



Support Services Insights and Recommendations

Second Quarter FY26

NAF Personnel Services

NAF Personnel Services experienced significant declines across all traffic metrics during Q2 FY26. Total users fell 23.6% year over year to 9,331, and new users declined 20.3% to 7,389, indicating the program is losing ground with both new and returning audiences at a comparable rate. Sessions decreased 22.5% to 11,542, and views fell 26.0% to 17,104 year over year. The primary driver of the overall decline appears to be a reduction in referral traffic from nafbenefits.com, which suggests the NAF Personnel Services link may no longer be receiving the same level of placement or visibility on that platform as in prior periods. Addressing this referral relationship should be the first priority heading into Q3 FY26.

Organic search was the leading acquisition channel at 4,247 users, followed by referral at 3,156 users and direct at 1,792 users. Google was the top session source at 3,063 users, followed by nafbenefits.com at 2,884 users and direct at 1,792 users.

Engagement metrics present a mixed picture for NAF Personnel Services during Q2 FY26. The engagement rate declined 13.3% to 57%, and average session time increased 4.4% to 2 minutes and 41 seconds year over year. The most compelling engagement signal this quarter comes from document downloads directly from NAF pages, which totaled 6,666 downloads, a 24.9% increase year over year. The CYPA document led all downloads at 1,268, followed by the Retirement Booklet at 943 and Retirement Plan Documents at 529. The January 2026 Newsletter (464 downloads), Retiree Cost of Living Adjustment document (386 downloads, 38.8% increase), and Valuation 2023 (256 downloads, 212.2% increase) were also strong performers, indicating that despite the overall traffic decline, users who do arrive are actively downloading and engaging with retirement planning and benefits reference materials at a higher rate than the prior year.

Recommendations

Reconnect with nafbenefits.com to restore referral traffic visibility. The decline in referral traffic from nafbenefits.com is the most likely primary driver of the overall traffic decrease this quarter.

Table 1: Top Resource Downloads

Downloads	Total ▾	% Δ
Child & Youth Services - Child & Youth Program Assistant (CYPA)	1,268	-
Retirement Booklet	943	-33.6% ↓
Retirement Plan Documents	529	-27.4% ↓
January 2026, Newsletter	464	-
Non-Supervisory NF 01 - NF 03 / NA1 - NA7	436	-
Retiree Cost of Living Adjustment - Effective April 1, 2025 (PDF)	386	38.8% ↑
Valuation 2023	256	212.2% ↑
GS Employees & NF 03 - NF 05 Supervisors and Managers	214	-
NAF Group Life Insurance Booklet	182	30.0% ↑
Grand total	6,666	24.9% ↑

Table 2: Top Search Terms by Search Volume.

Search	Total Searches ▾
1099	10
401k	7
life insurance	3
military buy back	3
tucker	3
cys forms	2
change of address	2
portal	2
1099r form	2
1099r	2

CEAT

The Civilian Employment Assignment Tool (CEAT) program showed steady performance during Q2 FY26. Total users grew 1.8% year over year to 4,356, and new users rose 14.8% to 1,455, indicating the program is successfully expanding its reach to first-time audiences. Views declined 8.4% to 6,365, and sessions fell 7.5% to 4,811 year over year, though the strong new user growth suggests the program is actively reaching audiences who have not previously engaged with the tool.

Direct traffic led all acquisition channels at 1,871 users, followed by organic search at 2,058 users and referral at 306 users. Google was the top session source at 1,682 users, followed by direct at 1,871 users and Bing at 338 users. Home.army.mil (87 users) and nafbenefits.com (30 users) contributed meaningful referral traffic from trusted Army platforms. Fort Benning recorded strong installation-level growth this quarter, and Fort Bragg grew 80.9% to 161 users and Fort Bliss grew 58.7%, both representing meaningful gains across the installation footprint.

Engagement metrics reflect a program with a committed and action-oriented audience. The CEAT Transfer Guide was downloaded 664 times this quarter, a strong conversion signal indicating users are actively engaging with the tool's core resources. The engagement rate came in at 68%, and average session time was 1 minute and 19 seconds, consistent with a task-oriented program where users arrive, access what they need, and complete their task efficiently.

- 664 CEAT Transfer Guide downloads

Table 3: Top Search Terms by Search Volume.

Search	Total Searches ▾
discovery	43
retired civilian cac	1
what are the requirements for ceat transfers by employee type	1
ceat processing time	1
careers	1
esl	1
employment civil	1
jblm close to parkland for civilian	1
job listing	1
jobs	1

Home Based Business (HBB)

The Home Based Business program experienced strong year over year growth across all primary traffic metrics, indicating increased awareness and demand. Total users rose 53.3 percent to 7,263, while new users increased 27.0 percent to 2,820. Sessions showed the largest gain, up 49.7 percent, reflecting more frequent visits and repeat engagement with HBB content.

Traffic acquisition was led by a balanced mix of Organic Search and Direct traffic. Organic Search drove 2,796 users, confirming that users are actively searching for information related to home based business policies and approvals. Direct traffic closely followed with 2,738 users, suggesting a high level of intentional access through saved links, emails, internal Army resources, or prior familiarity with the program.

Despite the growth in users and sessions, engagement metrics declined. Engagement rate decreased to 61 percent, down 13.7 percent year over year, and average session time dropped to 1 minute and 53 seconds. This pattern suggests that users are arriving with clear, task oriented goals.

Table 4: Top Search Terms by Search Volume.

Search	Total Searches
discovery	25
hbb	4
hbb application	4
employment	3
commercial solicitation	2
home based	2
home based business	2
building 350	2
home base	2
home based buisness	2