



ACS Insights and Recommendations

Fourth Quarter FY25

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

Web managers created a total of 343 new pages on EPW last quarter. It is important to note that the total excludes data from calendar events and directory pages.

- 18 pages were added to ACS.

Table 1: Total new pages added to ACS last quarter

Name	Total ▾
Domestic Violence Awareness Month	2
EFMP 101: Understanding Identification	1
EFMP Storytime	1
ACS Portable Class Delivery	1
Middle School & Teens Community Service Opportunities	1
Army Family Action Plan (AFAP)	1
Relocation Readiness Program	1
Army Volunteer Corps	1
Fort Stewart/Hunter Army Airfield CYS Deployment Support Services	1
Marvelous ACS Birthday Celebration: Life Skills Cooking Class	1
Marvelous ACS Birthday	1
October is Domestic Violence Awareness Month	1
Camp Casey ACS	1
DO IT IN PINK 5K and Aerobathon 🏃‍♀️	1
Breast Cancer and Domestic Violence awareness 5K	1
Spouse Employment Workshops	1
DVAM: Domestic Violence Awareness Month 2025	1

Click Map

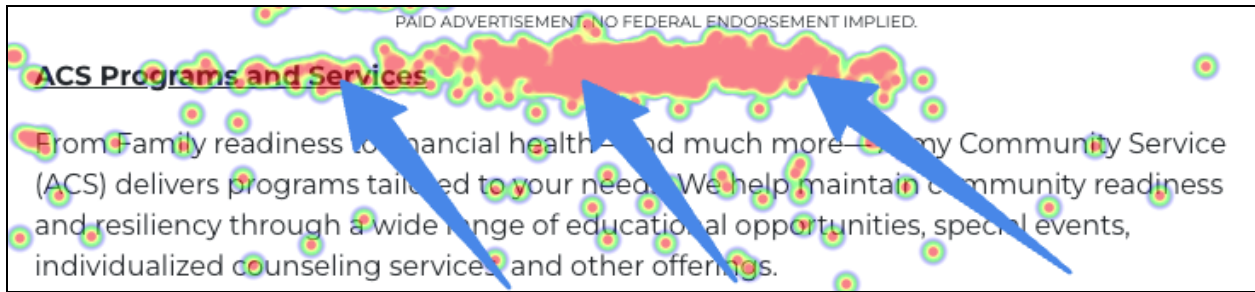
On the click heatmap, you can, for example, find out where confusing colors or elements make your visitors think that something is clickable. It also lets you see where your visitors go next or what they are looking for.

Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

Figure 1: ACS Click Map



Figure 2: ACS Heatmap Underlined Section Heading



Recommendations:

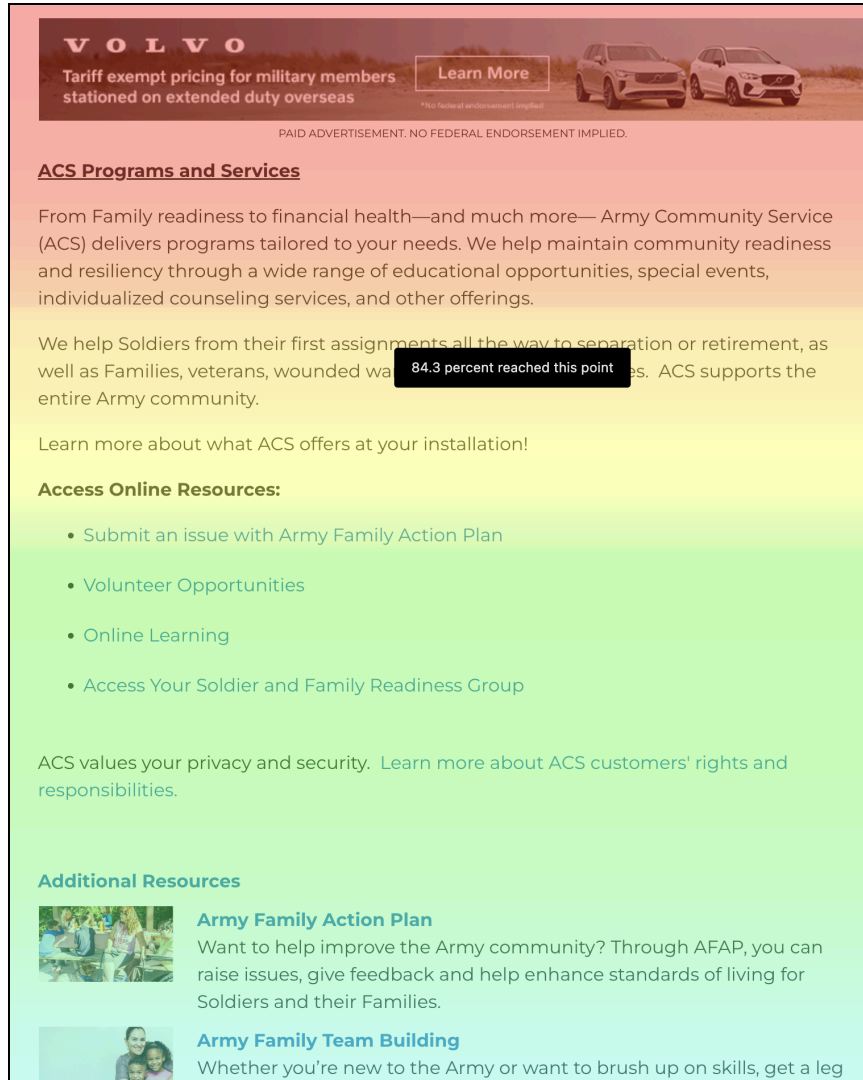
The heatmap reveals heavy click activity on the underlined text near the "ACS Programs and Services" heading. This indicates users are interpreting the underline as a clickable link, even though it is not interactive. The visual styling is likely confusing visitors and may be contributing to frustration or misdirected clicks.

Consider removing the underline or converting it into a functioning anchor link to align with user expectations and improve usability.

Scroll Map

The percentage "84.3%" displayed in the heatmap indicates that 84.3% of visitors to the page scrolled down far enough to reach the yellow section where that point is highlighted. This means nearly 84.3% of visitors viewed the content in that section of the page, providing insight into how engaging the content above it is and whether critical information placed lower might be missed by the remaining visitors who didn't scroll further.

Figure 3: ACS Scroll Depth Heatmap



Scroll Depth Heatmap

Colors indicate user engagement as they scroll down the page: red/orange shows high engagement, yellow shows moderate engagement, and blue indicates lower engagement areas.

Search Analysis Summary

A total of 12,601 searches were conducted by users during Q4 FY25, averaging 1.2 searches per user. This steady activity shows that visitors continue to use the search function to find ACS and AFAP-related services across the Army Family Web Portal. The overall engagement rate remained strong, supported by low bounce rates on most high-volume terms such as finance, MFLC, SFRG, volunteer, and AER, confirming that users are locating relevant information once they begin a query.

Topic Trends and Demand Areas

Search behavior clustered around the following categories:

- Finance and Readiness: finance, AER, budgeting, financial literacy, continuation pay
- Family Support and Advocacy: MFLC, FAP, victim advocacy, New Parent Support, EFMP
- Employment and Volunteering: ERP, spouse jobs, job fair, careers, VMIS
- Language and Immigration: German classes, Spanish classes, ESL, citizenship
- Relocation and Newcomer Services: PCS, lending closet, tour, DEERS

High-repeat or high-bounce searches such as , spouse jobs, counseling, and tour suggest users encountered navigation gaps or unclear task paths.

Recommendations

- **Strengthen High-Demand Pages:** Add clear links for finance, employment, and family support to reduce repeat searching.
- **Consolidate Related Content:** Combine language, immigration, and newcomer resources into unified pages.

Army Family Team Building (AFTB)

Army Family Team Building traffic softened in FY25 Q4 with 1,244 total users, down 5.9%, and 443 new users, down 32.6%. Views were 1,762, down 7.6%, and sessions were 1,518, down 4.6%.

Organic Search led with 630 users, followed by Direct 405 and Referral 225. Google delivered 492 users and Bing 120, with strong referrals from armyfamilywebportal.com 73 and armyresilience.army.mil 55. Most traffic entered via armymwr.com 591, with notable garrison interest from Bliss, Campbell, Hood, Hawaii, and Carson.

Users took 1,056 link clicks to the Family Web Portal. Engagement rate reached 70%, up 8.6%, and average time on page was 2:10, up 11.3%, indicating visitors who arrive are taking action and staying engaged.

Table 2: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
army family team building	2	1	2	0%
dress	2	1	2	0%
anger management	1	1	1	0%
ball	1	1	1	0%
operation deploy your dr...	1	1	1	0%
sfrg	1	1	1	0%
ampo	1	1	1	0%
efmp	1	1	1	0%
fap	1	1	1	0%
school liasion	1	1	1	0%

Figure 4: AFTB Heatmap

AN OFFICIAL ARMY FAMILY AND MWR SITE

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ARMY SERVICES

RECREATION

HEALTHCARE

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EMPLOYMENT

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ACS

Army Community Service

Mobilization, Deployment and Stability and Support Operations

Financial Readiness

Relocation Readiness

Survivor Outreach Services (SOS)

Family Advocacy Program (FAP)

ARMY FAMILY TEAM BUILDING

START LEARNING

Army Family Team Building (AFTB) is a Family training and readiness program that provides participants with a better understanding of Army culture, as well as the skills and resources needed to become resilient, self-sufficient members of the military community.

Whether you're new to the Army or want to brush up on skills, get a leg up with AFTB. This training program takes you step by step through Army culture, connects you to helpful resources, and empowers you to become a self-reliant member of the Army Family. AFTB training moves through three phases:

- AFTB Building Personal Growth.

Learn how to improve your personal relationships and communication and stress-management skills. Discover how teams form and grow, how to solve problems, and how to resolve personal conflict. You'll also learn about Army traditions, customs, courtesies, and protocol.
- AFTB Military Knowledge.

Learn about Army life and how to maneuver through daily challenges, understand Army acronyms, use community resources, attain better financial readiness, and appreciate the impacts of the Army mission on daily life.
- AFTB Leadership Knowledge.

Thrive in the Army and civilian life by expanding leadership skills, polishing communication techniques, and learning to mentor others into leadership positions. Learn how to find your leadership style, run an effective meeting, manage group conflict, and coach and mentor others.

AFTB helps Families and individuals by:

- Conducting specialized training, making Soldiers, Families, and Civilians more flexible, adaptive, and capable
- Enhancing personal growth and professional development by leveraging technology and an adaptive curriculum to meet the needs of the transforming military
- Employing resources to build and strengthen enduring partnerships, resulting in resilient, strong communities

AFTB uses the Online Learning Management System (OLMS), which requires internet access for the computer-based training. Participants can train virtually anywhere, and they typically receive a certificate (which may be used for promotion points, depending on the course) after completion.

Find your local AFTB course manager.

START LEARNING


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Army Family Action Plan (AFAP)

The Army Family Action Plan site experienced a slight dip in traffic in Q4 FY25, with 1,477 total users (–3.8% YoY) and 619 new users (–10.8%). Views reached 2,017 (–13.8%) and sessions totaled 1,696 (–5.1%), showing a moderate slowdown compared to last quarter but maintaining a stable and returning audience.

Organic Search remained the dominant acquisition channel with 660 users, followed by Direct (642) and Referral (162). Top sources included Google (471), Bing (173), and ArmyFamilyWebPortal.com (44).

The engagement rate improved to 64% (+1.7%), while average session time was 1 minute and 40 seconds (–12.7%). Despite shorter visit durations, users continue to interact meaningfully with key resources, indicating efficient navigation and page design.

Table 3: Top Search Terms by Search Volume

Search	Total Searches ▾
army family team building	2
dress	2
anger management	1
ball	1
operation deploy your dr...	1
sfrg	1
ampo	1
efmp	1
fap	1
school liasion	1

Figure 5: Overview with Heatmap Interaction Highlights



Army Volunteer Corps (AVC)

Army Volunteer Corps traffic grew strongly in FY25 Q4 with 4,588 total users, up 39.3 percent, and 2,681 new users, up 35.3 percent. Views reached 6,110, up 33.3 percent, and sessions were 5,520, up 38.9 percent.

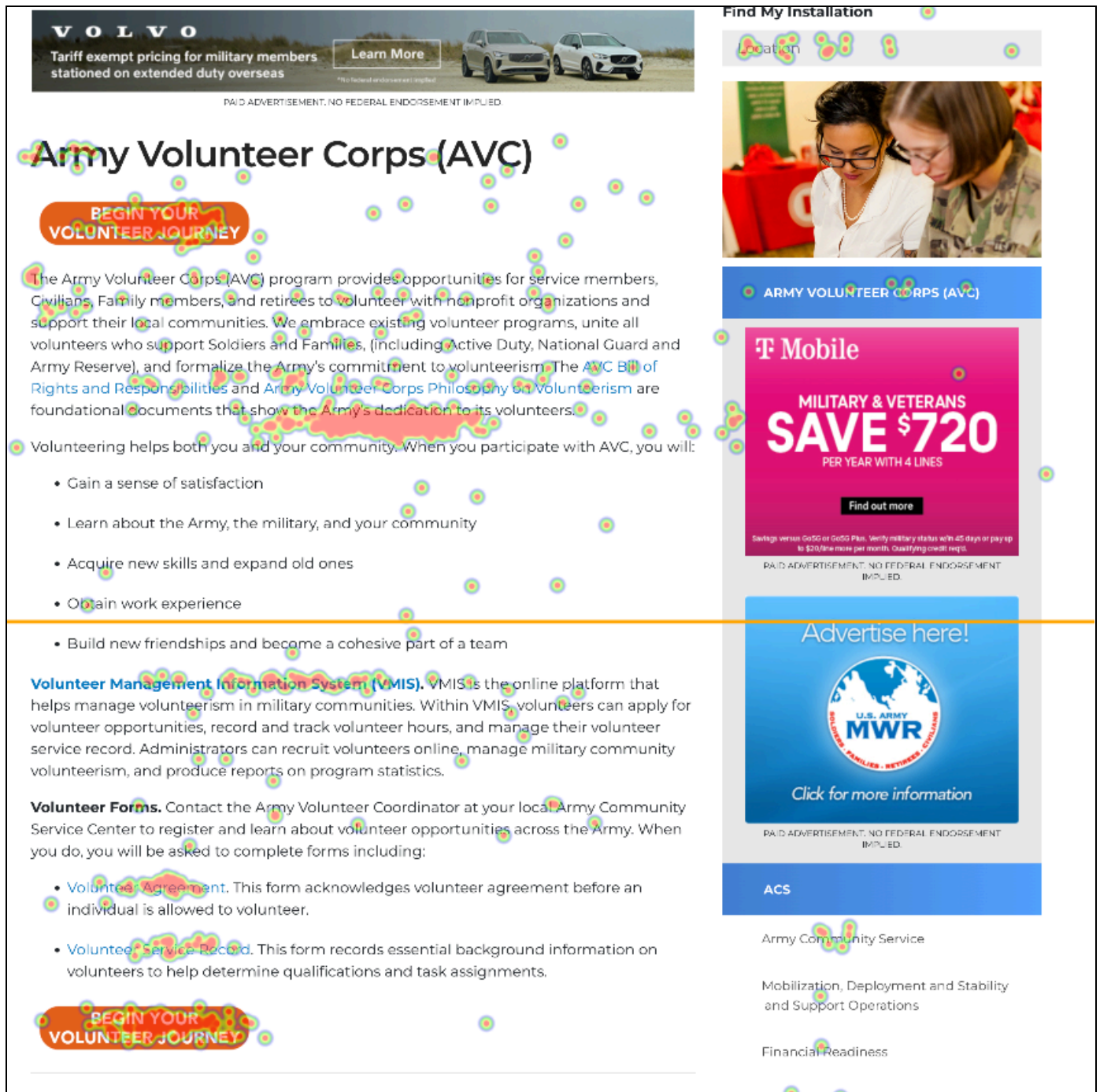
Organic Search led with 3,099 users, followed by Direct at 1,120 and Referral at 343. Google delivered 2,659 users, Bing 398, and referrals from armyfamilywebportal.com 150 and home.army.mil 92. Most traffic entered via armymwr.com with 2,070 users, with notable garrison interest from Humphreys 475, Carson 434, Bliss 253, and Hood 215.

Engagement rate was 66 percent, down 6.5 percent, and average session time was 2:15, down 5.7 percent. Despite softer engagement, scale gains suggest successful discovery of volunteer information; keep sign up and search volunteer opportunities CTAs prominent on hub and garrison pages to convert increased interest.

Table 4: Top searches

Search	Total Searches	Total users	Search count per user	Bounce rate
volunteer	2	2	1	0%
red cross	2	2	1	0%
sfrg	2	2	1	0%
voq schedule	1	1	1	0%
vmis	1	1	null	100%
employment readiness program	1	1	1	0%
key contact classes	1	1	1	0%
mfic	1	1	1	0%
movsm	1	1	1	0%
military outstanding volunteer servic...	1	1	1	0%
nutrition	1	1	1	0%

Figure 6: Overview with Heatmap Interaction Highlights



Employment Readiness Program (ERP)

The Employment Readiness Program grew in FY25 Q4 with 72,311 total users, up 14.1 percent. New users were 39,376, down 4.8 percent. Views reached 136,441, up 34.6 percent, and sessions were 91,842, up 18.2 percent.

Organic Search led with 38,875 users, followed by Direct 20,861 and Referral 9,949. Google delivered 34,022 users and Bing 4,158. Direct rose sharply and nafbenefits.com emerged as a major referrer at 4,878.

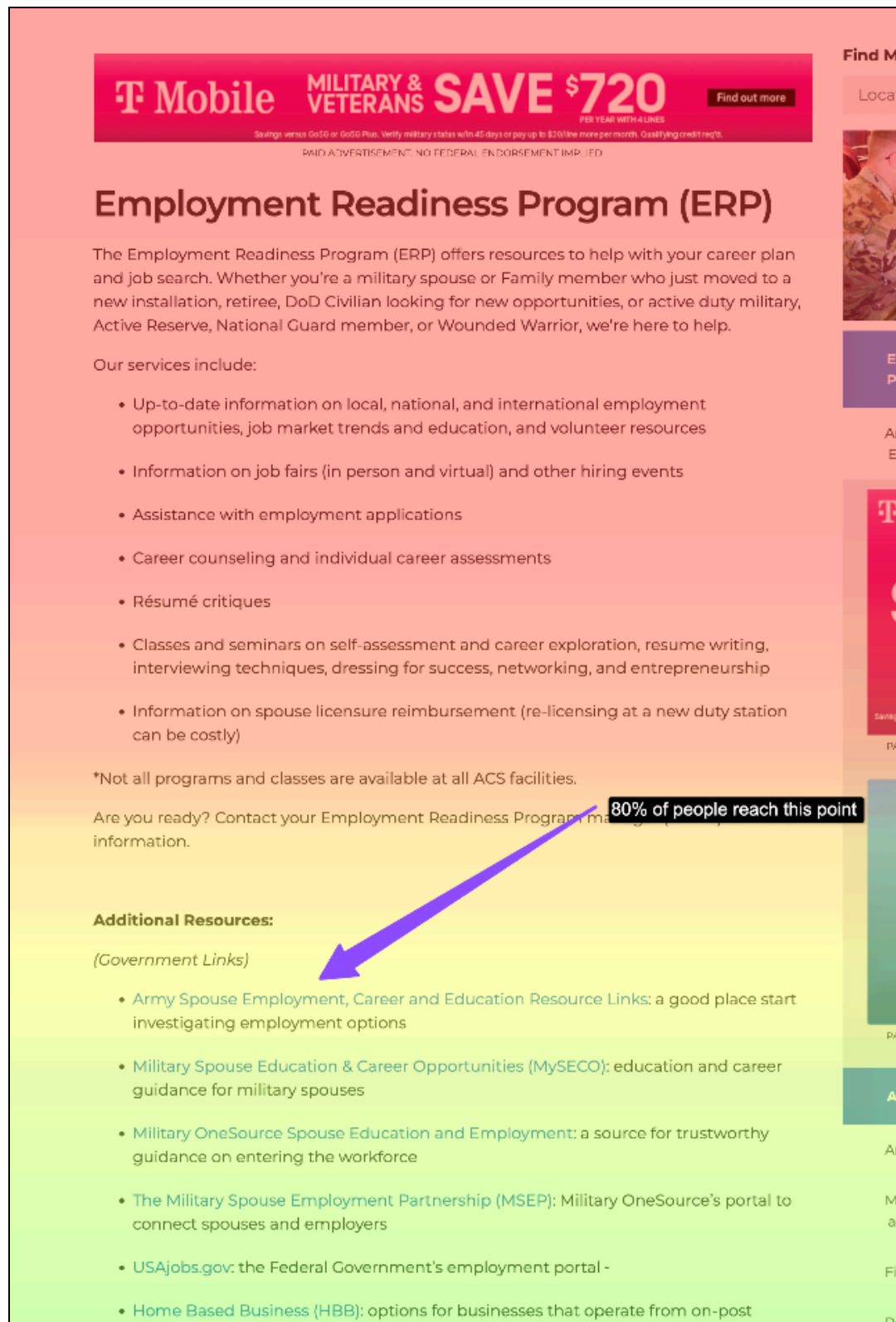
Engagement rate was 69 percent, up 5.1 percent, and average session time was 2:12, up 3.8 percent.

Traffic rose after the new employment pages went live, thanks to clearer calls to action and streamlined paths to key resources. The updated ERP landing pages are channeling more qualified users directly into ERP content.

Table 5: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
discovery	83	10	8.3	0%
jobs	53	45	1.18	4.26%
job fair	31	31	1	0%
careers	18	16	1.13	0%
employment	16	12	1.33	14.29%
job	12	9	1.33	0%
volunteer	11	10	1.1	0%
employment readiness	8	5	1.6	0%
hiring	8	7	1.14	0%
skillbridge	7	3	2.33	33.33%
job openings	6	5	1.2	0%

Figure 7: Overview with Heatmap Interaction Highlights



Exceptional Family Member Program (EFMP)

Exceptional Family Member Program traffic grew in FY25 Q4 with 9,896 total users, up 8.0 percent, and 6,438 new users, up 1.0 percent. Views reached 14,562, up 4.4 percent, and sessions were 12,984, up 8.5 percent.

Organic Search led with 5,967 users, followed by Direct 2,851, Referral 804, and Organic Social 181. Google delivered 5,075 users and Bing 840, with key referrals from [installations.militaryonesource.mil](#) 145, [home.army.mil](#) 140, and [m.facebook.com](#) 108. Traffic was strongest at Hood 1,476 and JBLM 1,028, followed by the hub 858, Hawaii 805, Carson 763, and Bliss 753.

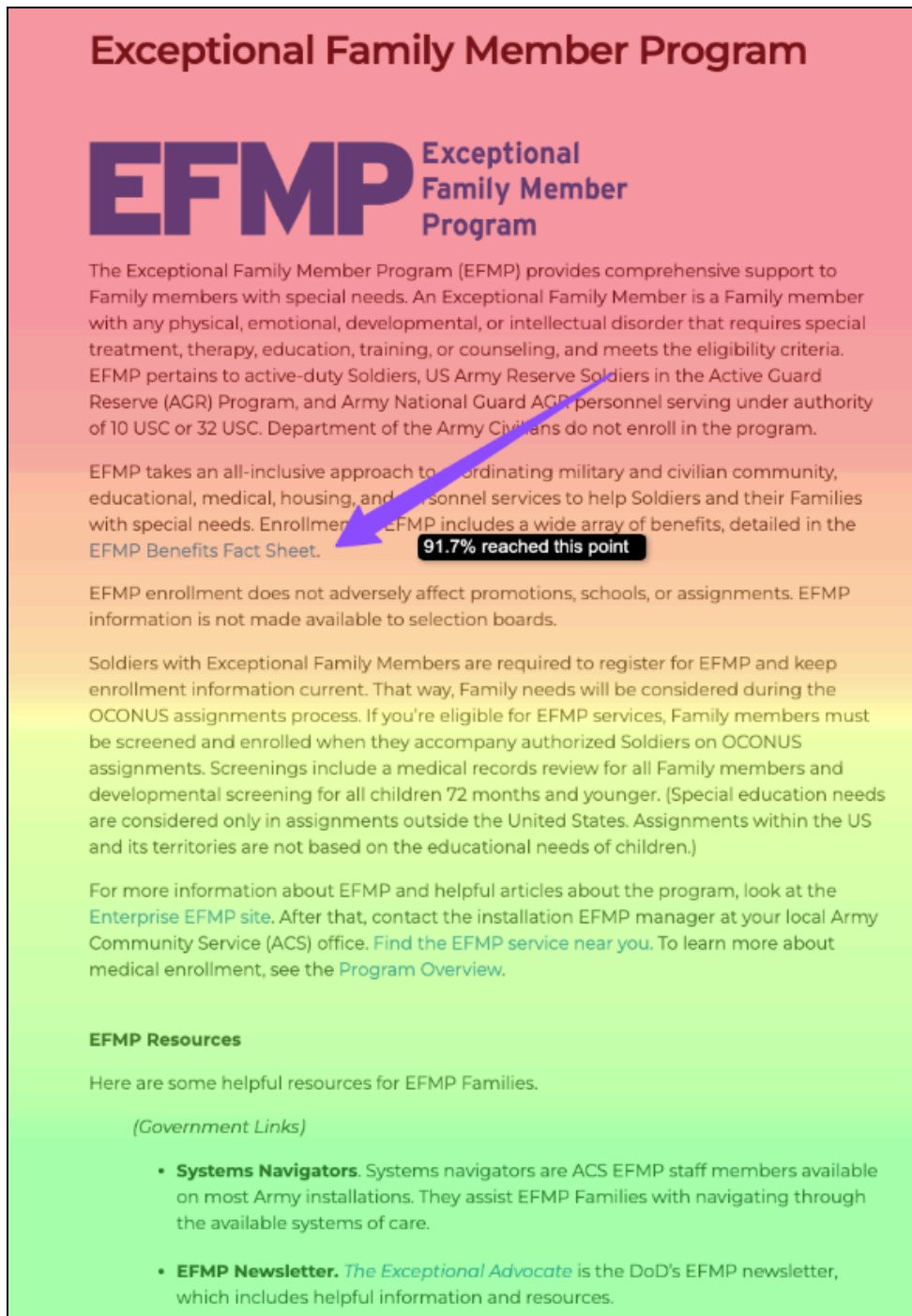
Engagement rate was 56 percent, down 4.6 percent, while average session time was 2:20, up 1.6 percent.

- Users recorded 1,452 link clicks

Table 6: EFMP Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
efmp	4	4	1	0%
sign in	2	1	2	0%
travel	1	1	1	0%
cassandra luc	1	1	1	0%
efmp email	1	1	1	0%
exceptional	1	1	1	0%
fcc	1	1	1	0%
fmts	1	1	1	0%
guam	1	1	1	0%

Figure 8: Overview with Heatmap Interaction Highlights



Exceptional Family Member Program

EFMP

Exceptional Family Member Program

The Exceptional Family Member Program (EFMP) provides comprehensive support to Family members with special needs. An Exceptional Family Member is a Family member with any physical, emotional, developmental, or intellectual disorder that requires special treatment, therapy, education, training, or counseling, and meets the eligibility criteria. EFMP pertains to active-duty Soldiers, US Army Reserve Soldiers in the Active Guard Reserve (AGR) Program, and Army National Guard AGR personnel serving under authority of 10 USC or 32 USC. Department of the Army Civilians do not enroll in the program.

EFMP takes an all-inclusive approach to coordinating military and civilian community, educational, medical, housing, and personnel services to help Soldiers and their Families with special needs. Enrollment in EFMP includes a wide array of benefits, detailed in the [EFMP Benefits Fact Sheet](#). **91.7% reached this point**

EFMP enrollment does not adversely affect promotions, schools, or assignments. EFMP information is not made available to selection boards.

Soldiers with Exceptional Family Members are required to register for EFMP and keep enrollment information current. That way, Family needs will be considered during the OCONUS assignments process. If you're eligible for EFMP services, Family members must be screened and enrolled when they accompany authorized Soldiers on OCONUS assignments. Screenings include a medical records review for all Family members and developmental screening for all children 72 months and younger. (Special education needs are considered only in assignments outside the United States. Assignments within the US and its territories are not based on the educational needs of children.)

For more information about EFMP and helpful articles about the program, look at the [Enterprise EFMP site](#). After that, contact the installation EFMP manager at your local Army Community Service (ACS) office. [Find the EFMP service near you](#). To learn more about medical enrollment, see the [Program Overview](#).

EFMP Resources

Here are some helpful resources for EFMP Families.

(Government Links)

- **Systems Navigators.** Systems navigators are ACS EFMP staff members available on most Army installations. They assist EFMP Families with navigating through the available systems of care.
- **EFMP Newsletter.** *The Exceptional Advocate* is the DoD's EFMP newsletter, which includes helpful information and resources.

Recommendations:

Move the EFMP Benefits Fact Sheet link up one screen so it is visible without scrolling. It currently sits mid-intro, where many skim past. Aim to place it directly under the H1 and lead sentence as a primary button.

What to change on EFMP:

- Add a two-button CTA row under the H1:
- Benefits Fact Sheet (PDF)
- Enterprise EFMP site
- Keep the inline link in the paragraph for accessibility, but style the new buttons as the primary path.

Family Advocacy Program (FAP)

Family Advocacy Program traffic rose in FY25 Q4 with 11,018 total users, up 9.6 percent, and 6,416 new users, up 4.9 percent. Views reached 16,246, up 8.0 percent, and sessions were 14,313, up 11.1 percent.

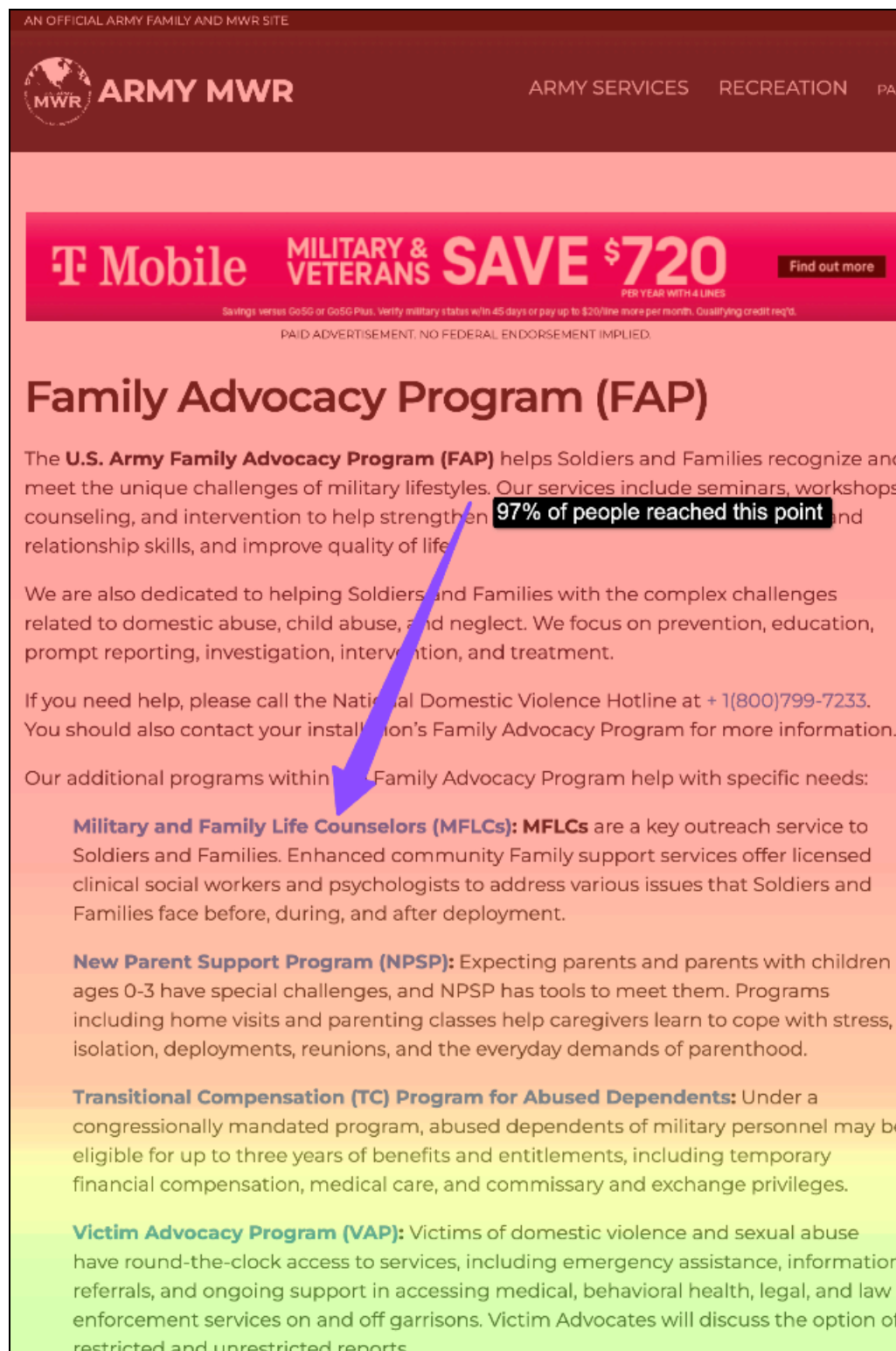
Organic Search led with 7,635 users, followed by Direct 2,456 and Referral 1,012. Google contributed 6,519 users and Bing 987.

Engagement rate was 58 percent, down 2.2 percent, while average session time improved to 2:37, up 23.7 percent. Keep emergency contacts and report options prominent at the top, ensure garrison pages mirror the hub for consistency, and feature clear “Get help now” and “Learn more” actions to convert searchers quickly.

Table 7: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
erp	4	1	4
family advocacy program	3	3	1
domestic violence	3	3	1
new parent boot camp	2	2	1
supervision guidelines	2	1	2
afap	1	1	1
weekly play	1	1	1
bartender	1	1	1
car seat	1	1	1

Figure 9: Overview with Scroll Depth Heatmap



Financial Readiness Program (FRP)

Financial Readiness Program traffic expanded in FY25 Q4 with 12,234 total users, up 33.3 percent, and 6,134 new users, up 19.4 percent. Views reached 18,214, up 30.0 percent, and sessions were 16,173, up 32.1 percent.

Organic Search led with 6,586 users, followed by Direct 4,142 and Referral 1,425. Top sources were Google 5,375, Direct 4,142, Bing 1,119, armyfamilywebportal.com 423, and home.army.mil 323. Users primarily entered via armymwr.com 1,916, with strong garrison interest from Bragg 1,731, Bliss 1,391, Carson 974, and JBLM 639.

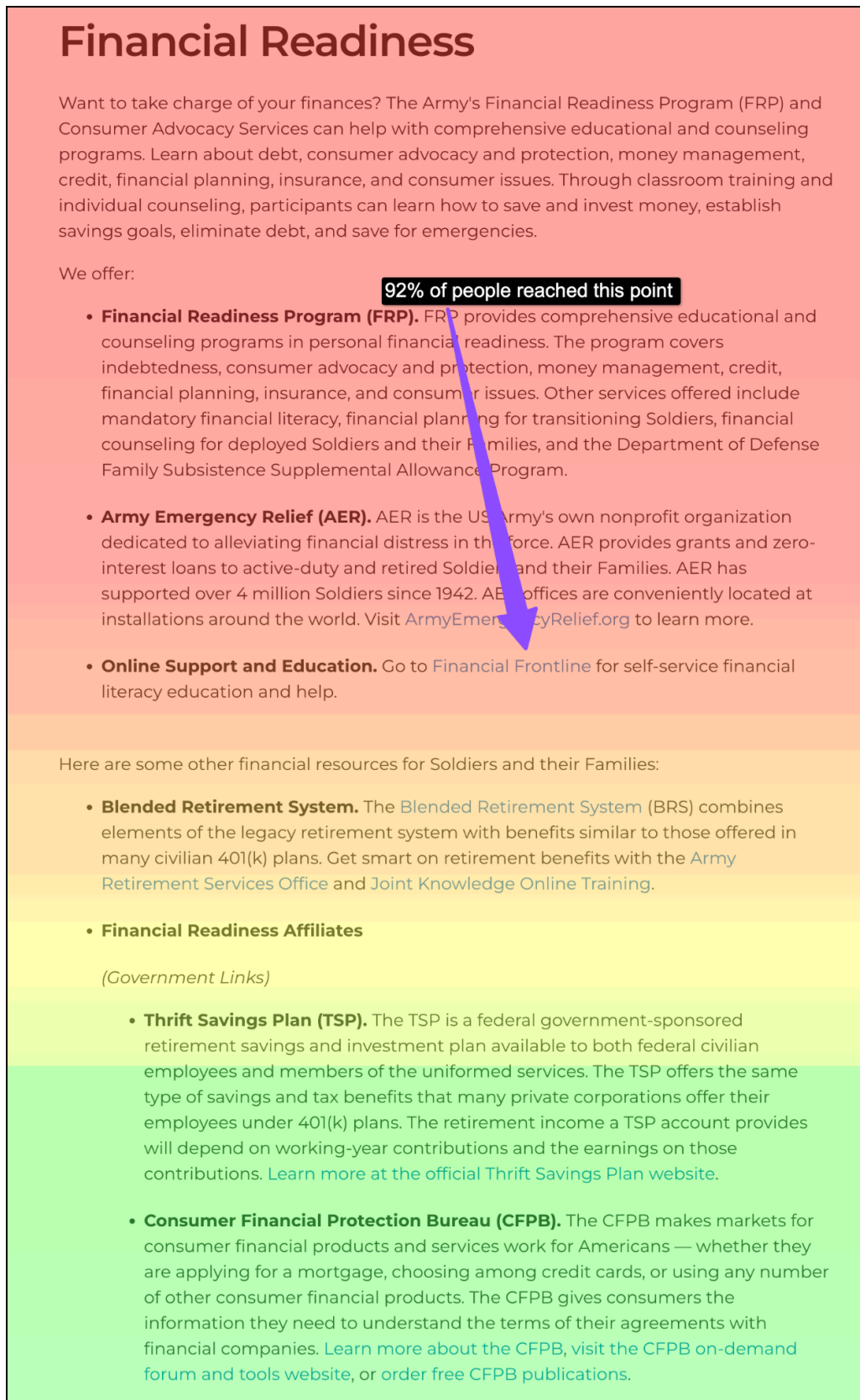
Engagement rate was 62 percent, down 1.3 percent, and average session time was 2:23, down 2.5 percent. Users recorded 2,599 link clicks, led by Start your AER application 523, ArmyEmergencyRelief.org 333, Financial Frontline 300, and AER PowerApps portal 189, signaling strong task intent around AER actions and financial education.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
aer	6	4	1.5	0%
finance	2	2	1	0%
budget	2	2	1	50%
babysitting	2	1	2	0%
csp grant	2	1	2	0%
swim lessons	2	1	2	0%
emploment readiness	2	1	2	0%
aer loan	2	2	1	50%



Figure 10: Overview with Heatmap Interaction Highlights



Information and Referral

Information and Referral grew sharply in FY25 Q4 with 2,299 total users, up 196.6 percent, and 916 new users, up 289.8 percent. Views reached 2,559, up 166.0 percent, and sessions were 2,495, up 171.2 percent.

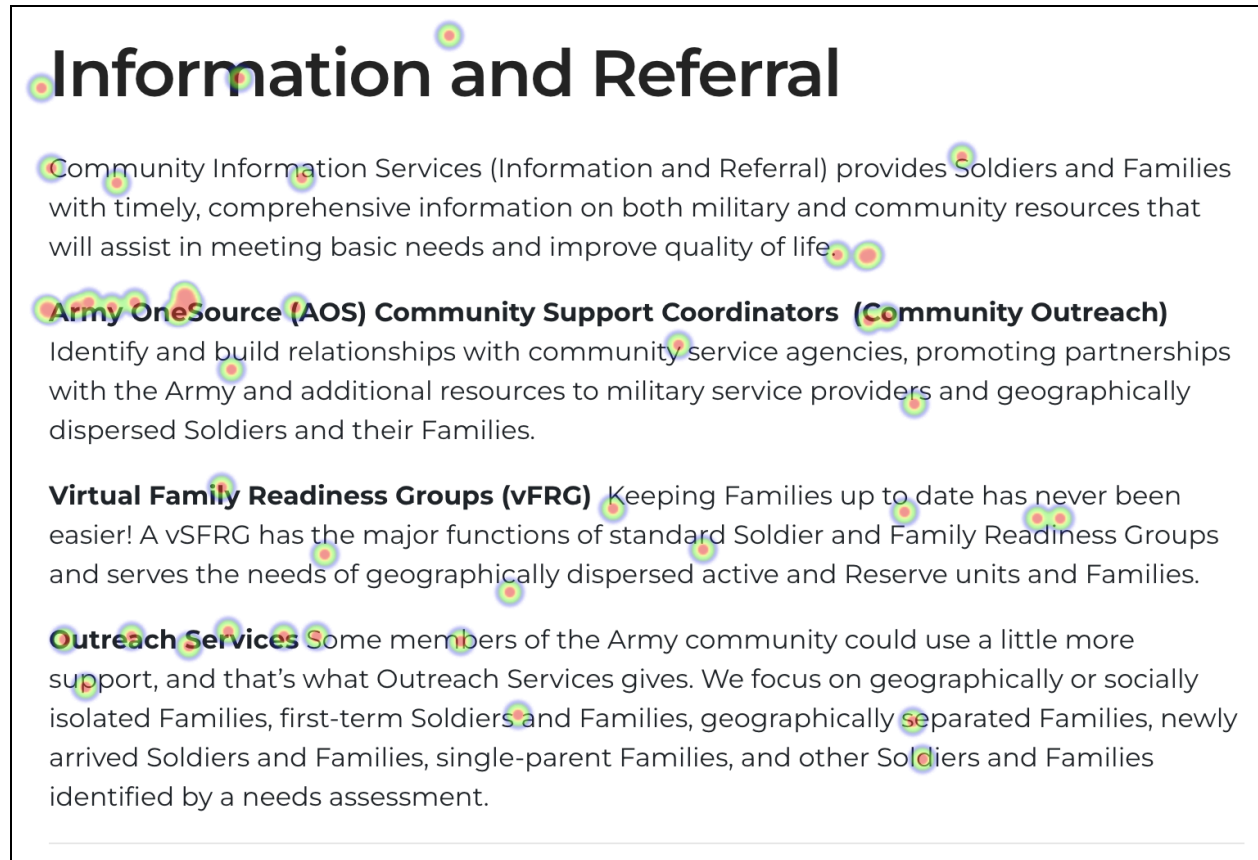
Direct led with 1,711 users, followed by Organic Search 455 and Referral 100. Google delivered 358 users and Bing 86, with additional referrals from [installations.militaryonesource.mil](#) 34 and [home.army.mil](#) 21.

Engagement rate was 81 percent, up 11.6 percent, while average session time was 00:39, down 55.0 percent.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
1966 yearbook army	1	1	1
disney ticket	1	1	1
email	1	1	1
language classes	1	1	1
liaison	1	1	1
soldier family readiness	1	1	1
family	1	1	1
graduation information	1	1	1
lits	1	1	1
national guard	1	1	1
opoc training	1	1	1

Figure 11: Overview with Heatmap Interaction Highlights



Recommendations:

The heatmap shows clustered clicks on inline links inside dense paragraphs, especially on AOS Community Support Coordinators, vFRG, and Outreach Services. Users are hunting for clear paths rather than reading long text.

Turn those three items into a “Quick links” panel at the top with action labels like Find AOS coordinator, Access vFRG, Request Outreach support. Break the remaining copy into short bullets, add a mini table of contents with anchors, and place a persistent Get help now block with phone and email. This should reduce scanning, increase click-throughs and keep users engaged

MD&SSO

MD&SSO traffic was mixed in FY25 Q4 with 2,864 total users, up 4.9 percent, and 1,398 new users, down 14.4 percent. Views were 3,784, down 4.9 percent, while sessions reached 3,185, up 4.8 percent, indicating slightly broader use among returning visitors.

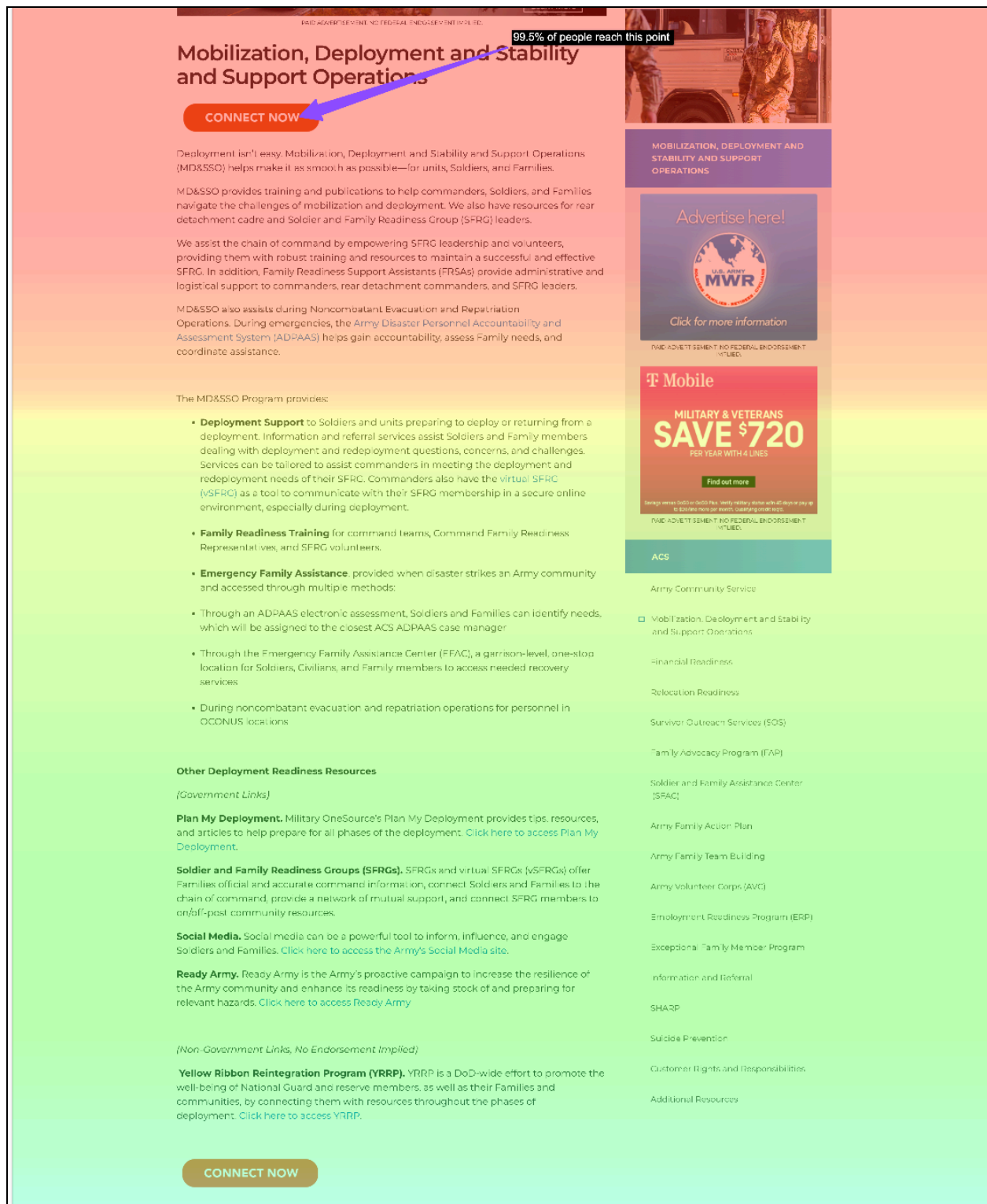
Organic Search led with 1,172 users, followed by Direct 998 and Referral 689. Google contributed 919 users and Bing 239, with notable referrals from home.army.mil at 528.

Engagement rate reached 64 percent, up 10.1 percent, and average session time was 1:46, up 12.8 percent. The increase suggests visitors are finding next steps faster; keep Get help now, contact blocks, and key forms prominent.

Table 10: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
sfrg	4	4	1
driver trainig	1	1	1
ncat	1	1	1
acs	1	1	1
commanders number	1	1	1
cup and flower	1	1	1
deployment support kids	1	1	1
new parent	1	1	1
relocation	1	1	1
remote work for us employer	1	1	1
sfrg volunteer	1	1	1
spouse working remotely	1	1	1

Figure 11: Overview with Scroll Map Highlights



Relocation Readiness

Relocation Readiness grew in FY25 Q4 with 4,626 total users, up 7.6 percent. New users were 2,213, down 7.6 percent. Views reached 6,648, up 7.2 percent, and sessions were 5,878, up 8.6 percent.

Organic Search led with 1,859 users, followed by Direct 1,522 and Referral 1,103. Google delivered 1,608 users, with key referrals from home.army.mil 553 and Military OneSource 268.

Engagement rate was 65 percent, down 2.1 percent, and average session time was 2:38, up 2.0 percent.

- Users recorded 1,024 link clicks

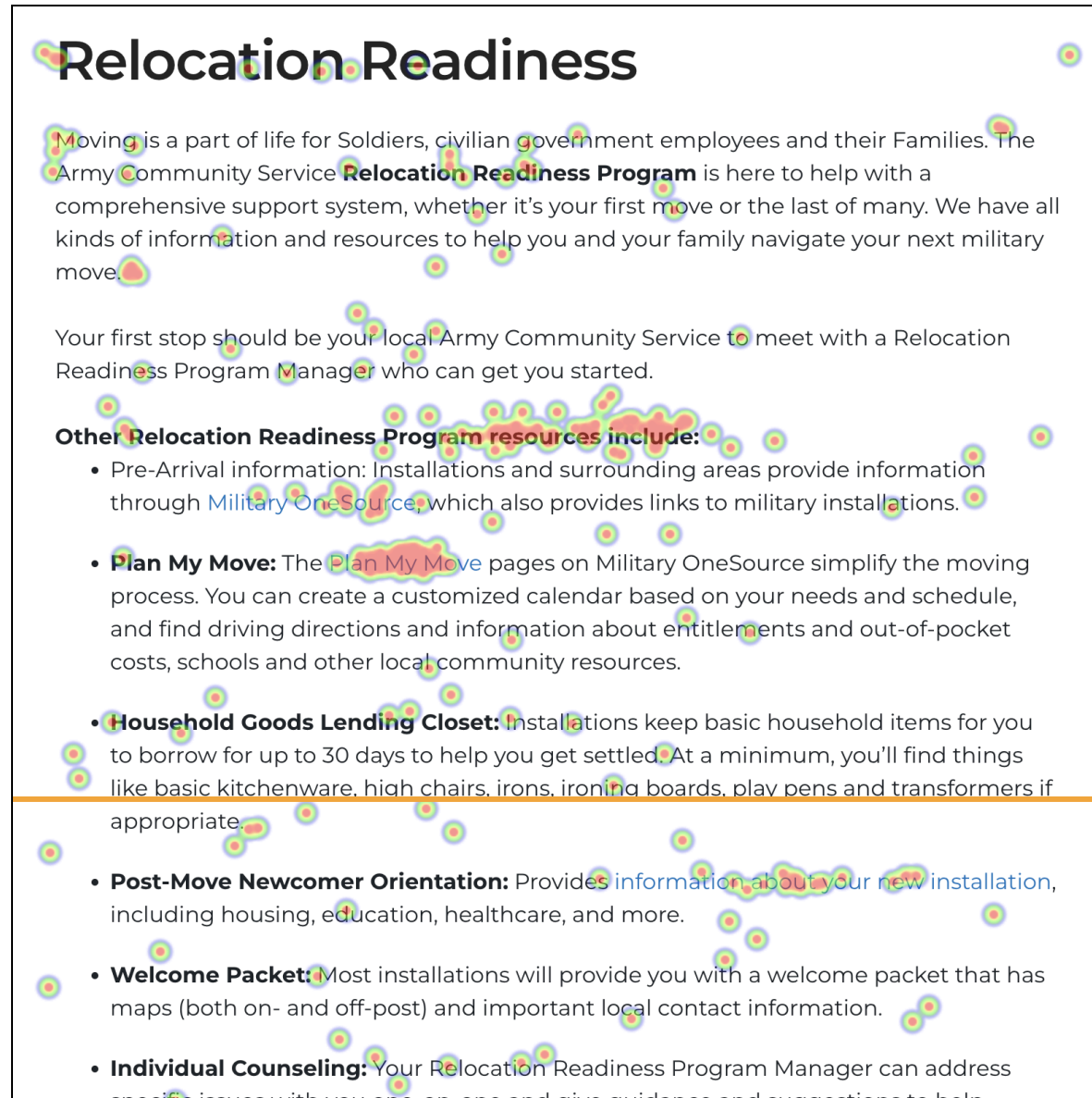
Keep Plan My Move and Homes.mil as primary buttons near the top, mirror these CTAs on high-traffic garrison pages.

Table 11: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
ets	4	3	1.33
english	2	2	1
internship	2	1	2
appointment	2	1	2
events	2	1	2
language	2	2	1
resource	1	1	1
welcome packet	1	1	1
esl	1	1	1
h2f	1	1	1



Figure 11: Overview with Heatmap Interaction Highlights



Survivor Outreach Services (SOS)

Survivor Outreach Services traffic declined in FY25 Q4 with 2,611 total users, down 22.4 percent, and 1,640 new users, down 29.4 percent. Views were 3,779, down 24.9 percent, and sessions were 3,025, down 24.4 percent.

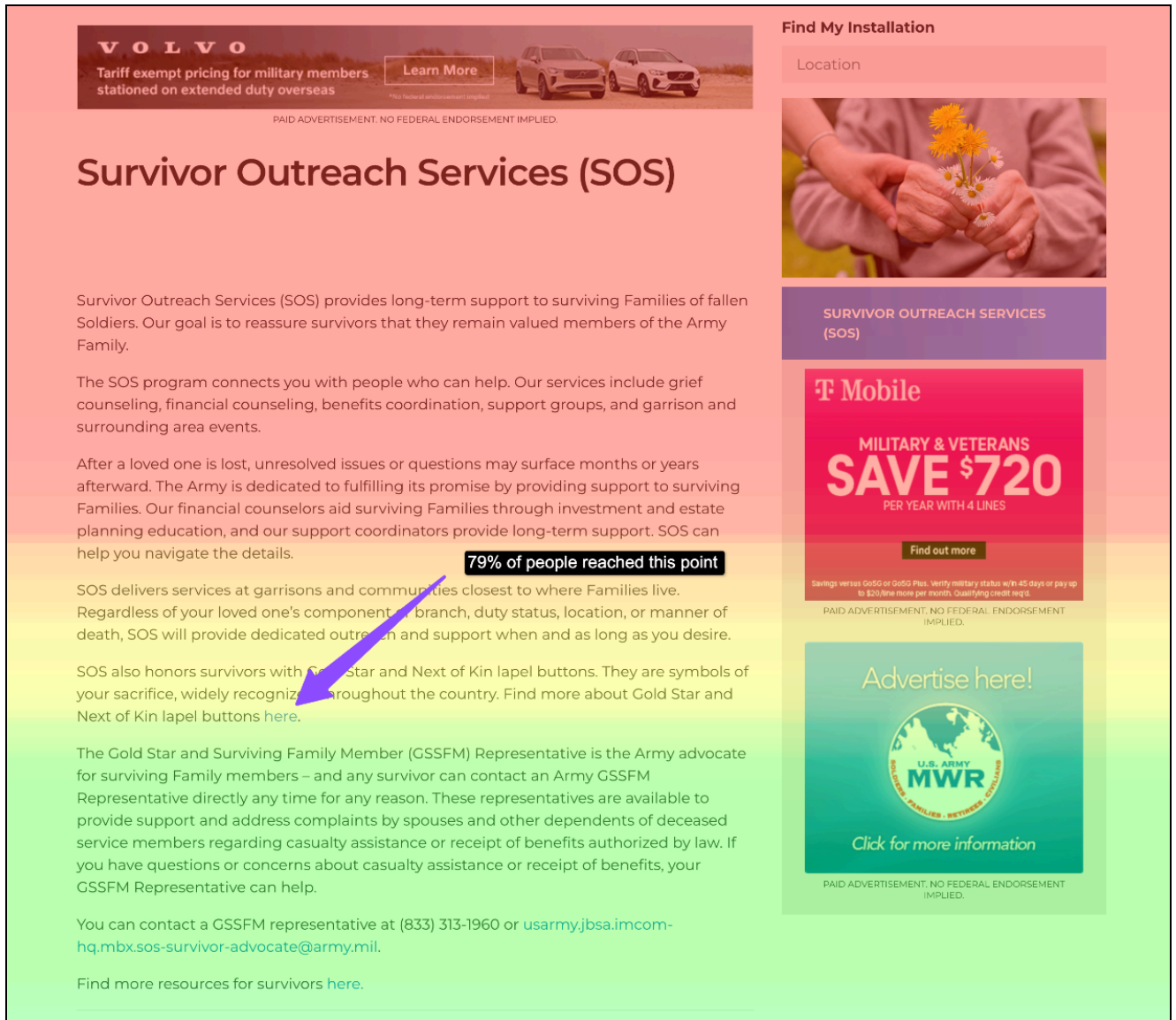
Organic Search led with 1,138 users, followed by Direct 845 and Referral 611. Google contributed 936 users and Bing 179, with key referrals from home.army.mil 377 and army.mil 69. Most activity came through the hub at armymwr.com 1,261, then Bragg 134, Campbell 103, Benning 92, JBLM 88, and Carson 79.

Engagement rate was 60 percent, up 2.9 percent, and average session time was 2:26, up 51.8 percent, indicating deeper consumption from a smaller audience. Keep Get help now and Contact an SOS Coordinator visible at the top of hub and garrison pages, align page titles with “Survivor benefits” and “Gold Star support” queries, and feature direct links to home.army.mil resources that already drive qualified traffic.

Table 12: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
discovery	16	2	8
people	3	1	3
gold star family id card	2	1	2
casualty assistance	2	2	1
contact	1	1	1
how to report retired service member passing	1	1	1
jag wills	1	1	1
casualty	1	1	1

Figure 12: Overview with Scroll Map Interaction Highlights



Soldier and Family Assistance Center (SFAC)

Soldier and Family Assistance Center traffic grew in FY25 Q4 with 1,930 total users, up 14.0 percent, and 706 new users, up 14.2 percent. Views reached 2,419, up 14.2 percent, and sessions were 2,176, up 13.3 percent.

Organic Search led with 1,194 users, followed by Direct 428 and Referral 263. Google contributed 1,013 users and Bing 157. Most activity came through the hub at armymwr.com with 810 users, with strong garrison interest from Bliss 512 and Hood 333, followed by Belvoir and Carson.

Engagement rate was 73 percent, down 3.0 percent, and average session time was 1:29, down 26.4 percent. To convert search demand, place Contact SFAC and Get services buttons at the top, add quick links for IDES, VA benefits counseling, and employment resources, and mirror these CTAs on high-traffic garrison pages.

Table 13: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
mflac	3	1	3
legal office	1	1	1

Figure 13: Overview with Heatmap Interaction Highlights

