

Auto Skills

The Auto Skills program delivered strong growth across all traffic metrics during Q2 FY26. Total users grew 17.4% year over year to 58,151, and new users rose 23.1% to 40,252, indicating the program is successfully expanding its reach to first-time audiences at a healthy rate. Sessions increased 15.3% to 82,971, and views grew 15.4% to 103,805 year over year. The consistent growth across all four metrics signals broad-based audience expansion, with JBLM recording the strongest installation-level growth at 178.9% to 5,600 users, followed by Fort Hood at 70.1% to 7,723 users and Fort Carson at 64.5% to 2,586 users.

Organic search was the leading acquisition channel at 33,070 users, followed by organic social at 12,708 users and direct at 11,913 users. The organic social channel is notably strong for Auto Skills relative to other BRD programs, accounting for 12,708 users and reflecting an active social media strategy driving meaningful awareness. Facebook-related sources combined for over 12,600 users across m.facebook.com, lm.facebook.com, l.facebook.com, and facebook.com, making social media the second most productive acquisition channel for the program this quarter. Google was the top session source at 30,429 users, followed by direct at 11,913 users and m.facebook.com at 8,765 users.

Engagement metrics softened modestly during Q2 FY26. The engagement rate declined 7.3% to 55%, and average session time held nearly flat at 2 minutes and 40 seconds, a 0.4% increase year over year. The engagement rate decline is consistent with the 23.1% surge in new users, as first-time visitors arriving from diverse channels including social media naturally engage at lower rates than returning audiences.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▾
auction	64
auto	25
discovery	18
car wash	11
towing	11
woodworking classes	9
resale lot	9
storage	9
auto skills	9
auto auction	8
motorcycle	8
car	7
oil change	7

Better Opportunities for Single Soldiers (BOSS)

The Better Opportunities for Single Soldiers (BOSS) program delivered steady growth across all traffic metrics during Q2 FY26. Total users grew 9.4% year over year to 17,937, and new users rose 6.0% to 9,062, indicating the program is expanding its reach to both new and returning audiences at a consistent rate. Sessions increased 6.7% to 21,922, and views grew 9.3% to 31,491 year over year. The installation footprint for BOSS is notably broad and distributed, with 24 installations represented in the top user data, reflecting the program's wide geographic reach across both CONUS and OCONUS locations.

Direct traffic led all acquisition channels at 8,203 users, followed closely by organic search at 7,763 users and organic social at 1,221 users. The near-even split between direct and organic search suggests BOSS draws a mix of familiar returning users and search-driven new visitors in roughly equal measure. Google was the top session source at 6,209 users, followed by direct at 8,203 users and Bing at 1,468 users. Home.army.mil referred 608 users, reflecting meaningful traffic from trusted Army platforms. Fort Polk recorded the strongest installation-level growth at 152.0% to 431 users, followed by Ansbach at 119.1% to 206 users and Huachuca at 56.0% to 337 users. Italy recorded the sharpest decline at 50.4%, and West Point fell 34.0% to 97 users.

Engagement metrics softened modestly during Q2 FY26. The engagement rate declined 7.9% to 62%, and average session time fell 10.3% to 1 minute and 58 seconds year over year. The combination of declining engagement rate and falling session time suggests users are arriving, completing a quick scan, and exiting without exploring further. For a program serving single Soldiers with diverse recreational and quality of life needs, improving content organization and surfacing the most relevant programs and events more prominently on the BOSS landing page would help extend session time and support engagement rate recovery.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▾
boss	42
volunteer	11
family & mwr team	7
curtis	5
mwr	4
calendar	4
concealed carry	3
ball	3
snowboarding	3
tickets	3

Food and Beverage

Food and Beverage delivered strong growth across all traffic metrics during Q2 FY26. Total users grew 20.3% year over year to 433,126, and new users surged 23.6% to 313,123, indicating the program is successfully expanding its reach to first-time audiences at a healthy rate. Sessions increased 17.3% to 590,960, and views grew 14.9% to 782,136 year over year. The stronger growth in new users relative to total users and views suggests the program is attracting a significantly expanded first-time audience, with new visitors accounting for the majority of overall traffic growth this quarter.

Organic search was the leading acquisition channel at 230,281 users, followed by direct at 126,523 users and organic social at 42,471 users. Google was the top session source at 203,796 users, followed by direct at 126,523 users and m.facebook.com at 30,656 users. Facebook-related sources combined for over 40,000 users across m.facebook.com, lm.facebook.com, and l.facebook.com, making social media a critical discovery channel for Food and Beverage content. The promo source contributed 5,054 users, indicating active promotional campaigns are driving meaningful traffic. Home.army.mil referred 5,441 users, the highest home.army.mil referral volume recorded across the BRD program this quarter. The installation footprint is notably broad, with 24 installations represented in the top user data and Yuma recording the strongest growth at 164.2% to 2,745 users.

Engagement metrics softened modestly during Q2 FY26. The engagement rate declined 7.8% to 62%, and average session time fell 1.8% to 2 minutes and 46 seconds year over year. Both declines are consistent with the 23.6% surge in new users, as first-time visitors arriving from diverse channels naturally engage at lower rates than returning audiences. The modest session time decline alongside strong traffic growth suggests the program is reaching a broader audience without significantly disrupting the engagement quality of its returning base. Addressing content discoverability and CTA clarity for new visitors would be the most direct lever for stabilizing engagement metrics as the program continues to grow.

- Chow Now link clicks increased to 12,800 (+34.9%)

Leisure Travel (LTS)

Leisure Travel recorded mixed performance during Q2 FY26. Total users declined 3.2% year over year to 149,549, and new users fell 3.0% to 89,689, indicating the program is losing ground with both new and returning audiences at a comparable rate. Sessions decreased 4.3% to 210,600, while views grew 10.4% to 319,734 year over year. The divergence between declining sessions and growing views is the most notable finding in the traffic data, suggesting users who do arrive are exploring significantly more pages per visit than in the prior year, which is reflected in the 14.2% increase in average session time to 3 minutes and 17 seconds.

Organic search was the dominant acquisition channel at 110,404 users, accounting for nearly 74% of total traffic, followed by direct at 26,380 users and referral at 7,409 users. Google was the top session source at 97,523 users, followed by direct at 26,380 users and Bing at 10,043 users. Militaryonesource.mil referred 1,973 users and home.army.mil referred 1,772 users, both reflecting high-intent audiences navigating from trusted Army platforms. Facebook-related sources combined for 5,906 users across m.facebook.com, lm.facebook.com, and l.facebook.com, making social media a meaningful secondary discovery channel. DuckDuckGo contributed 958 users and Yahoo 1,351 users, indicating meaningful search engine diversification beyond Google and Bing.

Engagement metrics present a positive picture despite the overall traffic decline. The engagement rate held at 73%, a modest 2.0% decrease year over year, and average session time grew 14.2% to 3 minutes and 17 seconds. The combination of a stable engagement rate and strongly rising session time suggests the audience that does arrive at Leisure Travel content is engaging more deeply with it than in the prior year, likely working through destination research, pricing comparisons, and booking information during longer, more deliberate visits.

Table 10: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users
disney	209	193
tickets	98	86
disneyland	75	61
universal	56	52
disney world	55	50
disney tickets	52	47
universal studios	37	29
golf	36	31
rentals	32	31
great wolf lodge	27	23
disney world tickets	23	19
cruise	22	22
rental	21	20
rv	21	21
dollywood	20	18

Libraries

The Libraries program showed mixed performance during Q2 FY26. Total users grew 4.4% year over year to 40,266, while new users declined 6.0% to 22,980, indicating the program is retaining and re-engaging its existing audience but losing ground in reaching first-time visitors. Sessions decreased 3.0% to 55,081, and views fell 1.7% to 75,871 year over year. The divergence between growing total users and declining new users, sessions, and views suggests a loyal returning audience is driving the overall user growth.

Organic search was the leading acquisition channel at 21,744 users, followed by direct at 13,932 users and referral at 3,393 users. Google was the top session source at 19,630 users, followed by direct at 13,932 users and Bing at 1,749 users. Two library-specific referral domains, army.dodmwrlibraries.org (931 users) and dodmwrlibraries.org (536 users), combined for 1,467 users, reflecting meaningful traffic from the dedicated Army MWR library platform ecosystem. Home.army.mil referred 962 users and Facebook-related sources contributed 1,592 combined users. The installation footprint is broadly distributed across 24 installations, with Fort Polk recording the strongest growth at 43.6% and Buchanan growing 41.3%, while Italy declined 33.7% and Knox fell 32.6%.

Engagement metrics held relatively steady during Q2 FY26. The engagement rate declined modestly 0.7% to 61%, and average session time fell 1.7% to 2 minutes and 28 seconds year over year. Both declines are minimal and suggest the program's core audience is engaging with Libraries content at a consistent rate despite the broader traffic softness.

Table 11: Top Link Clicks

Click Text	Total ▼
Learn More	2,294
My Account	1,722
Search the Catalog	1,037
SEARCH	919
Online Catalog	907
Discover Army MWR Library's Online Resources!	509

Sports and Fitness

Aquatics

The Aquatics program experienced broad-based declines across all traffic metrics during Q2 FY26. Total users fell 4.3% year over year to 50,147, and new users declined 9.1% to 25,377, indicating the program is losing ground with first-time audiences at a faster rate than its returning base. Sessions decreased 4.3% to 70,492, and views fell 6.3% to 88,042 year over year.

Organic search led all acquisition channels at 30,851 users, followed by direct at 13,800 users and organic social at 3,878 users. Google was the top session source at 28,631 users, followed by direct at 13,800 users and m.facebook.com at 2,836 users. Facebook-related sources combined for 3,811 users. Fort Meade recorded the strongest installation-level growth at 161.9% and Fort Hood grew 92.8%, while Fort Wainwright declined 47.4%.

Engagement metrics softened during Q2 FY26. The engagement rate declined 8.0% to 61%, and average session time fell 5.5% to 2 minutes and 15 seconds year over year. Addressing content discoverability and CTA clarity, particularly around swim lesson registration and pool schedules, would be the most direct lever for engagement rate recovery heading into the summer season.

Table 12: Top Search Terms by Search Volume

Search	Total Searches
swim lessons	49
discovery	41
pool	31
swim	13
lifeguard	10
swimming lessons	8
aquatics	8
swimming	7
swim lesson	6
indoor pool	6

All Army Sports

All Army Sports delivered strong growth across all traffic metrics during Q2 FY26. Total users grew 35.4% year over year to 12,902, and new users rose 37.7% to 8,368, indicating the program is successfully expanding its reach to first-time audiences. Sessions increased 31.4% to 15,508, and views grew 34.7% to 33,473 year over year.

Organic search led all acquisition channels at 5,807 users, followed by direct at 3,303 users and organic social at 2,168 users. Google was the top session source at 4,180 users, a 10.7% increase year over year, while Bing grew 108.8% to 1,541 users. The armywcap.com referral source contributed 909 users (30.2% increase), reflecting strong cross-program traffic between All Army Sports and the World Class Athlete Program. Instagram drove 599 users via ig and l.instagram.com, confirming social media as a meaningful discovery channel for this audience.

The KPI link click data provides a strong conversion signal this quarter. The application-related CTAs recorded 1,599 total clicks, with the primary application prompt driving 432 clicks and the "Apply now" button generating 428 clicks. The armedforcessports.com link contributed 216 clicks and the All Army Application website 130 clicks, indicating users are actively moving from content discovery to the application pathway.

- 1,599 Athletes clicked on a link to start an application

Bowling

The Bowling program delivered solid traffic growth during Q2 FY26. Total users grew 9.9% year over year to 58,791, and new users rose 9.1% to 41,424, indicating the program is expanding its reach to new and returning audiences at a consistent rate. Sessions increased 6.7% to 78,404, and views grew 1.9% to 93,539 year over year. The stronger growth in users relative to views suggests users are arriving at a higher rate but navigating fewer pages per visit than in the prior year.

Organic search led all acquisition channels at 32,958 users, followed by direct at 20,680 users and organic social at 2,543 users. Google was the top session source at 30,481 users, followed by direct at 20,680 users and Bing at 2,017 users. Home.army.mil referred 1,415 users and Facebook-related sources combined for 2,280 users. HQ recorded the strongest

installation-level growth at 76.9% to 2,376 users, while Bragg grew 18.6% and Stewart Hunter grew 18.2%. Redstone declined 16.5% and Belvoir declined 16.2%.

Engagement metrics softened significantly during Q2 FY26. The engagement rate declined 16.1% to 52%, and average session time fell 15.1% to 2 minutes and 7 seconds year over year. Both declines are among the steeper drops recorded across the BRD program this quarter and warrant prioritized attention. A review of CTA placement, lane reservation links, and content hierarchy on Bowling landing pages would be the most direct lever for engagement rate recovery.

Table 13: Top Search Terms by Search Volume

Search	Total Searches ▼
bowling	54
discovery	18
golf	11
food	7
menu	7
bowling deals	6
strike zone	5
cosmic bowling	5
birthday	4
bowl	3
hours	3
go carts	3

Fitness Centers

Fitness Centers experienced modest declines across most traffic metrics during Q2 FY26. Total users fell 2.7% year over year to 93,370, and new users declined 7.5% to 58,742, indicating the program is losing ground with first-time audiences at a faster rate than its returning base. Sessions decreased 8.1% to 128,346, while views grew 2.0% to 185,719 year over year. The divergence between declining sessions and growing views suggests users

who do arrive are exploring more pages per visit than in the prior year, which is a positive content depth signal despite the overall traffic softness.

Organic search led all acquisition channels at 59,024 users, followed by direct at 27,643 users and referral at 3,314 users. Google was the top session source at 54,342 users, followed by direct at 27,643 users and Bing at 4,001 users. Facebook-related sources combined for 3,159 users and home.army.mil referred 1,354 users. Fort Carson recorded the steepest installation-level decline at 47.8%, while HQ grew 50.1% and Hawaii grew 22.4%.

Engagement metrics softened modestly during Q2 FY26. The engagement rate declined 4.1% to 62%, and average session time fell 5.8% to 2 minutes and 33 seconds year over year. The 7.5% decline in new users is the most significant concern this quarter, as it indicates the program is not reaching first-time audiences effectively through its current content and channel strategy.

- 22,692 People downloaded a location map, or schedule for fitness classes

Table 14: Top Downloads for Fitness Center Resources

Downloads	Total ▾
Fitness Centers Hours Chart	1,250
Fitness Centers Location Map	1,130
↓ January 2026 schedule downloaded here	994
Get the latest Fitness Calendar here!	724
Group Fitness Calendar	672
January 2026	638
Contractor Access Form here	606
	464

Following the recent launch of new Fitness Centers pages, traffic is already trending in a positive direction. The growth in views alongside improving content depth signals suggest the new pages are gaining traction, and as search indexing matures and installation-level awareness builds, overall session and user metrics are expected to recover and strengthen heading into Q3 FY26.

Intramural Sports

The Intramural Sports program delivered solid growth across all traffic metrics during Q2 FY26. Total users grew 17.2% year over year to 5,074, and new users rose 25.9% to 1,702, indicating the program is successfully expanding its reach to first-time audiences. Sessions increased 19.6% to 6,388, and views grew 14.1% to 7,263 year over year. The installation footprint is broadly distributed across 24 installations, with Fort Leavenworth recording the strongest growth at 227.7% and Fort Irwin growing 187.0%, while JBMHH declined 60.9%.

Organic search led all acquisition channels at 2,964 users, followed by direct at 1,514 users and organic social at 344 users. Direct traffic grew 97.9% year over year, the strongest channel-level growth recorded this quarter, indicating a growing segment of users who are navigating directly to Intramural Sports content without relying on search.

Engagement metrics softened during Q2 FY26. The engagement rate declined 10.6% to 70%, and average session time fell 4.9% to 1 minute and 56 seconds year over year. The engagement rate decline is the primary concern this quarter and is likely driven by the 25.9% surge in new users arriving unfamiliar with the program. Adding registration links, sport-specific schedules, and league information more prominently on the Intramural Sports landing page would help new visitors find what they need and improve engagement rate recovery.

Table 15: Top Search Terms by Search Volume

Search	Total Searches ▾
volleyball	8
softball	7
football	4
archery	3
hockey	2
intramural softball	2
frisbee	2
renting ski gear	2
sports	2
stoneman	1
bjj	1
PortlandLabs g football	1
kickball	1

STRONG B.A.N.D.S.

Strong B.A.N.D.S. recorded mixed performance during Q2 FY26. New users grew 16.7% to 293 and views increased 12.7% to 796, both positive signals for awareness and content reach. However, total users declined 38.8% to 498 and sessions fell 34.5% to 602 year over year, indicating the program is losing a significant portion of its returning audience. The divergence between growing new users and declining total users suggests the program is attracting first-time visitors but not retaining them across subsequent sessions.

Direct traffic led all acquisition channels at 238 users, followed by organic search at 176 users and referral at 56 users. Google was the top session source at 127 users, followed by direct at 238 users and Bing at 45 users. The hprc-online.org referral source (7 users) and statics.dod.teams.microsoft.us (8 users) indicate awareness of the program among health and performance-focused audiences and internal Army enterprise platforms.

Engagement metrics softened during Q2 FY26. The engagement rate declined 17.8% to 66%, though average session time grew 19.1% to 2 minutes and 24 seconds year over year. The KPI click data recorded 5,434 total clicks, with Activity (44), Balance (53), Nutrition (35), and Strength (33) reflecting engagement across the program's core content pillars. The combination of a declining engagement rate alongside rising session time and active content pillar clicks suggests users who do engage are spending meaningful time with the content, but a growing share of visitors are arriving and exiting without completing an intended action.

Army Ten Miler (ATM)

The Army Ten-Miler delivered steady growth during Q2 FY26. Total users grew 8.5% year over year to 36,839, and new users rose 8.3% to 35,196, indicating the program is successfully expanding its reach to first-time audiences. Sessions increased 8.9% to 52,779, and views grew 1.5% to 84,203 year over year. The near-identical growth rates across users, new users, and sessions suggest consistent, broad-based audience expansion rather than growth concentrated in a single channel.

Organic search led all acquisition channels at 16,696 users, followed by direct at 14,561 users and organic social at 3,796 users. Paid social contributed 718 users, indicating active paid campaign activity supporting the program this quarter. Google was the top session source at 15,209 users, followed by direct at 14,561 users and m.facebook.com at 2,866 users. Instagram-related sources combined for 566 users across ig and instagram.com, confirming social media as a meaningful discovery channel for race audiences. The top pages data reflects a race-oriented audience moving through a clear conversion funnel, with the main ATM landing page (19,608 users) leading into Individual Registration (8,294 users), 2026 ATM Registration (2,695 users), and Results (2,495 users). The Run 250 Miles 4 America virtual challenge page attracted 1,151 users, indicating meaningful engagement with the program's virtual race offering.

The engagement rate declined 12.7% to 38% year over year, the lowest recorded across the BRD program this quarter. This is largely expected for an event-driven program, as a significant portion of users arrive to check registration status, review results, or browse race information without completing a transactional action during the current visit. The absence of average session time data this quarter limits the depth of engagement analysis, but the strong registration page traffic suggests users who do engage are moving through the intended conversion pathway.

World Class Athlete Program (WCAP)

The World Class Athlete Program (WCAP) delivered exceptional growth during Q2 FY26. Total users grew 97.6% year over year to 30,686, and new users surged 98.6% to 30,580, indicating the program nearly doubled its audience in a single quarter. Sessions increased 85.5% to 36,880, and views grew 89.6% to 73,432 year over year. The near-identical growth

rates across all four metrics signal that the surge is driven by a broad influx of new visitors rather than increased activity from a returning base, with the Winter Olympics content and sweepstakes campaign serving as the primary catalyst for the traffic spike this quarter.

Organic search led all acquisition channels at 16,727 users, followed by direct at 7,087 users and referral at 4,715 users. Google was the top session source at 15,624 users, followed by direct at 7,087 users and goarmy.com at 1,372 users. The goarmy.com referral reflects strong cross-platform awareness between Army recruiting content and WCAP, and home.army.mil (1,136 users) and army.mil (900 users) both contributed meaningful referral traffic from official Army platforms. The top pages data tells the story of the quarter clearly, with the Army Winter Olympic Hopefuls page attracting 7,102 users as a new page with no prior year comparison, and the Winter Olympics Sweepstakes page driving 1,026 users. The WCAP home page grew 114.2% to 8,305 users, and SGT Frank Del Duca's athlete profile page grew 2,157.3% to 1,693 users, reflecting the outsized impact of individual athlete storytelling on overall program traffic.

Engagement metrics held steady during Q2 FY26. The engagement rate rose modestly 1.3% to 55%, a positive signal given the near-doubling of total traffic. The stability of the engagement rate alongside dramatic user growth indicates the new audience arriving via Olympics content and the sweepstakes campaign is engaging with the program at a rate comparable to the prior year base, which is a strong indicator of content relevance and quality.