



ACS Insights and Recommendations

Third Quarter FY25

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

Web managers created a total of 931 new pages on EPW last quarter. It is important to note that the total excludes data from calendar events and directory pages.

- 68 pages were added to ACS.

Table 1: Total new pages added to ACS last quarter

| Name | Total ▾ |
|--|---------|
| Emergency Financial Assistance | 9 |
| Spouse Employment | 9 |
| Fees and Financial Assistance | 9 |
| Retirement and Financial Planning | 9 |
| Financial Readiness Program | 9 |
| Employment Readiness Program | 8 |
| Employment Readiness | 2 |
| New Parent Support Program Summer Activities | 1 |
| Army Family Action Plan (AFAP) | 1 |
| Financial Readiness | 1 |
| USARD Family Advocacy Program | 1 |
| EFMP Sensory Friendly Summer Movies | 1 |
| Army Community Services (ACS) | 1 |
| Army Emergency Relief (AER) 2025 | 1 |
| Medical EFMP New Hours | 1 |
| ACS Cake Club | 1 |
| Summer Safety Campaign with FAP | 1 |
| ACS Drawing Contest | 1 |
| ACS 60th Birthday | 1 |
| ACS: VOLUNTEER RECRUITMENT FAIR | 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

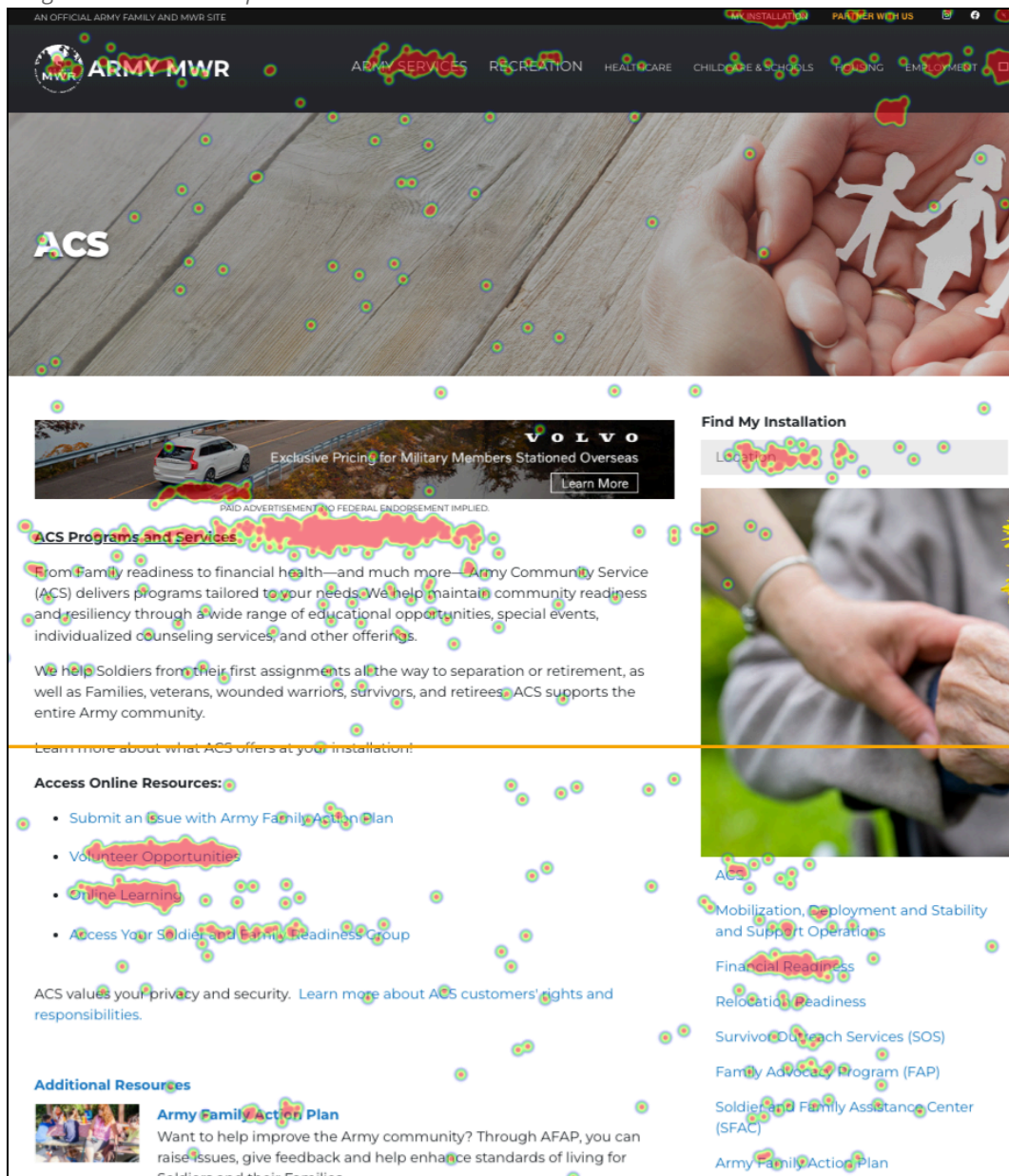
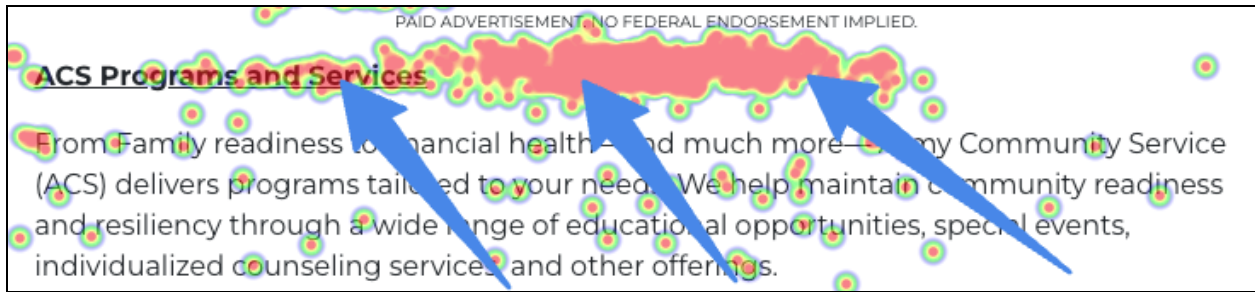


Figure 2: ACS Heatmap Underlined Section Heading



Recommendations:

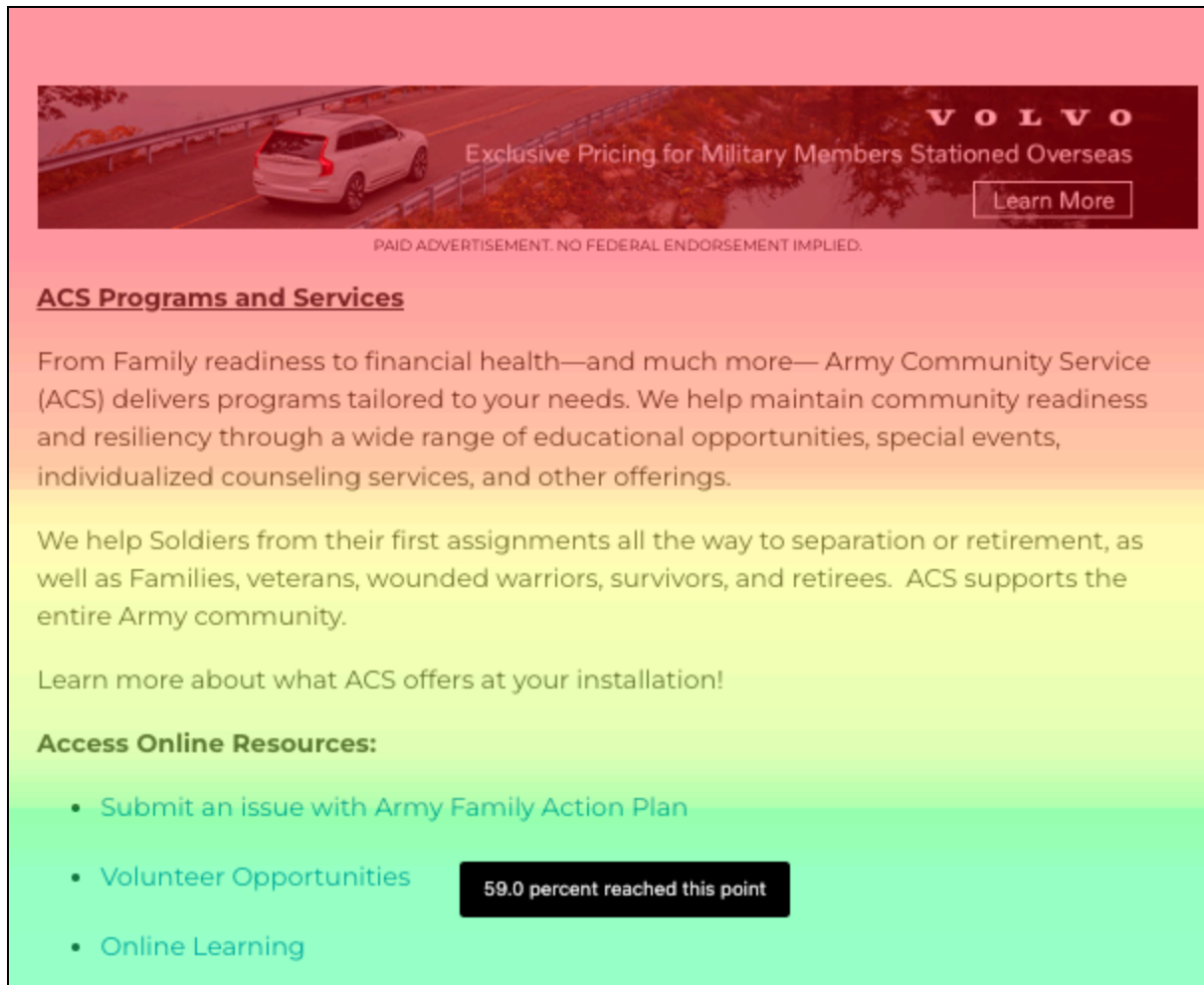
The heatmap reveals heavy click activity on the underlined text near the "ACS Programs and Services" heading. This indicates users are interpreting the underline as a clickable link, even though it is not interactive. The visual styling is likely confusing visitors and may be contributing to frustration 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 "59.0%" displayed in the heatmap indicates that 59.0% of visitors to the page scrolled down far enough to reach the green section where that point is highlighted. This means nearly 59% 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

Search behavior across ACS programs reveals strong engagement with financial and support-related topics. High-interest terms reflect user needs around finance, relocation, family readiness, and volunteer opportunities. Several queries, like "discovery," "commissary," and "financial management office," show a high search count per user, suggesting either difficulty finding information or high urgency. Overall bounce rates are very low, indicating that users generally found what they were looking for once they conducted a search.

Key Search Themes

Financial Readiness & Support Services: These queries reflect high volume and recurring need for assistance programs, education, and financial tools. This category had low bounce rates, indicating highly relevant search results or page content.

- Top terms: finance, aer, financial, grants, loans, financial counseling
- High-intent terms: financial management office, commissary, grant, aid station

Family Programs & Counseling: Reflecting emotional and logistical support needs, including parenting, marriage, and deployment transitions.

- Top terms: mflc, marriage counseling, counseling, new parent support, anger management
- Notable engagement: Low bounce rates and consistent 1:1 search-per-user ratios suggest direct path to useful info.

Volunteerism & Community Engagement: Volunteer-related terms were consistent in search frequency, indicating either active interest or mandatory involvement.

- Top terms: volunteer, vmis, army volunteer corps, care team, care team training

Events, Training & Recreation: Several event and program-related queries saw good engagement but mixed clarity.

- Examples: calendar, food pantry, cpr, job fair, pcs, sharp, boss
- Optimization targets: r.e.a.l sfrg training and ride share had bounce rates of 50–100%, suggesting unclear landing pages.

Optimization Recommendations

Improve Findability & Reduce Redundancy

- Consolidate misspellings and variants: commissary vs. commerssary, mflc vs. mflac, financial vs. finance vs. financial readiness.
- Use [sticky search](#) to catch misspellings and improve navigation.

Monitor and Refine Low-Relevance Terms

- High bounce terms like ride share, sharp, and family lawyer may indicate misalignment between user intent and landing page content.
- Consider adding micro-content blocks or FAQs to address expectations for ambiguous or high-stakes terms.

Army Family Team Building (AFTB)

Army Family Team Building (AFTB) experienced a significant traffic decline in Q3 FY25. Total users dropped to 1,029 (–23.1% YoY), with new users declining sharply to 373 (–47.3%). Views fell to 1,450 (–18.2%) and sessions to 1,263 (–21.7%), signaling decreased visibility across entry points. However, the drop in volume was **offset by stronger engagement** from those who did visit, indicating quality over quantity.

Organic Search led acquisition with 585 users, followed by Direct at 244 and Referral at 179. Organic Social contributed minimally, with just 42 users. Most users arrived via Google, Bing, and Facebook. Installations showing the highest engagement included www.armymwr.com, Fort Bliss, and Hawaii, with additional traffic from Campbell, Carson, and Cavazos.


The engagement rate improved to 69% (+8.3%), and average session time rose to 2 minutes and 22 seconds (+25.5%). This suggests that even with fewer visitors, those who landed on the site found the content more valuable. AFTB saw 602 link clicks for learning content, up 28.4% YoY, which may indicate growing interest among returning users or more effective internal navigation.

Table 2: Top Search Terms by Search Volume

| Search | Total Searches ▾ |
|------------------------------|------------------|
| scholarships | 2 |
| acs | 1 |
| aftb | 1 |
| bldg 501 | 1 |
| community planner | 1 |
| formal functions made e... | 1 |
| military wife appreciatio... | 1 |
| pfc | 1 |
| reding grup | 1 |
| reintegration planning | 1 |

Figure 4: AFTB Heatmap




AN OFFICIAL ARMY FAMILY AND MWR SITE



ARMY MWR

[ARMY SERVICES](#)
[RECREATION](#)
[HEALTHCARE](#)
[CHILDCARE & SCHOOLS](#)
[HOUSING](#)
[EMPLOYMENT](#)

MY INSTALLATION

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VOLVO
 Exclusive Pricing for Military Members Stationed Overseas
[Learn More](#)

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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


Find My Installation

Location



ARMY FAMILY TEAM BUILDING

Advertise here!



Click for more information

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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 Action Plan (AFAP)

AFAP traffic showed a modest decline in Q3 FY25. Total users reached 1,100 (–2.6% YoY), with new users at 425 (–7.2%). Views held steady at 1,477 (–0.9%) while sessions slightly dipped to 1,300 (–2.2%). These figures suggest a relatively stable audience base, with minor contraction in reach. The drop in average session time to 1 minute and 55 seconds (–13.2%) points to a need for refreshed content or layout improvements to sustain user attention.

Organic Search was the primary driver, bringing in 558 users, followed by Direct traffic with 389 and Referral with 153. Google and Bing remained dominant sources, while social media contributed minimally. Installations like www.armymwr.com, Wiesbaden, and Campbell accounted for the bulk of users. Notably, JBLM and Miami installations saw significant growth, indicating rising interest or improved visibility in those areas.

The engagement rate remained stable at 69% (–1.1%), despite lower session duration. Link clicks increased to 178, a 26% jump YoY, signaling stronger interaction with key resources.

Table 3: Top Search Terms by Search Volume

| Search | Total Searches ▾ |
|------------------------------|------------------|
| scholarships | 2 |
| acs | 1 |
| aftb | 1 |
| bldg 501 | 1 |
| community planner | 1 |
| formal functions made e... | 1 |
| military wife appreciatio... | 1 |
| pfc | 1 |
| reding grup | 1 |
| reintegration planning | 1 |

Figure 5: Overview with Heatmap Interaction Highlights

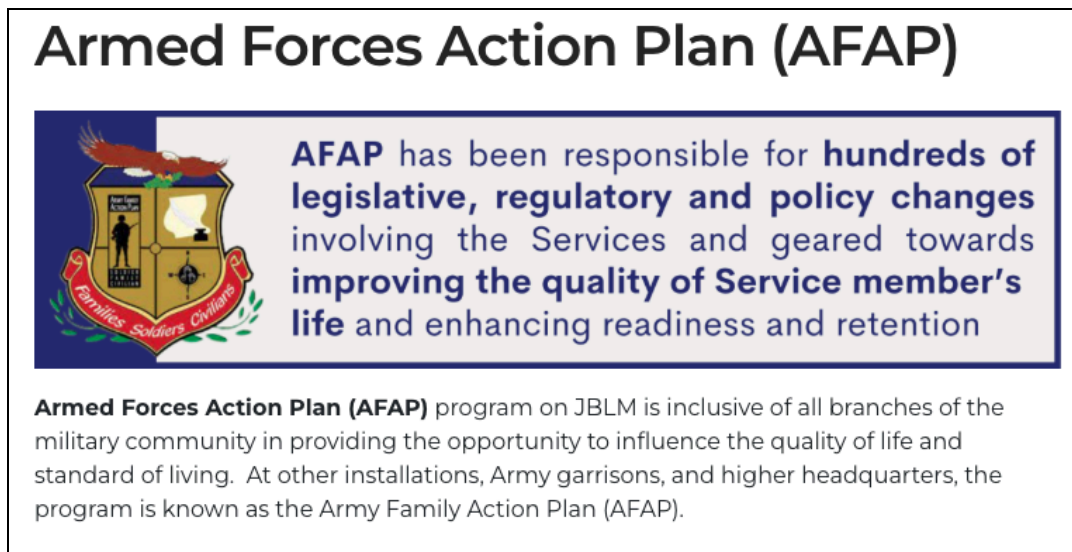


Recommendations:

Some installations AFAP pages rely heavily on image-based designs containing large amounts of text.

Text in Images Reduces SEO and Accessibility: Search engines and screen readers cannot interpret text inside images. Important messaging such as submission links, contact info, or policy impact statements should be presented as HTML text alongside or over the image, not embedded within it.

Figure 4: JBLM AFAP Page



Users Expect Clickable Elements: The underline on "[ims.armyfamilywebportal.com/submit](\"https://ims.armyfamilywebportal.com/submit\")\" appears interactive but is part of the image. This can cause confusion and frustration. Replace this with a styled HTML link that is both visually distinct and actually clickable.

QR Codes Should Be Supplemented: While the QR code is helpful, it should be supported by a button or text link for users on desktop devices. Include a call-to-action button like "Submit an Issue Online" directly under or beside the QR for clarity.

Figure 5: Ft. Campbell AFAP Page with confusing non-clickable elements

The image is a screenshot of a webpage for the Army Family Action Plan (AFAP) at Ft. Campbell. It features a top banner for Dick's Sporting Goods with 'SPECIAL OFFERS' and a 'CLICK HERE TO SAVE' link. Below this is a yellow banner for ACS with the text 'We're back! ACS has returned to 1501 William Lee Road!' and contact information. The main section is blue and titled 'ARMY FAMILY ACTION PLAN (AFAP)', with a sub-header 'SUBMIT QUALITY OF LIFE ISSUES'. It includes a QR code with a 'SCAN ME' label and a URL: ims.armyfamilywebportal.com/submit. The bottom section contains contact information for Kristen Geist-Hodgkins and logos for the U.S. Army, MWR, and ACS. Three purple arrows point to non-clickable elements: the Dick's Sporting Goods logo, the ACS banner, and the QR code. Two yellow curved arrows point to the QR code from the sides.

EVERY SEASON STARTS AT
DICK'S
SPORTING GOODS

SPECIAL OFFERS

CLICK HERE TO **SAVE** ON YOUR NEXT PURCHASE


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>>>>

ACS

We're back!
ACS has returned to
1501 William Lee Road!

<<<<

  270-798-9322  CAMPBELLARMYMWR.COM

ARMY FAMILY ACTION PLAN (AFAP)

SUBMIT QUALITY OF LIFE ISSUES



Scan the QR code to submit an issue, or visit:
ims.armyfamilywebportal.com/submit

SCAN ME



AFAP provides a way for our Total Army Family to let Senior Army leadership know what works, what doesn't, and what they think will fix it.

Questions? Contact Kristen Geist-Hodgkins; 270.956.2934

Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. These questions are related AFTB Military Knowledge challenges, understand Army acronyms, use community resources, attain better financial readiness, and appreciate the impacts of the Army mission on daily life. Questions from Army Answers are as follows:

- Do the active duty service member family have to pay to get in the community pool?
- Can I access the gym on base with a veteran ID card?
- Veteran & Retiree Access / Benefits
- Can a 50% disabled veteran use Fort Meade MWR?
- Can 10% disabled veterans use MWR facilities?

Army Volunteer Corps (AVC)

AVC saw strong performance gains in Q3 FY25, with total users reaching 4,412 an increase of 28.3% year-over-year. New users grew by 20.6%, totaling 2,687. Page views climbed to 5,850 (+22.1%) and sessions to 5,413 (+28.5%), indicating growing awareness and participation across volunteer-related content. This upward trend shows solid momentum in community engagement.

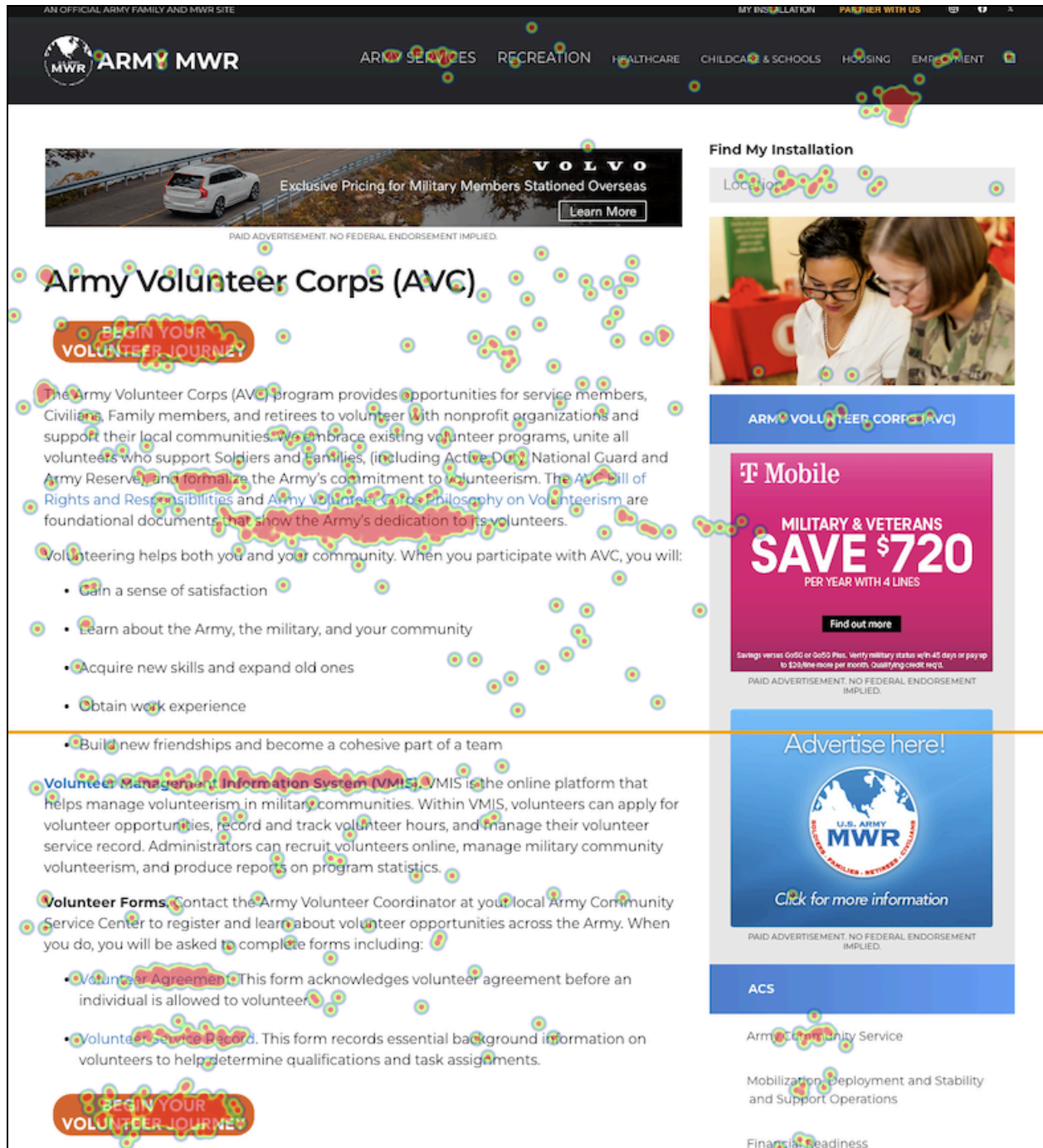
Organic Search was the primary driver, delivering 3,251 users, followed by Direct traffic at 717 and Referral at 367. Facebook and other social platforms contributed modestly. Installations leading traffic included www.armymwr.com, Humphreys, Carson, and Bliss, with emerging interest from locations like Hood and Wiesbaden.

User engagement remained steady with a 68% engagement rate (a slight -2.3% dip YoY) and an average session time of 2 minutes and 32 seconds, up 9.9%. Most notably, link clicks surged by 69% YoY, totaling 3,467, reflecting strong user interaction with volunteer sign-up and informational resources.

Table 4: Top searches

| Search | Total Searches |
|-------------|----------------|
| work order | 3 |
| sfrg | 2 |
| volunteer | 2 |
| barre class | 1 |
| cpr | 1 |
| fitness | 1 |
| fort hood | 1 |
| juneteenth | 1 |

Figure 6: Overview with Heatmap Interaction Highlights



Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- How can I volunteer for the freedom fest

Employment Readiness Program (ERP)

ERP maintained steady performance in Q3 FY25, with total users reaching 55,794, a slight 1.0 percent increase year over year. While sessions rose to 69,846 (+1.6 percent) and views jumped to 99,918 (+21.7 percent), the number of new users fell sharply to 25,084 (-24.7 percent), indicating a drop in first-time traffic despite high overall activity. These trends suggest strong returning user interest but a need to expand outreach to new audiences.

Organic Search remained the dominant acquisition channel, delivering 33,964 users, followed by Direct traffic (12,584), Referral (5,859), and Organic Social (3,429). Google and Bing showed solid gains, while Facebook sources declined significantly. Installations contributing the most traffic included www.armymwr.com, JBLM, and Hawaii. Noteworthy growth was seen at Campbell (+71.7 percent), Bliss (+31.4 percent), and Humphreys (+45.6 percent), which may be the result of local promotion or improved content visibility.

The engagement rate increased to 73 percent, up 15.5 percent year over year, and average session time rose to 2 minutes and 14 seconds (+10.4 percent). This growth in engagement points to improved content quality or relevance for job seekers and spouses. However, the sharp decline in new users highlights a potential plateau in awareness campaigns or discoverability.

Army Spouse Employment, Career and Education

Traffic to the Army Spouse Employment, Career and Education page grew significantly in Q3 FY25. Total users reached 6,222, a 33.5 percent increase year over year, and sessions climbed to 7,778 (+37.1 percent). Views also rose to 8,259 (+37.6 percent), showing growing interest in employment and education resources. Despite this positive momentum, new

users declined to 395, a 21.9 percent drop, suggesting reduced reach among first-time visitors.

Organic Search brought in the majority of users at 4,055, followed by Direct (1,156), Referral (806), and Organic Social (277).

The engagement rate was high at 85 percent, a 2.1 percent increase from the previous year. Average session time held steady at 2 minutes and 2 seconds, reflecting sustained attention from visitors. These metrics indicate that users are finding relevant and valuable content once they arrive.

Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- Is there an MWR Internship Program?
- Can I sell food on base?
- looking for dod positions
- What are neurologist vacancies at the military hospital in Korea?
- Vendors for fort meade Birthday Celebration How do we become vendors and where can we obtain an application
- where do i get a w-2 from 20 years ago
- I need the phone number for Red River army depot payroll
- Does fort Belvoir have a summer youth employment program
- Where is ERP

These should be addressed with concise, accurate answers and matched to the language users are actually using.

Table 5: Top Downloads

| Click Text | Event count ▾ |
|---|---------------|
| CEAT Transfer Guide | 744 |
| NAF Civilian Jobs flyer | 316 |
| (not set) | 282 |
| CYS Career Guide | 270 |
| CLICK HERE TO VIEW THE EMPLOYMENT READINESS PROGRAM FLYER | 174 |
| HERE | 172 |
| JOB SEARCH RESOURCES & INFORMATION | 164 |

Table 6: Top Search Terms by Search Volume

| Search | Total Searches ▾ |
|----------------------|------------------|
| discovery | 98 |
| jobs | 40 |
| job fair | 27 |
| careers | 18 |
| lifeguard | 11 |
| career | 10 |
| employment readiness | 9 |
| pool | 7 |

Figure 7: Overview with Heatmap Interaction Highlights



Exceptional Family Member Program (EFMP)

EFMP experienced a slight decline in overall traffic during Q3 FY25. Total users reached 9,382, down 2.6 percent year over year, with new users at 6,515 (–2.7 percent). Sessions dropped to 12,409 (–4.5 percent), while views held steady at 14,302 (+0.2 percent). These trends suggest that while returning users remain consistent, overall reach and discovery have slightly weakened.

Organic Search remained the dominant channel, driving 6,248 users, followed by Direct traffic (2,062), Referral (862), and Organic Social (312). Top external sources included Google, Bing, and Military OneSource. JBLM led installation traffic with 1,416 users, followed by Bliss, Benning, and Hawaii. Notably, www.armymwr.com ranked seventh, indicating that users are increasingly entering through local garrison pages.

The engagement rate declined to 57 percent, a drop of 6.7 percent year over year, despite a 13.7 percent increase in average session time (now at 2 minutes and 36 seconds). This combination may point to content that is informative but harder to navigate or act upon.

Total link clicks reached 1,221, with the top destinations being the EFMP Benefits Fact Sheet and the Enterprise EFMP site, showing high interest in core program details and resources.

Table 7: EFMP Top Search Terms by Search Volume

| Search | Total Searches ▾ |
|------------------------|------------------|
| efmp | 6 |
| efmp spectrum families | 2 |
| recreation and tickets | 2 |
| aces | 1 |
| bomb | 1 |
| event | 1 |
| learn english | 1 |
| levy brief | 1 |
| movies | 1 |

Figure 8: Overview with Heatmap Interaction Highlights



Family Advocacy Program (FAP)

FAP traffic held relatively stable in Q3 FY25. Total users reached 9,414, showing a slight 0.5 percent year-over-year increase, while new users declined to 5,516 (–5.9 percent). Sessions fell modestly to 12,267 (–1.6 percent), but views rose to 14,031 (+1.3 percent), indicating content remained consistently accessed across returning audiences.

Organic Search drove the majority of traffic, accounting for 6,916 users, followed by Direct (1,562), Referral (897), and Organic Social (278). Google and Bing were the top external sources, and www.armymwr.com led installations with 2,118 users. Other strong contributors included JBLM, Bliss, Campbell, and Cavazos.

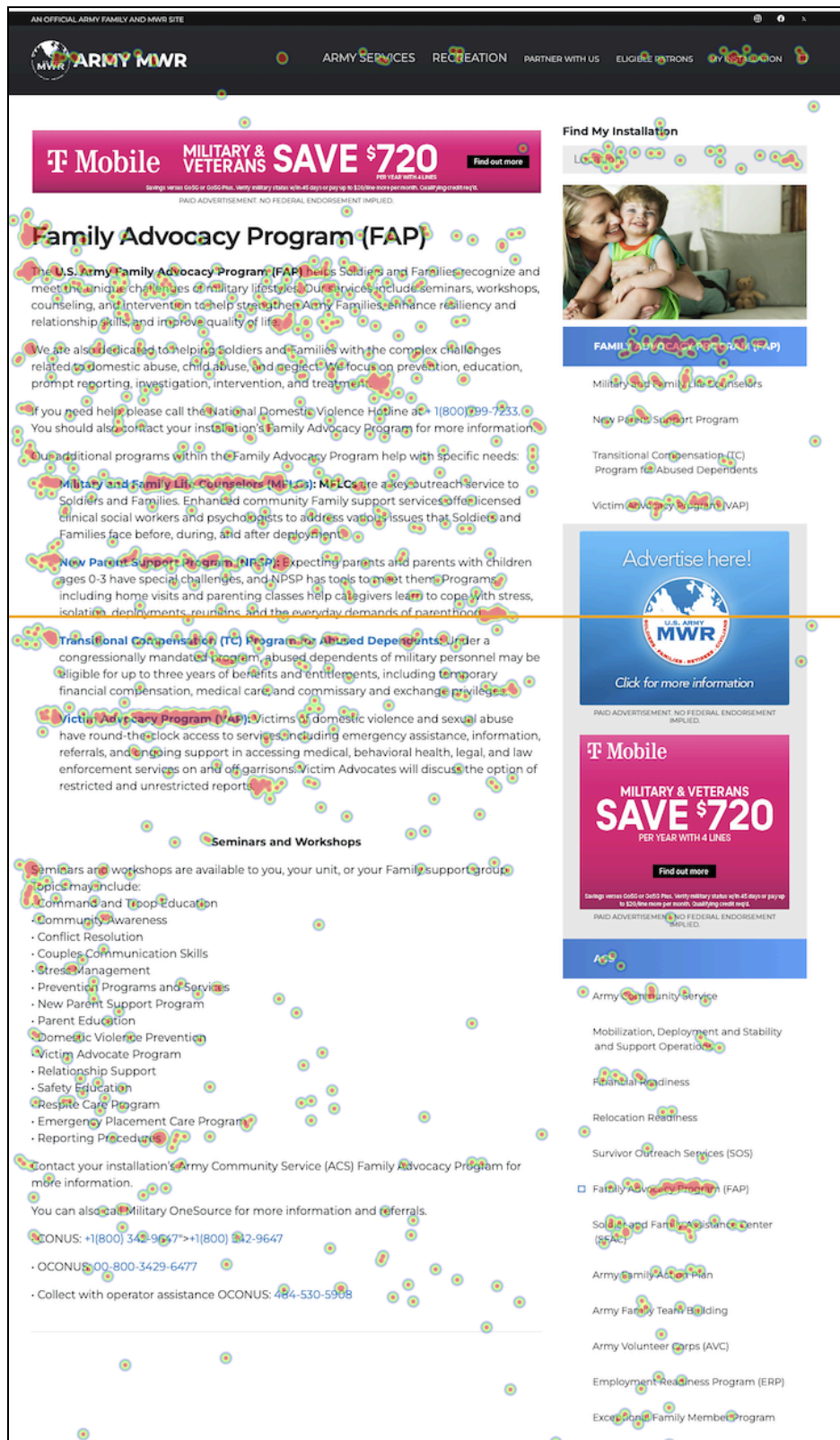
While average session time increased to 2 minutes and 39 seconds (+13.1 percent), the engagement rate declined to 57 percent (–3.7 percent). This contrast suggests visitors are staying longer but may be encountering friction or unclear calls to action that reduce interactivity.

Subprograms such as the New Parent Support Program (NPSP) and Victim Advocacy Program (VAP) also contributed to FAP's overall traffic, with total users rising 17.3 percent and new users up 16.9 percent. Sessions and average session time also increased, showing higher interest and deeper engagement. The Victim Advocacy Program (VAP), by contrast, saw a decline in traffic across all major metrics, with total users down 7.1 percent and views dropping by 19.1 percent.

Table 8: Top Search Terms by Search Volume

| Search | Total Searches ▾ |
|--------------------|------------------|
| family | 3 |
| family advocacy | 3 |
| background check | 2 |
| anger management | 2 |
| parenting classes | 2 |
| smart credit | 1 |
| us victoms housing | 1 |
| adult swim | 1 |

Figure 9: Overview with Heatmap Interaction Highlights



Financial Readiness Program (FRP)

The Financial Readiness Program (FRP) site experienced modest growth in Q2, attracting 9,450 total users (+6.1% YoY) and 5,476 new users (+3.9%). Sessions increased to 12,906 (+4.1%), and views rose to 14,534 (+6.8%), reflecting steady interest in financial education and readiness.

Subprograms such as the Army Emergency Relief (AER) Program also contributed to FRP's overall traffic, with total users of 6,039 (NPSP), showing minor year-over-year decreases of 6.8%.

Organic Search was the leading acquisition channel, driving 5,961 users, followed by Direct (2,385) and Referral traffic (979). Google accounted for 5,111 of those visits, and Bing contributed 781, highlighting search engines as critical access points. High-traffic installations included Bliss, Carson, Bragg, and JBLM.

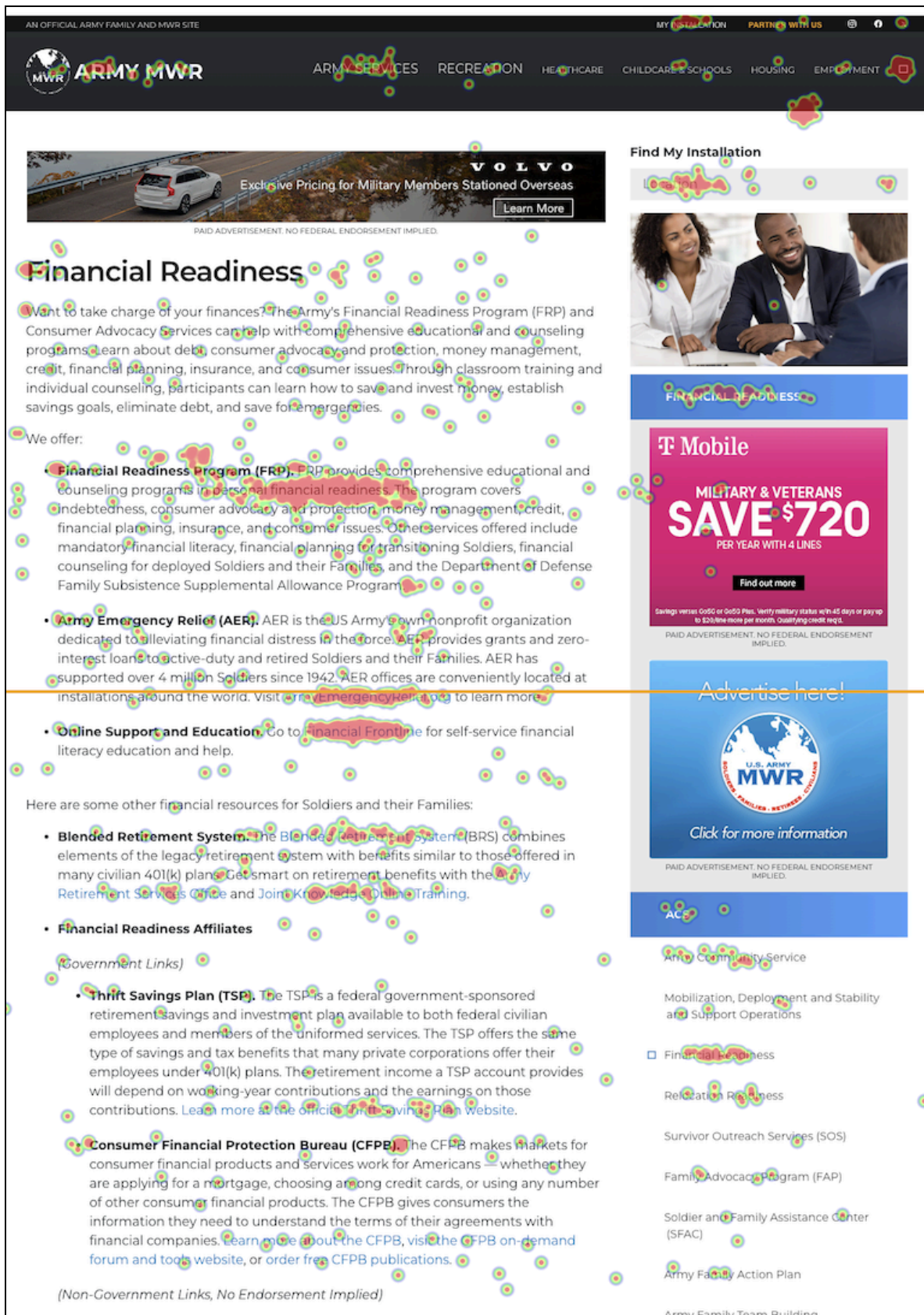
The engagement rate was 62% (-1.8% YoY), with an average session time of 2 minutes and 38 seconds (-2.4%). These minor dips suggest a slight decline in time-on-page, but users remained meaningfully engaged overall.

A new heatmap has been set up to provide visual insights into how users are interacting with key pages. This will help identify which sections are drawing attention, where users are clicking most, and any areas that may be overlooked. The heatmap can guide future content updates and layout improvements.

Table 9: Top Search Terms by Search Volume

| Search | Total Searches ▾ |
|----------------|------------------|
| aer | 9 |
| water aerobics | 4 |
| emergency | 3 |
| aquatics | 2 |
| cheering | 2 |
| aerobe | 2 |
| form 575 | 2 |
| fund | 2 |
| aer form 57 | 2 |

Figure 10: Overview with Heatmap Interaction Highlights



Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- Where can I register for the 2025 Financial classes? The website I was given only shows dates for 2024

Information and Referral

The Information and Referral program experienced strong growth in Q3 FY25. Total users reached 1,124, up 74.8 percent year over year, with 453 new users representing a 138.4 percent increase. Sessions rose to 1,263 (+67.3 percent), and views increased to 1,287 (+69.6 percent), indicating significantly improved visibility and reach across both new and returning audiences.

Direct traffic led acquisition with 626 users, followed by Organic Search (388), Referral (94), and Organic Social (21). Google and Bing were the top search engines, while key referring sources included Military OneSource and Home.Army.mil. Cavazos.armymwr.com contributed the largest volume of installation traffic with 610 users, far surpassing other pages like www.armymwr.com and JBLM.

The engagement rate dipped slightly to 72 percent (-5.7 percent), and average session time decreased to 1 minute and 14 seconds (-31.0 percent). This may suggest users are locating key information more efficiently, completing their task with less need for browsing

Table 10: Top Search Terms by Search Volume

| Search | Total Searches ▾ |
|--------------------------|------------------|
| rentals | 2 |
| school liaison officer | 2 |
| 54-1919272 | 1 |
| naturalization | 1 |
| reception battalion | 1 |
| shoemaker | 1 |
| upcoming events calendar | 1 |
| immigration | 1 |

MD&SSO

The MD&SSO program experienced a moderate decline in traffic during Q3 FY25. Total users reached 1,748, a 16.6 percent decrease year over year, with new users falling to 775 (down 28.6 percent). Sessions dropped to 2,057 (–16.5 percent) and views to 2,152 (–23.1 percent), suggesting reduced visibility and fewer new audiences engaging with emergency and seasonal safety content compared to the previous year.

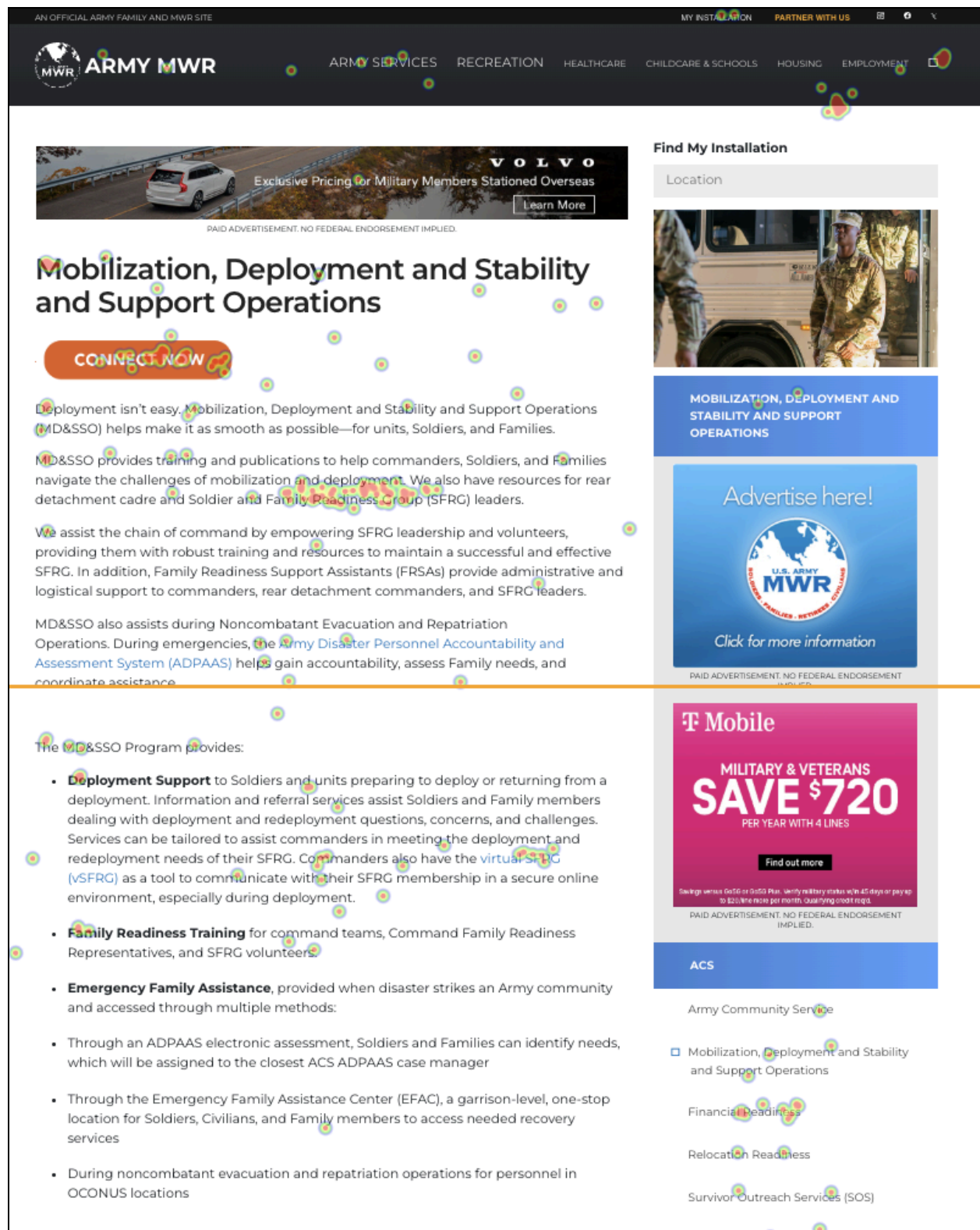
Organic Search continued to lead acquisition, generating 1,116 users, followed by Direct (413), Referral (192), and Organic Social (55). Google accounted for the bulk of search traffic, with additional support from Bing and Facebook. Key installation sources included www.armymwr.com, Bragg, Carson, and Cavazos, which together made up the majority of user sessions across garrisons.

The engagement rate improved slightly to 67 percent (+4.4 percent), and average session time increased to 2 minutes and 7 seconds (+28.4 percent), indicating deeper interaction among those who did visit. While overall reach declined, the increase in time spent on page suggests that returning users found the content useful.

Table 11: Top Link Text Clicks Sorted by Total

| Search | Total Searches ▾ |
|--|------------------|
| sfrg | 6 |
| "care team" | 2 |
| financial counseling | 2 |
| informal funds custodian | 2 |
| cafe | 1 |
| deers | 1 |
| grief support group for pregnancy loss | 1 |

Figure 11: Overview with Heatmap Interaction Highlights



Relocation Readiness

The Relocation Readiness program experienced steady growth in Q3 FY25. Total users reached 5,007, up 13.0 percent year over year, with 2,854 new users representing a 15.0 percent increase. Sessions rose to 6,297 (+11.6 percent) and views to 6,848 (+7.8 percent), reflecting sustained interest in relocation resources as more families prepare for moves across installations.

Referral traffic led all channels with 2,151 users, followed by Organic Search (1,672), Direct (1,148), and Organic Social (106). Home.army.mil was the top external source, driving 1,588 users, while Google also performed strongly. Installation pages contributing the most traffic included www.armymwr.com (1,530 users), Carson (1,345), and Hawaii (506), with support from Bliss, Gordon, and others.

The engagement rate declined to 62 percent (–7.2 percent), and average session time dropped to 2 minutes and 21 seconds (–13.2 percent), indicating that while traffic volume increased, users may not be engaging as deeply with content. To improve retention and action, the page should prioritize simplifying access to checklists, contacts, and key PCS tools. Highlighting location-specific resources earlier in the user journey could help improve relevance and time on page.

Table 12: Top Search Terms by Search Volume

| Search | Total Searches ▾ |
|-------------------|------------------|
| ets | 3 |
| power of attorney | 2 |
| shooting | 2 |
| ticket | 2 |
| inprocessing | 2 |
| ride share | 2 |
| thrift grafenwöhr | 1 |
| weigh station | 1 |

Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- How do I get a sponsor?
- I will be TDY to Camp next month. How do I get from Incheon airport to Camp Humphreys?
- Can civilians live on post?

Survivor Outreach Services (SOS)

Survivor Outreach Services experienced a decline in overall traffic in Q3 FY25. Total users dropped to 3,148, a 17.8 percent decrease year over year, with new users falling to 2,173 (–25.4 percent). Sessions decreased to 3,822 (–13.0 percent), and views declined to 3,979 (–20.3 percent), indicating reduced visibility and reach compared to the previous year’s performance.

Organic Search remained the primary acquisition channel, generating 1,328 users, followed by Referral (1,092), Direct (704), and Organic Social (63). Google accounted for the majority of search traffic, while Home.Army.mil and Army.mil were top referral sources. The highest-performing installation pages included www.armymwr.com (1,873 users), Bragg, Campbell, and JBLM, showing strong engagement in larger garrison communities.

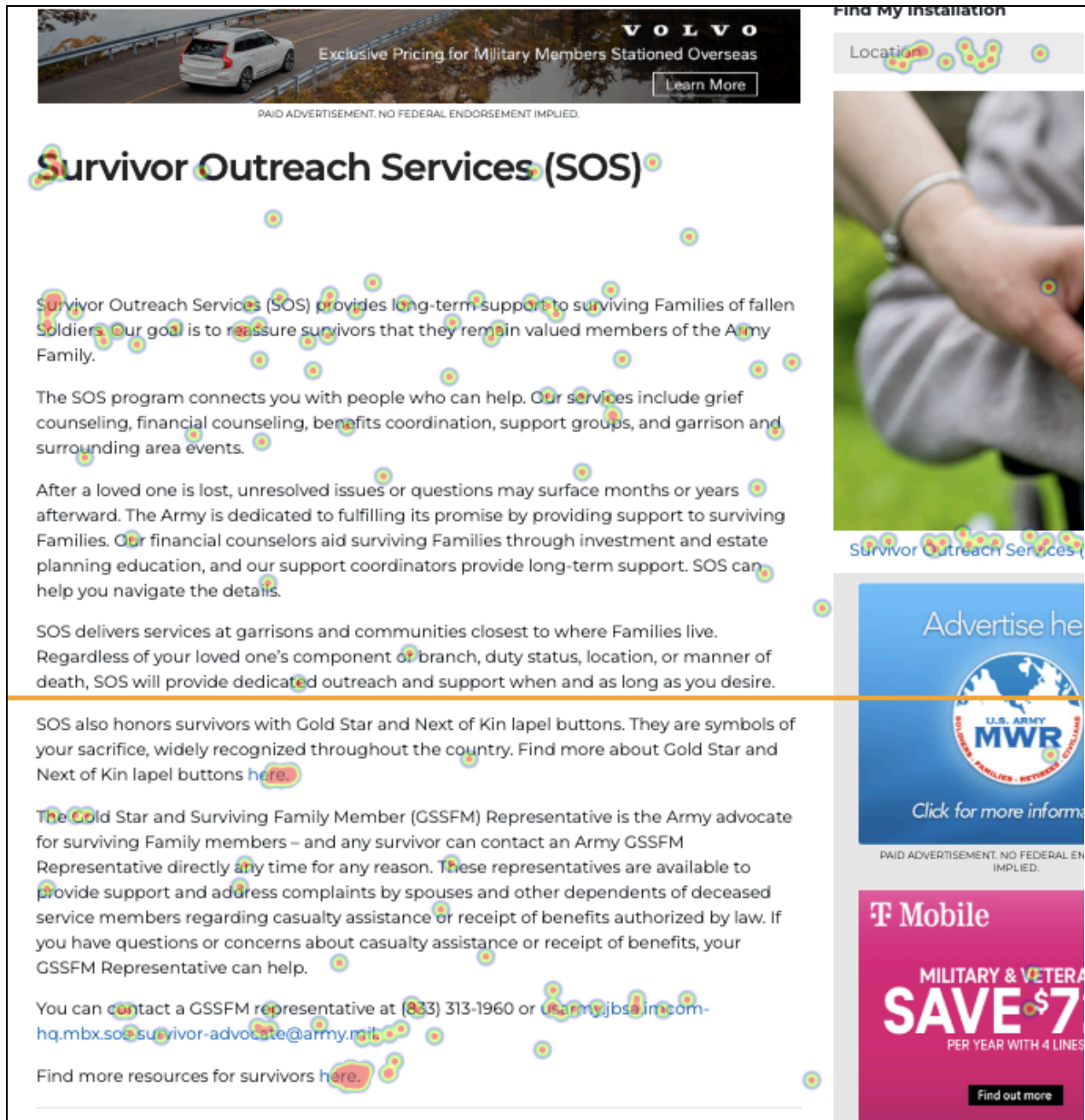
Despite the overall drop in traffic, user quality metrics improved. The engagement rate rose to 58 percent (+5.0 percent), and average session time increased to 2 minutes and 9 seconds (+35.6 percent), indicating that those who did visit spent more time exploring content. To reverse the traffic decline, SOS should focus on reactivating awareness through seasonal observance campaigns and expanding visibility on high-traffic Army domains and installation homepages.

A new heatmap has been set up to monitor user interactions and look at behavior. This will help identify which elements are driving engagement and where further optimizations may be beneficial.

Table 13: Top Search Terms by Search Volume

| Search | Total Searches ▾ |
|----------------------|------------------|
| gold star | 2 |
| video | 2 |
| ryan best up | 1 |
| woodshop | 1 |
| captain andrew berry | 1 |
| edna | 1 |
| fallen soldiers boot | 1 |
| furniture management | 1 |
| google | 1 |

Figure 12: Overview with Heatmap Interaction Highlights



Gold Star Spouses Day

Date: 1 Mar - 25 June

The program saw strong positive growth, with total users reaching 336, marking a 35.5% increase compared to the previous year. New users grew to 205, a 41.4% increase year-over-year. Sessions climbed to 375, up 38.4%, and views rose to 400, a 39.9% gain. These metrics point to effective outreach.

Organic Search remained the dominant acquisition channel, accounting for 192 users. Organic Social contributed 92 users, while Direct traffic added 48. Google drove the majority of traffic with 163 users, followed by m.facebook.com with 64 and Bing with 26.

User engagement remained strong. The engagement rate reached 65%, a 15.7% increase year-over-year. This is a promising indicator that users are interacting more deeply with the content.

Soldier and Family Assistance Center (SFAC)

The SFAC program saw modest growth in Q3 FY25. Total users reached 1,547, a 4.8 percent increase year over year, while new users declined slightly to 510 (-11.8 percent). Sessions rose to 1,771 (+4.4 percent) and views to 1,929 (+2.1 percent), suggesting steady interest from a largely returning user base rather than new visitors.

Organic Search remained the dominant acquisition source, delivering 1,044 users, followed by Referral (251) and Direct traffic (229). Google and Bing drove most of the search traffic, while key referrals included Home.Army.mil and ArmyFamilyWebPortal. Installation traffic was led by www.armymwr.com (722 users), Bliss (364), and Cavazos (250), with additional reach through Belvoir, Carson, and Drum.

The engagement rate improved slightly to 76 percent (+1.0 percent), and average session time increased to 1 minute and 39 seconds (+8.0 percent), indicating stronger user focus and interest in the content.

Figure 13: Overview with Heatmap Interaction Highlights

