



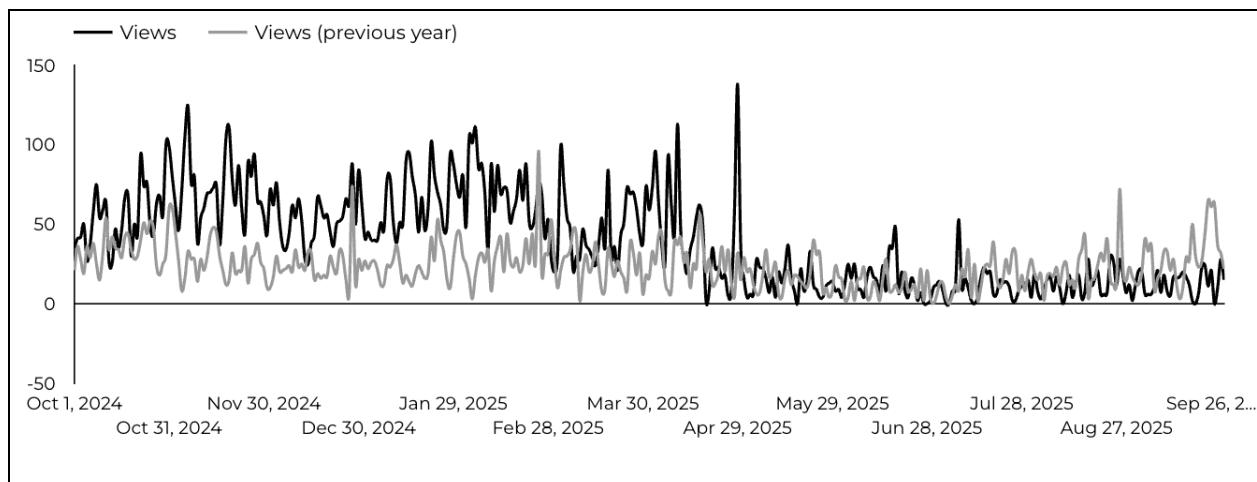
Support Services FY25 Annual Website Insights and Recommendations

Traffic To All NAF Personnel Services Pages

The NAF Personnel Services page experienced strong year-over-year growth in overall traffic, despite a decline in new users. Returning visitors engaged more deeply with the content, resulting in higher views and longer average session times. This trend suggests that while fewer new users discovered the page, those who did visit explored it more extensively, indicating improved content relevance and engagement among the established audience.

- Views: 14,235 (+63.6%)
- Total Users: 21,117 (+31.4%)
- New Users: 35,055 (-14.3%)
- Sessions: 23,749 (+37.4%)
- Engagement Rate: 66% (-0.6%)
- Average Session Time: 2 minutes 37 seconds (+10.2%)

Figure 1: Traffic trends across NAF Personnel Services Pages.



Top Pages

Table 1: Top page paths sorted by total users.

Page path	Total users ▼	% Δ
/employee-portal/naf-personnel-services	11,828	38.6% ↑
/employee-portal/naf-personnel-services/naf-retirement	5,553	31.2% ↑
/employee-portal/naf-personnel-services/health-insurance	1,381	13.8% ↑
/employee-portal/naf-personnel-services/office-locations	1,077	220.5% ↑
/employee-portal/naf-personnel-services/naf-retirement/401k	992	43.4% ↑
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	979	94.2% ↑
/employee-portal/naf-personnel-services/life-insurance	658	22.8% ↑

Traffic Acquisition (Where Users Came From)

This section provides an overview of key traffic sources to the Army MWR website, highlighting user behavior and engagement across different channels.

Referral traffic comes from users who clicked on links from other external websites. The increase in referral traffic suggests improved external partnerships and linking strategies.

- Total Users: 24,325
- Change: -17.9%

Organic search traffic originates from users finding the site via search engines such as Google, Bing, and DuckDuckGo. The growth in this channel indicates enhanced discoverability through search engines.

- Total Users: 17,996
- Change: +13.4%

Direct traffic includes users who accessed the website by typing the URL directly into their browser or through bookmarks. The significant decrease may indicate lower direct engagement or reduced awareness of the website's URL.

- Total Users: 3796
- Change: -23.1%

Organic social traffic is driven by unpaid social media posts. The sharp decline indicates lower engagement or visibility across social media platforms.

- Total Users: 716
- Change: +45.9

Demographics

Countries

The United States continues to be the largest source of traffic, likely due to the presence of military installations and personnel across the country.

- Total Users: 41,274
- Change: -6.5%

Traffic from Germany remains significant, reflecting the large number of U.S. military personnel stationed there.

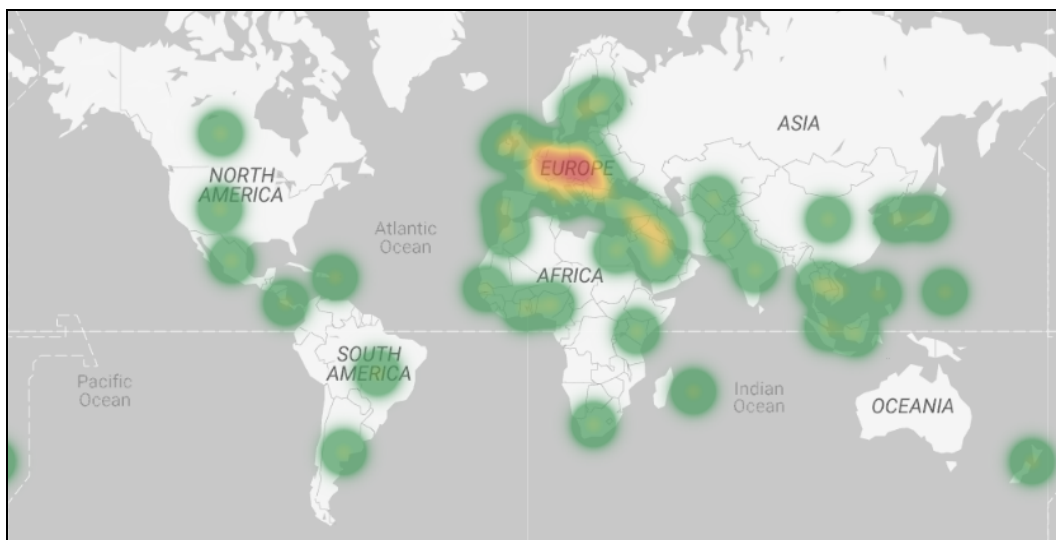
- Total Users: 2,008
- Change: -22.4%

South Korea saw a substantial decline in traffic, which may be linked to decreased engagement or regional changes in user behavior.

- Total Users: 485
- Change: -36.2%

Figure 2: Top Countries by User Traffic (from the map)

Total users 0



Device Breakdown

Understanding how users access the NAF Personnel Services website is essential for optimizing user experience across all platforms. While desktop continues to generate the most views, all device categories experienced declines this period, suggesting a shift in user behavior or possible accessibility and performance challenges on smaller screens.

Desktop remains the most used device category but saw a modest decline, which may indicate reduced access from office or workstation environments.

- Views: 47,960
- Change: -10.3%

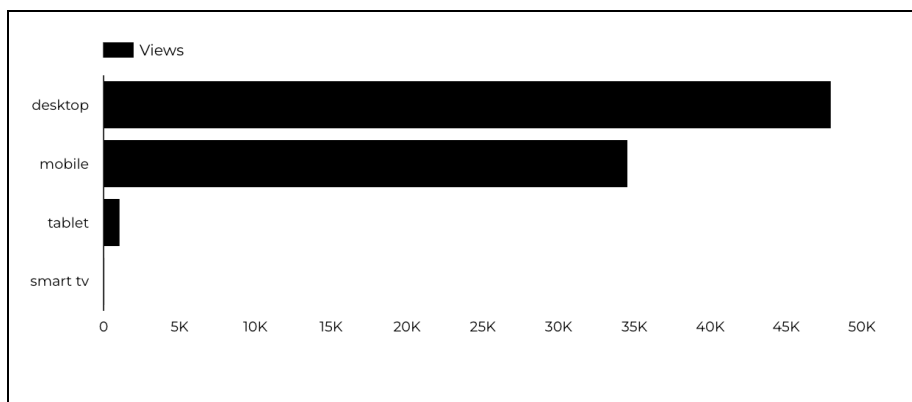
Mobile usage declined sharply, pointing to potential usability or performance concerns. This drop underscores the importance of maintaining a mobile-optimized experience, especially for on-the-go users accessing HR-related services.

- Views: 34,540
- Change: -28.7%

Tablets account for a small portion of overall traffic but showed a notable decrease, possibly reflecting reduced preference for this format or limited tablet-friendly functionality.

- Views: 1,109
- Change: -22.1%

Figure 3: Bar Graph of Device Categories by Percentage



Search Analysis

The search data highlights active user engagement with NAF Personnel Services, reflecting ongoing interest in employment resources, benefits, and policy guidance. Visitors often performed multiple searches, suggesting users are refining their queries to find specific HR, employment, or benefits-related information.

Total Searches: 2,147

Average Search Count per User: 1.24

Categorized Search

Employment and Careers

Employment-related searches dominate the dataset, showing high interest in job opportunities, CEAT access, and hiring processes. Queries frequently included variations of *“NAF jobs,” “employment,”* and *“apply,”* confirming that users rely on the page as a starting point for career navigation.

- NAF Jobs (248 searches)
- Employment (189 searches)
- CEAT (104 searches)
- Apply (82 searches)
- Job Opportunities (61 searches)
- HR (47 searches)
- Careers (44 searches)

Benefits and Pay

Searches for *“benefits,” “retirement,”* and *“insurance”* reflect steady user demand for HR support and pay-related information. Users appear to be seeking self-service resources for understanding leave accrual, retirement eligibility, and coverage details.

- Benefits (136 searches)
- Retirement (74 searches)
- Pay / Payroll (57 searches)
- Insurance (44 searches)
- Leave / Time Off (33 searches)

Recommendation:

- Create a **Benefits** FAQ includes clear guidance on eligibility, retirement planning, and policy updates.

Policies and Procedures

Users continue to look for regulatory and procedural information, showing intent to find official HR policy documents and compliance guidance.

- NAF Policy (67 searches)
- Regulations / Forms (53 searches)
- Standards / Procedures (28 searches)

Recommendation:

Add a Policy & Forms Library page featuring downloadable HR manuals, hiring standards, and reference materials. Use descriptive page titles and schema tags to improve search relevancy.

Training and Professional Development

Search terms such as *“training,” “certification,”* and *“professional development”* demonstrate user interest in growth and advancement within NAF employment.

- Training (45 searches)

- Professional Development (33 searches)
- Certification (24 searches)

Recommendation:

Introduce a **Career Growth** section highlighting upcoming trainings, skill-building resources, and supervisor development opportunities. Link to the IMCOM Academy and DoD training portals for continued education access.

General HR and Contact Information

Users occasionally searched for broad navigation or contact-related terms like “*HR office*” or “*directory*.” This behavior suggests some difficulty locating specific personnel points of contact.

- HR Contact (28 searches)
- Directory / Help / Contact (17 searches)

Recommendation:

Implement a **Contact HR** callout box with installation-level directories and helpdesk links to reduce friction for users needing personal assistance.

Traffic To All Home Based Business Pages

- **Views:** 8,903 (+161.9%)
- **Sessions:** 15,246 (-2.8%)
- **Total Users:** 12,750 (-2.5%)
- **New Users:** 9,676 (-24.0%)
- **Average Session Time:** 2 minutes 5 seconds (+10.9%)
- **Engagement Rate:** 72% (+8.2%)

Top Installations

Table 2: Top installations sorted by total users.

Installation	Total users ▼
www.armymwr.com	1,316
grafenwoehr.armymwr.com	1,083
stuttgart.armymwr.com	880
jblm.armymwr.com	805
irwin.armymwr.com	693
belvoir.armymwr.com	518
johnson.armymwr.com	369
bliss.armymwr.com	359
kaiserslautern.armymwr.com	356
bragg.armymwr.com	351

Traffic Acquisition (Where Users Came From)

This section details the key sources of traffic to the Army MWR website, providing insights into user behavior and engagement across various channels.

Referral traffic comes from users clicking on links from external websites. The increase in referral traffic suggests strengthened partnerships and an effective external linking strategy.

- Total Users: 3,575
- Change: -20.2%

Organic search traffic consists of users who found the site via search engines like Google, Bing, and DuckDuckGo. The growth in this channel indicates improved discoverability through search engines.

- Total Users: 11,301
- Change: +10.0%

Direct traffic includes users who typed the website URL directly into their browser or accessed it via bookmarks. The significant decrease suggests a reduction in direct engagement or awareness of the website's URL.

- Total Users: 8,715
- Change: +31.8%

Organic social traffic is driven by unpaid social media posts. The sharp decline indicates lower engagement or visibility across social media platforms.

- Total Users: 2,049
- Change: -32.1%

Demographics

Countries

The United States remains the largest source of traffic, with a significant increase, suggesting growing engagement from domestic users.

- Total Users: 17,932
- Change: +3.5%

Germany continues to show ongoing presence of U.S. military personnel and associated families.

- Total Users: 3,697
- Change: -3.4%

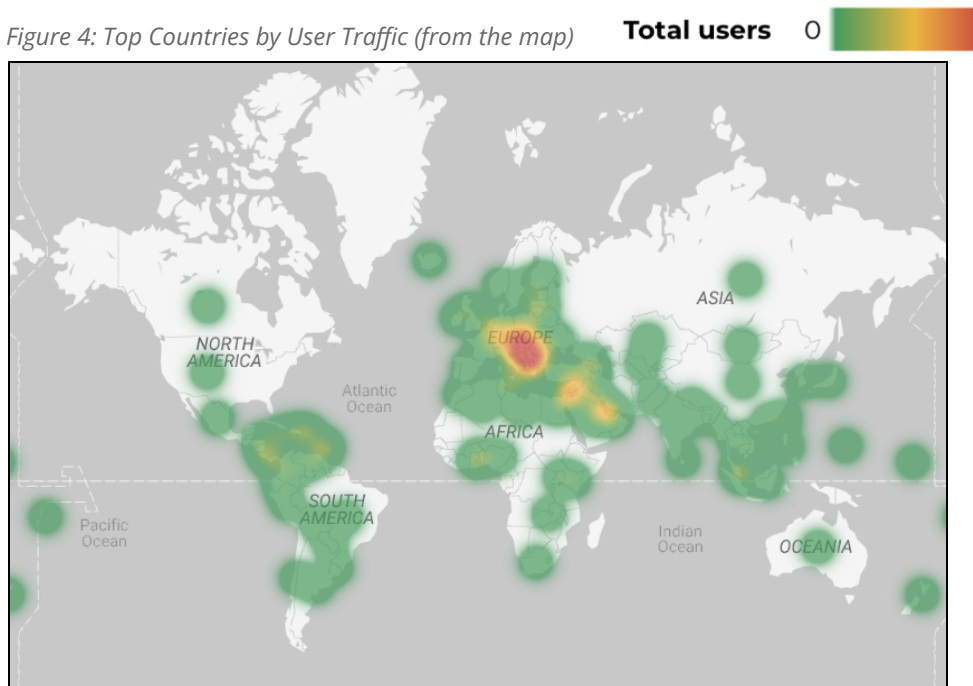
Ireland saw a moderate increase in traffic, indicating a steady rise in interest from this region.

- Total Users: 2,364
- Change: +97.5%

South Korea experienced a slight decline in traffic, which could be attributed to local factors or a shift in user engagement patterns.

- Total Users: 532
- Change: -25.4%

Figure 4: Top Countries by User Traffic (from the map)



Device Breakdown

Understanding how users access the website is crucial for optimizing the user experience across different platforms.

Mobile continues to be the most popular device category, indicating a strong preference for accessing the site on-the-go. The significant growth underscores the need for ongoing mobile optimization efforts.

- Total Users: 13,739
- Change: -6.3%

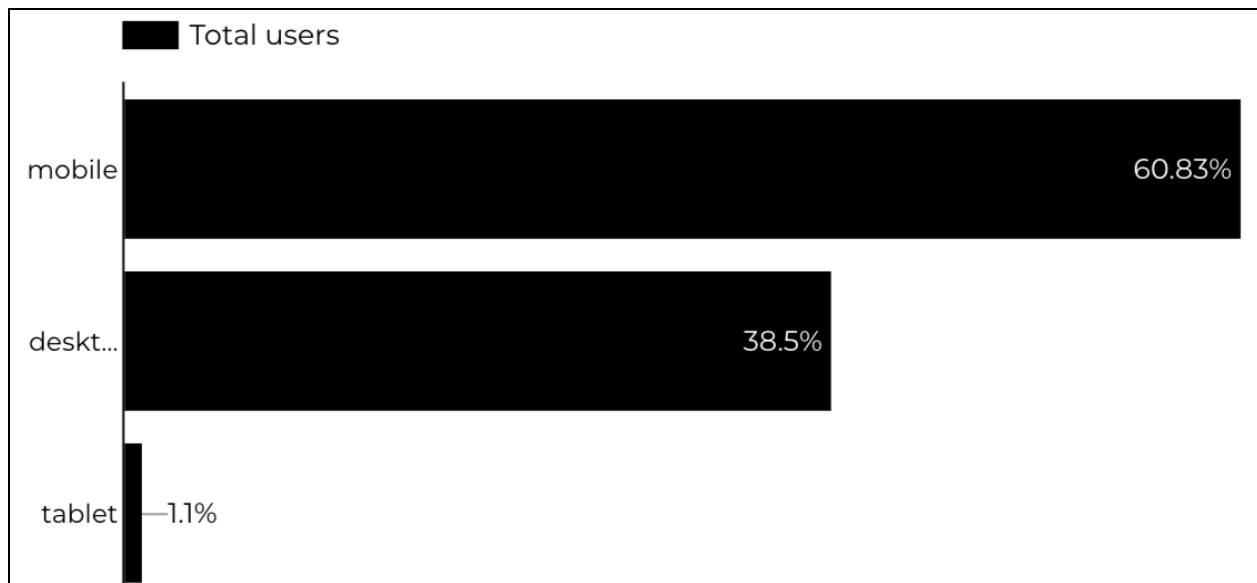
Desktop usage has increased, reflecting a trend of users accessing the site from workstations or larger screens. This growth suggests that the desktop experience remains an important aspect of user engagement.

- Total Users: 11,528
- Change: +24.2%

Tablet traffic, while still the smallest segment, saw a healthy increase, indicating a growing user base on tablet devices.

- Total Users: 224
- Change: -15.8%

Figure 5: Bar Graph of Device Categories by Percentage



Search

The search term data provides insights into user interests and highlights areas where the website's content may need improvements. Search behavior for the Home-Based Business (HBB) program shows moderate engagement, with users conducting targeted searches related to licensing, application steps, and permitted activities. The data reflects focused intent most visitors know what they are looking for and perform one or two precise searches per visit. Here are the main findings from the analysis:

Total Searches: 159

Average Search Count per User: 1.3

Categorized Search

Home-Based Business Applications and Licensing

Searches indicate strong user intent to understand the application process and eligibility for operating home-based businesses on post. Terms such as *"hbb application," "home based business,"* and *"citizenship"* confirm that users are seeking procedural guidance and compliance requirements.

- HBB (26 searches)
- Home Based Business (24 searches)
- HBB Application (12 searches)
- Citizenship (6 searches)

Business Types and Examples

Users also searched for specific types of home-based ventures, showing interest in what is permitted or commonly approved.

- Food Truck (4 searches)
- Home Bakery (3 searches)
- Home-Based Business List (3 searches)
- Commissary (2 searches)

Recommendation:

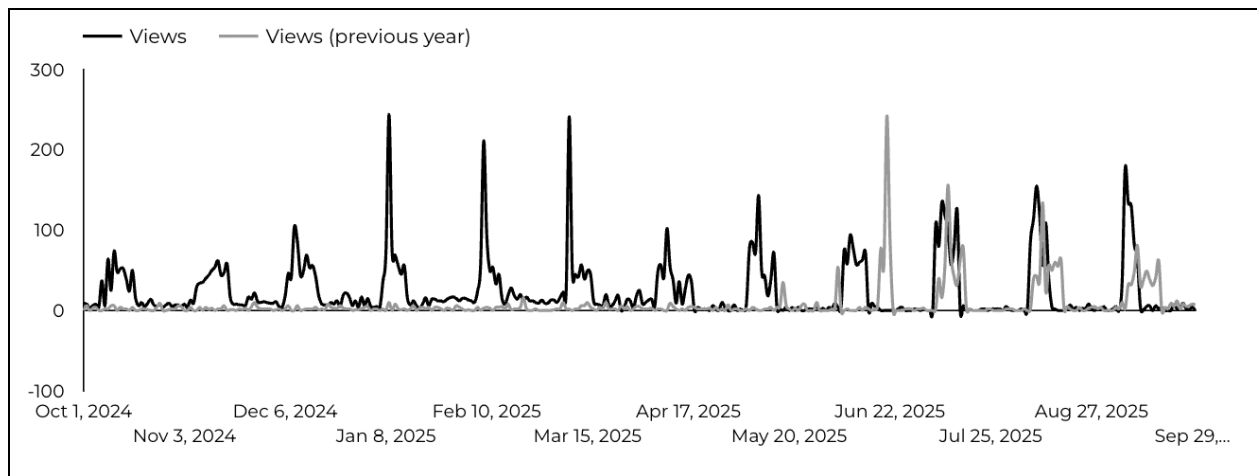
Add a Business Examples & Restrictions section that outlines approved and prohibited business categories (e.g., food prep, retail, beauty services). Include success stories and FAQs to clarify compliance and encourage participation.

- **Low Bounce Rate:** The consistently low bounce rate (0–5%) suggests that search results successfully direct users to relevant content once found.
- **Information Gaps:** Repeated queries for “application” and “citizenship” signal that these details should be featured more prominently on the main page.

Traffic To CEAT

- Views: 8,816 (+201.0%)
- Sessions: 9,173 (+35.5%)
- Total Users: 8,204 (+29.5%)
- New Users: 4,397 (+30.4%)
- Average Session Time: 1 minute 31 seconds (+1.8%)
- Engagement Rate: 76% (-6.2%)

Figure 6: Traffic trends across CEAT.



Top Installations

Table 3: Top installations sorted by total users.

Installation	Total users ▼	% Δ
www.armymwr.com	2,650	98.5% ↑
bragg.armymwr.com	264	-
stewarhunter.armymwr.com	216	-40.2% ↓
hawaii.armymwr.com	194	63.0% ↑
bliss.armymwr.com	181	11.0% ↑
redstone.armymwr.com	175	-3.3% ↓
campbell.armymwr.com	155	8.4% ↑
humphreys.armymwr.com	153	-6.1% ↓
carson.armymwr.com	137	22.3% ↑
belvoir.armymwr.com	127	-3.1% ↓

Traffic Acquisition (Where Users Came From)

This section outlines the key sources driving traffic to the Army MWR website, providing insights into user behavior across various channels.

Organic search traffic originates from users who discovered the site via search engines like Google, Bing, and DuckDuckGo. The growth in this channel indicates improved visibility and search engine optimization efforts.

- Total Users: 9,322
- Change: +17.3%

Direct traffic consists of users who accessed the site by typing the URL directly into their browser or using bookmarks. The increase suggests stronger brand recognition and user engagement.

- Total Users: 5,611
- Change: +28.7%

Referral traffic comes from users clicking through from external websites. The slight decline may indicate reduced effectiveness in external linking strategies or a change in partner site referrals.

- Total Users: 1,754
- Change: -12.3%

Organic social traffic is driven by unpaid social media posts. The notable decrease suggests lower engagement or reach on social media platforms.

- Total Users: 398
- Change: +13.1%

Demographics

The United States remains the largest source of traffic, showing a modest increase, indicating stable engagement from domestic users.

- Total Users: 14,428
- Change: +16.9%

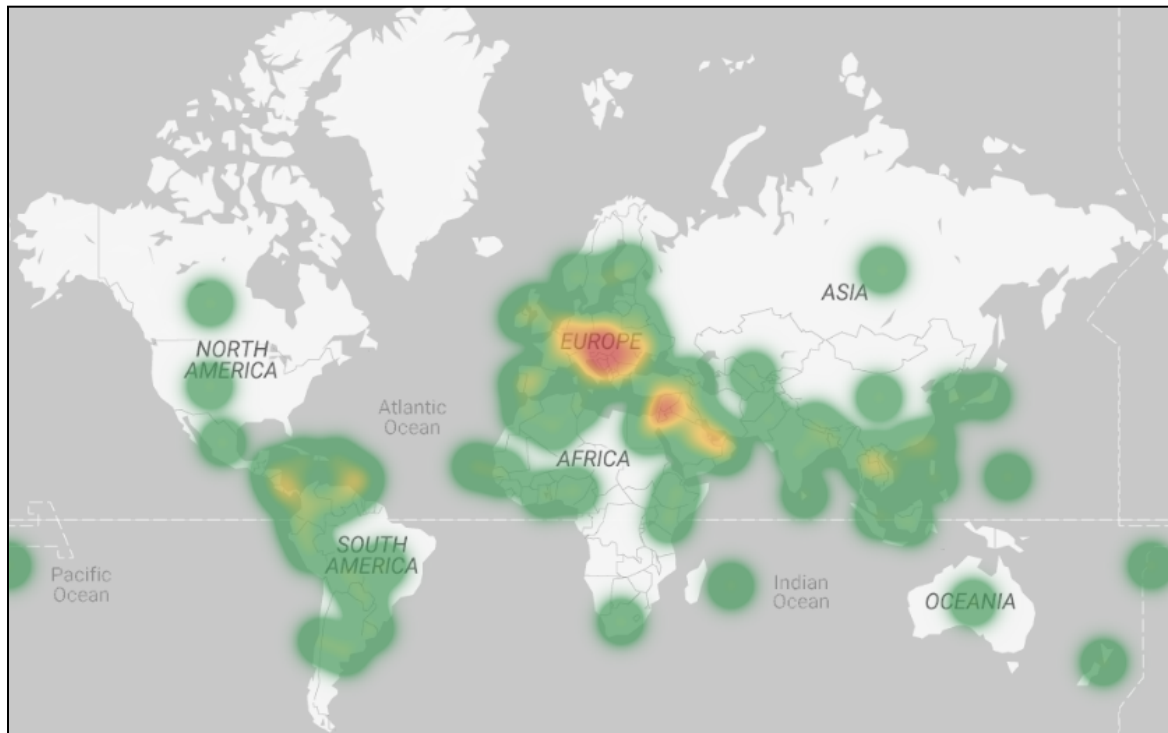
Traffic from Germany saw a slight decline, which may reflect changes in user activity among U.S. personnel stationed there.

- Total Users: 771
- Change: +0.8%

South Korea experienced a noticeable drop in traffic, suggesting reduced engagement from this region.

- Total Users: 264
- Change: +44.3%

Figure 7: Top Countries by User Traffic (from the map) **Total users** 0 



Device Breakdown

Understanding how users access the website is essential for optimizing user experience across platforms. While desktop remains the leading device for viewing, all device categories experienced declines this period, suggesting a potential shift in user habits or accessibility challenges on mobile and tablet devices.

Desktop

- **Views:** 47,960
- **Change:** -10.3%

Desktop continues to be the dominant access point, though the decline may indicate reduced engagement from users working on larger screens or office environments.

Mobile

- **Views:** 34,540
- **Change:** -28.7%

Mobile usage dropped sharply, highlighting a need to assess mobile performance, loading times, and usability for on-the-go users who represent a critical portion of the audience.

Tablet

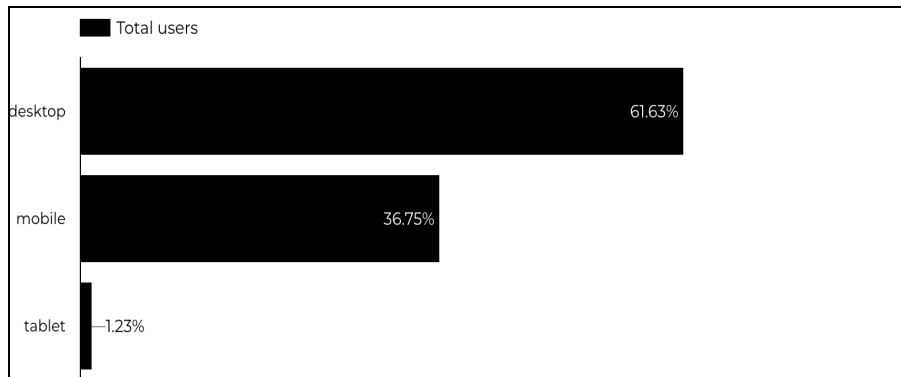
- **Views:** 1,109
- **Change:** -22.1%

Tablet engagement decreased notably, suggesting reduced user preference for tablet browsing or potential layout issues affecting the experience.

Insight:

The consistent decline across all devices emphasizes the importance of conducting a **cross-device performance review**. Prioritizing mobile optimization, improving site responsiveness, and streamlining key navigation elements for smaller screens will help sustain engagement and accessibility across all user segments.

Figure 8: Bar Graph of Device Categories by Percentage



Search

The search term data offers insights into user needs and highlights areas for potential improvement in the website's content. Key findings from the analysis are as follows:

Top Searches with High Engagement

- **Jobs and Employment:** The terms "jobs" (25 searches) and "employment" (14 searches) had the highest number of searches, reflecting strong interest in job-related information. However, the bounce rate for "jobs" (12.5%) indicates that some users may not be finding what they are looking for.
- **Careers and Related Terms:** "Careers" and "job fair" had lower search volumes but demonstrated a zero bounce rate, suggesting that the content for these terms is meeting user expectations effectively.

High Search Count Per User Terms

- **CEAT and Job-Related Searches:** Terms like "CEAT" and "job" had search counts per user above 1.4, indicating that users may not be finding relevant information easily. There could be a need for improved content visibility or clearer navigation to address these issues.

Terms with Zero Bounce Rates

- **Well-Performing Searches:** Searches like "employment," "careers," "discovery," "civilian employment," and "job fair" exhibited zero bounce rates, indicating that the content for these terms is meeting user expectations.