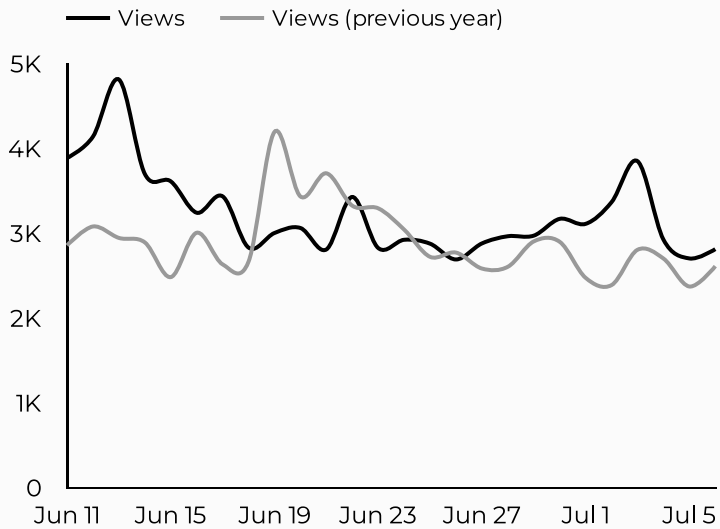




| | | | | | |
|-----------------------------------|---------------------------------------|---|---------------------------------------|---|---|
| Views 84,139 ↑ 11.4% | Sessions 53,397 ↓ -12.8% | Total users 39,458 ↓ -6.8% | New users 21,513 ↓ -5.2% | Avg. Session Time 02:22 ↓ -15.4% | Engagement rate 62% ↑ 2.4% |
|-----------------------------------|---------------------------------------|---|---------------------------------------|---|---|

Compared Y-o-Y

How is site traffic trending?

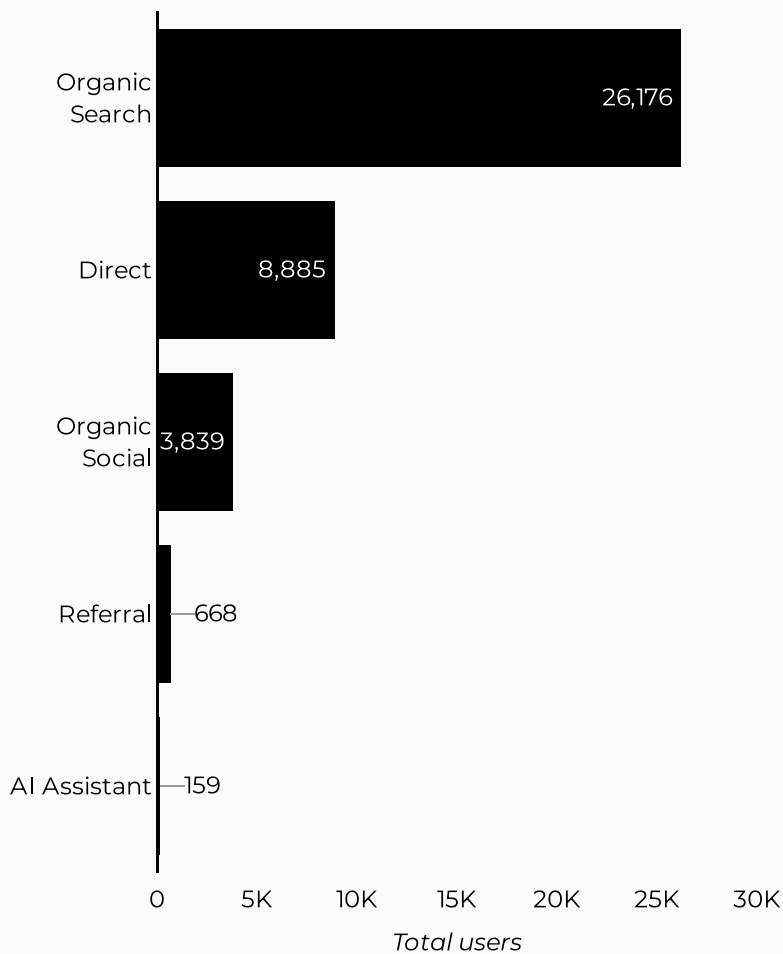


Top Pages

Sorted by Total Users

| Page | Total users | % Δ |
|-------------------------------|-------------|----------|
| Aquatics | 25,232 | 23.4% ↑ |
| Pools | 12,901 | -36.0% ↓ |
| Aquatics Centers | 9,434 | 275.1% ↑ |
| Aquatics Classes and Programs | 7,506 | 61.5% ↑ |
| Contact Information | 1,433 | - |
| Rules and Safety | 511 | - |

Which channels are driving traffic?



What are the top sources?

| Session source | Total users |
|-----------------|-------------|
| google | 24,623 |
| (direct) | 8,885 |
| facebook.com | 1,802 |
| m.facebook.com | 1,253 |
| bing | 1,093 |
| lm.facebook.com | 526 |
| home.army.mil | 263 |
| duckduckgo | 228 |
| l.facebook.com | 222 |
| yahoo | 170 |



ARMY MWR

Army Family Team Building (AFTB)

| | | | | | |
|---------|----------|-------------|-----------|-------------------|-----------------|
| Views | Sessions | Total users | New users | Avg. Session Time | Engagement rate |
| 584 | 533 | 493 | 279 | 01:30 | 45% |
| ↑ 74.3% | ↑ 66.6% | ↑ 94.1% | ↑ 253.2% | ↓ -32.8% | ↓ -36.5% |

Compared Y-o-Y

How is site traffic trending?

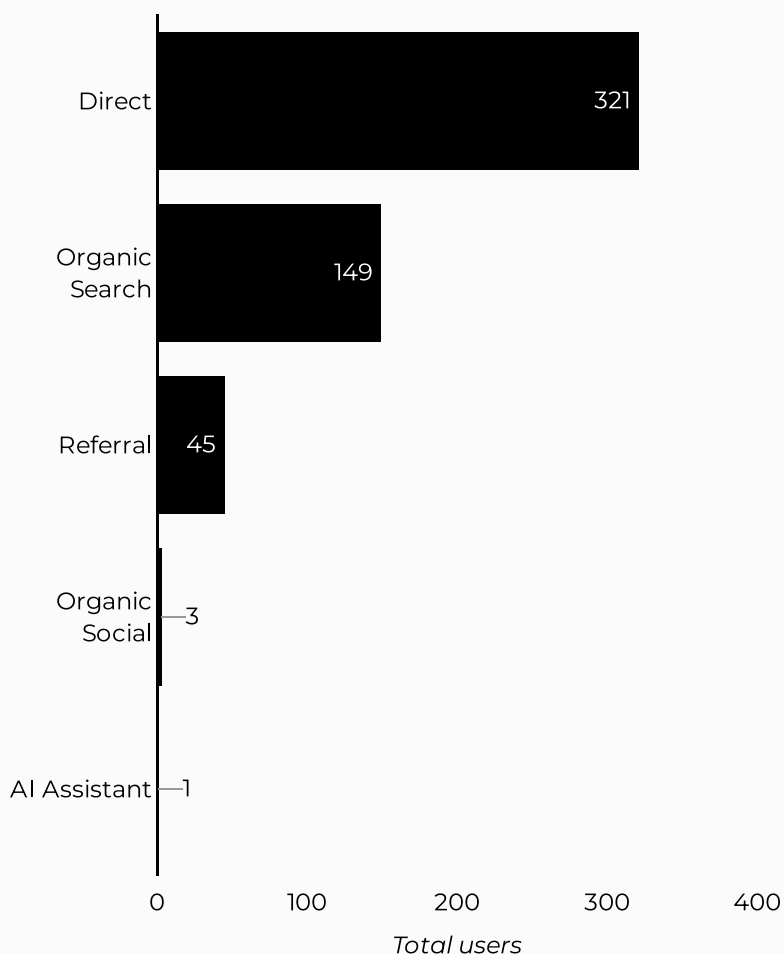


Top Pages

Sorted by Total Users

| Page | Total users | % Δ |
|-----------------------------|-------------|---------|
| Army Family Team Building | 401 | 51.9% ↑ |
| Course Overview and Sign Up | 75 | - |
| Volunteer | 45 | - |
| Contact Us | 33 | - |

Which channels are driving traffic?



What are the top sources?

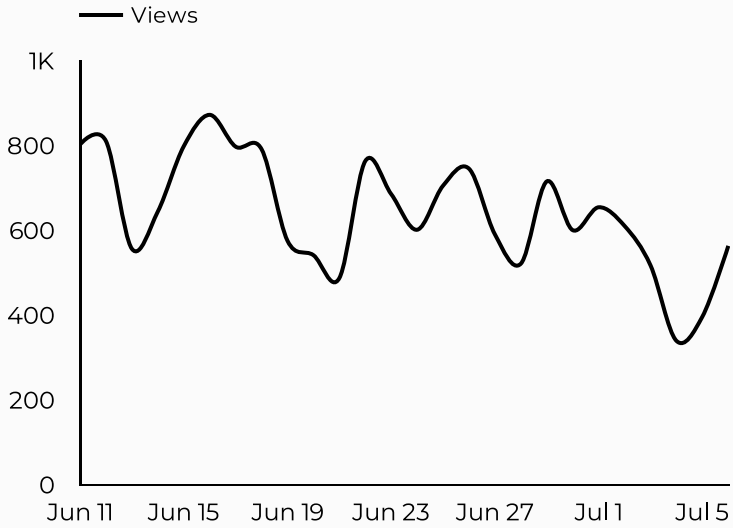
| Session source | Total users |
|--------------------------------|-------------|
| (direct) | 321 |
| google | 111 |
| bing | 36 |
| armyfamilywebportal.com | 8 |
| armyresilience.army.mil | 8 |
| home.army.mil | 7 |
| statics.dod.teams.microsoft.us | 6 |
| usancoa.army.mil | 3 |
| mail.google.com | 2 |
| safe.menlosecurity.com | 2 |



| | | | | | |
|-----------------------------------|--------------------------------------|--|--------------------------------------|---|---|
| Views 16,703 ↑ 52.8% | Sessions 11,398 ↑ 26.2% | Total users 9,065 ↑ 32.9% | New users 3,812 ↑ 47.3% | Avg. Session Time 02:33 ↑ 7.0% | Engagement rate 70% ↑ 0.8% |
|-----------------------------------|--------------------------------------|--|--------------------------------------|---|---|

Compared Y-o-Y

How is site traffic trending?

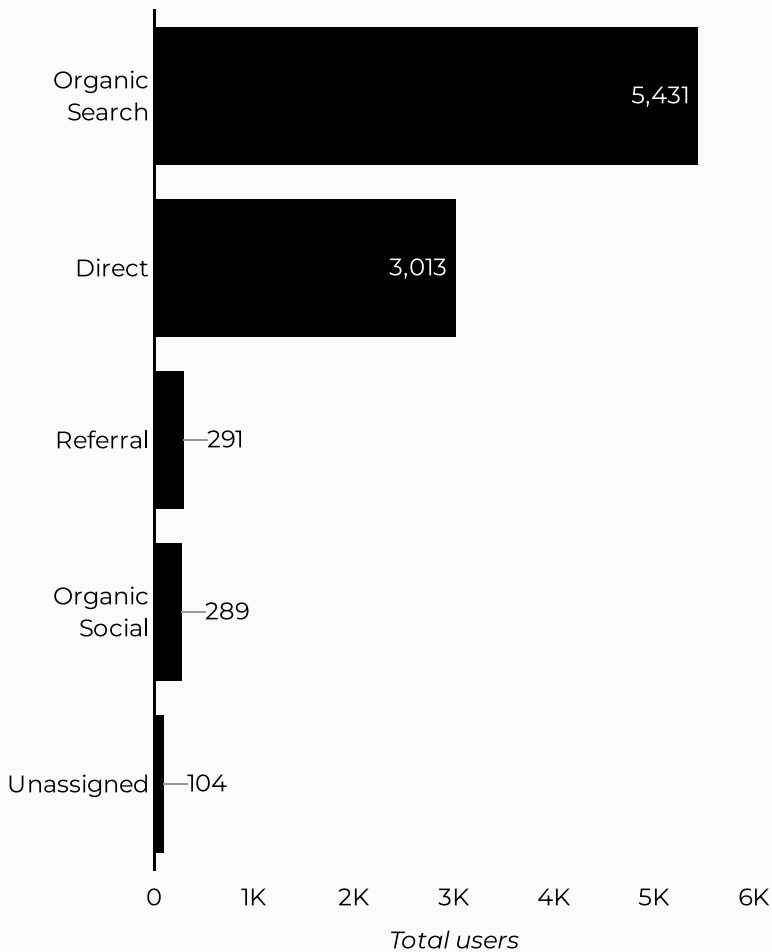


Top Pages

Sorted by Total Users

| Page | Total users | % Δ |
|--------------------------------------|-------------|-------------|
| Arts and Crafts | 7,147 | 50.3% ↑ |
| Facility Use & Rentals | 3,187 | 17.1% ↑ |
| Paint & Go Ceramics | 1,076 | 2,009.8% ↑ |
| Catalog & Gift Shop | 426 | 545.5% ↑ |
| Contact | 284 | 28,300.0% ↑ |
| Framing, Engraving & Screen Printing | 248 | 8.8% ↑ |

Which channels are driving traffic?



What are the top sources?

| Session source | Total users |
|----------------|-------------|
| google | 4,931 |
| (direct) | 3,013 |
| bing | 396 |
| facebook.com | 122 |
| m.facebook.com | 82 |
| home.army.mil | 80 |
| referral | 60 |
| yahoo | 51 |
| (not set) | 43 |
| duckduckgo | 43 |

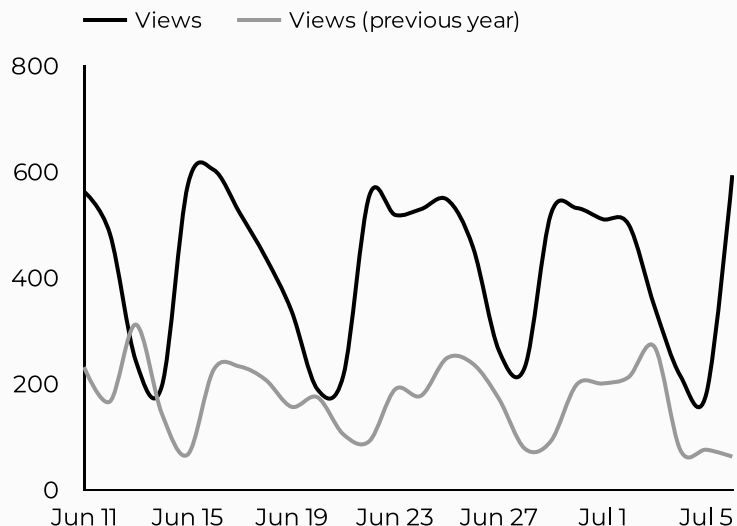


ARMY MWR Child Development Centers (CDC)

| | | | | | |
|------------------------------------|-------------------------------------|--|---------------------------------------|--|---|
| Views 10,876 ↑ 146.5% | Sessions 8,666 ↑ 62.3% | Total users 7,285 ↑ 69.8% | New users 3,398 ↑ 144.5% | Avg. Session Time 02:44 ↑ 26.5% | Engagement rate 73% ↑ 3.2% |
|------------------------------------|-------------------------------------|--|---------------------------------------|--|---|

Compared Y-o-Y

How is site traffic trending?

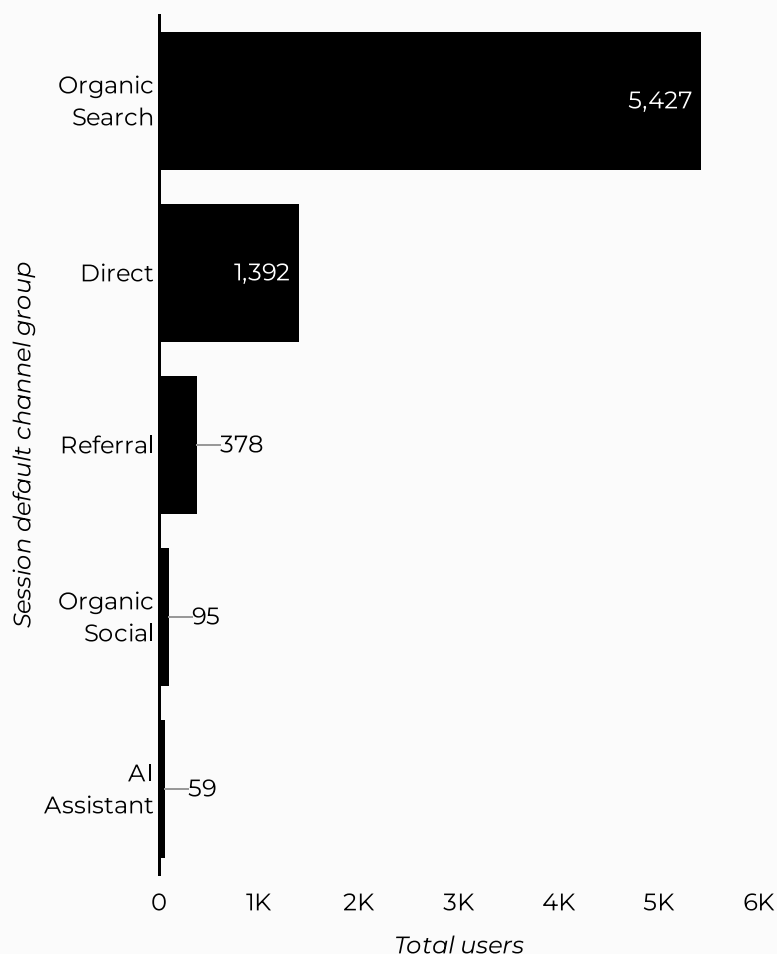


Top Pages

Sorted by Total Users

| Page | Total users | % Δ |
|-----------------------------------|-------------|------------|
| Child Development Center (CDC) | 7,403 | 62.6% ↑ |
| Contact | 604 | - |
| Care Options | 142 | 4,633.3% ↑ |
| Parent Resources | 90 | - |
| Enrollment and Eligibility | 76 | - |
| Special Programs and Partnerships | 44 | - |

Which channels are driving traffic?



What are the top sources?

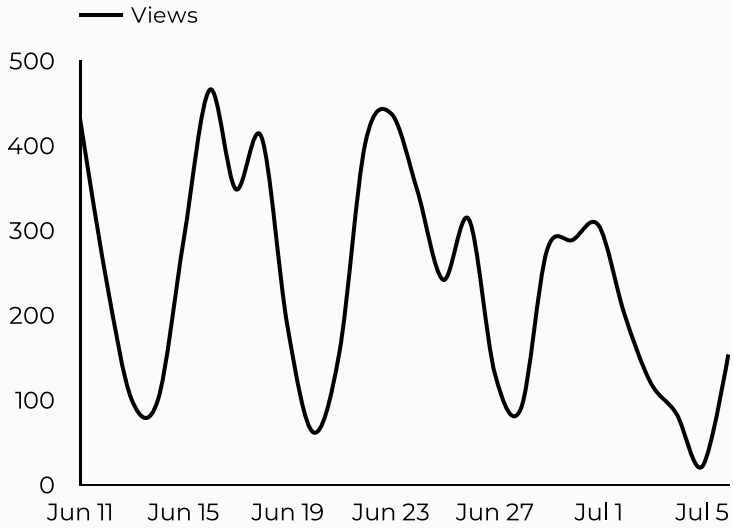
| Source | Total users |
|------------------------------------|-------------|
| google | 174 |
| bing | 31 |
| (direct) | 28 |
| home.army.mil | 10 |
| installations.militaryonesource... | 10 |
| chatgpt.com | 5 |
| facebook.com | 5 |
| yahoo | 4 |
| basedirectory.com | 3 |
| webtrac.mwr.army.mil | 3 |



| | | | | | |
|----------------------------------|-------------------------------------|--|--------------------------------------|---|--|
| Views 6,214 ↑ 76.3% | Sessions 4,406 ↑ 40.1% | Total users 3,792 ↑ 51.2% | New users 2,517 ↑ 53.8% | Avg. Session Time 01:32 ↓ -40.3% | Engagement rate 56% ↓ -3.1% |
|----------------------------------|-------------------------------------|--|--------------------------------------|---|--|

Compared Y-o-Y

How is site traffic trending?

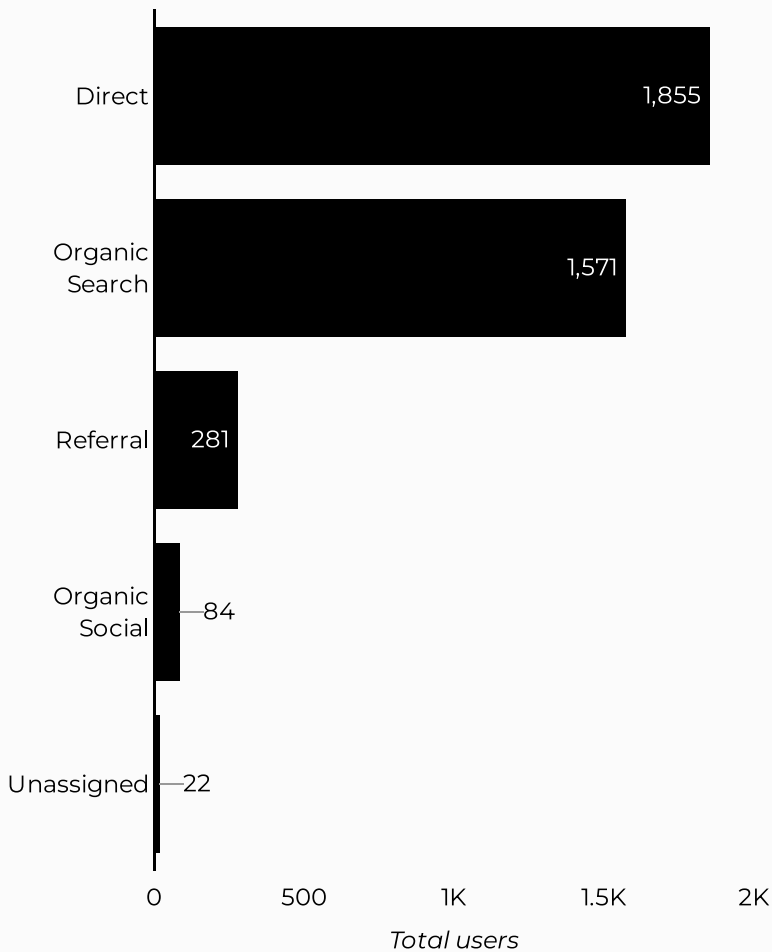


Top Pages

Sorted by Total Users

| Page | Total users | % Δ |
|-------------------------------------|-------------|---------|
| Exceptional Family Member Program | 3,189 | 24.2% ↑ |
| Contact | 810 | - |
| Resources and Forms | 198 | - |
| Medical EFMP | 174 | - |
| Get EFMP Support | 155 | - |
| Classes, Events, and Support Groups | 92 | - |
| Respite Care | 73 | - |
| Child and Youth Access | 70 | - |
| School Support | 70 | - |

Which channels are driving traffic?



What are the top sources?

| Session source | Total users |
|------------------------------|-------------|
| (direct) | 1,855 |
| google | 1,331 |
| bing | 226 |
| efmp.army.mil | 63 |
| home.army.mil | 59 |
| installations.militaryone... | 34 |
| m.facebook.com | 34 |
| facebook.com | 29 |
| myarmybenefits.us.army... | 23 |
| (not set) | 22 |



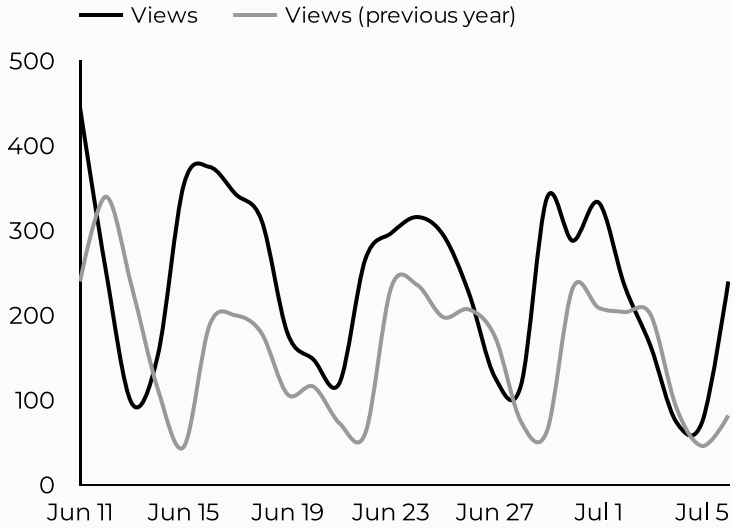
ARMY MWR

Family Advocacy Program (FAP)

| | | | | | |
|----------------------------------|-------------------------------------|--|--------------------------------------|---|--|
| Views 6,168 ↑ 48.7% | Sessions 4,497 ↑ 19.3% | Total users 3,760 ↑ 32.7% | New users 2,200 ↑ 40.3% | Avg. Session Time 03:02 ↑ 7.2% | Engagement rate 53% ↓ -5.4% |
|----------------------------------|-------------------------------------|--|--------------------------------------|---|--|

Compared Y-o-Y

How is site traffic trending?

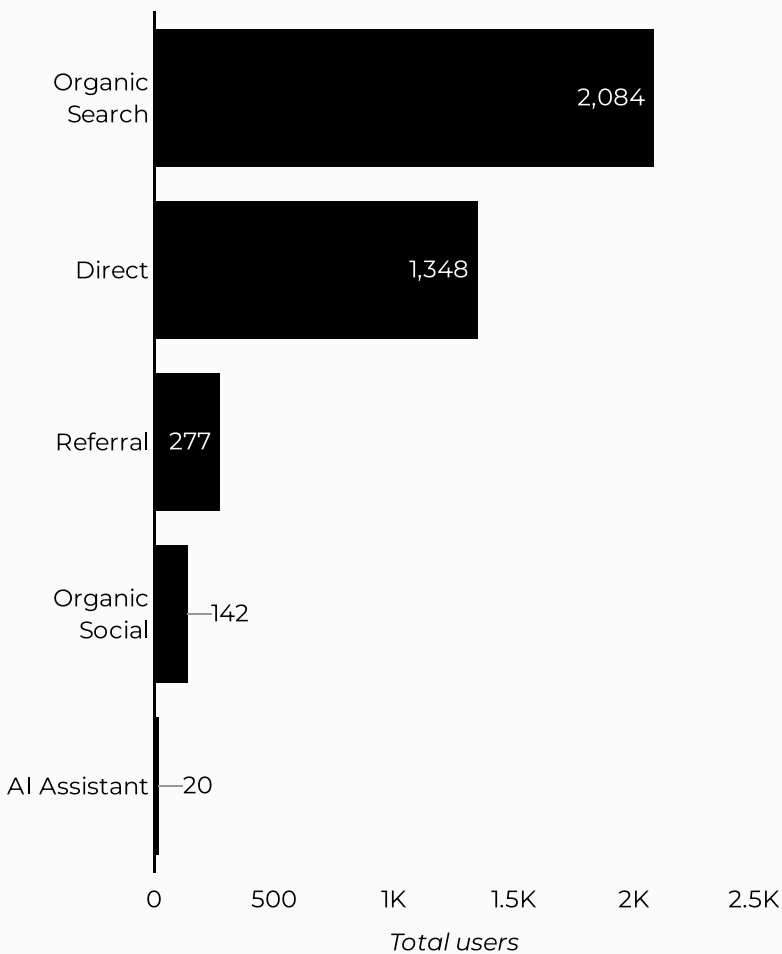


Top Pages

Sorted by Total Users

| Program Name | Total users | % Δ |
|-----------------------------------|-------------|----------|
| Family Advocacy Program | 3,135 | 23.1% ↑ |
| Contact | 524 | - |
| Classes and Workshops | 481 | - |
| New Parent Support Program (NPSP) | 248 | 2.1% ↑ |
| Victim Advocacy | 182 | -0.5% ↓ |
| Reporting Options | 96 | - |
| Safety Planning | 81 | - |
| Transitional Compensation (TC) | 80 | 185.7% ↑ |
| Command and Unit Training | 75 | - |

Which channels are driving traffic?



What are the top sources?

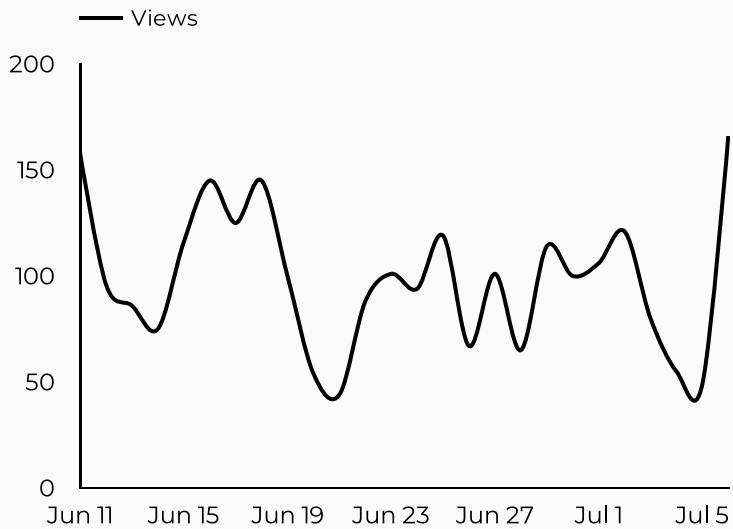
| Session source | Total users |
|------------------------------|-------------|
| google | 1,860 |
| (direct) | 1,348 |
| bing | 209 |
| home.army.mil | 92 |
| installations.militaryone... | 74 |
| m.facebook.com | 58 |
| facebook.com | 51 |
| safe.menlosecurity.com | 24 |
| lm.facebook.com | 21 |
| chatgpt.com | 19 |



| | | | | | |
|---------------------------------|------------------------------------|--|------------------------------------|---|---|
| Views 2,570 ↑ 6.9% | Sessions 1,937 ↑ 1.9% | Total users 1,717 ↑ 19.1% | New users 635 ↑ 90.1% | Avg. Session Time 01:33 ↓ -38.3% | Engagement rate 65% ↓ -18.1% |
|---------------------------------|------------------------------------|--|------------------------------------|---|---|

Compared Y-o-Y

How is site traffic trending?

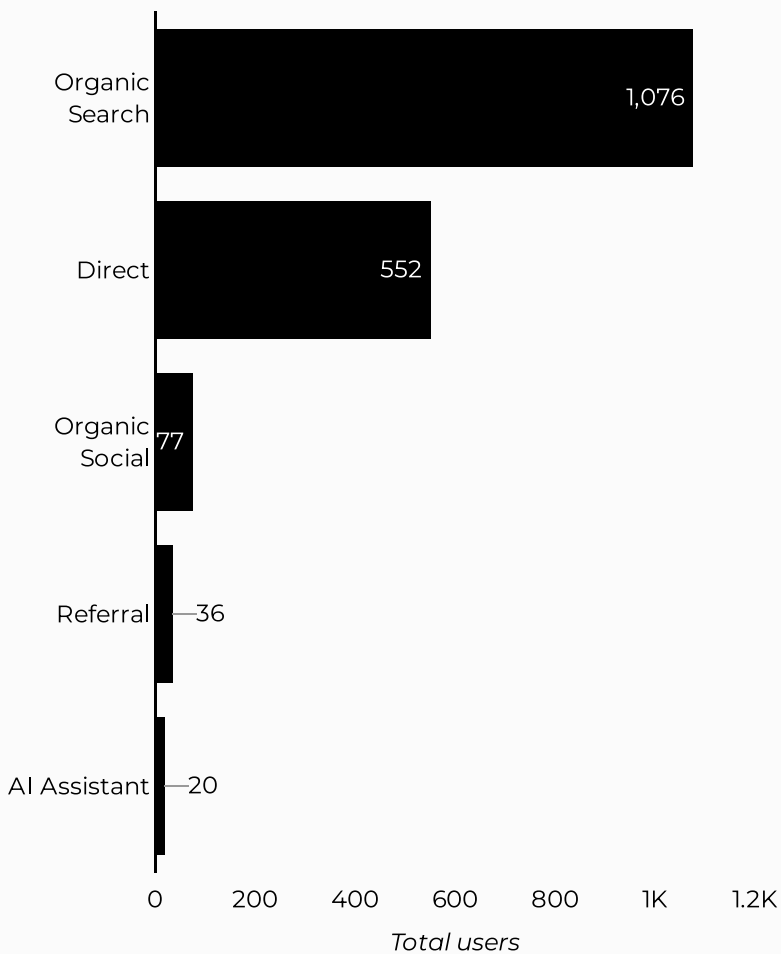


Top Pages

Sorted by Total Users

| Page | Total users | % Δ |
|------------------------|-------------|----------|
| Instructional Programs | 1,340 | -17.9% ↓ |
| Classes & Activities | 340 | - |
| Enrollment | 101 | - |
| Contact | 98 | - |
| Access & Payments | 61 | - |
| Volunteer or Teach | 57 | - |
| Resources | 49 | - |

Which channels are driving traffic?



What are the top sources?

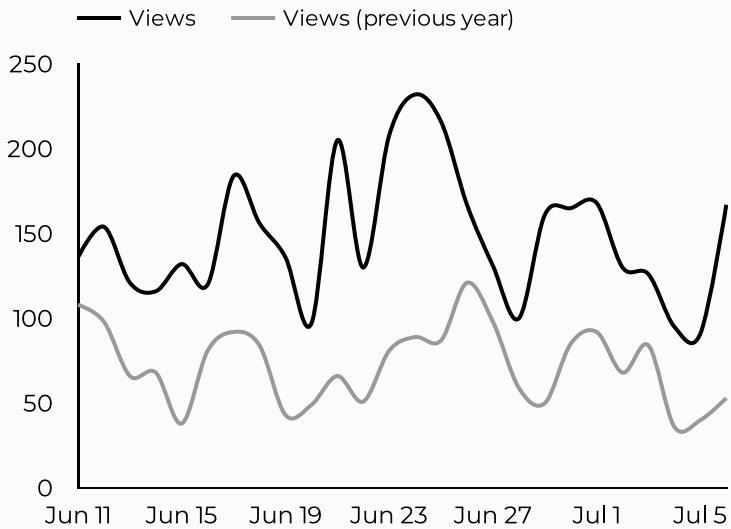
| Session source | Total users |
|-----------------|-------------|
| google | 1,003 |
| (direct) | 552 |
| bing | 61 |
| m.facebook.com | 28 |
| facebook.com | 22 |
| chatgpt.com | 18 |
| home.army.mil | 15 |
| lm.facebook.com | 10 |
| l.facebook.com | 8 |
| l.instagram.com | 8 |



| | | | | | |
|-----------------------------------|-------------------------------------|--|-------------------------------------|--|--|
| Views 3,844 ↑ 103.7% | Sessions 2,582 ↑ 50.8% | Total users 2,191 ↑ 54.1% | New users 813 ↑ 104.8% | Avg. Session Time 01:42 ↓ -8.7% | Engagement rate 69% ↓ -9.0% |
|-----------------------------------|-------------------------------------|--|-------------------------------------|--|--|

Compared Y-o-Y

How is site traffic trending?

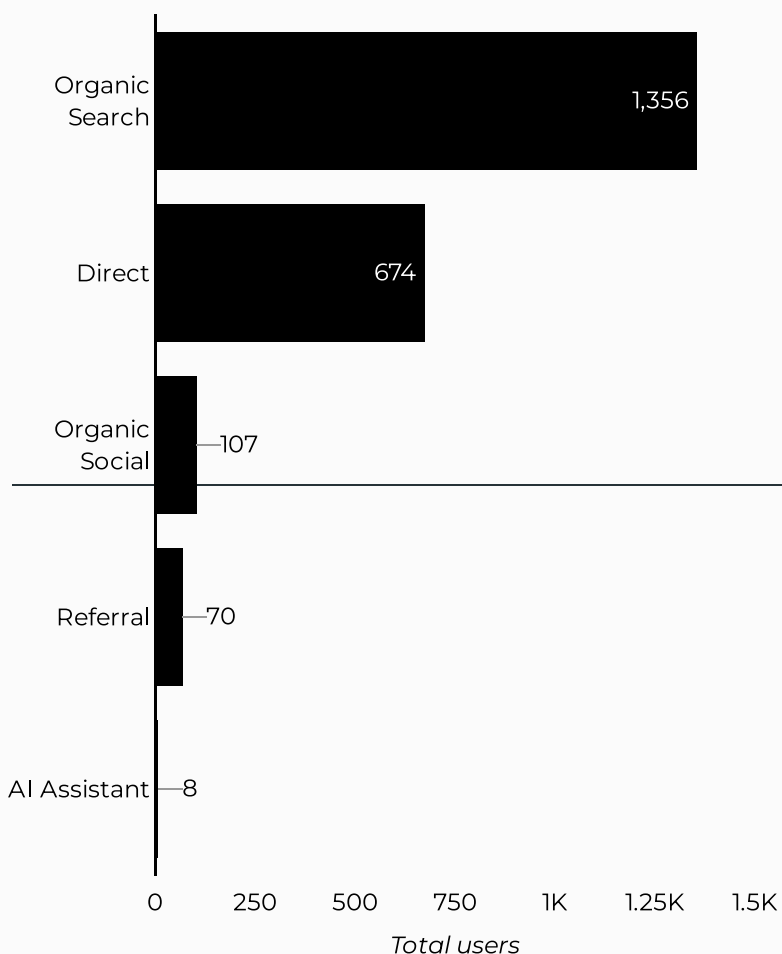


Top US Army Installations

Sorted by Total Users

| Page | Total users | % Δ |
|-----------------------|-------------|---------|
| Intramural Sports | 2,041 | 38.8% ↑ |
| Registration | 390 | - |
| Sports Offered | 313 | - |
| Competitions & Events | 139 | - |
| Contact | 88 | - |

Which channels are driving traffic?



What are the top sources?

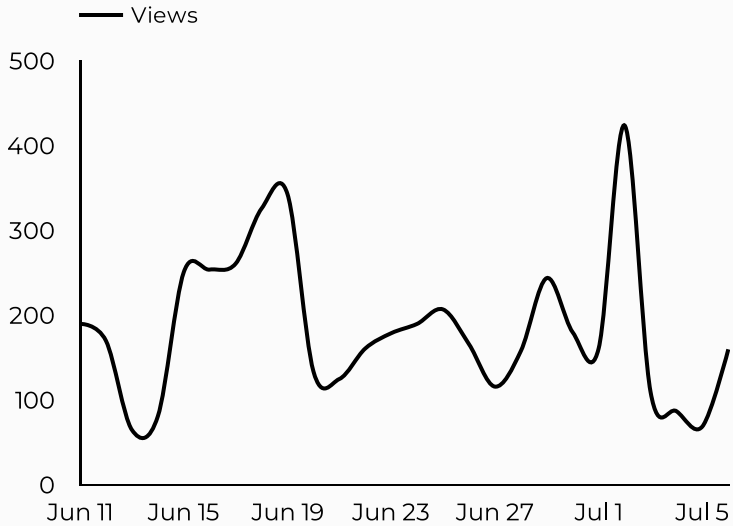
| Session source | Total users | % Δ |
|-----------------|-------------|-----------|
| google | 1,189 | 24.5% ↑ |
| (direct) | 674 | 169.6% ↑ |
| bing | 147 | 86.1% ↑ |
| m.facebook.com | 46 | 48.4% ↑ |
| home.army.mil | 34 | 9.7% ↑ |
| facebook.com | 28 | 600.0%... |
| lm.facebook.com | 13 | 85.7% ↑ |
| l.facebook.com | 12 | 33.3% ↑ |
| duckduckgo | 9 | 50.0% ↑ |
| yahoo | 9 | 80.0% ↑ |



| | | | | | |
|----------------------------------|-------------------------------------|--|---------------------------------------|---|---|
| Views 4,812 ↑ 66.1% | Sessions 4,312 ↑ 63.2% | Total users 3,926 ↑ 79.4% | New users 2,262 ↑ 123.1% | Avg. Session Time 01:29 ↓ -36.0% | Engagement rate 45% ↓ -34.3% |
|----------------------------------|-------------------------------------|--|---------------------------------------|---|---|

Compared Y-o-Y

How is site traffic trending?

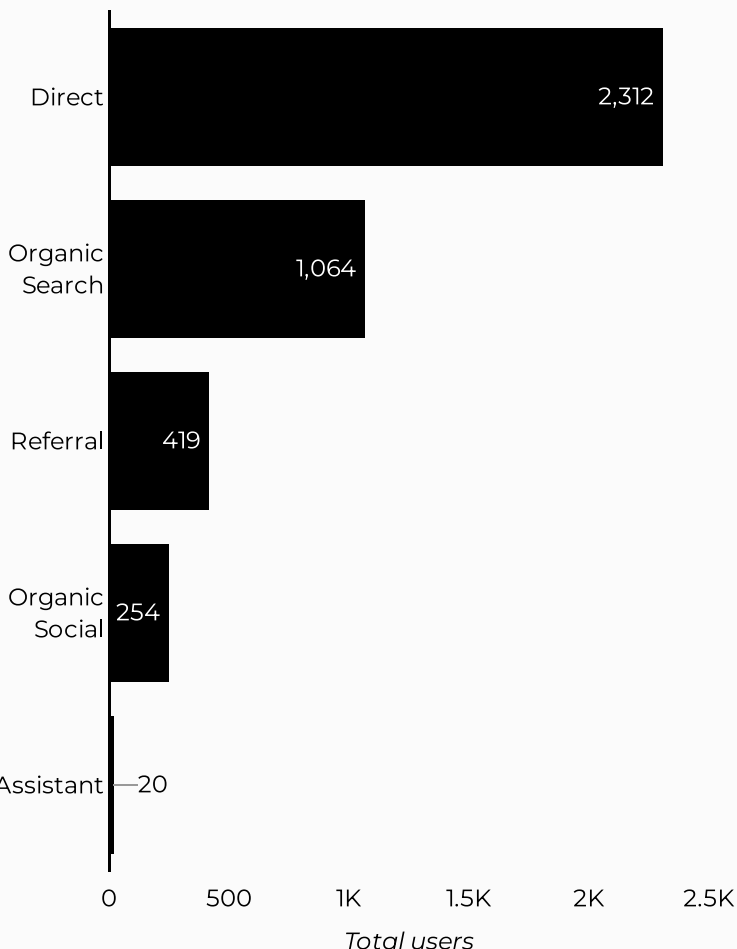


Top Pages

Sorted by Total Users

| Page | Total users | % Δ |
|--------------------------------|-------------|----------|
| Relocation Readiness | 1,948 | 9.6% ↑ |
| Newcomer Orientation | 1,200 | 189.9% ↑ |
| Lending Closet | 235 | 312.3% ↑ |
| Extra Support Services | 235 | - |
| Contact | 201 | - |
| Relocation Resources and Tools | 193 | - |
| Planning Your Move | 142 | 330.3% ↑ |
| Sponsorship Support | 129 | - |
| Language and Cultural Support | 92 | 318.2% ↑ |

Which channels are driving traffic?



What are the top sources?

| Session source | Total users |
|-------------------------------------|-------------|
| (direct) | 2,312 |
| google | 910 |
| home.army.mil | 231 |
| bing | 133 |
| m.facebook.com | 112 |
| installations.militaryonesource.mil | 111 |
| facebook.com | 83 |
| lm.facebook.com | 35 |
| l.facebook.com | 22 |
| chatgpt.com | 19 |



Views
5,589
↑ 168.3%

Sessions
3,974
↑ 113.1%

Total users
3,304
↑ 125.1%

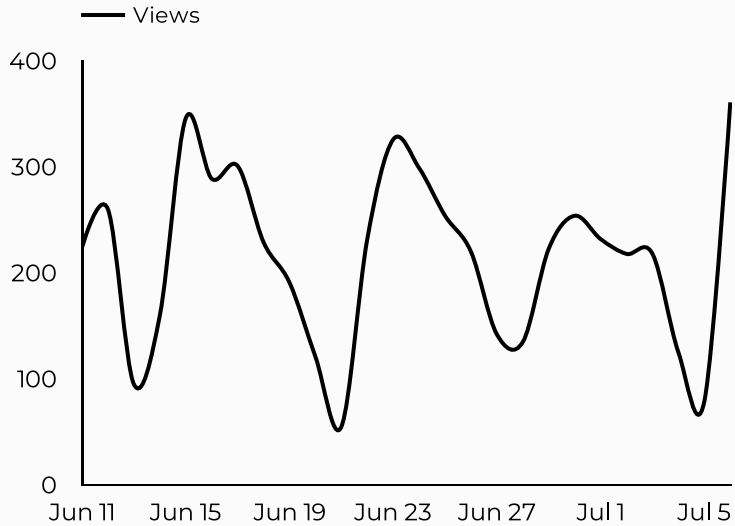
New users
1,120
↑ 152.8%

Avg. Session Time
01:53
↓ -31.6%

Engagement rate
68%
↓ -5.9%

Compared Y-o-Y

How is site traffic trending?

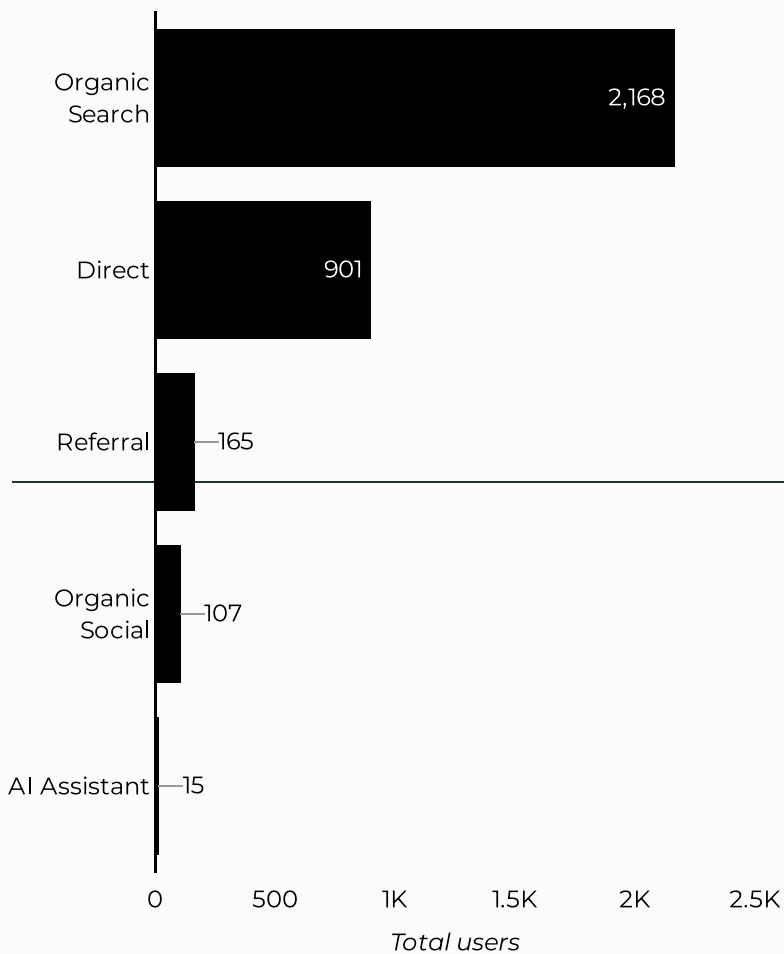


Top Pages

Sorted by Total Users

| Page | Total users | % Δ |
|-------------------------|-------------|----------|
| School Age Centers | 3,084 | 107.5% ↑ |
| Registration and Fees | 513 | - |
| Contact | 317 | - |
| Programs and Services | 260 | - |
| Transportation | 115 | - |
| Accreditation & Quality | 67 | - |

Which channels are driving traffic?



What are the top sources?

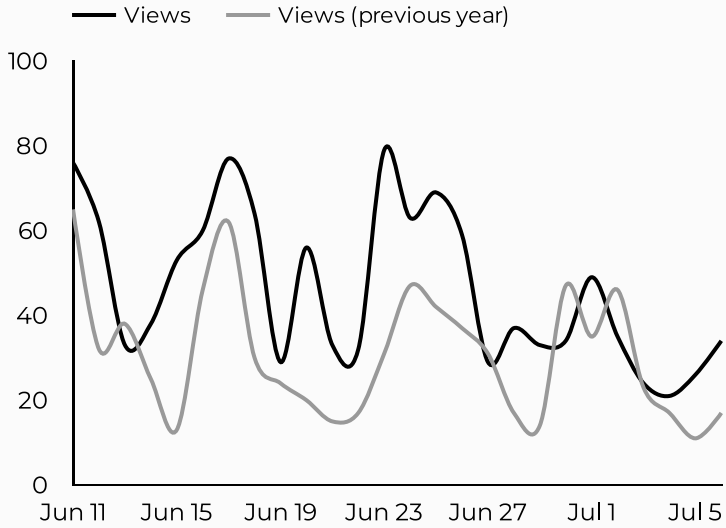
| Source | Total users |
|------------------------------------|-------------|
| google | 39 |
| (direct) | 4 |
| bing | 4 |
| installations.militaryonesource... | 3 |
| yahoo | 3 |
| home.army.mil | 2 |
| chatgpt.com | 1 |
| efmp.army.mil | 1 |
| facebook.com | 1 |
| l.facebook.com | 1 |



| | | | | | |
|----------------------------------|-------------------------------------|--|------------------------------------|--|---|
| Views 1,205 ↑ 50.2% | Sessions 1,174 ↑ 50.1% | Total users 1,096 ↑ 60.9% | New users 722 ↑ 88.5% | Avg. Session Time 56 ↓ -56.1% | Engagement rate 36% ↓ -46.1% |
|----------------------------------|-------------------------------------|--|------------------------------------|--|---|

Compared Y-o-Y

How is site traffic trending?

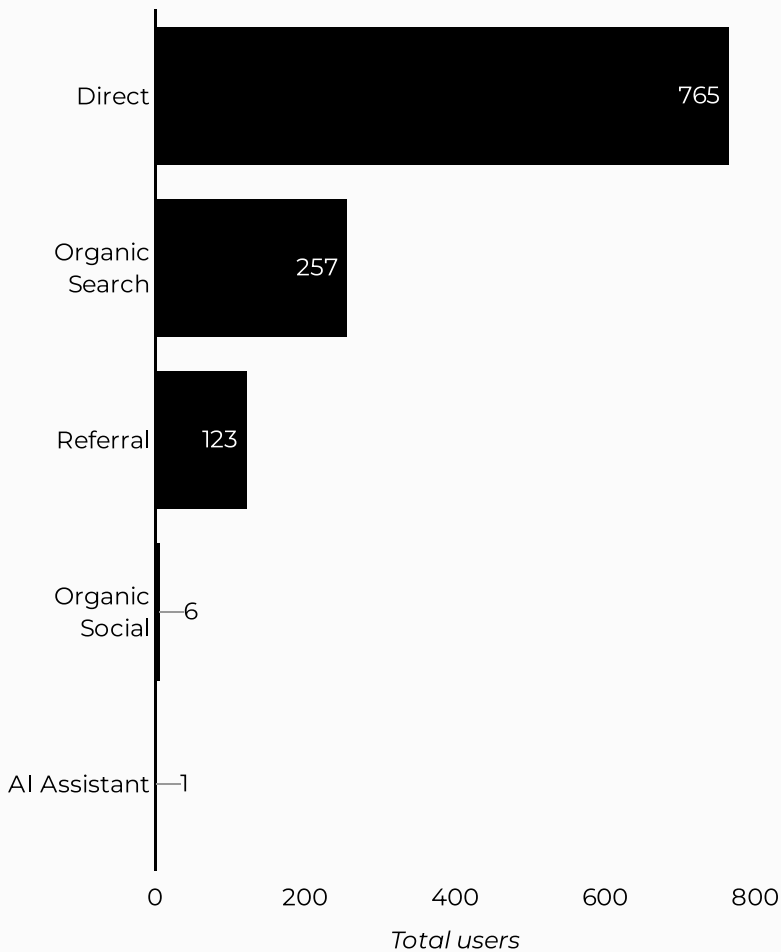


Top Pages

Sorted by Total Users

| Page | Total users | % Δ |
|----------------------------|-------------|------------|
| Survivor Outreach Services | 691 | 0.0% |
| Gold Star Pins | 234 | 1,850.0% ↑ |
| Contact | 76 | - |
| Resources | 72 | - |
| Eligibility | 69 | - |
| Support Services | 69 | - |

Which channels are driving traffic?



What are the top sources?

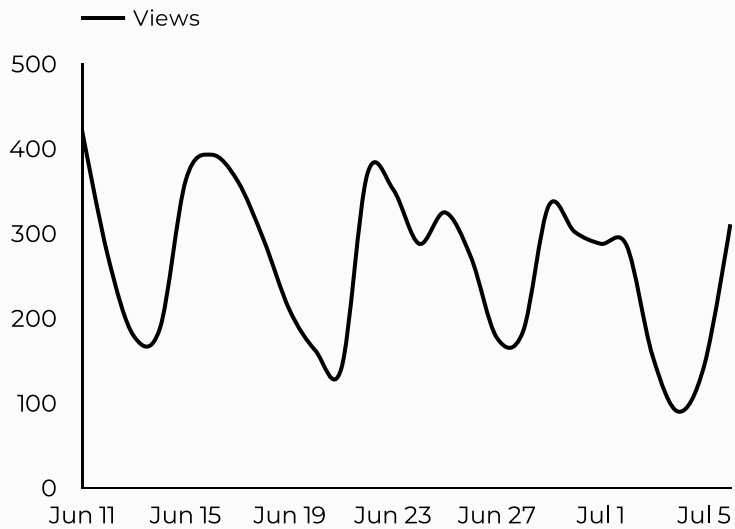
| Session source | Total users |
|-------------------------------------|-------------|
| (direct) | 765 |
| google | 225 |
| home.army.mil | 90 |
| bing | 26 |
| duckduckgo | 5 |
| myarmybenefits.us.army.mil | 4 |
| armyfamilywebportal.com | 3 |
| armylinks.com | 3 |
| installations.militaryonesource.mil | 3 |
| l.facebook.com | 3 |



| | | | | | |
|----------------------------------|-------------------------------------|--|--------------------------------------|---|---|
| Views 6,865 ↑ 71.0% | Sessions 4,497 ↑ 32.8% | Total users 3,744 ↑ 35.7% | New users 1,613 ↑ 74.6% | Avg. Session Time 02:11 ↓ -32.7% | Engagement rate 64% ↓ -15.1% |
|----------------------------------|-------------------------------------|--|--------------------------------------|---|---|

Compared Y-o-Y

How is site traffic trending?

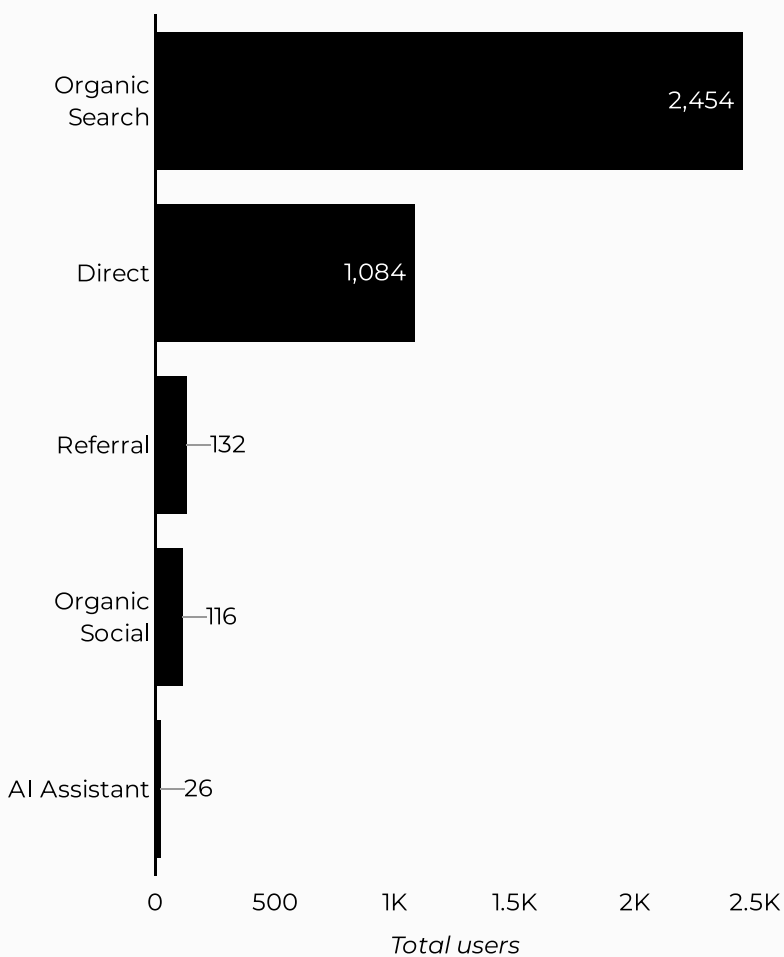


Top US Army Installations

Sorted by Total Users

| Page | Total users | % Δ |
|---------------------------------|-------------|----------|
| Youth Center | 4,479 | 59.5% ↑ |
| Recreation and Leisure | 156 | 113.7% ↑ |
| Leadership and Clubs | 119 | - |
| Contact | 96 | - |
| Volunteer and Community Service | 84 | - |
| Academic and Career Support | 79 | - |
| How to Register | 15 | - |

Which channels are driving traffic?



What are the top sources?

| Source | Total users |
|------------------------------------|-------------|
| google | 64 |
| bing | 13 |
| (direct) | 9 |
| l.facebook.com | 3 |
| home.army.mil | 2 |
| m.facebook.com | 2 |
| cce.cornell.edu | 1 |
| facebook.com | 1 |
| installations.militaryonesource... | 1 |
| lm.facebook.com | 1 |