



BRD Insights and Recommendations

Fourth Quarter FY26

BRD Traffic

Business and Recreation (BRD) reached a much larger audience this quarter, led by a surge of first-time visitors. Nearly six in ten visits were engaged, but average session time fell 30.2% (YoY) to 2:10. That combination points to a large wave of new visitors arriving for one specific task. Examples include booking a tee time, checking pool hours, or viewing the Destin promotion, then leaving once it was done. Food and Beverage and Fitness Centers drew the largest audiences, while Leisure Travel, American Forces Travel, and Equipment Rental held the strongest engagement (Table 1).

Traffic Overview

- **Total Users:** 1,660,675 (57.9% increase YoY)
- **New Users:** 1,397,907 (82.3% increase YoY)
- **Sessions:** 2,103,333 (28.8% increase YoY)
- **Views:** 2,859,846 (21.3% increase YoY)
- **Engagement Rate:** 62% (1.3% increase YoY)

Table 1: BRD Program Roll-Up, Q4 FY26

Program	Total Users	New Users	Sessions	Engagement Rate
Food and Beverage	525,598	392,853	706,550	64.25%
Fitness Centers	291,814	181,185	425,166	60.38%
Leisure Travel	169,106	86,755	237,052	70.01%
Recreational Lodging	149,871	98,668	216,102	69.55%
Golf	126,395	102,072	185,995	64.05%
Aquatics	79,732	42,238	110,629	63.66%
Army Ten Miler (ATM)*	77,100	73,404	132,136	44.61%
Auto Skills	69,806	49,503	99,430	56.47%
Bowling	62,252	38,497	81,516	65.90%
Libraries	50,790	26,756	63,996	62.68%
Arts & Crafts	30,095	12,047	37,264	69.61%
BOSS	25,522	12,692	30,630	63.50%
Equipment Rental	20,149	8,113	28,459	71.55%
World Class Athlete Program	11,641	11,445	14,988	52.24%
Warrior Zone	9,669	6,686	11,526	62.78%
All Army Sports	9,290	6,235	10,889	67.39%
Intramural Sports	7,710	2,466	9,371	74.30%
American Forces Travel	7,209	2,938	8,693	75.23%



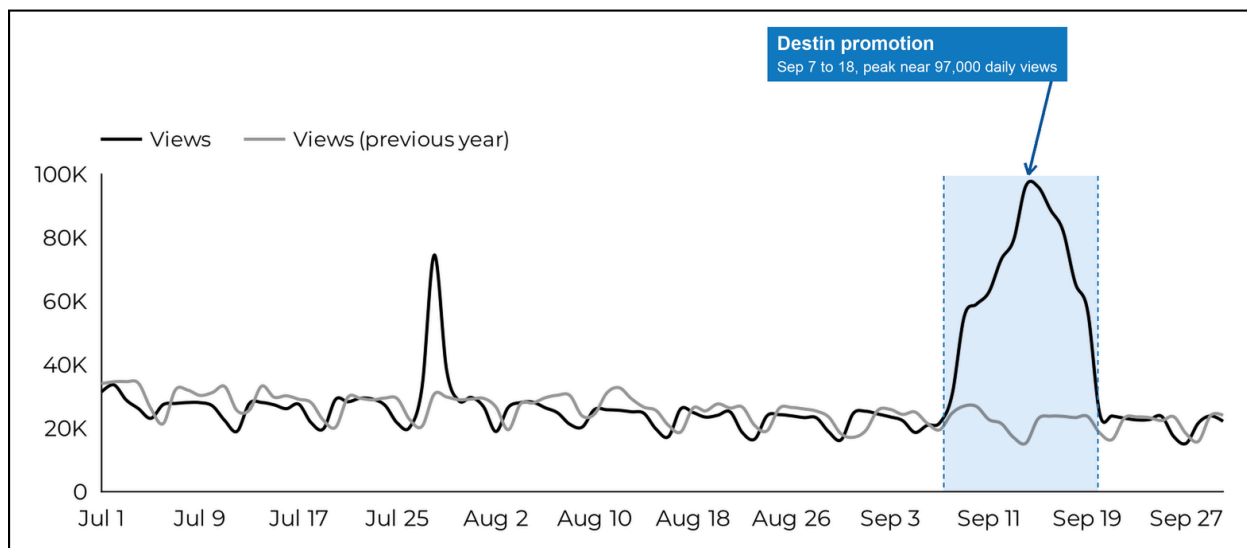
Program	Total Users	New Users	Sessions	Engagement Rate
Healthy Army Communities	3,168	2,846	3,835	56.89%
Strong BANDS	2,564	815	2,713	58.83%
Adventure Programs	1,732	797	2,033	68.86%

*Army Ten Miler is listed for reference. Its traffic is reported separately and is not included in BRD overall traffic totals.

Traffic Pattern

- Daily views held steady at roughly 20,000 to 30,000, closely tracking last year, outside of two surges. A one-day spike in late July reached about 75,000 views. The larger surge ran from about September 7 through September 18 and was driven by the Destin promotion. It peaked near 97,000 daily views, roughly four times last year's level. The /destin page was also the top landing page from social media, with 12,803 sessions, a 1,260.6% increase (YoY). The promotion reached families through both social posts and direct visits.

Figure 1: BRD Trends Compared YoY

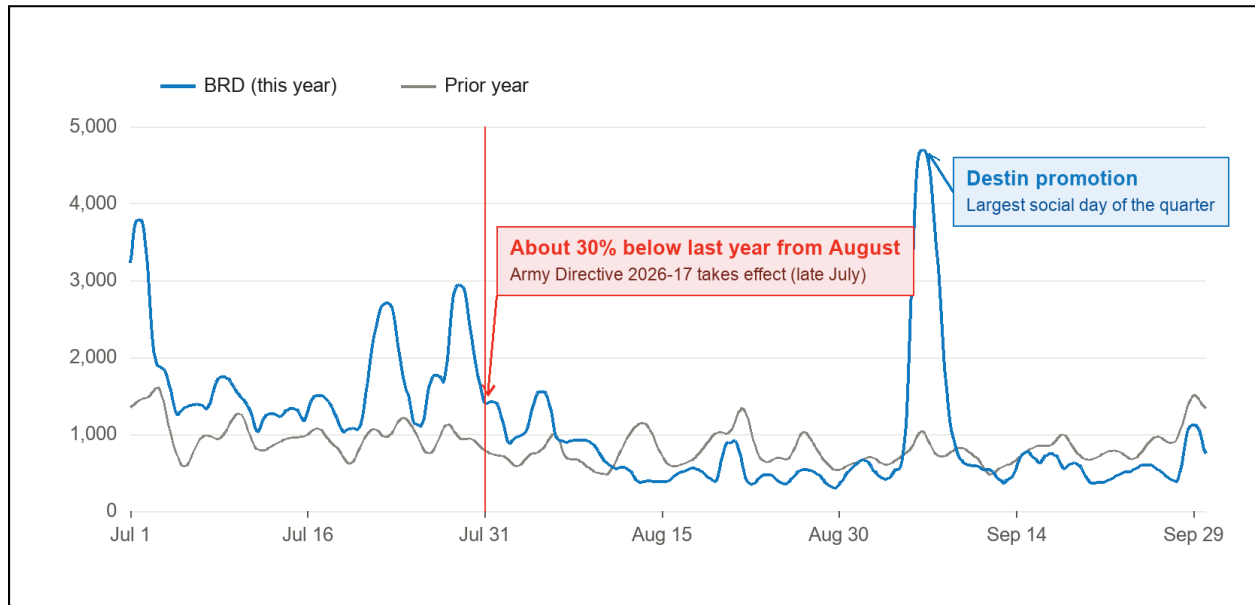


Social Media

Social media grew for Business and Recreation (BRD) over the full quarter, but the growth came from July and one promotion, not from a sustained trend. Social-driven traffic ran above last year through July. It fell below last year's level at the start of August, when [Army Directive 2026-17 \(Optimizing the Army's Digital Media Presence\)](#) took effect and consolidated Army social accounts. The quarter finished up only because of a large Destin

promotion in early September. It produced the biggest social day of the quarter and made /destin the top landing page from social media (12,803 sessions, a 1,260.6% increase YoY).

Figure 2: BRD Social-Driven Views, This Year vs. Prior Year (Daily, Q4 FY26)



Social performance by the numbers, year over year:

- **Views:** 93,334 (17.8% increase YoY)
- **Sessions:** 74,101 (29.0% increase YoY)
- **Total Users:** 64,534 (36.9% increase YoY)
- **New Users:** 53,537 (57.1% increase YoY)
- **Engagement Rate:** 51% (2.4% decrease YoY)

The full-quarter growth hides the underlying change. From August 1, after the directive took effect, and excluding the /destin promotion page, social-driven views fell 33.3% (YoY). Sessions fell 27.8% and total users fell 24.9%, while engagement rate held steady at 52%.

BRD should expect social traffic to run roughly 30% below last year's level going forward. Promotions like Destin can still produce short, strong spikes on top of that lower baseline.

Impact on Resource Access

The loss of local installation social accounts also reduced how many people acted on BRD services after arriving from social media. Measured from August 1, after the directive took effect, social visitors took 39.4% fewer actions (25,508 actions), and every action type declined. Link clicks, the most common action and the main path from a post to a booking or program page, fell by about a third. The actions that show a visitor ready to use a service fell hardest. Downloads, which include menus, schedules, and price lists, were cut by more

than half. Phone and email clicks each fell about 60%. Fewer social visitors are reaching the point of booking, ordering, or contacting a facility.

- **Link Clicks:** 21,608 (35.2% decrease YoY)
- **Downloads:** 3,414 (54.5% decrease YoY)
- **Phone Clicks:** 290 (60.7% decrease YoY)
- **Email Clicks:** 196 (60.1% decrease YoY)

Recommendations

- Plan BRD promotions like Destin around the consolidated installation social account, since a single well-timed promotion produced the biggest social day of the quarter.
- Build every promotional post around a direct link to the booking or program page, so social visitors can act in one click.
- Add downloadable menus, schedules, and price lists to the pages that social posts link to, to recover the decline in downloads.
- Treat social as a context metric going forward, and annotate FY26 year-over-year reporting with the directive so the roughly 30% baseline decline is not misread as a content problem.

Heatmaps

New click and scroll heatmaps have been set up for the new Business and Recreation (BRD) category pages. Because tracking began recently, there is not yet enough data to report meaningful click patterns this quarter. Heatmap findings for the BRD category pages will be included in future reports as more data is collected.

Content

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

- 582 new pages were created across the enterprise site
- 268 pages were published under BRD

Table 2: New and Updated BRD Content by Category, Q4 FY26 (268 items)

Category	Items	Examples
Sports, Fitness & Aquatics	66	Monthly Swim Challenge, Anderson Aquatic Center, Save the Date: Sports & Fitness Events

Category	Items	Examples
Leisure Travel & Tickets	39	Leisure Travel & Tickets, NFL Europe 2026 Tickets, ODR: Charleston Fishing Trip
Community Events & Entertainment	38	Recreation & Activities, Bingo, ACS Block Party
Outdoor Recreation & Lodging	36	Facilities & Rentals, ODR Rec Lodging Hunting Season Savings Promotion!, ODR Rec Lodging Winter Season Savings Promotion!
General Information & Facilities	26	Privately Owned Weapons Day, Join Our Team!, Start Here
Food & Beverage	17	Food Menu, Restaurant & Catering, Food, Beer, Wine and Merchandise
Libraries	14	Learning & Libraries, Chapter Chasers: Train Your Body + Feed Your Mind, Baumholder Library Programs
Arts, Crafts & Print House	9	USA 250th Independence Day Commemorative Keepsake Sale, 2026 Christmas Card Design Contest, Canvas & Campfires
Bowling	8	Century Lanes: Glow Bowling Now Available, Stars & Strikes - Oct. 12, Zama Bowling Center Snack Bar
Golf	7	Fall Into Golf Member Drive 2026, Taylors Creek Golf Course, CG Scramble
Auto Skills	5	Auto Craft Auction, Storage Lot / North Auto Garage, Auto Detailing Shop
BOSS	3	Fort Stewart/HAAF BOSS, BOSS Mixer, BOSS FAQs

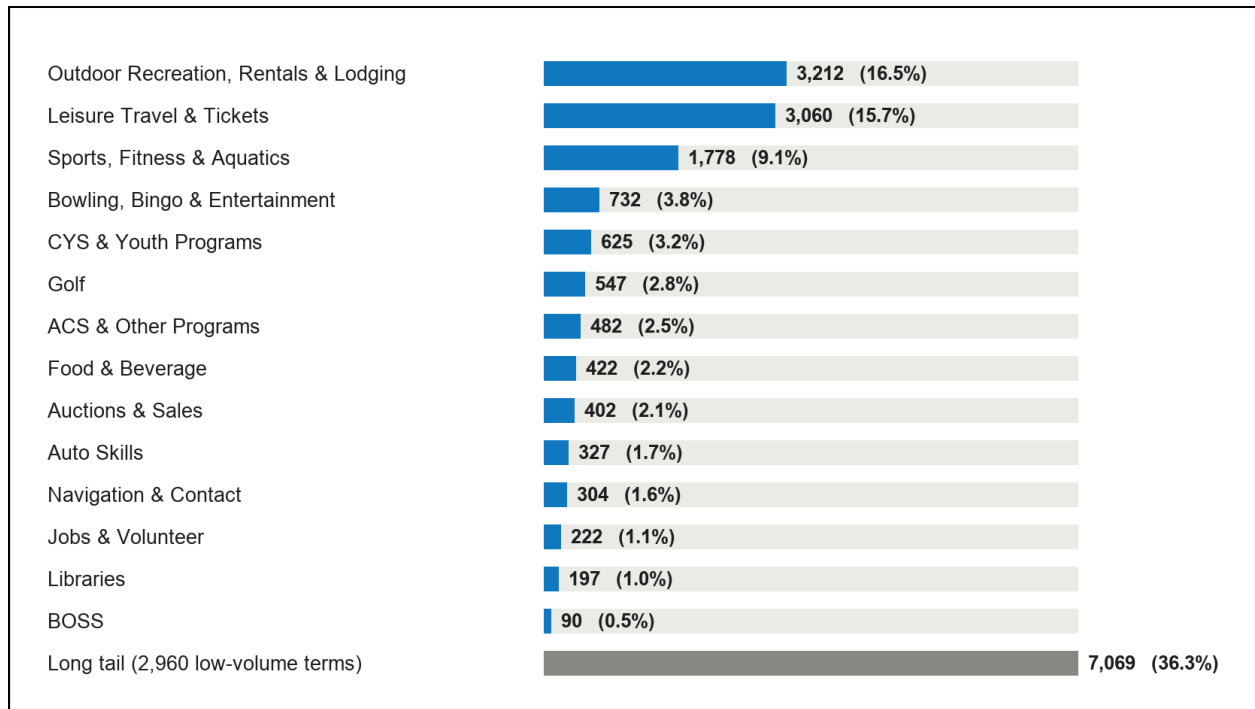
Recommendations

- Add clear meta titles and descriptions to new BRD pages so they surface in search.

Search Analysis

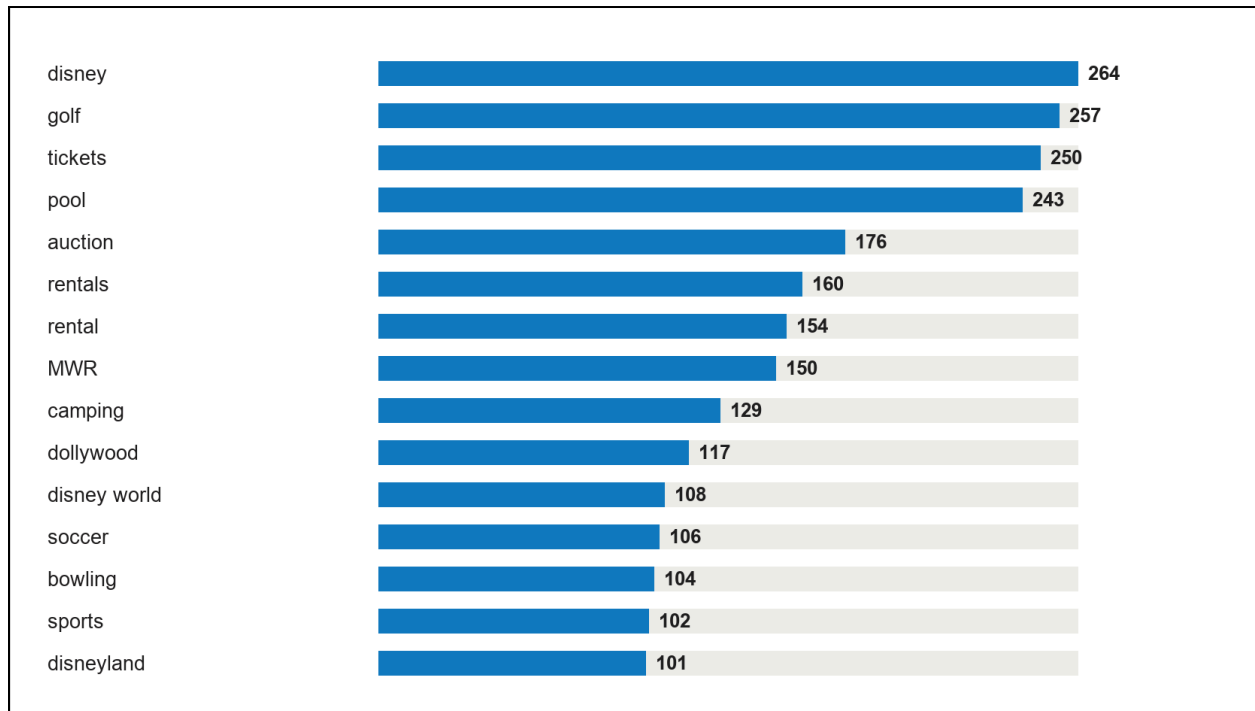
On-site search on Business and Recreation (BRD) pages was driven by planning: visitors searched mostly for trips, tickets, rentals, and places to play. Visitors ran 22,703 searches this quarter, a 13.8% decrease (QoQ) from the prior quarter. The analysis below groups the top 5,000 search terms by intent. Those terms account for 19,469 of the searches (86%). Engagement on the top terms stayed above 90%, so results are generally getting visitors where they want to go.

Figure 3: BRD On-Site Searches by Theme, Q4 FY26



Outdoor Recreation, Rentals, and Lodging was the leading theme (3,212 searches, 16.5% of the analyzed volume), driven by rentals, camping, fishing, and RV searches. Leisure Travel and Tickets followed closely (3,060 searches, 15.7%), led by Disney, Dollywood, and Universal, then Sports, Fitness, and Aquatics (1,778 searches, 9.1%). Bowling and entertainment, golf, food, auctions, and auto skills each held 2% to 4%. About a third of searches (7,069, 36.3%) fell into a long tail of 2,960 low-volume terms, typical for a business line with many local facilities and events.

Figure 4: Top 15 BRD Search Terms, Q4 FY26



The top terms point to a few specific gaps where a small fix would serve many visitors:

- **Disney demand spread across many terms:** "disney," "disney world," "disneyland," "disney tickets," and related variations totaled 742 searches, the single largest destination in BRD search.
- **Rentals split across terms:** "rentals" (160) and "rental" (154) were searched separately, and RV-related searches added 367 more, so the same booking need is spread across different results.
- **Tee time booking intent:** "tee times" and "tee time" drew 113 searches on top of 257 for "golf," a direct booking task that needs a one-click path.
- **CYS terms searched from BRD pages:** youth sports (92), SKIES (80), and CYS (69) led 625 CYS-related searches. Another 482 searches were for ACS and other programs such as PCS, AER, and EFMP.

Table 3: BRD Search Themes, Top Terms, and Share of Volume, Q4 FY26

Theme	Top terms	Searches	Share
Outdoor Recreation, Rentals & Lodging	rentals, rental, camping, fishing, RV	3,212	16.5%
Leisure Travel & Tickets	disney, tickets, dollywood, disney world, disneyland	3,060	15.7%
Sports, Fitness & Aquatics	pool, soccer, sports, gym, 5k	1,778	9.1%
Bowling, Bingo & Entertainment	bowling, bingo, calendar, oktoberfest, movie	732	3.8%

Theme	Top terms	Searches	Share
CYS & Youth Programs	youth sports, SKIES, CYS, bounce house, homeschool	625	3.2%
Golf	golf, tee times, tee time, golf course, disc golf	547	2.8%
ACS & Other Programs	PCS, katusa, ACS, aer, sfrg	482	2.5%
Food & Beverage	food, DFAC, food truck, club stewart, menu	422	2.2%
Auctions & Sales	auction, lemon lot, auto auction, resale lot, flea market	402	2.1%
Auto Skills	auto, car wash, car, auto skills, automotive	327	1.7%
Navigation & Contact	MWR, hours, map, phone number, location	304	1.6%
Jobs & Volunteer	volunteer, job fair, jobs, careers, employment	222	1.1%
Libraries	library, book, printing, books, print	197	1.0%
BOSS	BOSS, boss bash, boss positions, boss soldiers, boss mwr	90	0.5%
Long tail (2,960 terms)	shaw, newman, corman, home based business, continuation pay	7,069	36.3%

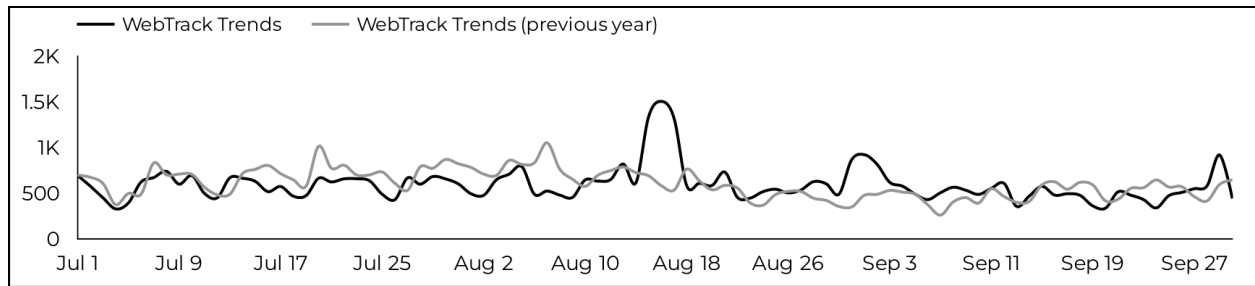
Recommendations

- Have installations set up Sticky Search (pinned search terms) so "disney," "disney world," "disneyland," and "disney tickets" all go to the Leisure Travel and Tickets page. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.
- Make "tee times" resolve directly to the golf booking page at each installation, since those visitors are ready to book.
- Cross-link CYS and ACS services from BRD pages (youth sports, SKIES, and PCS) so visitors who search for them can reach those programs without starting over.

WebTrac

WebTrac is where BRD interest turns into action: it is the system visitors use to register, reserve, and pay. Visitors clicked WebTrac links from BRD program pages 54,697 times this quarter, a 1.8% decrease (YoY), so booking activity held essentially flat. Daily clicks ran between roughly 400 and 800, closely tracking last year, with a one-time spike near 1,500 in mid-August and smaller rises in early and late September.

Figure 5: BRD WebTrac Clicks Compared YoY



Installation results were uneven. West Point drove 19,184 clicks, a 50.6% increase (YoY) and more than a third of all BRD WebTrac clicks, followed by Carson (6,751) and McCoy (4,818). Riley (84.6% increase), Picatinny (19.5%), Bliss (19.0%), and Grafenwoehr (12.8%) also grew. Several installations fell sharply: Bragg dropped 83.3% (YoY) to 891 clicks, with Rock Island (38.7% decrease), Jackson (35.0%), Stuttgart (33.0%), and Humphreys (29.5%) also down (Table 4). Because BRD users grew 57.9% (YoY) while WebTrac clicks held flat, a smaller share of visitors is reaching the booking step.

Table 4: Top Installations by WebTrac Clicks, Q4 FY26

Installation	WebTrac Clicks	Change (YoY)
westpoint.armymwr.com	19,184	50.6% increase
carson.armymwr.com	6,751	3.6% increase
mccoy.armymwr.com	4,818	5.7% decrease
belvoir.armymwr.com	3,842	11.1% decrease
campbell.armymwr.com	3,654	7.6% decrease
picatinny.armymwr.com	2,453	19.5% increase
stuttgart.armymwr.com	1,514	33.0% decrease
www.armymwr.com	1,082	504.5% increase
grafenwoehr.armymwr.com	1,051	12.8% increase
leavenworth.armymwr.com	1,001	5.4% decrease
bragg.armymwr.com	891	83.3% decrease
jackson.armymwr.com	653	35.0% decrease
jblm.armymwr.com	607	24.5% decrease
knox.armymwr.com	594	20.3% decrease
rockisland.armymwr.com	561	38.7% decrease
stewarthusner.armymwr.com	484	7.1% decrease
bliss.armymwr.com	482	19.0% increase
humphreys.armymwr.com	400	29.5% decrease
riley.armymwr.com	347	84.6% increase
wainwright.armymwr.com	313	15.5% increase

Recommendations

- Check the WebTrac links on the Bragg pages first. A drop as large as 83.3% usually points to a broken, moved, or removed link rather than lower demand.
- Review WebTrac link placement at Rock Island, Jackson, Stuttgart, and Humphreys, and model it on West Point, where WebTrac clicks grew 50.6%.
- Add a clear "Book or Register in WebTrac" button near the top of high-traffic BRD pages, so the much larger audience reaches the booking step.

Golf

Traffic

Golf held a large, steady audience this quarter, and visitors acted on it far more often even as overall traffic eased slightly. Total users fell 6.0% (YoY) to 126,395, new users fell 5.4% (YoY) to 102,072, sessions fell 10.5% (YoY) to 185,995, and views fell 8.4% (YoY) to 270,182. Daily views held near 3,000 through July and August, closely tracking last year, then eased in late September as the season wound down. West Point and JBLM drew the largest golf audiences, and Stewart-Hunter grew the most among the top installations (Table 5).

Table 5: Golf Top Installations by Total Users, Q4 FY26

Installation	Total Users	Change (YoY)
westpoint.armymwr.com	15,410	4.7% decrease
jblm.armymwr.com	11,229	1.2% increase
hawaii.armymwr.com	8,033	9.3% decrease
carson.armymwr.com	7,887	5.9% decrease
belvoir.armymwr.com	6,270	12.5% decrease
bragg.armymwr.com	5,243	23.7% decrease
stewarthunter.armymwr.com	5,032	31.6% increase
carlisle.armymwr.com	4,784	16.5% decrease

Traffic Sources

Golfers find courses mostly by searching. Organic Search brought 88,226 users, driven by Google (79,910) and Bing (6,212), followed by Direct with 36,709 users. Referral brought

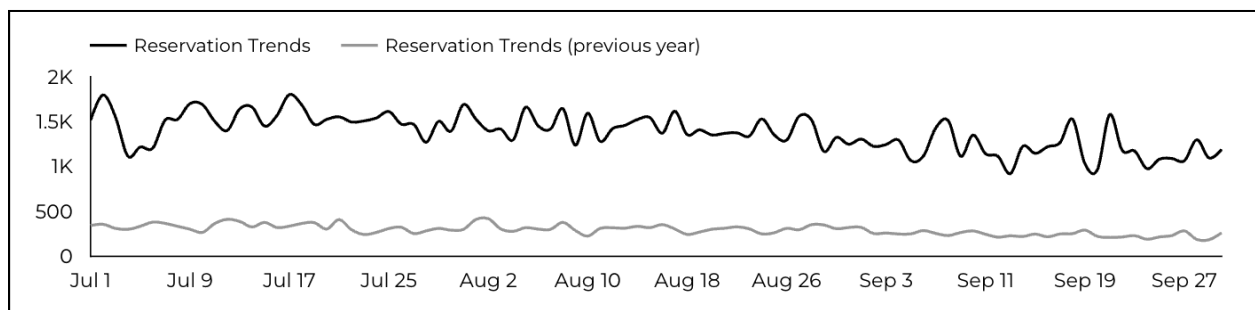
2,748 users, Organic Social 1,458, and Email 1,292. Promo links added another 1,277 users, a sign that course promotions are reaching golfers.

Engagement

Engagement strengthened: average session time rose 1.6% (YoY) to 2:44, and engagement rate rose 2.9% (YoY) to 64%. Golfers clicked to book tee times, register for clinics, or find course information 127,003 times, a 368.9% increase (YoY). The reservation trend shows booking clicks running about 1,000 to 1,800 a day, roughly four times last year's level on every day of the quarter (Figure 6). The most-clicked courses were:

- **JBLM Eagle's Pride:** 8,903 clicks
- **West Point Golf Course:** 7,072 clicks
- **Humphreys River Bend:** 6,535 clicks
- **Leavenworth Trails West:** 3,867 clicks
- **Belvoir Golf Club:** 3,863 clicks

Figure 6: Golf Reservation Clicks Compared YoY



Recommendations

- Keep the tee-time booking link at the top of every course page, since booking clicks rose sharply.
- Keep promo links in course promotions and member drives, since they bring golfers in directly.
- Add season dates and winter hours to course pages to hold traffic as the season ends.

Food and Beverage

Traffic

Food and Beverage reached a large and growing audience this quarter, driven by first-time visitors. Total users rose 17.6% (YoY) to 525,598, new users rose 28.4% (YoY) to 392,853, sessions rose 10.1% (YoY) to 706,550, and views rose 4.6% (YoY) to 911,580. Daily views held near 10,000, closely tracking last year, apart from a one-day spike in late July to roughly 42,000 views; its cause is not identified in the report. Growth was strongest at Wiesbaden (103.0% increase), Benning (83.8%), and Carlisle (81.2%) (Table 6).

Table 6: Food and Beverage Top Installations by Total Users, Q4 FY26

Installation	Total Users	Change (YoY)
www.armymwr.com	77,455	18.2% increase
carlisle.armymwr.com	59,258	81.2% increase
benning.armymwr.com	47,708	83.8% increase
belvoir.armymwr.com	21,553	1.7% increase
bragg.armymwr.com	18,637	3.2% decrease
wiesbaden.armymwr.com	13,588	103.0% increase
campbell.armymwr.com	13,350	34.2% increase
zama.armymwr.com	12,215	13.8% increase

Traffic Sources

Visitors found dining options mostly through search and direct visits. Organic Search brought 258,066 users, driven by Google (228,770) and Bing (23,695), and Direct brought 200,814. Referral (27,001) and Organic Social (26,663) were nearly even, with Facebook driving most of the social traffic (15,285 users), and promo links added 9,259 users.

Engagement

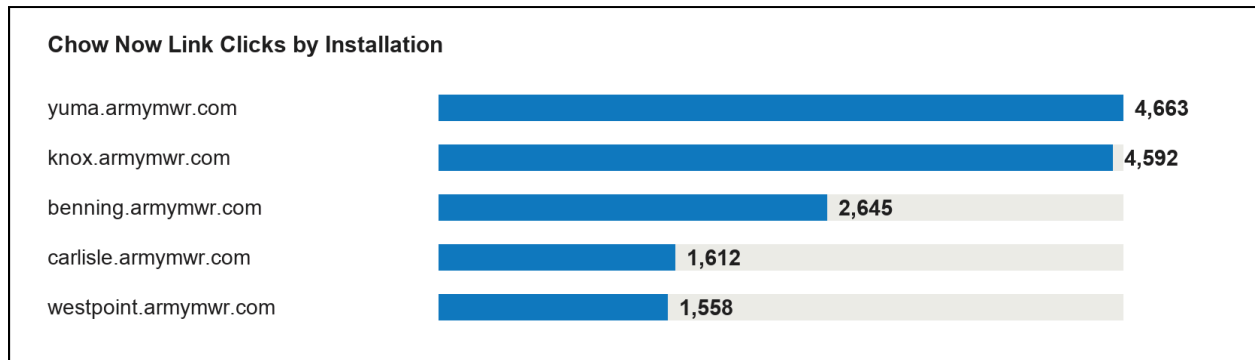
Engagement held steady across a much larger audience: average session time was 2:46, a 1.6% decrease (YoY), and engagement rate was 64%, a 0.9% decrease (YoY). Most visitors come to check a menu, hours, or a special and then act, and the clearest measure of that action is Chow Now, the online ordering link. Visitors clicked Chow Now to start an order 21,695 times this quarter, a 36.0% increase (YoY), and ordering ran steadily at about 200 to 400 clicks a day.

- **Chow Now link clicks:** 21,695 (36.0% increase YoY)
- **Mobile:** 17,807 clicks (82% of Chow Now clicks)
- **Desktop:** 3,746 clicks

- **Tablet:** 142 clicks

More than four in five Chow Now orders start on a phone, and Yuma and Knox together account for more than 40% of all Chow Now clicks (Figure 7). The most-viewed dining pages also included Casey's Bama's Grille (4,492 views), the Detroit AAFES food trucks (4,069), Casey food delivery (2,198), and Yuma's Roadrunner Cafe (1,935).

Figure 7: Chow Now Link Clicks by Installation, Q4 FY26



Recommendations

- Make the Chow Now ordering link the most visible action on every dining page, since online ordering grew 36.0%.
- Add the green "Hungry? Order Food Online" button to every dining page at installations that use Chow Now, so visitors can start an order from any page.
- Bring the Chow Now setup used at Yuma and Knox to other installations with dining facilities.
- Keep promo links in dining promotions, since they brought in more than 9,000 users, and identify what drove the late-July spike so it can be repeated.

American Forces Travel (AFT)

Traffic

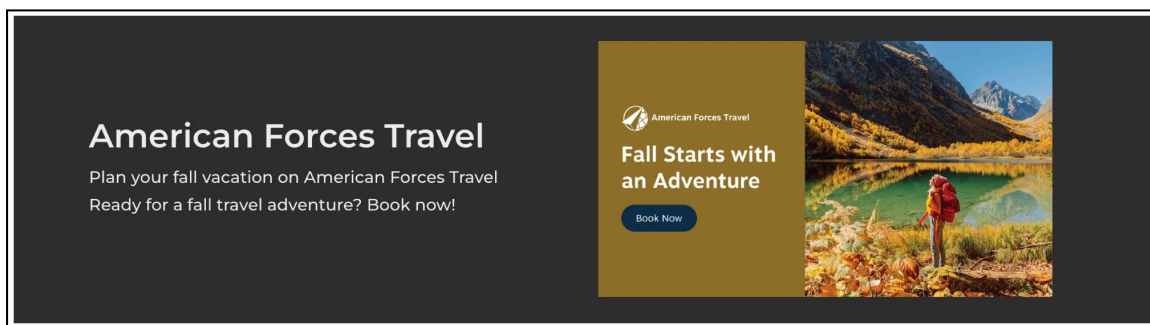
American Forces Travel (AFT) traffic declined this quarter. Total users fell 27.0% (YoY) to 7,209, new users fell 21.0% (YoY) to 2,938, sessions fell 25.6% (YoY) to 8,693, and views fell 30.4% (YoY) to 9,218, with daily views running below last year for most of the quarter at roughly 50 to 150 a day. Nearly all AFT traffic comes through the main armymwr.com site, which accounted for 6,492 views, while no installation site sent more than about 180 (Table 7). Installation pages are sending very little traffic to AFT.

Table 7: AFT Top Installations by Views, Q4 FY26

Installation	Views
www.armymwr.com	6,492
meade.armymwr.com	181
campbell.armymwr.com	167
bliss.armymwr.com	154
jblm.armymwr.com	153
hood.armymwr.com	141
bragg.armymwr.com	134
belvoir.armymwr.com	132

Part of the reason is that AFT promotions are not reaching installation pages. The current “Fall Starts with an Adventure” AFT happening (Figure 8) is missing from installation category pages under Travel and Recreation. At Hood, for example, it does not appear on the Leisure Travel and Tickets category page (hood.armymwr.com/categories/leisure-travel-and-tickets). Category pages are where a visitor planning a trip is most likely to look.

Figure 8: AFT Fall 2026 Happening, Missing From Installation Travel and Recreation Category Pages



Traffic Sources

Organic Search led with 4,947 users, followed by Direct with 1,585 and Referral with 452. Organic Search sessions fell by about 2,670 from last year, which accounts for most of the decline, and referral sessions fell by about 320. Email was the one source that grew, rising to 82 sessions, and AI Assistants brought 113 users. Because AFT links do not carry installation-specific tracking codes, the report cannot show which installation pages send visitors on to the AFT booking site.

Engagement

Visitors who reach AFT are highly engaged. Average session time rose 25.0% (YoY) to 2:21, and engagement rate held strong at 75%, a 3.7% decrease (YoY). People who find AFT

spend time comparing travel deals, so the challenge is getting them to the page rather than keeping them there.

Recommendations

- Make sure every AFT happening appears on the related installation category and program pages, not only on the main armymwr.com site. That includes the category pages under Travel and Recreation, such as Leisure Travel and Tickets.
- Have each installation add its own UTM tracking codes to the AFT links on its new AFT pages, with an installation-specific source. Follow the HQ format:
utm_source=Travelpage, utm_medium=ArmyMWR, and utm_campaign=2026FALL.
This lets AFT bookings be traced back to each installation.

Arts & Crafts

Traffic

Arts & Crafts grew strongly this quarter, with views growing faster than visitors. Total users rose 20.5% (YoY) to 30,095, new users rose 11.4% (YoY) to 12,047, sessions rose 13.9% (YoY) to 37,264, and views rose 38.1% (YoY) to 55,350, so visitors looked at more pages per visit. Daily views held near 500 to 750, with a spike in mid-September to about 1,100. The service pages drove the growth. Facility Use & Rentals, Paint & Go Ceramics, and the Catalog & Gift Shop all grew sharply, a sign visitors are coming to book space, take a class, or shop (Table 8).

Table 8: Arts & Crafts Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Arts and Crafts	23,366	27.5% increase
Facility Use & Rentals	12,162	63.6% increase
Paint & Go Ceramics	1,779	92.5% increase
Catalog & Gift Shop	1,688	435.9% increase
Contact	980	No prior-year data
Framing, Engraving & Screen Printing	553	33.3% decrease

Traffic Sources

Organic Search led with 18,412 users, driven by Google (16,327) and Bing (1,689), followed closely by Direct with 13,895. Referral brought 1,051 users, mainly from home.army.mil

(330), and Organic Social brought 992, mostly from Facebook. ChatGPT sent 205 users, a small but growing path to the program.

Engagement

Engagement strengthened: engagement rate rose 4.1% (YoY) to 70%, and average session time held at 2:15, a 0.7% increase (YoY). Visitors move between the main page and the pages for facility rentals, ceramics, and the gift shop. That fits a program people use to plan a project or book time in a shop.

The click heatmap for the JBLM Arts & Crafts page (Figure 9) shows the sidebar doing most of the work. Classes, Parties & Events is the most clicked link, followed by Framing, Paint & Go Ceramics, and the Catalog & Gift Shop. The calendar link below the hero image also draws strong clicks, and visitors click on the hero image itself, which is not linked.

Figure 9: Arts & Crafts Click Heatmap, JBLM (Desktop)



- ① Sidebar: Classes, Parties & Events.
- ② Sidebar: Framing, Engraving & Screen Printing and Paint & Go Ceramics.
- ③ Sidebar: Catalog & Gift Shop and Facility Use & Rentals.
- ④ Calendar of events image and "here" link.

Recommendations

- Create a holiday happening for the Catalog & Gift Shop so it is featured on the Arts & Crafts category and program pages. Gift Shop traffic more than quadrupled this quarter.

Auto Skills

Traffic

Auto Skills grew strongly this quarter. Total users rose 17.4% (YoY) to 69,806, new users rose 23.7% (YoY) to 49,503, sessions rose 15.0% (YoY) to 99,430, and views rose 37.7% (YoY) to 152,323. Daily views ran near 1,000 to 2,000, with a sharp spike in late July to nearly 5,000. The spike lines up with the MWR abandoned vehicles auction, one of the top landing pages from social media this quarter (3,104 sessions). The main Automotive Skills page grew 6.4% (YoY). The new topic pages drew their own audiences, led by Contact, the Do-It-Yourself Auto Shop, and Services, Pricing & Shop Rules (Table 9).

Table 9: Auto Skills Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Automotive Skills	74,620	6.4% increase
Contact	8,791	No prior-year data
Do-It-Yourself Auto Shop	7,002	No prior-year data
Services, Pricing & Shop Rules	3,580	No prior-year data
Full-Service & Assisted Repairs	2,255	No prior-year data
Vehicle Storage & Sales	2,139	No prior-year data
Vehicle Inspections & Special Services	1,520	No prior-year data
Classes & Safety Training	1,482	No prior-year data

Traffic Sources

Organic Search led with 37,351 users, driven by Google (33,954) and Bing (2,859), followed by Direct with 19,303. Organic Social was unusually strong at 11,311 users. Facebook and its mobile and link-click versions sent more than 11,000 visitors combined, much of it tied to auction and shop posts. Referral brought 1,504 users, and AI Assistants sent 533, including 508 from ChatGPT.

Engagement

Engagement held steady as the audience grew: average session time rose 2.2% (YoY) to 2:42, and engagement rate held at 56%, a 0.6% decrease (YoY). Visitors are moving from the main page to practical topic pages, such as booking a do-it-yourself bay, checking pricing and shop rules, or arranging vehicle storage. The lower engagement rate reflects many quick visits from social posts, especially around the auction.

Click heatmap tracking for this page began September 15, 2026, so there are not yet enough clicks to show reliable patterns. A heatmap will be included once more data is collected.

Recommendations

- Keep the Do-It-Yourself Auto Shop and Services, Pricing & Shop Rules pages linked prominently from the main page, since they are the most-visited topic pages after Contact.
- Create custom content on the Automotive Skills pages featuring auto sales, such as vehicle auctions and the car resale lot, and link it to the related happenings and calendar events. The late-July auction produced the largest traffic day of the quarter.

Better Opportunities for Single Service Members (BOSS)

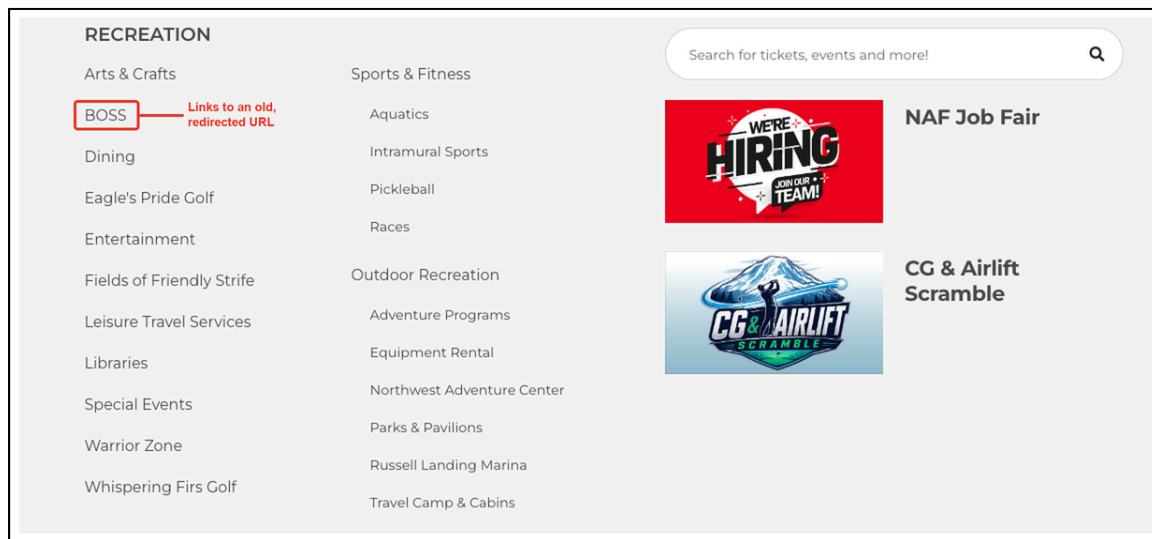
Traffic

Better Opportunities for Single Service Members (BOSS) traffic eased slightly this quarter. Total users fell 4.7% (YoY) to 25,522, new users fell 3.6% (YoY) to 12,692, sessions fell 8.5% (YoY) to 30,630, and views fell 7.3% (YoY) to 41,374. Daily views ran near 500 and tracked last year closely, with a mid-September spike to about 1,400 views that came in below last year's spike at the same time. The decline is concentrated on the main BOSS page, which fell 25.8% (YoY). Part of that drop is likely navigation. The BOSS link in the site megamenu still points to an old category URL that redirects (for example, to mccoy.armymwr.com/categories/service-members). It does not link directly to the current BOSS page (Figure 10). Meanwhile, visitors moved to the pages that answer what they need. BOSS Events and Activities grew 57.0% (YoY), Contact Information and Resources grew 484.3%, and The Four Pillars of BOSS grew 154.6% (Table 10).

Table 10: BOSS Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Better Opportunities for Single Service Members (BOSS)	18,727	25.8% decrease
BOSS Events and Activities	12,791	57.0% increase
Contact Information and Resources	1,157	484.3% increase
The Four Pillars of BOSS	359	154.6% increase

Figure 10: BOSS Link in the Site Megamenu (Recreation Section)



Traffic Sources

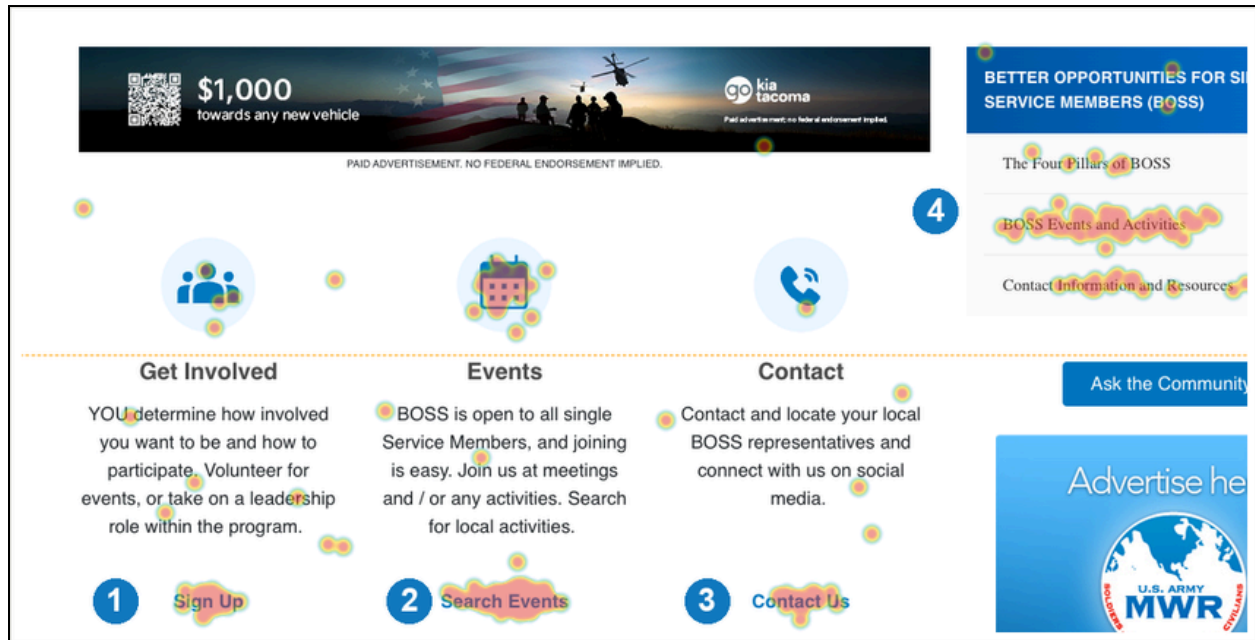
Direct was the leading channel with 15,820 users, which fits Service Members who already know the program and return to it. Organic Search followed with 10,915, driven by Google (8,585) and Bing (2,192). Organic Social brought 1,395 users, mostly from Facebook, Referral brought 1,339, led by home.army.mil (652), and AI Assistants sent 131.

Engagement

Average session time fell 8.1% (YoY) to 1:59, and engagement rate fell 2.7% (YoY) to 64%. Visitors are going straight to events and contact details rather than reading the main page, so shorter visits reflect a quicker path to what they need.

The click heatmap for the JBLM BOSS page (Figure 11) shows that Search Events and Sign Up are the most clicked actions. Visitors come to find activities and get involved. The sidebar link to BOSS Events and Activities is the most used navigation link.

Figure 11: BOSS Click Heatmap, JBLM (Desktop)



- ① Sign Up: get involved and volunteer.
- ② Search Events: find BOSS meetings and activities.
- ③ Contact Us: reach local BOSS representatives.
- ④ Sidebar: BOSS Events and Activities.

Recommendations

- Update the site megamenu across installation sites so the BOSS link points directly to the current BOSS page instead of the old, redirected category URL. Audit the megamenu for other outdated category links at the same time.
- Promote BOSS events through the consolidated installation social account and command channels, since single Service Members mostly reach BOSS directly.
- Refresh the main BOSS page with upcoming events and a clear way to get involved, to recover the traffic it lost.

Healthy Army Communities (HAC)

Traffic

Healthy Army Communities (HAC) is a small program that grew quickly this quarter, driven by first-time visitors. Total users rose 40.8% (YoY) to 3,168, new users rose 51.6% (YoY) to 2,846, sessions rose 28.7% (YoY) to 3,835, and views rose 27.0% (YoY) to 4,279. Traffic

opened the quarter with a spike near 240 daily views on July 1, then settled at about 50 a day. Almost all of the audience comes from one installation: Hunter Liggett drew 2,726 users, a 34.8% increase (YoY), while every other site drew fewer than 300 (Table 11).

Table 11: HAC Top Installations by Total Users, Q4 FY26

Installation	Total Users	Change (YoY)
hunterliggett.armymwr.com	2,726	34.8% increase
www.armymwr.com	274	182.5% increase
aberdeen.armymwr.com	37	208.3% increase
sill.armymwr.com	26	50.9% decrease
drum.armymwr.com	15	No prior-year data
gordon.armymwr.com	15	No prior-year data
garmisch.armymwr.com	13	62.5% increase
jackson.armymwr.com	12	No prior-year data

Traffic Sources

Organic Search led with 1,216 users, driven by Google (1,135), followed closely by Direct with 1,000. Organic Social was a strong third channel with 535 users, mostly from Facebook and its mobile versions, and Referral brought 242, led by home.army.mil (148). Wikipedia sent 27 users, a small sign that HAC is referenced in public sources.

Engagement

Visitors spend real time with HAC content: average session time was 3:08, a 21.8% decrease (YoY) but still long, and engagement rate was 57%, a 5.5% decrease (YoY). The many first-time visitors account for the slightly lower engagement.

Recommendations

- Keep promoting HAC through the consolidated installation social account, since social is a strong channel for this program.
- Add clear next steps, such as events, contacts, or resources, to keep the growing number of first-time visitors engaged.

Leisure Travel

Traffic

Leisure Travel had one of its strongest quarters, with views more than doubling year over year. Total users rose 28.9% (YoY) to 169,106, new users rose 4.7% (YoY) to 86,755, sessions rose 27.2% (YoY) to 237,052, and views rose 107.5% (YoY) to 516,464. Daily views ran about 6,000 to 8,000, roughly twice last year's level on every day of the quarter. Views grew far faster than users because visitors are moving through several pages per visit. The growth is consistent with the content standardization effort, which split Leisure Travel into dedicated pages for tickets, trips, and travel planning (Table 12).

Table 12: Leisure Travel Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Leisure Travel Services (LTS)	138,704	22.7% increase
Discounted Attractions and Event Tickets	108,272	865.6% increase
Tickets and Pricing	13,509	39.6% decrease
Vacation and Travel Planning Services	11,651	Near zero last year
Contact	9,858	No prior-year data
American Forces Travel	8,077	28.4% decrease
Special Offers	5,346	656.2% increase
Bus Trips and Group Travel	5,159	Near zero last year
Explore Other Travel Options	1,236	Near zero last year

Traffic Sources

Organic Search drove most of the audience with 112,287 users, led by Google (98,722) and Bing (11,004), as families search for discounted tickets and trips. Direct followed with 40,639 users. Organic Social brought 7,946 users, mostly from Facebook, and Referral brought 7,557, including Military OneSource (1,716) and home.army.mil (1,825), both trusted partner domains. AI Assistants sent 1,850 users, mostly from ChatGPT, a fast-growing path for travel planning.

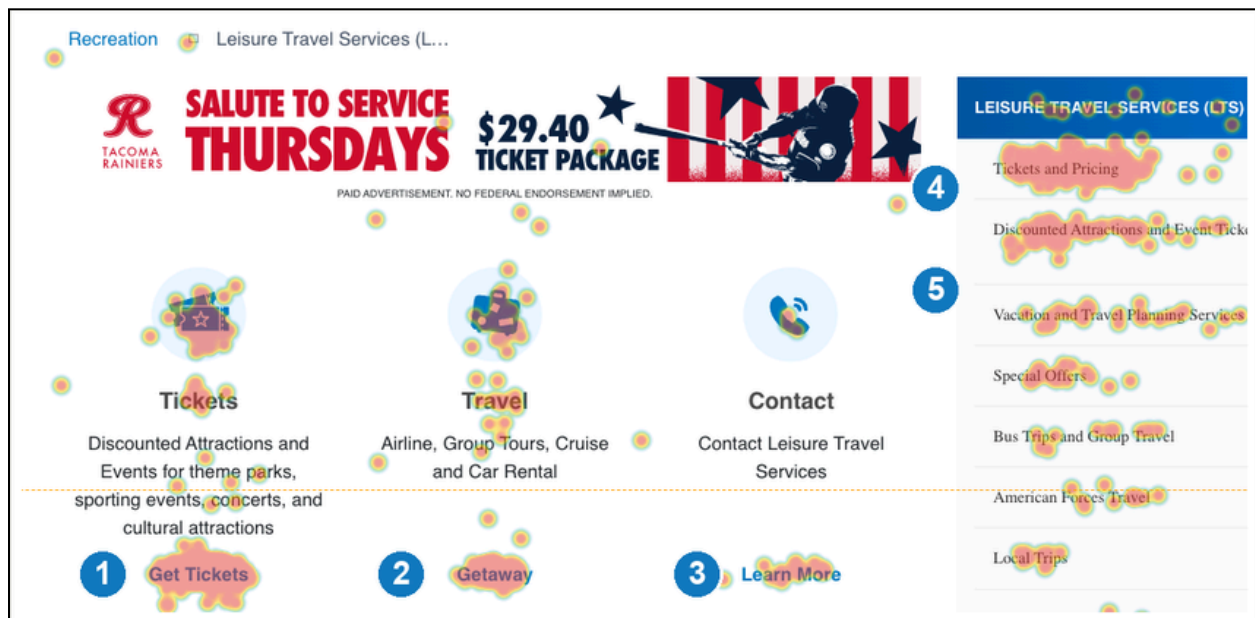
Engagement

Engagement was strong: average session time rose 13.9% (YoY) to 3:32, and engagement rate held at 70%, a 2.9% decrease (YoY). Visitors spend time comparing ticket options, trips, and travel services before deciding. Discounted Attractions and Event Tickets drew more than 108,000 users, a sign that ticket deals are the main draw. Two pages declined, Tickets

and Pricing (39.6% decrease) and American Forces Travel (28.4% decrease), as visitors moved to the newer, more specific pages.

The click heatmap for the JBLM Leisure Travel Services page (Figure 12) shows Get Tickets as the most clicked action on the page, followed by Getaway. In the sidebar, Tickets and Discounted Attractions and Event Tickets draw the most clicks. Tickets are the main reason visitors come to the page.

Figure 12: Leisure Travel Click Heatmap, JBLM (Desktop)



- ① Get Tickets: discounted attractions and event tickets.
- ② Getaway: airline, group tours, cruise, and car rental.
- ③ Learn More: contact Leisure Travel Services.
- ④ Sidebar: Tickets and Pricing and Discounted Attractions.
- ⑤ Sidebar: Vacation and Travel Planning.

Recommendations

- Feature Discounted Attractions and Event Tickets prominently, since it is the most-visited Leisure Travel page after the main page and grew more than ninefold.
- Point the older Tickets and Pricing page to the new Discounted Attractions and Event Tickets page so visitors land on current deals.
- Place American Forces Travel happenings on the Leisure Travel pages, since AFT traffic from Leisure Travel declined while the rest of the program grew.
- Keep ticket and trip pages clearly titled for search terms such as Disney, Dollywood, and Universal, since organic search drives most of the audience.

Libraries

Traffic

Libraries reached slightly more people this quarter while overall page activity eased. Total users rose 3.2% (YoY) to 50,790 and new users rose 4.1% (YoY) to 26,756, while sessions fell 10.2% (YoY) to 63,996 and views fell 7.1% (YoY) to 88,343. Daily views followed a steady weekly rhythm of about 1,000 to 1,500, closely tracking last year. The main Libraries page fell 13.0% (YoY) as visitors moved to the dedicated topic pages, which all grew (Table 13). Events and Programs rose 21.1% (YoY), and Borrowing, Renewals, and Policies rose 173.5%. Library Services and Resources had almost no traffic last year.

Table 13: Libraries Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Libraries	46,366	13.0% decrease
Events and Programs	7,994	21.1% increase
Library Services and Resources	5,534	Near zero last year
Borrowing, Renewals, and Policies	4,964	173.5% increase
Contact	1,551	No prior-year data

Traffic Sources

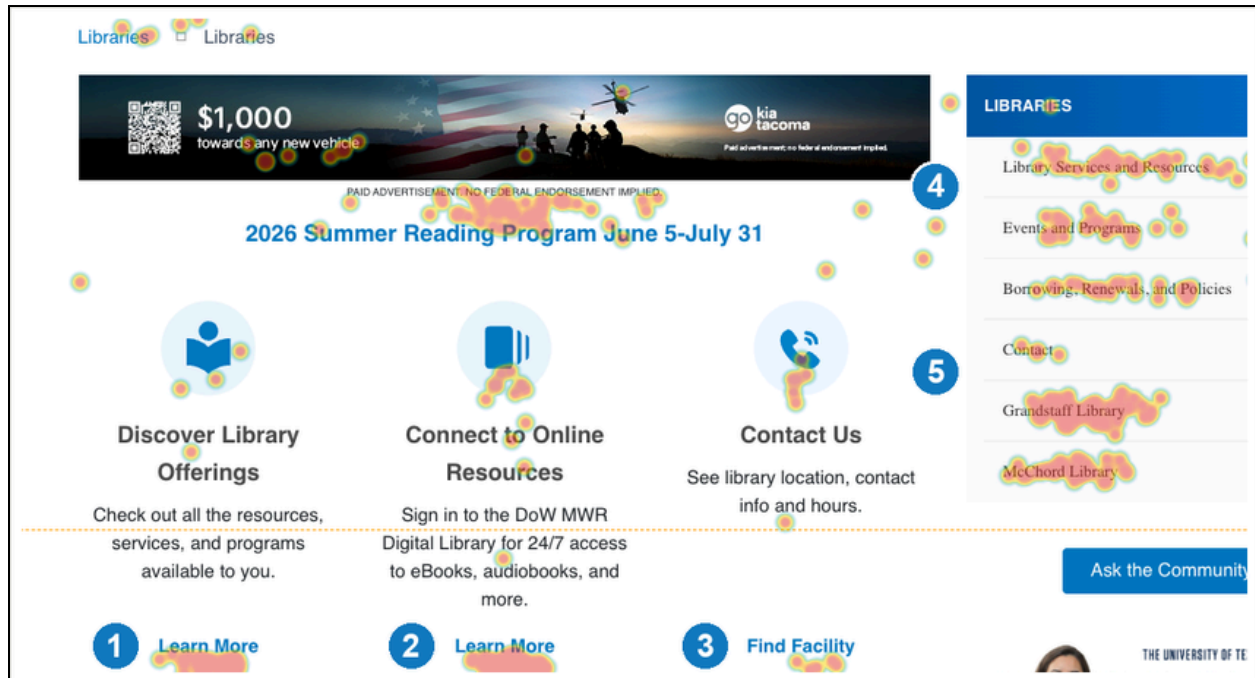
Direct and Organic Search were nearly even, with 25,729 and 25,574 users, which fits a program with regular patrons who return to it. Google sent 22,806 users and Bing 2,374. Referral brought 3,872 users, led by the DoD MWR Libraries sites (army.dodmwrlibraries.org with 1,230 and dodmwrlibraries.org with 867), and Organic Social brought 2,506, mostly from Facebook. AI Assistants sent 221 users.

Engagement

Engagement improved: average session time rose 6.9% (YoY) to 2:33, and engagement rate held at 63%, a 0.7% increase (YoY). Visitors are going straight to events, services, and borrowing information, so fewer sessions are producing more focused visits.

The click heatmap for the JBLM Libraries page (Figure 13) shows clicks spread across both Learn More buttons and Find Facility. The sidebar links for Library Services and Resources, Events and Programs, and the individual library pages also get steady use. The Summer Reading Program banner also draws clicks.

Figure 13: Libraries Click Heatmap, JBLM (Desktop)



- ① Learn More: library offerings.
- ② Learn More: online resources and the digital library.
- ③ Find Facility: library location, contact info, and hours.
- ④ Sidebar: Library Services and Resources and Events and Programs.
- ⑤ Sidebar: Grandstaff Library and McChord Library.

Recommendations

- Keep Events and Programs current and featured on the main Libraries page, since it is the most-visited topic page.
- Link Library Services and Resources and Borrowing, Renewals, and Policies from the main page, since both grew sharply as patrons looked for specific services.
- Keep the links from the DoD MWR Libraries sites pointed at the new topic pages, since they are the leading referral source.
- Promote library events through the consolidated installation social account to support the weekly patron rhythm.
- Add a short "Learn a Language" section to the Library Services and Resources page with Mango Languages listed first. Language searches totaled about 160 across BRD, ACS, and CYS pages this quarter, and "mango" alone drew 17. Have installations set up Sticky Search (pinned search terms) so "language," "ESL," "German," "Spanish," "Korean," "sign language," "mango," and "Rosetta Stone" go to that page. Setup steps

are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

Adventure Programs

Traffic

Adventure Programs traffic fell sharply this quarter. Total users fell 80.0% (YoY) to 1,732, new users fell 85.5% (YoY) to 797, sessions fell 81.4% (YoY) to 2,033, and views fell 63.3% (YoY) to 2,367. Daily views ran at about 20 to 40, well below last year's 50 to 130 on nearly every day of the quarter. The decline appeared across almost every installation, including the main armymwr.com site (55.1% decrease), Bragg (57.8%), Gordon (57.1%), and Benning (70.1%) (Table 14). A drop this broad and this steady points to a change in where adventure content lives on the site, not a loss of interest. Trips and activities may have moved to other Outdoor Recreation pages.

Table 14: Adventure Programs Top Installations by Total Users, Q4 FY26

Installation	Total Users	Change (YoY)
www.armymwr.com	807	55.1% decrease
hood.armymwr.com	481	9.1% decrease
bragg.armymwr.com	216	57.8% decrease
gordon.armymwr.com	91	57.1% decrease
benning.armymwr.com	61	70.1% decrease
polk.armymwr.com	60	24.1% decrease
campbell.armymwr.com	47	64.1% decrease
riley.armymwr.com	43	46.3% decrease

Traffic Sources

Organic Search led with 1,279 users, driven by Google (978) and Bing (278), followed by Direct with 339. Referral brought 65 users, Email 23, and Organic Social only 17, so very little traffic is reaching Adventure Programs from promotion. Promo links added 23 users.

Engagement

The visitors who did arrive were highly engaged. Average session time rose 63.2% (YoY) to 4:31, and engagement rate rose 34.1% (YoY) to 69%. A much smaller audience is spending

real time reviewing trips and activities, which points to strong interest from the people who find the program.

Recommendations

- Check whether adventure trips and activities moved to other Outdoor Recreation pages. If so, add redirects or clear links from the old Adventure Programs pages so search traffic follows the content.
- Feature upcoming adventure trips on the Outdoor Recreation and Leisure Travel pages, where visitors are already planning activities.
- Promote adventure trips through the consolidated installation social account and email, since promotion currently sends very little traffic.
- Add clear booking or sign-up links to adventure trip pages, since the visitors who arrive are highly engaged and ready to act.

Equipment Rental

Traffic

Equipment Rental held a steady audience this quarter. Total users held almost flat at 20,149, a 0.5% decrease (YoY), new users fell 2.1% (YoY) to 8,113, sessions fell 4.3% (YoY) to 28,459, and views fell 6.7% (YoY) to 33,890. Daily views eased from about 600 in early July to about 300 by late September, closely following last year's seasonal pattern as summer camping and boating wound down. JBLM and Bragg drew the largest audiences, and Riley was the one top installation that grew, up 17.6% (YoY) (Table 15).

Table 15: Equipment Rental Top Installations by Total Users, Q4 FY26

Installation	Total Users	Change (YoY)
jblm.armymwr.com	4,374	18.3% decrease
bragg.armymwr.com	3,547	9.2% decrease
knox.armymwr.com	1,672	9.0% decrease
hood.armymwr.com	1,625	6.6% decrease
redstone.armymwr.com	1,539	18.5% decrease
riley.armymwr.com	1,480	17.6% increase
hawaii.armymwr.com	1,253	No prior-year data
gordon.armymwr.com	1,060	4.3% decrease

Traffic Sources

Equipment Rental is driven by search: Organic Search brought 15,803 users, led by Google (14,333) and Bing (1,249), far ahead of Direct with 3,279. Organic Social brought 661 users, mostly from Facebook, Referral brought 483, and AI Assistants sent 125, including 117 from ChatGPT. On-site search confirms the demand, with “rentals” and “rental” searched 314 times and RV-related terms another 367.

Engagement

Engagement was strong and steady: average session time was 3:12, a 1.5% decrease (YoY), and engagement rate was 72%, a 0.9% decrease (YoY). Visitors spend time comparing equipment, availability, and prices, which fits a program people use to plan a trip or event.

Recommendations

- List rental equipment, prices, and reservation steps on one clearly titled rentals page at each installation, since most visitors arrive from search looking for a specific item.
- Have installations set up Sticky Search (pinned search terms) so “rental,” “rentals,” and RV searches go straight to the rentals page. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User’s Manual.
- Promote off-season rentals, such as ski, snowboard, and holiday party equipment, to hold traffic after the summer season.

Recreational Lodging

Traffic

Recreational Lodging held a large audience this quarter, though traffic eased from last year. Total users fell 10.3% (YoY) to 149,871, new users fell 8.3% (YoY) to 98,668, sessions fell 13.5% (YoY) to 216,102, and views fell 12.9% (YoY) to 276,964. Daily views declined steadily from about 4,000 in early July to about 2,000 by late September, the same seasonal pattern as last year, running slightly below it on most days. Benning and Gordon grew, while Jackson fell 42.8% (YoY) and West Point fell 15.8% (Table 16).

Table 16: Recreational Lodging Top Installations by Total Users, Q4 FY26

Installation	Total Users	Change (YoY)
benning.armymwr.com	11,018	5.0% increase
belvoir.armymwr.com	9,870	11.5% decrease
mccoy.armymwr.com	9,634	7.3% decrease

Installation	Total Users	Change (YoY)
bragg.armymwr.com	8,790	11.1% decrease
gordon.armymwr.com	7,637	9.1% increase
hood.armymwr.com	7,544	10.9% decrease
jackson.armymwr.com	7,133	42.8% decrease
jblm.armymwr.com	7,097	0.9% decrease

Traffic Sources

Recreational Lodging is driven by search: Organic Search brought 103,672 users, led by Google (94,100) and Bing (8,001), followed by Direct with 32,611. Referral brought 9,557 users, including home.army.mil (1,709) and campgrounds.rvlife.com (1,026), a third-party campground directory that sends RV travelers to Army lodging. Organic Social brought 4,336 users, Email 1,450, and promo links 1,428, and ChatGPT sent 1,200 users.

Engagement

Engagement held strong: average session time was 3:28, a 0.1% increase (YoY), and engagement rate was 70%, a 0.6% increase (YoY). Visitors spend real time comparing cabins, campsites, RV sites, rates, and availability before booking.

Recommendations

- Keep lodging listings current on campground directories such as RV Life, since they send RV travelers directly to Army lodging.
- Promote fall and winter lodging, such as the hunting season and winter season savings promotions, to hold traffic as the summer season ends.
- Make rates, availability, and the booking link visible at the top of each lodging page, since visitors spend more than three minutes comparing options.

Aquatics

Traffic

Aquatics drew more page activity this quarter from a steady audience. Total users held about flat at 79,732, a 0.8% increase (YoY), new users rose 4.7% (YoY) to 42,238, and views rose 21.8% (YoY) to 176,451, while sessions fell 8.5% (YoY) to 110,629. Daily views peaked near 4,000 in early July and eased to about 1,000 by late September as the outdoor pool



season ended, running above last year for most of the quarter. The new topic pages carried much of the activity (Table 17). Aquatics Centers grew 251.9% (YoY) and Aquatics Classes and Programs grew 48.7%, while the older Pools page fell 24.4%.

Table 17: Aquatics Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Aquatics	53,361	36.0% increase
Pools	26,191	24.4% decrease
Aquatics Centers	19,063	251.9% increase
Aquatics Classes and Programs	16,190	48.7% increase
Contact Information	2,877	No prior-year data
Rules and Safety	1,291	No prior-year data

Traffic Sources

Organic Search led with 52,887 users, driven by Google (48,535) and Bing (3,255), followed by Direct with 25,601. Organic Social brought 4,327 users, mostly from Facebook, Referral brought 1,786, and AI Assistants sent 530. On-site search confirms the demand, with “pool” among the top BRD search terms (243 searches).

Engagement

Engagement improved: engagement rate rose 3.1% (YoY) to 64%, while average session time fell 9.2% (YoY) to 2:25. Visitors are going straight to pool hours, centers, and class pages, so shorter visits reflect a quicker path to what they need.

The click heatmap for the JBLM Aquatics page (Figure 14) shows visitors acting on the main calls to action. The Get Started button for the class and events calendar and the Learn More button for aquatic center locations draw the most clicks. The sidebar links to Aquatics Classes and Programs and to individual pools are also well used.

Figure 14: Aquatics Click Heatmap, JBLM (Desktop)



- ① Learn More: aquatic center locations and hours.
- ② Get Started: schedule of classes and events.
- ③ Learn More: contact the Aquatics Coordinator.
- ④ Sidebar: Aquatics Classes and Programs and individual pool pages.

Recommendations

- Point the older Pools page to the new Aquatics Centers page so visitors land on current hours and locations.
- Promote indoor pool hours and swim classes as the outdoor season ends, to hold traffic into fall and winter.

All Army Sports

Traffic

All Army Sports grew this quarter. Total users rose 17.1% (YoY) to 9,290, new users rose 15.3% (YoY) to 6,235, sessions rose 8.2% (YoY) to 10,889, and views rose 16.0% (YoY) to 23,616. Daily views ran about 200 to 400, above last year on most days, with an early-July spike near 550 as athletes looked for upcoming trials and application dates.

Traffic Sources

Organic Search led with 4,474 users, driven by Google (3,282) and Bing (1,131), followed by Direct with 2,641. Organic Social was strong at 1,346 users: Facebook sessions rose 637.7% (YoY) to 509, and Instagram sent another 454. Referral brought 880 users, including armywcap.com (460). Direct (55.8% increase) and Bing (51.8% increase) both grew.

Engagement

Engagement strengthened: average session time rose 16.1% (YoY) to 2:43, and engagement rate rose 8.3% (YoY) to 67%. The clearest sign of intent is applications. Visitors clicked to start an All Army Sports application 2,260 times this quarter:

- **“All Soldiers must apply through the application website” link:** 693 clicks
- **“Apply now!” button:** 661 clicks
- **All Army Application website link:** 299 clicks
- **armedforcessports.com link:** 227 clicks

Recommendations

- Keep the Apply now button and the application website link at the top of the page, since they drew more than 1,300 clicks combined.
- Post trial camp and application deadlines prominently and early, to support the early-season spike in interest.

Bowling

Traffic

Bowling grew strongly this quarter. Total users rose 19.9% (YoY) to 62,252, new users rose 18.3% (YoY) to 38,497, sessions rose 10.9% (YoY) to 81,516, and views rose 44.0% (YoY) to 123,472. Daily views ran about 1,000 to 2,000, well above last year on nearly every day. The main Bowling Center page grew 13.0% (YoY), and the new topic pages drew their own audiences, led by Prices, Deals, & Specials and Food, Snacks, & Lounges (Table 18).

Table 18: Bowling Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Bowling Center	65,113	13.0% increase
Prices, Deals, & Specials	9,593	No prior-year data

Page	Total Users	Change (YoY)
Food, Snacks, & Lounges	4,639	No prior-year data
Contact	2,748	No prior-year data
Leagues, Lessons, & Youth Bowling	2,392	No prior-year data
Options & Game Types	2,261	No prior-year data
Parties, Events, & Group Reservations	1,990	No prior-year data
Policies & Rules	745	No prior-year data

Traffic Sources

Direct and Organic Search were nearly even, with 33,164 and 34,461 users, which fits a program with many regular bowlers who return to it. Google sent 31,644 users and Bing 2,229. Organic Social brought 2,297 users, mostly from Facebook, Referral brought 1,380, Email 917, and promo links 892.

Engagement

Engagement strengthened: engagement rate rose 14.9% (YoY) to 66%, while average session time fell 10.1% (YoY) to 2:06. Visitors are going straight to prices, specials, and food, so visits are shorter but more focused.

Click heatmap tracking for this page began September 15, 2026, so there are not yet enough clicks to show reliable patterns. A heatmap will be included once more data is collected.

Recommendations

- Keep Prices, Deals, & Specials current and featured on the main Bowling Center page, since it is the most-visited topic page.
- Promote Parties, Events, & Group Reservations ahead of the holidays, when group bookings rise.
- Keep league and lesson schedules current on Leagues, Lessons, & Youth Bowling as fall leagues begin.
- Keep promo links in bowling promotions, since they bring bowlers in directly.

Fitness Centers

Traffic

Fitness Centers reached a much larger audience this quarter. Total users rose 13.7% (YoY) to 291,814, new users rose 19.7% (YoY) to 181,185, sessions rose 4.5% (YoY) to 425,166, and views rose 19.0% (YoY) to 690,573. Daily views followed a steady weekly cycle of about 5,000 to 10,000, above last year on most days. The main Fitness Centers page grew 14.5% (YoY), and the new topic pages grew sharply (Table 19). Fitness Classes and Personal Training rose 226.6% (YoY) and 24/7 Access and Registrations rose 236.2%.

Table 19: Fitness Centers Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Fitness Centers	416,730	14.5% increase
Fitness Classes and Personal Training	22,075	226.6% increase
24/7 Access and Registrations	12,463	236.2% increase
Facilities and Equipment	10,082	Near zero last year
Contact	3,976	No prior-year data
Special Events and Competitions	1,644	Near zero last year
Youth Age Policies	1,296	Near zero last year

Traffic Sources

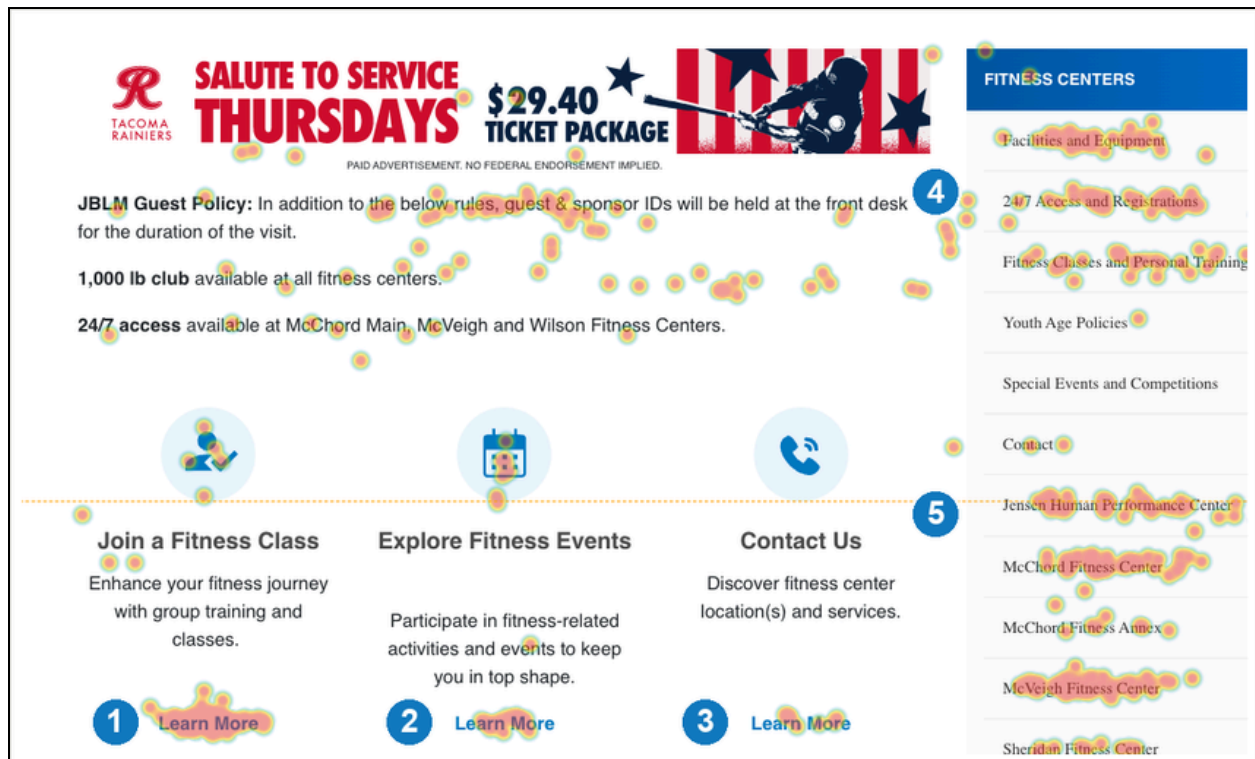
Organic Search led with 167,979 users, driven by Google (150,316) and Bing (15,622), followed by Direct with 116,310. Organic Social brought 12,344 users, mostly from Facebook, Referral brought 10,102, including home.army.mil (3,175), and AI Assistants sent 2,118, including 2,054 from ChatGPT.

Engagement

Engagement rate held at 60%, a 1.7% decrease (YoY), while average session time fell 17.8% (YoY) to 2:55. Visitors are going straight to class schedules, 24/7 access, and hours rather than browsing, which shortens visits.

The click heatmap for the JBLM Fitness Centers page (Figure 15) shows clicks spread across all three Learn More buttons. The sidebar links for 24/7 Access and Registration, Fitness Classes, and individual fitness center locations are also well used. Visitors also click on the guest policy and 24/7 access text near the top of the page, which is not linked.

Figure 15: Fitness Centers Click Heatmap, JBLM (Desktop)



- ① Learn More: join a fitness class.
- ② Learn More: explore fitness events.
- ③ Learn More: contact fitness centers.
- ④ Sidebar: 24/7 Access and Registration and Fitness Classes.
- ⑤ Sidebar: individual fitness center locations.

Recommendations

- Keep Fitness Classes and Personal Training schedules current and featured on the main page, since it is the most-visited topic page.
- Make 24/7 Access and Registrations easy to find, since registration questions drove more than 12,000 users.
- Post hours and closures at the top of each Fitness Center page, since most visitors come for a quick answer.
- Promote Special Events and Competitions, which grew from almost no traffic last year.

Intramural Sports

Traffic

Intramural Sports grew sharply this quarter, with views more than doubling. Total users rose 48.4% (YoY) to 7,710, new users rose 82.1% (YoY) to 2,466, sessions rose 47.9% (YoY) to 9,371, and views rose 111.3% (YoY) to 14,874. Daily views ran about 100 to 300, roughly twice last year's level on most days. The main Intramural Sports page grew 32.4% (YoY), and the new topic pages for registration, sports offered, and competitions drew their own audiences (Table 20).

Table 20: Intramural Sports Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Intramural Sports	7,128	32.4% increase
Registration	1,734	No prior-year data
Sports Offered	1,113	No prior-year data
Competitions & Events	628	No prior-year data
Contact	433	No prior-year data

Traffic Sources

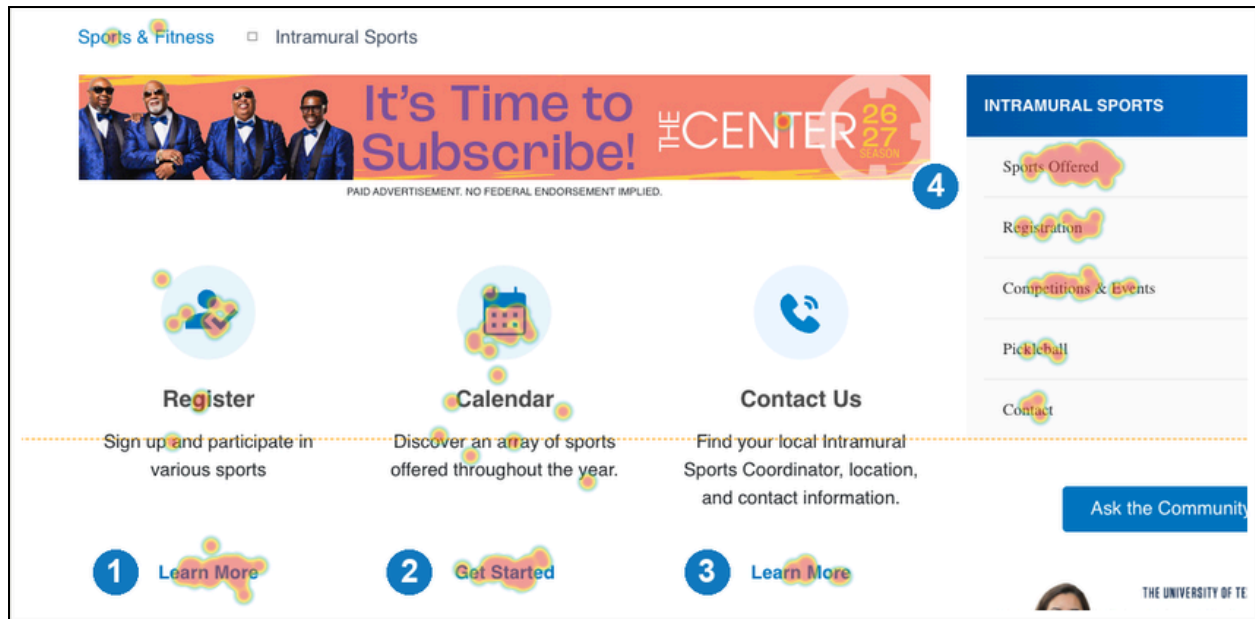
Organic Search led with 5,093 users, driven by Google (4,316, a 36.5% increase YoY) and Bing (720), followed by Direct with 2,440, which more than doubled (116.9% increase YoY). Referral brought 311 users, Organic Social 277, and AI Assistants 80.

Engagement

Engagement was strong: engagement rate was 74%, a 5.3% decrease (YoY), and average session time rose 9.3% (YoY) to 2:08. Visitors are reaching the Registration page directly, a sign of units and Soldiers signing up for leagues.

The click heatmap for the JBLM Intramural Sports page (Figure 16) shows visitors heading straight to registration and the sports calendar. The Learn More button for registration and the Get Started button for the calendar draw the most clicks. The sidebar links to Sports Offered and Registration are also well used.

Figure 16: Intramural Sports Click Heatmap, JBLM (Desktop)



- ① Learn More: register and participate.
- ② Get Started: calendar of sports.
- ③ Learn More: contact the Intramural Sports Coordinator.
- ④ Sidebar: Sports Offered and Registration.

Recommendations

- Keep the Registration page current with league dates and deadlines, since it is the most-visited topic page.
- Post league schedules and standings on Competitions & Events to bring players back during the season.
- Promote new leagues through command channels and the consolidated installation social account.

Warrior Zone

Traffic

Warrior Zone drew more page views from fewer visitors this quarter. Views rose 6.6% (YoY) to 13,282, while total users fell 23.9% (YoY) to 9,669, new users fell 11.6% (YoY) to 6,686, and sessions fell 26.3% (YoY) to 11,526. Daily views held near 100, with a one-day spike in late July to about 1,500. Campbell drew the largest audience by far, with 3,570 users, a 126.2% increase (YoY), and Wainwright, Italy, and Irwin also grew (Table 21).

Table 21: Warrior Zone Top Installations by Total Users, Q4 FY26

Installation	Total Users	Change (YoY)
campbell.armymwr.com	3,570	126.2% increase
jblm.armymwr.com	1,716	16.0% decrease
riley.armymwr.com	942	13.4% increase
wainwright.armymwr.com	850	31.6% increase
italy.armymwr.com	774	33.0% increase
humphreys.armymwr.com	725	19.2% decrease
bliss.armymwr.com	551	11.8% increase
irwin.armymwr.com	362	110.5% increase

Traffic Sources

Direct led with 5,667 users, which fits Soldiers who already know their local Warrior Zone, followed by Organic Search with 3,749. Referral brought 192 users, Organic Social 186, and AI Assistants 37.

Engagement

Engagement rate rose 10.3% (YoY) to 63%, while average session time fell 30.9% (YoY) to 1:40. Visitors are checking hours, events, and tournaments and moving on quickly.

Recommendations

- Post gaming tournaments and events on the Warrior Zone pages and command channels, since most visitors arrive directly.

Seward Military Resort

Traffic

Seward Military Resort grew strongly this quarter. Total users rose 42.3% (YoY) to 20,266, new users rose 45.0% (YoY) to 19,293, sessions rose 40.9% (YoY) to 30,370, and views rose 37.5% (YoY) to 96,055. Daily views ran about 1,000, above last year for most of the summer, with a mid-July spike to about 3,600. Nearly all visitors are new, and they look at many pages per visit as they plan a trip, led by lodging, booking rates, and eligibility (Table 22).



Table 22: Seward Military Resort Top Pages by Total Users, Q4 FY26

Page	Total Users
Home	16,222
Rooms, Townhouses, Cabins, and RV Sites	7,567
Booking Rates	7,308
Eligibility	3,463
Tickets & Tours	2,987
Contact Us	1,947
Amenities	1,670
Harbor House Suite	1,450
Fishing Destination	1,416

Traffic Sources

Direct led with 9,866 users, followed closely by Organic Search with 8,697, driven by Google (7,632) and Bing (703). Referral brought 1,869 users, including the resort's reservation system (res.windsurfercrs.com, 704) and Military OneSource (696), a trusted partner domain. Organic Social brought 336 users.

Engagement

Engagement was strong: average session time rose 2.6% (YoY) to 4:29, and engagement rate rose 2.6% (YoY) to 63%. Visitors spend more than four minutes comparing rooms, rates, eligibility, and tours, which fits a destination people plan a trip around.

Recommendations

- Keep rooms, booking rates, and the reservation link together near the top of the Seward pages, since lodging and rates are the most-visited pages after Home.
- Make eligibility rules clear and easy to find, since more than 3,400 visitors checked them.
- Promote fall and winter stays and fishing trips to extend the season, and identify what drove the mid-July spike so it can be repeated.

Strong B.A.N.D.S.

Traffic

Strong B.A.N.D.S. reached 2,564 users across all installations this quarter, with 815 new users and 2,713 sessions. Most of that traffic lands on installation pages. The HQ Strong B.A.N.D.S. page on armymwr.com drew 273 users, a 53.1% decrease (YoY), and 356 views, a 4.6% decrease (YoY), with daily views of fewer than 15.

Traffic Sources

On the HQ page, Direct led with 146 users, followed by Google (54), promo links (19), Bing (14), and Facebook (14). The small numbers reflect a campaign program that is promoted mostly through installation events rather than the HQ site.

Engagement

Engagement rate was 58% program-wide. On the HQ page, visitors clicked the campaign resources 2,207 times, mostly on images. Smaller numbers of clicks went to topic links for nutrition, activity, recreation, housing, healthcare, and employment, and to the BE FIT video playlist.

Recommendations

- Point installation Strong B.A.N.D.S. pages to the HQ resources, so the campaign's nutrition and activity content reaches the people already engaging locally.
- Feature the BE FIT video playlist and nutrition resources prominently, since they are the campaign's most useful content.

Army Ten Miler (ATM)

Traffic

Army Ten Miler (ATM) drew a smaller audience than last year as the October race approached. Total users fell 16.3% (YoY) to 77,100, new users fell 17.2% (YoY) to 73,404, sessions fell 19.8% (YoY) to 132,136, and views fell 18.0% (YoY) to 240,848. Daily views climbed steadily from about 2,000 in July to about 7,000 in late September as race day neared. Last year's views ran slightly higher through most of the quarter and peaked near 13,000 in a single day in late September. After the main page, registration and race-day

logistics pages drew the most visitors (Table 23). ATM traffic is reported separately and is not included in BRD overall traffic totals.

Table 23: Army Ten Miler Top Pages by Total Users, Q4 FY26

Page	Total Users
Army Ten-Miler (main page)	49,379
Individual Registration	15,603
The Course	8,642
In-Person Race	8,186
2026 ATM Registration	7,538
Race Day Schedule	7,313
Packet Pickup	6,017
Arrive & Depart	5,238
ATM Race FAQs	5,237
Official Gear	3,258

Traffic Sources

Organic Search led with 47,498 users, followed by Direct with 22,012. Organic Social brought 5,036 users, Referral brought 2,973, and AI Assistants sent 394. Paid ads and display sent fewer than 300 users combined.

Engagement

Engagement held steady: engagement rate was 45%, a 0.8% increase (YoY). Most visitors come for one task, such as registering, checking the course, or finding packet pickup, and leave once they have it.

Recommendations

- Combine Individual Registration and 2026 ATM Registration into one registration page, or link them clearly to each other, so runners are not split across two pages.
- Feature Race Day Schedule, Packet Pickup, and Arrive & Depart together on the main page in the weeks before the race, since together they drew more than 18,000 users.

World Class Athlete Program (WCAP)

Traffic

World Class Athlete Program (WCAP) traffic declined this quarter. Total users fell 21.7% (YoY) to 11,641, new users fell 21.8% (YoY) to 11,445, sessions fell 17.2% (YoY) to 14,988, and views fell 13.5% (YoY) to 34,848. Daily views ran a few hundred a day, with spikes near 2,200 in early July and 1,400 in mid-September. Most sport pages declined, but Baseball grew 160.5% (YoY), and the new Army Winter Olympic Hopefuls page drew 482 users (Table 24).

Table 24: WCAP Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Home	3,783	13.2% decrease
Entry Standards & Apply	2,109	11.1% decrease
Boxing	1,505	26.7% decrease
Track & Field	1,360	14.4% decrease
Wrestling	1,240	5.1% decrease
About	1,165	21.9% decrease
Baseball	693	160.5% increase
Army Winter Olympic Hopefuls	482	No prior-year data
Apply Now	468	12.4% decrease
Results	435	10.9% decrease

Traffic Sources

Organic Search led with 7,010 users, driven by Google (6,297) and Bing (567), followed by Direct with 3,137. Referral brought 1,306 users, led by goarmy.com (809), which sends prospective Soldier-athletes to WCAP. Organic Social brought 237 users and AI Assistants sent 53.

Engagement

Engagement softened slightly: engagement rate was 52%, a 2.6% decrease (YoY). Entry Standards & Apply was the most-visited page after Home, so many visitors come to find out how to join the program.

Recommendations

- Link Entry Standards & Apply and Apply Now from every sport page, since applying is the main reason visitors come after the home page.
- Feature Baseball and Army Winter Olympic Hopefuls on the WCAP home page, since both drew new interest this quarter.
- Update sport page titles and descriptions with search terms such as Army boxing team and Army wrestling team, to recover search traffic.