



BRD Insights and Recommendations

Third Quarter FY26

BRD Traffic

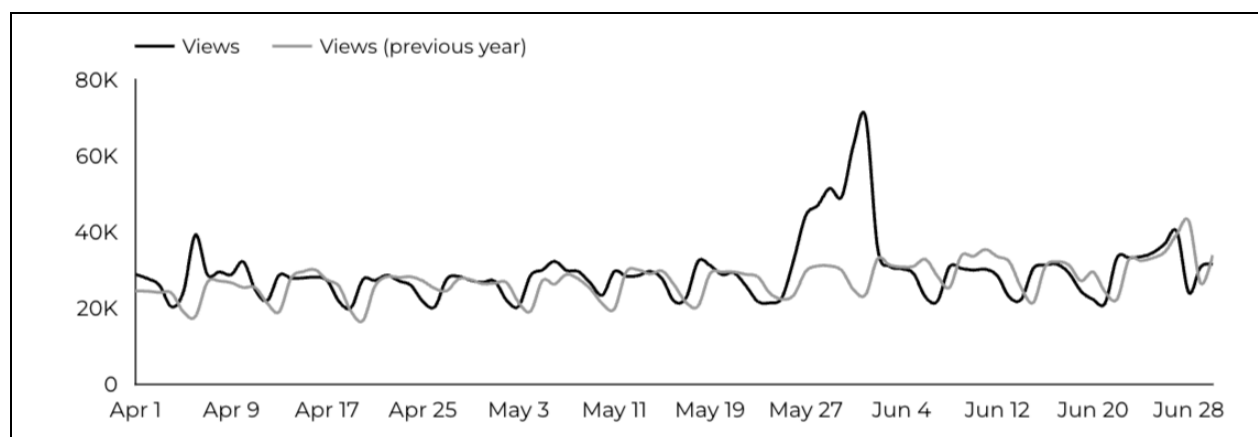
The Business Recreation Division (BRD) delivered strong growth across all traffic metrics during Q3 FY26. Total users grew 21.5% year over year to 1,328,482, and new users rose 27.2% to 1,042,506, indicating the division is successfully expanding its reach to first-time audiences at a healthy rate. Sessions increased 4.3% to 1,782,661, and views grew 7.8% to 2,690,567 year over year.

The stronger growth in total and new users relative to sessions and views suggests the division is reaching a broader audience this quarter, with a growing share of visitors completing focused, task-oriented visits rather than browsing broadly across multiple pages. The engagement rate held steady, rising slightly to 61%, indicating that despite the surge of new visitors, the quality of those visits has not eroded.

Key Metrics (Compared Year-over-Year)

- **Views: 2,690,567 (+7.8%)**
- **Total Users: 1,328,482 (+21.5%)**
- **New Users: 1,042,506 (+27.2%)**
- **Sessions: 1,782,661 (+4.3%)**
- **Engagement Rate: 61% (+0.7%)**
- **Avg. Session Time: 02:40 (-17.1%)**

Figure 1: BRD Trends Compared YoY



Heatmaps

Heatmaps have been successfully implemented for many programs on HQ, offering valuable insights into user behavior on key pages. These tools will help pinpoint areas of high engagement and reveal opportunities to optimize the user experience and overall site performance. As additional data is gathered from the heatmaps, this will allow for targeted optimizations and strategic improvements to further enhance user engagement and site functionality.

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.

Figure 2: BRD Click Map

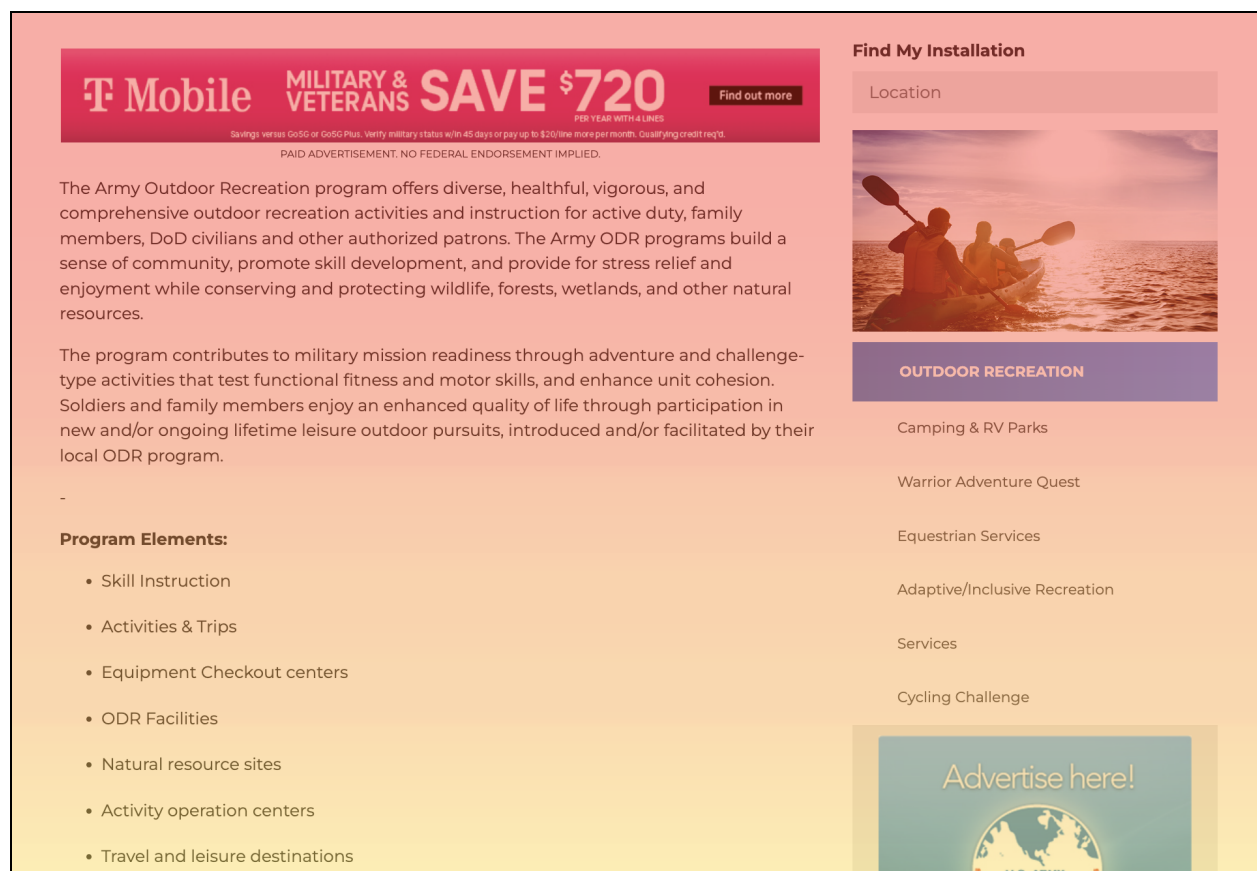


Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

Scroll Map

Scroll heatmaps use colors to visualize how far down in a page your visitors scroll. When you hover on the Scroll heatmap, you see exactly how many percent have scrolled down to a certain position. This lets you for example find out if there is important content positioned too far down the page, whether your visitors are encouraged to scroll, and more.

Figure 3: BRD Scroll Map



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

Web managers have created a total of 5,374 new pages on EPW in the last quarter. It's important to note that the total excludes data from, calendar events, and directory pages.

- 907 pages were added to BRD.

Table 1: Total new pages added to BRD last quarter.

Name	Total
Parties, Events, & Group Reservations	80
Leagues, Lessons, & Youth Bowling	80
Do-It-Yourself Auto Shop	80
Food, Snacks, & Lounges	80
Accessibility & Inclusive Bowling	80
Bowling	79
Automotive Skills	78
2026 Army Outdoor Recreation Hiking & Biking Challenge	7
Kids Bowl Free	3
Summer Reading Program 2026	3
STRONG B.A.N.D.S.	2
Automotive Skills 2	2
Facility Closures in Support of 75/250 Celebration	2
2026 Army Outdoor Recreation Hiking and Biking Challenge	2
Summer Reading Program	2
Privately Owned Weapons Day	2
Get Outdoors	2
Self-Help Auto Services	2
75/250 Free Shuttle Service available on July 4	2
Mother's Day Brunch	2
75/250 German-American Friendship Festival	2

The Landing Presents: A Tasting Journey Through France	1
Hand Crochet for Beginners	1
Armstrong's Catering Services	1
Independence Day Hours of Operation 2026	1
Hand Building with Clay	1
Summer Jackpot Bowling	1
Free BMC Shuttle Service	1
Zoo Animal Plate Painting - July	1
Landstuhl Java Café Early Closure - July 2	1
Doubles Disc Golf Tournament	1
FREE Korean Shaved Ice Dessert 'Pat Bing Su'	1
Future Recreation Development Survey	1
Survive Shark Week at the Lake Tholocco	1
Programs at Landstuhl Library Paused in August	1
7 Brew Pop Up!	1
Riddim N' Jerk Jamaican Restaurant	1
America 250	1
Sunrise Yoga by the Lake	1
Freedom 250 Fireworks at Fort Lee	1
Recreational Swimming at Long Pond	1
Tryout for the 41st Annual Army Ten-Miler!	1
PARC Beach Equipment Rental	1
Gate Closure at Vogelweh Housing	1
Library Block Party	1
ORDER AHEAD BOWLING CENTER	1
CYS Color Run	1
Juneteenth Holiday Hours	1
Feel At Home On Vacation	1
SKIES Irish Dance Classes	1

Tuesday Night Free Bowling	1
King/Queen of the Hill Monthly Handicap Tournament - July	1
CYS Fall 2026 Youth Sports	1
Beat the Heat: 2026 Float the Rio!	1
Youth 3v3 Basketball League	1
Fitness Classes on Fort Riley	1
Christmas in July at Palmetto Falls	1
Recreational Shooting Complex	1
Sportsman Lodge	1
Columbus Youth Soccer	1
July Sewing Classes	1
The Forge Food Truck	1
Takeoff & Taste - July	1
Titleist Club Fitting Event	1
Independence Day Holiday Observance July 3	1
PCS Social	1
Pitch Hit & Run Clinic	1
Fort Shafter PFC Renovation Notice	1
KMC BOSS Eligible Upcoming Trips	1
Youth Hockey Clinic	1
Gulp and Go BINGO!	1
Army Sustainment University Recreation Facility	1
Ordnance Recreation Facility	1
Fourth of July Art Jam	1
Summer Camp Field Trips 2026	1
Father's Day Bowling	1
Art Sparks S.T.E.A.M. Based Art for Children	1
Enter to Win with Army ODR	1
America's 250th Birthday Celebration	1

Father's Day Kayak Special	1
Juneteenth 2026 Hours of Operation	1
Have A Ball Bowling League	1
Get Outdoors with ODR Sweepstakes! Enter to win cool prizes!	1
Stay in the Know!	1
SeaWorld Entertainment Parks - Florida	1
CYS Summer Sports Camps	1
Soccer Tournament Headquarters!	1
Splash Attack Water Games	1
Tri-Border U.S. Independence Day 250th Celebration	1
Ridge Sports Bar	1
Monti Physical Fitness Center (Monti)	1
Abandoned Vehicle Auction	1
2026 Soldiers' Summer Reading Program	1
Welcome Home	1
Host Your Event with Us	1
Old School Band	1
Stress Management Bingo	1
NFL Football ProCamp	1
Youth Sports Fall Sports Registration	1
Summer Reading 2026	1
Get Outdoors with Army ODR Virtual Contest	1
Waterslide Rentals	1
MWR May Event Calendar	1
Army MWR Golf Sweepstakes	1
SKIES Soccer Summer Camps	1
Gymkhana	1
Part Day Preschool	1

Pool opens with free swim!	1
Become a Certified Lifeguard!	1
King/Queen of the Hill Monthly Handicap Tournament	1
WSMR POST LIBRARY - 2026 SUMMER READING PROGRAM	1
Dive Into Savings: Wet 'N Wild Waterworld Ticket Sale!	1
Facility Rentals	1
2026 Get Outdoors with Army ODR	1
Save the Date! Patriot Run 2026	1
Zoo Animal Plate Painting	1
Upcoming Swim Lessons	1
PAE Maneuver Air Industry Days	1
Stars & Strikes - June	1
Palmetto Falls Pricing and Hours of Operation	1
Juneteenth Aerobathon Workout	1
Parent-Child Scramble June	1
Fly to Athens	1
Iceland - The Land of Fire and Ice	1
Summer Soccer Activities	1
Beat the Heat Bingo Bundle	1
New Years on the Albanian Coast	1
Stars & Strikes - July	1
Rocket Grill Weekly Special	1
1K Friendship Dash	1
Adult Swim	1
Paradise Pet Care Center: The Daycare Experience	1
No-Tap Singles Tournament	1
Outdoor Rec Hiking and Biking Challenge	1
Pool Rental	1

Sports Equipment Checkout	1
MWR Insider Newsletter	1
Books & Brews	1
Christmas in the Eternal City - Fly to Rome	1
Baltic Sea Christmas Markets	1
Thanksgiving on the Canary Islands	1
ODR: Boating Class	1
Fascinating Wine Weekend in Bordeaux	1
24/7 Access - Murphy Field House	1
Imperial Weekend - Vienna, Budapest and Bratislava	1
Army 251st Birthday Cake Cutting Ceremony	1
Arts and Crafts Map Assembly Room	1
Hunter Army Airfield Youth Center Summer Camp	1
Auto Skills (don't use)	1
Brussels Library Switch to Summer Hours	1
Good Good Golf Tour	1
Arts Center Monthly Calendar	1
FCC Part Day Daycare	1
Lathe Safety Course	1
Camping Under the Stars April 2026	1
The Masters Pairing Competition	1
Summer in Color Art Camp at West Point Arts & Crafts	1
Bowling 2	1
B.O.S.S. Golf Scramble	1
Summer Youth Sports Clinics	1
Army 251st Birthday Golf Tournament	1
Pool Openings and Closures 2026	1
"Plant a Seed, Read" Summer Reading Program Registration & Logging Are Open!	1

1500 -1000 - 500 pounds Club	1
Memorial Day Hours of Operation 2026	1
Hunter Army Airfield SAC/Kinder Summer Camp	1
Pool Hours	1
Battle Buddies & Brew	1
Get Outdoors with Army ODR Sweepstakes! Enter to win cool prizes!	1
Get Outdoors with Army ODR Sweepstakes! Enter to win cool Prizes!	1
Armed Forces Day Specials	1
E-Bike Rental	1
Find Your Balance With New Weekly Yoga Classes	1
Summer Savings at West Point Auto	1
Nehelani Free Room Rental	1
Skills & Drills - Upcoming Mini Classes	1
CYS Youth Sports Summer Clinics	1
Flea Market at MWR Central	1
2026 USAG Stuttgart Garrison Organizational Day — Family & MWR Hours of Operation	1
American Red Cross Certified Swim Instructors Needed	1
Volunteer Swim Team Coaches Needed	1
Kennel Feedback	1
Summer Fun With MWR	1
Cars & Coffee	1
Magrath Sports Complex	1
Sewing Class for Beginners! - JUNE	1
June Sewing Classes	1
CEA Learn How to DJ with Richy Smart	1
Meet at Mike's Spouses Night June 11th	1
Youth Sports Summer Camps	1

Dino Dad Plates	1
Recreation Center	1
Treadmill 5k	1
Friday Night Rib Special	1
Summer Dance Camps	1
Learn How to DJ	1
BOSS May Event Calendar	1
Summer Trips at the MST	1
Buffalo Corral Summer Horse Camp	1
III Armored Corps Fight Night: Championship	1
Smart Codes	1
Plant a Seed, Read! 2026 Summer Reading Program	1
West Point Community Noontime Summer Handball League	1
Summertime Lap Swim	1
Youth Sports & Fitness Summer Camp	1
All-You-Can-Bowl Saturdays	1
Arts & Strikes: Summer Fun Series	1
National Alliance for Youth Sports (NAYS)	1
Foam Party	1
Rental Items	1
MS&T Summer Break Camp	1
Aquatics presents: License to CHILL (Adults Only) Event	1
Join the 2026 Army ODR Hiking & Biking Challenge!	1
Bus Trips and Group Travel	1
Vacation and Travel Planning Services	1
Dothan United VS. Fort Rucker Football Club	1
LTS Daytripper	1
Stars & Strikes - May	1
Acupuncture with Stefanie at the MWR Fitness Center	1

Sip & Paint at the Lake	1
Century Lanes: PJs & Backpacks	1
Monthly Fitness Class Schedule	1
Unleash Your Inner Drift Star with Crazy Carts!	1
Fort Stewart SAC Interconnections Through Fun Summer Camp	1
Country Store and Rental Spaces	1
Takeoff & Taste May Edition	1
Watercolor Class	1
Surrey Car Care Summer Hours 2026	1
Watercolor Class & Storytime!	1
Festival of the Southwest 2026	1
Summer Event Passport Giveaway	1
Youth Center Summer Camp	1
Youth Summer Sports	1
Joseph's Technicolor Dreamcoat On Stage	1
Bingo at Hooper	1
XXIO Experience Day 2026	1
Mother's Day Ceramics	1
Mother's Day Celebration at Spates Hall	1
Junior Golf Program	1
2026 Strong Bands	1
Yoga at Trophy Point	1
Freedom Fest 2026	1
Scoops & Treats	1
BUC Brazilian Soccer Camps	1
Healthier You	1
Strong B.A.N.D.S. 2026	1
2026 Summer Reading Program	1

Sewing Class for Beginners	1
Take Off & Taste - June	1
Card Making Kits	1
5 on 5 Basketball League	1
K-16 Fitness Center	1
Rinehart Indoor Pool	1
Red, White, & Blue Tournament	1
DTS Omaha Brewing Company	1
6-7 Deep Sea Fishing Trip	1
Military Spouses Appreciation Luncheon	1
Art from the Heart	1
Fitness Expo 2026	1
Thunder on Tholocco	1
May Sewing Class	1
National Superhero Day	1
Strong B.A.N.D.S. at Fort Lee	1
Pool Parties and Rentals	1
Army Ten-Miler Kickoff	1
Build Your Own Chia Pet at Arts & Crafts	1
ODR Nature Trail	1
Recreational Swimming at Round Pond & Lake Frederick	1
2026 Amy Outdoor Recreation Hiking & Biking Challenge	1
America's 250th Giveaway	1
Camp Walker Aquatics	1
Camp Carroll Aquatics	1
K-16 Summer Reading Program	1
Youth Art Contest 2026	1
NAF Sale: Used Spin Bikes	1
Celebrate May 4th at Desert Lanes Bowling Center	1

Wine & Yoga	1
Commanders Cup Softball League	1
Mother's Day Brunch 2026	1
Sensory Walk	1
Custer Hill Aquatic Park Pool Parties	1
BINGO, PJ's & Pins	1
Fort Huachuca MWR Transitioning to Cashless Operations	1
White Water Rafting Trip	1
America's 250th & Fort Gordon's 85th Specials	1
Horse Riding Camps at Morgan Farm	1
2026 Army Outdoor Recreation Hiking Challenge	1
Youth Fall Sports Registration	1
Summer Bowling League	1
STRONG BANDS Co-Ed Softball Showcase	1
Tominac Track	1
SHA Outdoor Pool Family Pool Passes	1
"Purple Up" at the Flightline	1
Crochet for Beginners	1
MWR Rental Warehouse	1
Mission: Masterpiece Paint and Sip	1
Strong BANDS	1
FAP Summer Safety Campaign	1
Night Flight International Tours and Travel	1
Month of the Military Child Dandelions	1
April Sewing Class	1
Stay Connected With Us	1
Stuttgart Warrior Pride Challenge (SWPC) with MWR Tours!	1
Sewing Class	1
Aviation Branch Birthday Golf Tournament	1

Day Trip to Chautauqua Winery Spring Fling	1
Sunset Boat Cruise	1
Cornhole Tournaments	1
Fort Rucker Freedom 5k	1
250th Independence Day Celebration	1
Sports Year-At-A-Glance	1
K-16 Library	1
Day at the Lake 2026	1
Takeoff & Taste - Dinners to Go	1
Equipment Checkout Center	1
Fitness Center Holiday Hours	1
Beginner Knitting	1
MWR April Event Calendar	1
Equipment Resource Center Party Packages	1
Hiking & Biking Challenge: 1 MAY - 30 SEP	1
Youth Summer Swim Lessons	1
Camp Warrior 2026	1
Memorial Day Tournament 2026	1
Thunder Mountain Duathlon	1
Pool Parties	1
Palmetto Falls Preseason Passes	1
Teach 'em Thursday with ODR	1
Summer Vibez Youth Center Summer Camp	1
DTS Brewton Annual Blueberry Festival	1
Soccer League: 19 AUG - 9 OCT	1
WSMR Auto Skills Center _ Save \$10 on precision wheel alignments	1
Pedal Off Post	1
4th of July - 250th Anniversary Celebration	1

Super Soaker Fun Run	1
Class of '47 Train Station Happy Hour	1
American Forces Travel Sweepstakes	1

Website Searches

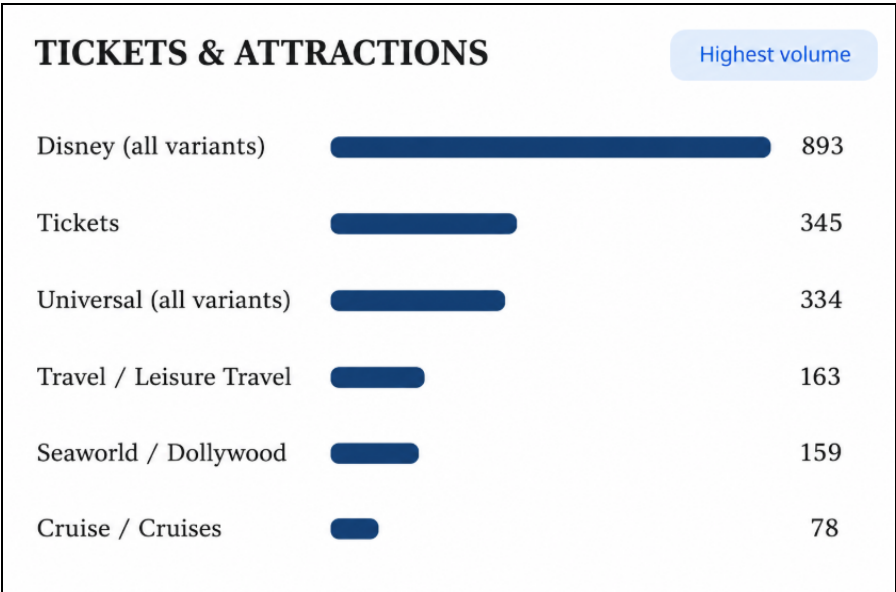
There are a total of 26,334 searches conducted by 19,991 users during Q3 FY26, giving an average of 1.32 searches per user with an overall engagement rate of 97.24%. This shows that most users are finding relevant content within a search or two, though a small subset of terms show much higher repeat-search behavior and warrant closer review.

Content gaps and optimization flags

The term "discovery" stands out with a search-count-per-user ratio of 6.02, far above every other high-volume term (which cluster between 1.05 and 1.3). This indicates users are searching this term repeatedly within the same session rather than finding what they need on the first attempt, a strong signal of a findability or navigation gap that should be investigated directly.

Disney and tickets terms account for 1,238 or more combined searches this quarter. Disney alone drives 893 searches across multiple spelling variants (disney, disney world, disneyland, disney tickets, and related terms), making it the single highest-demand content topic in the BRD dataset for the second consecutive quarter. Engagement across these terms held steady in the 97-99% range with a low repeat-search ratio, indicating the new Disney tickets landing page is meeting demand effectively rather than signaling a content gap.

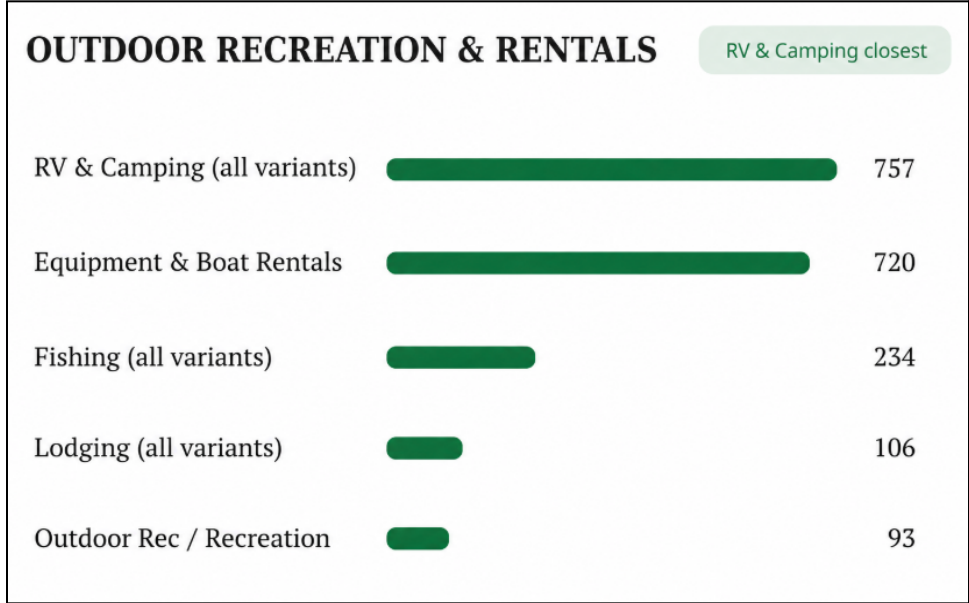
Figure 4: Tickets and attractions search terms by total searches.



RV and camping terms account for 757 combined searches, the largest cluster in the Outdoor Recreation category by a wide margin. Users searching for RV rentals, camping, campgrounds, and fam camp reservations are driving sustained demand for this content area. A consolidated RV and camping hub page with availability, site maps, and reservation links would reduce friction for this high-intent audience.

Equipment and boat rental terms followed closely at 720 searches, reinforcing that transactional, availability-driven queries dominate this category alongside RV and camping. Fishing (234 searches) and lodging (106 searches) trail well behind. Notably, the branded "outdoor rec" and "outdoor recreation" terms totaled only 93 searches, suggesting most users search by activity or equipment type rather than the program name itself, a pattern worth reflecting in page titles and metadata to improve search visibility.

Figure 5: Outdoor recreation and rentals search terms by total searches

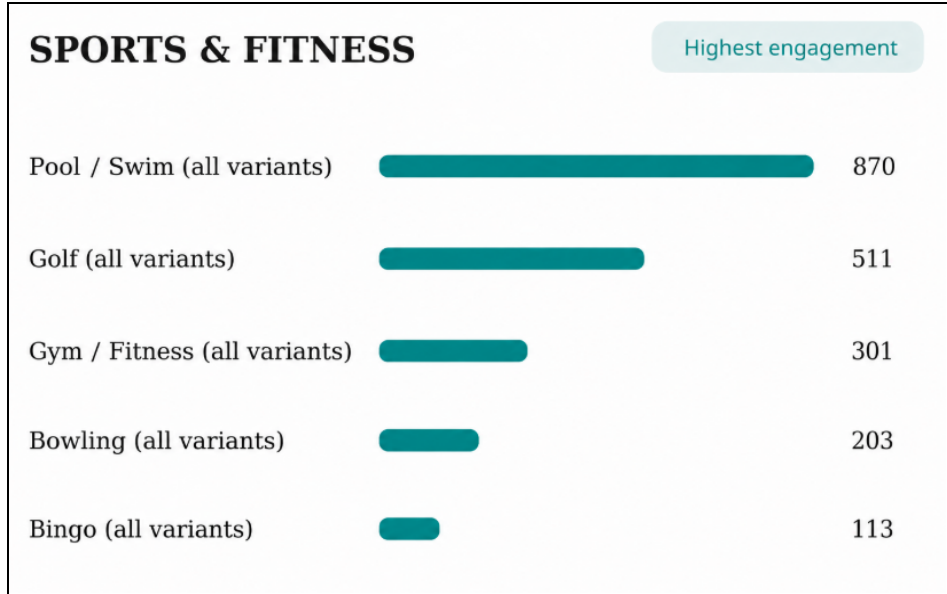


Golf drives 511 combined searches with a 96.93% engagement rate on the core term, indicating users who find golf content are highly satisfied. Pool and swim-related terms led all Sports and Fitness searches at 870, well ahead of golf, though the standalone "pool" term's below-average engagement rate (flagged above) suggests some of this volume is not being fully served by the current landing page.

Gym and fitness terms totaled 301 searches, and bowling followed at 203. Bingo, while lower in volume at 113 searches, recorded a perfect 100% engagement rate on the

standalone term, indicating a small but highly satisfied audience once they land on relevant content.

Figure 6: Sports and fitness search terms by total searches



"Karaoke" has 3.57 searches per user (25 searches, 7 users), the highest per-user search ratio in the Food, Events, and Entertainment cluster, indicating a small but highly motivated audience that cannot find the content it needs on the first attempt. "Latin night" shows a similarly elevated ratio at 6 searches per user despite its low overall volume (6 searches, 1 user). Both terms are strong candidates for dedicated event pages or calendar entries to resolve this repeat-search behavior.

Concert and concert-related terms led this category at 43 searches, though "concert" alone carried a notably lower 68.4% engagement rate, making it a candidate for a dedicated events landing page. Comedy (19 searches) and trivia (15 searches) round out the niche event terms, each too low-volume individually to justify standalone pages but strong candidates for a consolidated events calendar that surfaces all recurring entertainment programming in one place.

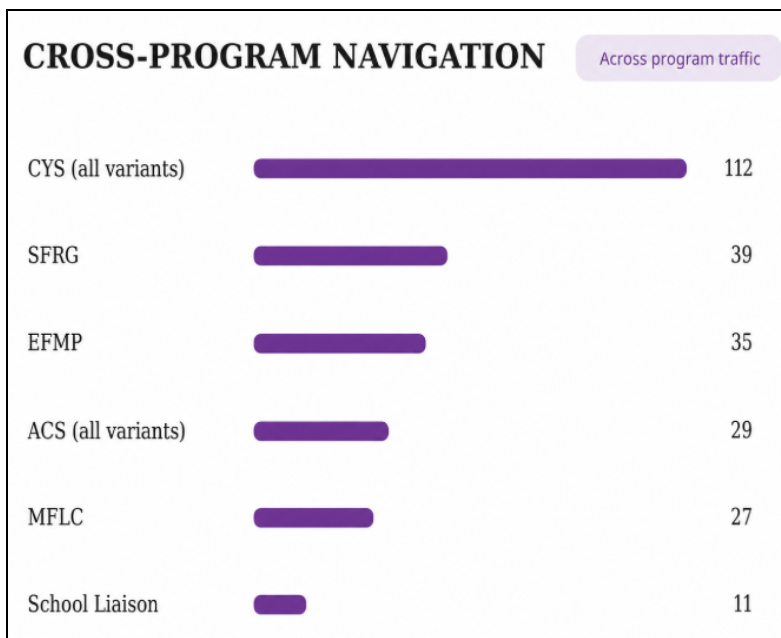
Figure 7: Food, events, and entertainment search terms by total searches, BRD program



Cross-program navigation gaps persist across ACS, CYS, and BRD for a second consecutive quarter. Terms including CYS, SFRG, EFMP, ACS, MFLC, and school liaison appear in BRD search data, indicating users are landing on BRD pages while actually looking for Child & Youth Services or Army Community Service support content.

CYS-related searches led this cluster at 112, followed by SFRG (39), EFMP (35), ACS (29), MFLC (27), and school liaison (11). Cross-navigation links between BRD and ACS or CYS program pages would reduce exits from users who arrive in the wrong program area, a recommendation that continues to hold given the recurrence of this pattern.

Figure 8: Cross-program navigation search terms by total searches



Outdoor Recreation

Recreational Lodging recorded broad-based declines across all traffic metrics during Q3 FY26. Total users fell 7.7% year over year to 175,221, and new users declined 7.5% to 113,464, indicating the program is losing ground with first-time and returning audiences at a comparable rate. Sessions decreased 11.0% to 249,027, and views fell 8.8% to 324,350 year over year. The consistent declines across all four metrics suggest a systemic visibility issue rather than an isolated factor, though the program remains one of the highest-volume programs in the BRD programs by total user count.

Organic search was the dominant acquisition channel at 121,914 users, followed by direct at 33,332 users and referral at 10,120 users. Google was the top session source at 110,982 users, followed by direct at 33,332 users and Bing at 9,375 users. The promo source contributed 3,761 users, and campgrounds.rvlife.com referred 1,111 users, a specialized RV and camping platform that confirms the RV and camping search demand identified in the BRD search analysis. Fort Benning led all installations at 11,964 users, up 6.3% year over year, while Fort Jackson declined sharply at 43.5% and JBLM fell 25.3%. Notably, www.armymwr.com grew 180.1% to 6,590 users, suggesting a growing share of lodging traffic is being routed through the enterprise HQ site rather than individual installation pages.

Engagement metrics held relatively steady during Q3 FY26. The engagement rate rose modestly 0.5% to 71%, and average session time increased 1.1% to 3 minutes and 23 seconds year over year, suggesting that despite the traffic decline, users who do arrive continue to research lodging options and reservation details at a consistent depth.

Table 2: Most Popular Downloads

Downloads	Total ▼	% ▲
Pine View Campground Map.pdf	6,568	-2.6% ↓
Download Pointes West Map	2,652	8.1% ↑
Map of LORA	2,637	8.3% ↑
Weston Lake Brochure	2,400	2.6% ↑
Army Travel Campground Rules and Fees	2,260	-3.0% ↓
Army Travel Campground Map	2,240	12.3% ↑
Travel Camp Sitemap	2,194	-8.3% ↓
Destination Trailer	1,888	4.2% ↑
Lakeside Log Cabin 3-4 (2 bedroom)	1,864	-11.6% ↓

Table 3: Most Popular Searches

Search	Total Searches ▼
fishing	87
camping	85
rentals	74
pool	65
rental	59
boat rental	51
cabins	48
rv rental	38
rv	37
golf	36

Table: Army Answers questions related to Outdoor Recreation

Question	Category
Equipment Issue rental	Equipment rental
Does your RV park offer park host opportunities for campers to work or volunteer there for months at a time??	RV/Camping eligibility
We won't need a camp site, we would simply like to park our RV in a picnic area inside Ft. Jackson during family day, not overnight, no hookups needed. Would that be possible?	RV/Camping logistics
We are driving our RV (van) for Family Day. Will it be possible to drive it to a picnic area, and use the grill, etc?	RV/Camping logistics
This RV park for active military only?	RV/Camping eligibility
Who is eligible to rent campers	RV/Camping eligibility
Can someone else be main occupancy for campground but use my military id	RV/Camping logistics
How do I contact someone about other people being in our campsite	RV/Camping logistics
Do i need a reservation for campground?	RV/Camping logistics
Can I live out of my trailer on base but I am at ft myer VA	RV/Camping eligibility
Where can I park and store my trailer in DC?	RV/Camping logistics
rent tow camper	Equipment rental
I can stay at a Rv site if a child is graduating jump school?	RV/Camping eligibility
Army retired disabled veteran. I'm wondering how if possible to rent a truck capable of towing my camper for a day and either returning the truck same day or the next. Jayco Feather 27BH.	Equipment rental
I want to rent cabins for a weekend	Cabin/lodging
Do you have any lakefront cottages one bedroom available for October 16 through the 18th? I was able to draw a deer hunt at the ammunition plant.	Cabin/lodging
Are there any cottages available for April 29 & 30	Cabin/lodging

I'm visiting my daughter and wish to stay at one of the cabins while she has her baby. I'm civilian with a pass for Fort Belvoir. Are the cabins an option?	Cabin/lodging eligibility
How do I reserve a cabin at RRAD?	Cabin/lodging
How do I reserve at Ozarks Recreation Area (LORA)	Cabin/lodging
Can I buy disabled veterans fishing license on fort novasel at outdoor recreation	Fishing/licensing
Where can I get fishing license	Fishing/licensing
Can I bring personal boat on fort Rucker	Boating
Where can I complete boaters safety course	Boating
how wide are the marina boat rental slips	Equipment rental
Where is the boat launch when you rent a boat	Equipment rental
does mwr rent tables and chairs?	Equipment rental
Do you have a wood splitter?	Equipment rental
Does smith lake location have ever rentals	Equipment rental
What is the DSN telephone number for Camp Humphreys Outdoor Recreation?	Contact/hours
As an 80% disabled vet can i use the fort meade campground	RV/Camping eligibility
can purple heart veterans stay at campgrounds	RV/Camping eligibility

Insights and Recommendations

Army Answers questions for this program are dominated by eligibility and reservation-logistics confusion, patrons across active duty, veteran, disabled veteran, retiree, and civilian categories repeatedly ask who can rent equipment, campsites, and cabins, and under what conditions (day-use vs. overnight stays, hookup requirements, occupancy rules), a pattern that directly reinforces the "Equipment & Rental Info" and "Hours & Location Info" long-tail search gap identified in Figure 9. Adding a consolidated eligibility and reservation-logistics FAQ to the Outdoor Recreation and Recreational Lodging landing pages, covering rental and reservation rules by patron category, would resolve the highest-volume qualitative gap identified in the Army Answers data for this program.

WebTrac Engagement Overview

WebTrac recorded 41,529 total link clicks across all installation pages during Q2 FY26, a 36.8% increase year over year. The growth in click volume signals that a meaningful and growing share of BRD site visitors are moving from content discovery to transactional action, making WebTrac link placement and visibility a high-leverage optimization opportunity across the program.

Table 4: The top installations generating the highest number of WebTrac link clicks

Installation	Clicks on WebTrac Links. ▾	% Δ
westpoint.armymwr.com	14,941	6.8% ↑
carson.armymwr.com	7,490	24.2% ↑
mccoy.armymwr.com	5,830	11.3% ↑
campbell.armymwr.com	4,098	0.8% ↑
belvoir.armymwr.com	4,053	-20.0% ↓
picatinny.armymwr.com	3,328	71.7% ↑
stuttgart.armymwr.com	1,680	-30.3% ↓
kaiserslautern.armymwr.com	1,194	3.9% ↑
grafenwoehr.armymwr.com	1,064	-2.7% ↓

Table 5: Army Answers questions related to registration/booking (WebTrac use case),

Question	Program
How do I register the Leilehua golf course?	Golf
I need the form to register for bingo how can i find it online	Bingo
Can you book bowling lanes in advance	Bowling
How do I register to aquatic center?	Aquatics
How can I sign up my toddler for swimming lessons?	Aquatics
What are the next registration dates for parent and baby swimming classes?	Aquatics
How do we register to play flag football for the upcoming event regarding the falcons June 4th 2026?	Sports/Youth Sports
Do you have anyone else have issues in accessing and getting a permit from the JBLM iSportsman app?	Outdoor Recreation (adjacent booking system)
How do I fill out a met recreation permit form?	Outdoor Recreation (adjacent booking system)
Do i need a reservation for campground?	Recreational Lodging

Golf

Golf held essentially flat during Q3 FY26. Total users edged down 1.1% year over year to 145,732, and new users were nearly unchanged at 119,451 (-0.4%), indicating the program retained its audience size with almost no erosion in first-time visitor acquisition. Sessions decreased 6.0% to 217,186, and views fell 3.8% to 304,877 year over year, a softer showing than the user-level numbers, suggesting the same-sized audience is browsing slightly less per visit rather than the program losing people outright.

Organic search was the dominant acquisition channel at 105,155 users, followed by direct at 36,707 users and referral at 3,534 users. Google was the top session source at 96,284 users, followed by direct at 36,707 users and Bing at 7,159 users. West Point led all installations at 18,051 users, up 14.8% year over year, and Fort Stewart-Hunter grew 38.4% to 6,450 users, the strongest installation-level growth in the program, while Fort Hawaii declined 15.7%, Fort Bragg fell 13.4%, and Fort Jackson dropped 13.2%.

Engagement actually improved during Q3 FY26. The engagement rate rose to 63%, up 0.6% year over year, even as average session time fell 8.2% to 2 minutes and 36 seconds. A rising engagement rate paired with a shorter session time is a positive combination, it suggests visitors are completing what they came to do more efficiently rather than losing interest, consistent with the branded "golf" search term's strong 96.93% engagement rate.

- 147,268 People clicked to schedule a tee, register for a golf clinic, or find more information.

Questions from Army answers

- How do I submit a comment card related to the Fort Jackson Golf Club?
- How to register the Leilehua golf course?
- I am playing golf at the Ft Bragg Ryder Course and need a visitor pass. What is my reason for visit on the form?

Table 6: Lists the top installations generating clicks.

Full page URL	Clicks on Links. ▾
jblm.armymwr.com/programs/eagles-pride-golf-course	8,672
humphreys.armymwr.com/programs/river-bend-golf-course	8,279
westpoint.armymwr.com/programs/west-point-golf-course	7,193
leavenworth.armymwr.com/programs/trails-west-golf-course	4,943
hawaii.armymwr.com/programs/leilehua-golf-course	4,541
belvoir.armymwr.com/programs/golf-club	4,427
jackson.armymwr.com/programs/fort-jackson-golf-club	3,873
zama.armymwr.com/programs/golf-club	3,674
jblm.armymwr.com/programs/whispering-firs-golf-course	3,459

Recommendations

- Add registration steps and visitor pass requirements to individual course pages, per the Army Answers findings.

American Forces Travel

American Forces Travel recorded strong growth across every core metric during Q3 FY26. Total users grew 51.5% year over year to 10,284, and new users surged 70.3% to 2,717, indicating the program is expanding its first-time audience at a faster rate than its returning base. Sessions increased 53.9% to 12,157, and views rose 50.1% to 13,582 year over year, the strongest views growth of any program covered so far this quarter.

Organic search was the dominant acquisition channel at 6,901 users, followed by direct at 2,146 users and referral at 854 users. Google was the top session source at 5,863 users, followed by direct at 2,146 users and Bing at 894 users. Home.army.mil (279 users) and militaryonesource.mil (194 users) contributed meaningful referral traffic from trusted Army platforms, and chatgpt.com referred 106 users, consistent with AI-assisted search continuing to emerge as a minor but recurring channel across the program.

Engagement was among the strongest recorded across the program this quarter. The engagement rate declined slightly to 80% (-2.2%), still the highest engagement rate of any program reviewed so far, while average session time grew 4.8% to 2 minutes and 21 seconds. A high, only modestly softening engagement rate alongside rising session time and a surge of new users suggests the program is successfully absorbing a much larger audience without diluting visit quality.

Arts & Crafts

Arts & Crafts delivered strong growth across all traffic metrics during Q3 FY26, driven largely by a content restructuring implemented this quarter. Total users grew 25.0% year over year to 28,201, and new users rose 27.5% to 12,657, indicating the program is expanding its reach to both new and returning audiences at a healthy rate. Sessions increased 24.7% to 36,770, and views grew 36.7% to 50,896 year over year, the strongest views growth recorded for the program.

Organic search was the leading acquisition channel at 17,342 users, followed by direct at 8,962 users and organic social at 1,120 users. Google was the top session source at 15,725 users, followed by direct at 8,962 users and Bing at 1,364 users. Facebook-related sources combined for over 1,000 users across facebook.com, m.facebook.com, lm.facebook.com, and l.facebook.com, making social media a meaningful discovery channel for Arts & Crafts content. Within the restructured page set, Paint & Go Ceramics grew 460.1% to 2,033 users and the Catalog & Gift Shop grew 240.8% to 818 users, both far outpacing the main Arts and Crafts page's 23.8% growth, indicating the restructuring is successfully surfacing content that previously wasn't getting attention.

Engagement metrics improved during Q3 FY26. The engagement rate rose 2.1% to 70%, and average session time grew 4.8% to 2 minutes and 40 seconds year over year, indicating visitors are not only arriving in greater numbers but engaging more deeply once there.

Table 7: Top Pages, Arts & Crafts

Page	Total users ▼	% Δ
Arts and Crafts	21,103	23.8% ↑
Facility Use & Rentals	9,661	32.4% ↑
Paint & Go Ceramics	2,033	460.1% ↑
Framing, Engraving & Screen Printing	1,652	36.5% ↑
Catalog & Gift Shop	818	240.8% ↑
Contact	457	45,600.0% ↑

Insights and Recommendations

Arts & Crafts underwent a content restructuring this quarter, and the traffic pattern reflects that directly: growth is concentrated in newly organized subpages like Paint & Go Ceramics and the Catalog & Gift Shop rather than spread evenly across the program, indicating the restructuring is successfully surfacing content that wasn't previously getting attention on the main page. A new heatmap has also been created for this program and will be available for review once additional post-restructuring data accumulates.

Auto Skills

Auto Skills delivered strong growth across all traffic metrics during Q3 FY26. Total users grew 22.7% year over year to 80,871, and new users rose 31.5% to 59,299, indicating the program is expanding its reach to first-time audiences at a healthy rate. Sessions increased 14.2% to 109,546, and views grew 19.5% to 141,482 year over year.

Organic search was the leading acquisition channel at 38,205 users, followed by organic social at 18,766 users and direct at 15,470 users. Organic social is notably strong for this program relative to others in the BRD program, with Facebook-related sources (facebook.com, fb, m.facebook.com, lm.facebook.com, l.facebook.com) combining for over 19,900 users, making social media the second most productive acquisition channel this quarter. Paid social also contributed 5,713 users, indicating active paid campaign support. Google was the top session source at 34,946 users, followed by direct at 15,470 users. Fort Drum led all installations at 19,953 users, up 18.2%, while Fort Stewart-Hunter (+273.0% to 5,293 users) and JBLM (+174.1% to 6,304 users) posted the strongest installation-level growth in the program.

Engagement metrics softened during Q3 FY26. The engagement rate declined 3.1% to 61%, and average session time fell 10.1% to 2 minutes and 20 seconds year over year. The engagement rate decline is consistent with the 31.5% surge in new users, as first-time visitors arriving from diverse channels, including a heavy social media mix, naturally engage at a lower rate than an established returning audience.

Army Answers questions related to Auto Skills

- Are tips for auto skills mechanics typical?
- Hi. Does the Air Assault Auto Skills Center do long-term bay rentals? I have a project car I want to work on at my own pace (slow) but my place is not a feasible place to do it, that's why I'm asking this question. Thank you.
- What is the procedure for inputting a survey of the Fort Benning Auto Skills Center?

Insights and Recommendations

The strength of organic and paid social as acquisition channels for this program, well above what's typical elsewhere in BRD, suggests Auto Skills content resonates particularly well on social platforms, and this channel mix likely explains the softer engagement rate given social-driven visitors tend to browse more casually than search-driven ones. Army Answers questions for this program point to unclear long-term bay rental terms and survey/feedback process confusion at specific installations. Recommend publishing standard long-term bay rental terms and rates on the Auto Skills page, and continuing to invest in the social channels driving the program's strongest installation-level growth (Fort Stewart-Hunter, JBLM).

Better Opportunities for Single Soldiers (BOSS)

BOSS delivered solid growth across most traffic metrics during Q3 FY26. Total users grew 11.3% year over year to 22,869, and new users rose 14.5% to 11,780, indicating the program is expanding its reach to first-time audiences at a healthy rate. Views increased 14.6% to 40,641, while sessions held nearly flat at 27,364 (+0.2%), suggesting visitors are viewing more content per session than in the prior year.

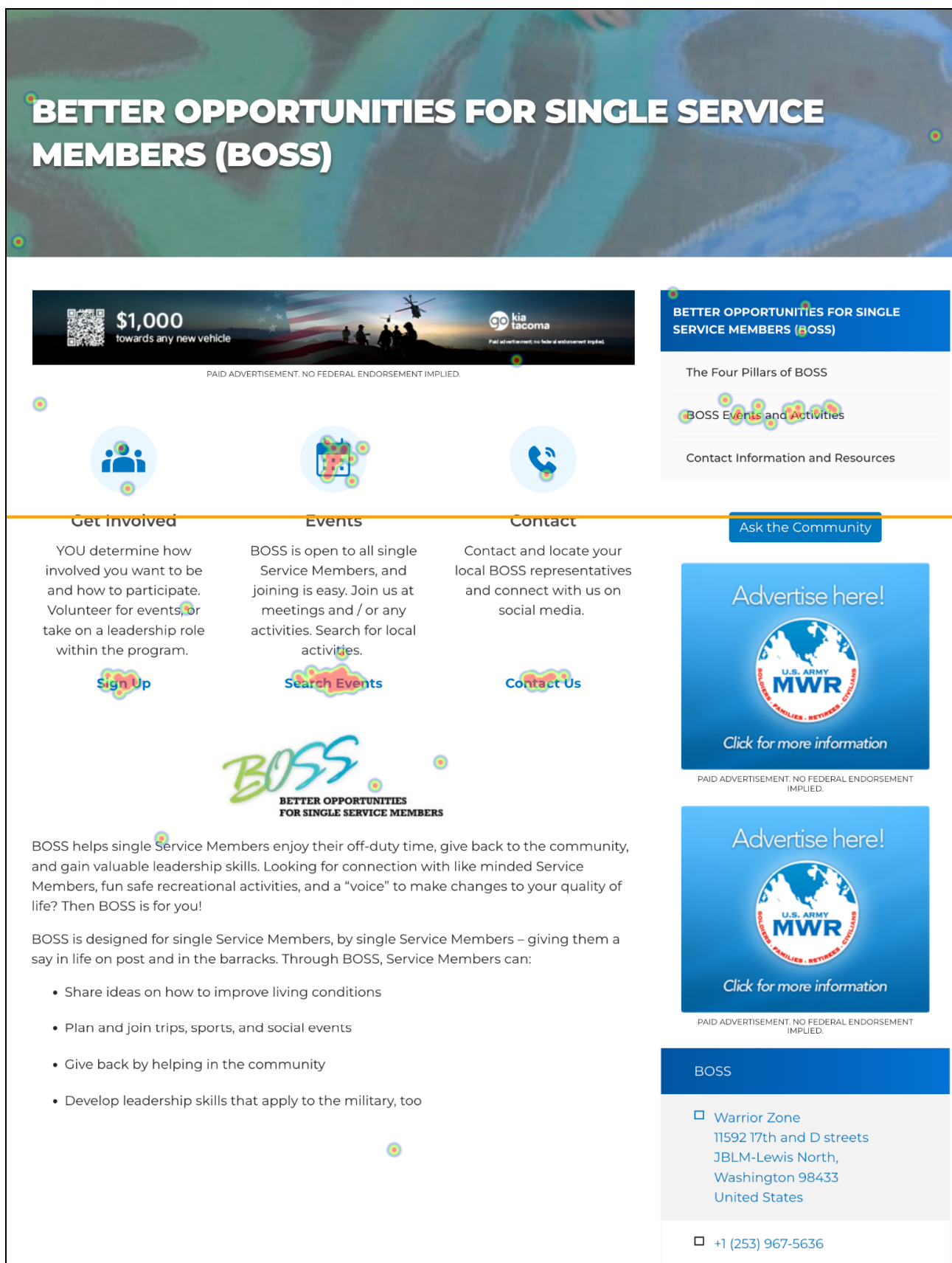
Direct traffic led all acquisition channels at 10,967 users, followed by organic search at 9,294 users and organic social at 1,706 users. Google was the top session source at 7,429 users, followed by direct at 10,967 users and Bing at 1,781 users. Home.army.mil referred 614 users, and Facebook-related sources combined for over 1,300 users across facebook.com, m.facebook.com, lm.facebook.com, and l.facebook.com. Within the program, BOSS Events and Activities grew 97.3% to 11,847 users and Contact Information and Resources grew 6,692.9% to 951 users, both far outpacing the main BOSS page, which declined 10.8% to 17,597 users.

Engagement metrics softened during Q3 FY26. The engagement rate declined 4.4% to 64%, and average session time fell 17.6% to 1 minute and 41 seconds year over year. This decline isn't necessarily a negative signal, a shorter session time paired with a still-solid engagement rate can indicate users are finding what they need more quickly and completing their task without needing to search around the page, rather than losing interest before finding relevant content.

Table 7: Top Pages, BOSS

Page	Total users	% Δ
Better Opportunities for Single Service Members (BOSS)	17,597	-10.8% ↓
BOSS Events and Activities	11,847	97.3% ↑
Contact Information and Resources	951	6,692.9%...
The Four Pillars of BOSS	293	4,085.7...

Figure 10: BOSS click heatmap, program landing page



Insights and Recommendations

The click heatmap confirms that user attention is concentrated entirely on the action-oriented CTAs, Search Events, Sign Up, and Contact Us, plus the sidebar links to BOSS Events and Activities and Contact Information and Resources, while the surrounding descriptive text and bullet points show no click activity at all. Visitors are bypassing the general program description entirely and going straight for actionable links, confirming that subpages tied to a specific action are outperforming the general landing page.

Food and Beverage

Food and Beverage delivered strong growth across all traffic metrics during Q3 FY26. Total users grew 8.7% year over year to 512,230, and new users surged 16.9% to 371,343, indicating the program is expanding its first-time audience significantly faster than its returning base. Sessions increased 2.6% to 705,159, and views rose 4.6% to 961,825 year over year, both growing more modestly than the surge in new users would suggest, pointing to a large volume of first-time visitors making comparatively brief visits.

Organic search was the dominant acquisition channel at 293,379 users, followed by direct at 150,344 users and organic social at 30,518 users. Google was the top session source at 261,651 users, followed by direct at 150,344 users and Bing at 25,900 users.

Facebook-related sources combined for well over 18,000 users across facebook.com, m.facebook.com, fb, and lm.facebook.com, making social media a meaningful discovery channel, and the promo source contributed 5,211 users, indicating active promotional campaign support. www.armymwr.com led all installations at 88,671 users, up 55.3% year over year, and Wiesbaden posted the strongest installation-level growth at 112.5% to 13,982 users, while Fort Hood was the only top-ten installation to decline, down 18.2% to 11,834 users.

Engagement metrics softened during Q3 FY26. The engagement rate declined 6.4% to 61%, and average session time fell 4.3% to 2 minutes and 48 seconds year over year, both consistent with the 16.9% surge in new users, as first-time visitors arriving from a broad mix of channels naturally engage at a lower rate than an established returning audience.

- Chow Now link clicks increased to 20,357 (+37.1%)

Army Answers questions related to Food and Beverage

- Can you use outside caterers at the Pointes West Conference Center?

Leisure Travel (LTS)

Leisure Travel delivered exceptional growth across all traffic metrics during Q3 FY26. Total users grew 8.0% year over year to 137,880, and new users grew as well, though at a softer 6.4% pace, indicating the program is expanding across both new and returning audiences. Sessions increased 8.3% to 196,509, and views surged 115.0% to 533,040 year over year, by far the strongest views growth of any program covered so far this quarter.

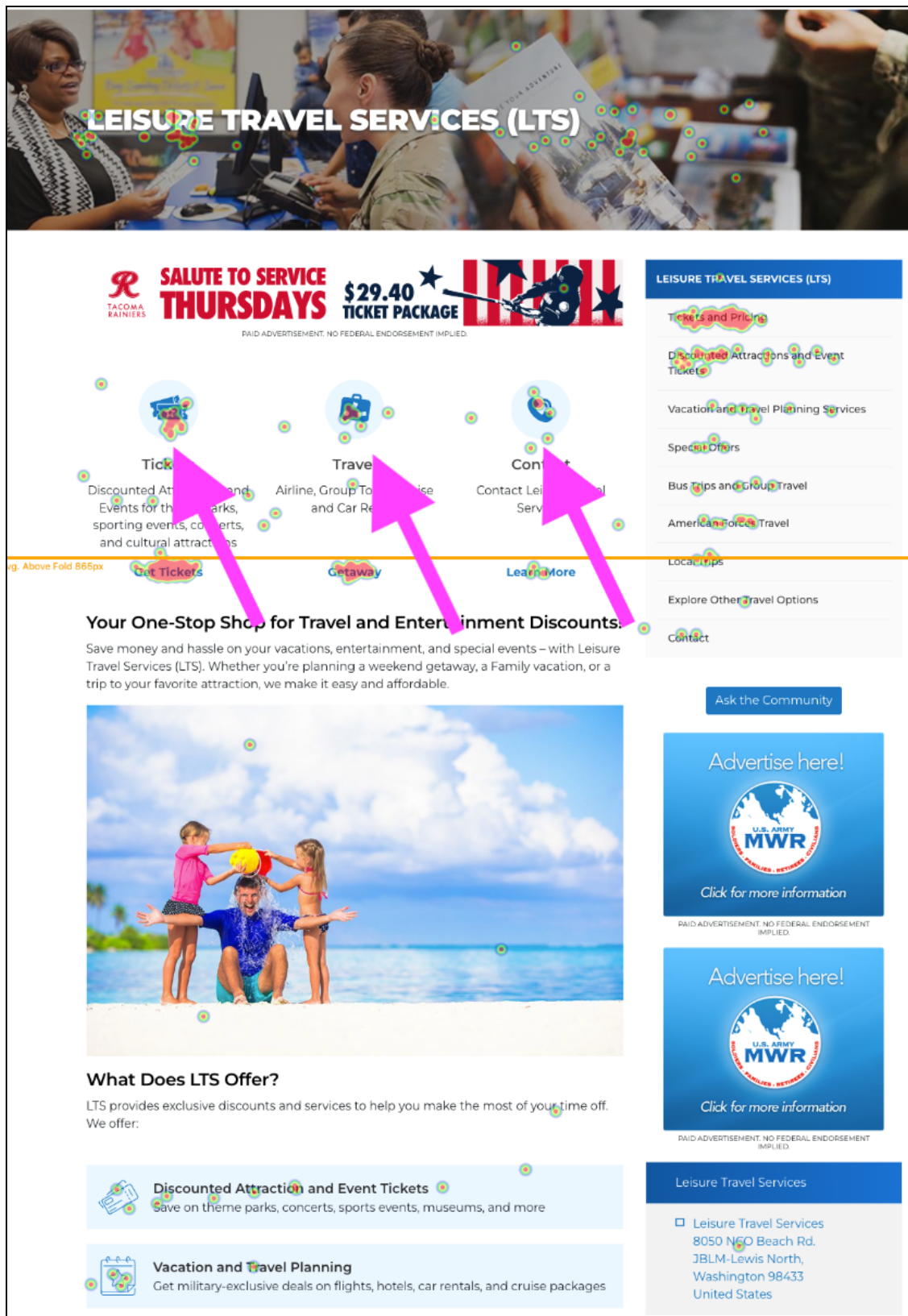
Organic search was the dominant acquisition channel at 99,049 users, followed by direct at 26,033 users and referral at 6,634 users. Google was the top session source at 86,838 users, followed by direct at 26,033 users and Bing at 9,445 users. Within the program, Discounted Attractions and Event Tickets grew 1,064.7% to 116,200 users, Vacation and Travel Planning Services grew 666,450.0% to 13,331 users, and Bus Trips and Group Travel grew 270,450.0% to 5,411 users, all reflecting outsized gains tied to the new content built out on the page this quarter.

Engagement metrics held strong during Q3 FY26. The engagement rate stayed high at 72%, while average session time grew 3.8% to 3 minutes and 31 seconds year over year, the longest session time recorded across the BRD program this quarter, indicating visitors are spending meaningfully more time engaging with the new content rather than just passing through.

Insights and Recommendations

Leisure Travel is doing an excellent job this quarter, the massive growth in views alongside the longest session time in the program strongly suggests the new content (particularly the Discounted Attractions and Event Tickets and Vacation and Travel Planning Services sections) is resonating well with visitors and giving them genuine reason to stay and explore. Continue building out this content structure, and consider applying the same approach to programs still on the general landing-page format.

Figure 11: LTS click heatmap, program landing page



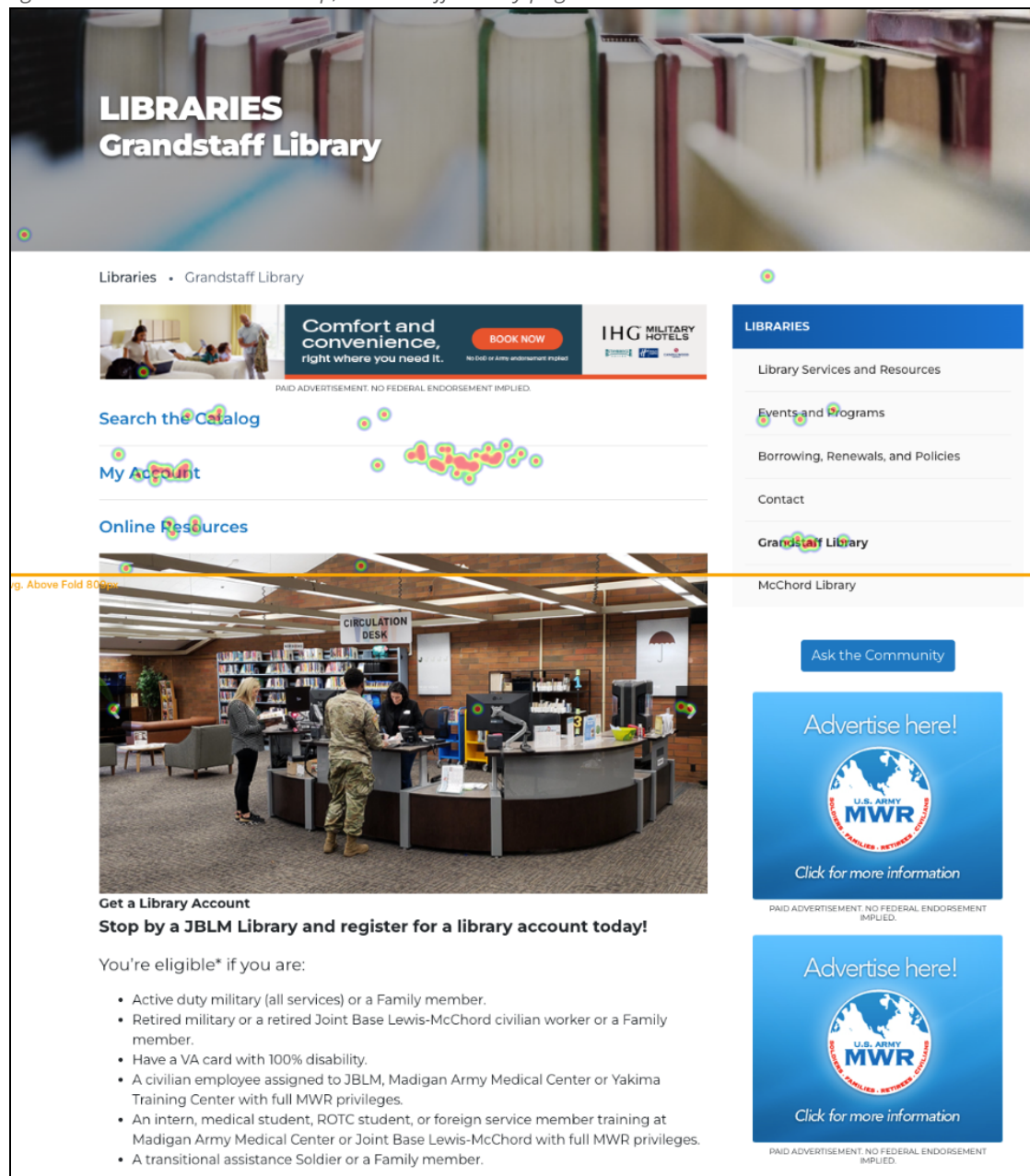
Libraries

Libraries showed mixed performance during Q3 FY26. Total users declined 2.4% year over year to 45,493, and new users fell 5.6% to 23,637, indicating the program lost some ground with first-time visitors specifically. Sessions decreased 10.0% to 61,580, and views fell 1.3% to 88,687 year over year, with sessions declining considerably more than views, suggesting a smaller number of visitors are still browsing multiple pages per visit.

Organic search was the leading acquisition channel at 24,626 users, followed by direct at 15,068 users and referral at 3,913 users. Google was the top session source at 22,031 users, followed by direct at 15,068 users and Bing at 2,117 users. Two library-specific referral domains, army.dodmwrlibraries.org (1,289 users) and dodmwrlibraries.org (860 users), combined for over 2,100 users, reflecting meaningful traffic from the dedicated Army MWR library platform ecosystem. Within the program, Events and Programs grew 23.5% to 8,201 users, Library Services and Resources grew 246,750.0% to 4,937 users, and Borrowing, Renewals, and Policies grew 171.2% to 4,203 users, all outpacing the main Libraries page, which declined 12.6% to 44,080 users.

Engagement metrics held steady during Q3 FY26. The engagement rate rose slightly to 65% (+0.8%), and average session time grew 3.0% to 2 minutes and 27 seconds year over year, indicating that despite the softer overall traffic, visitors who do arrive are engaging at a consistent or slightly improved depth.

Figure 12: Libraries click heatmap, Grandstaff Library page



Insights and Recommendations

The heatmap shows click activity concentrated almost entirely on Search the Catalog, My Account, and Online Resources near the top of the page, while the extensive policy and services content below (borrowing limits, renewal rules, computer/printing services, mission statement) gets no engagement despite taking up most of the page.

Sports and Fitness

Aquatics

Aquatics recorded mixed performance during Q3 FY26. Total users fell 5.3% year over year to 98,255, and new users declined 3.5% to 56,425. Sessions decreased 6.8% to 145,559, while views grew 11.3% to 213,430 year over year, the only one of the four core metrics to move in a positive direction.

Organic search was the dominant acquisition channel at 61,927 users, followed by direct at 23,572 users and organic social at 11,970 users. Google was the top session source at 58,091 users, followed by direct at 23,572 users and facebook.com at 7,139 users. Facebook-related sources combined for well over 11,000 users across facebook.com, m.facebook.com, and lm.facebook.com, making social media a meaningful discovery channel for this program. Within the program, Aquatics Classes and Programs grew 52.0% to 22,565 users and Aquatics Centers grew 121.6% to 16,479 users, both far outpacing the main Aquatics page, while Pools declined 5.0% to 42,446 users.

Engagement metrics softened during Q3 FY26. The engagement rate rose slightly to 63% (+0.7%), while average session time fell 12.1% to 2 minutes and 22 seconds year over year.

Army Answers questions related to Aquatics, Q3 FY26

- How do i gain entrance to the community pool at Ft Belvoir as a disabled veteran?
- Can i be a civilian adult woman and join the volleyball league?
- Are there any Adult swim classes available?
- Is the aquatic open as walk in basis
- Is there a swimming classes?
- Is Fort McCoy pool open today (June 20, 2026)?
- How can I get a pool pass? How much is it dot a day?
- Is the shore pool open during week days?
- Can active duty soldiers just go to this pool and swim? Or do we have to make an appointment to do that?
- If I bring people with no military relations onto base, will they be able to use the JBLM, McCord Pool?
- Where are water aerobics held for retired military

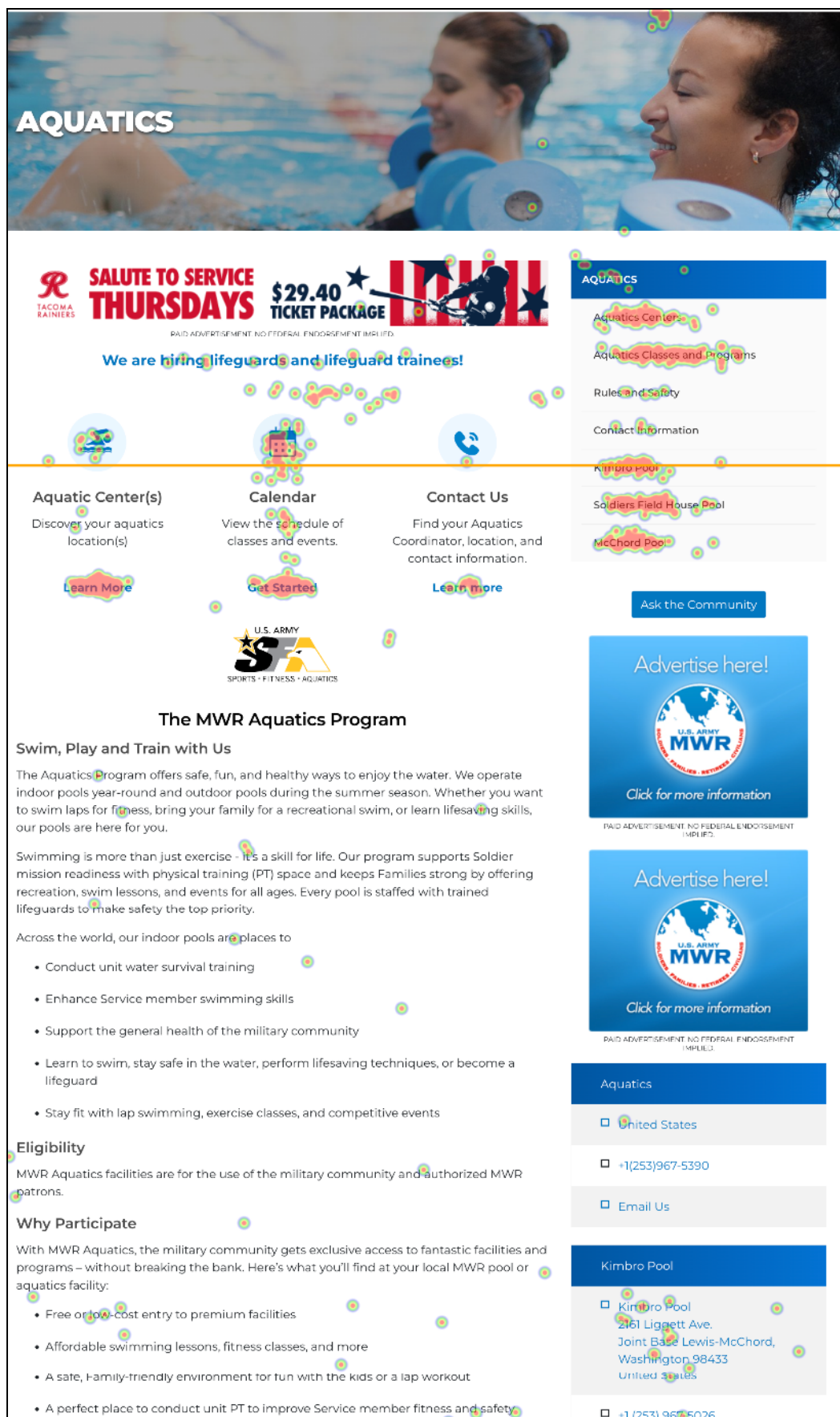
- Im a 100% disabled veteran and was wondering if im able to access the pools?
- How can I sign up my toddler for swimming lessons?
- How old do kids have to be for swim lessons
- How do I register to aquatic center?
- What are the next registration dates for parent and baby swimming classes?
- When are swimming classes offered and how much do they cost?
- What time is your youth swimming lessons for Tuesday and Thursday?
- Does the south korea camp humphreys pool officially open tomorrow?
- Where is the pool at mcchord
- Do veterans get to use the pool
- When does HMR pool open?
- Can I swim at a military facility pool as a civilian RN
- In looking for swimming lessons for myself I'm 23
- What time are the classes and how flexible. Can I learn different methods of swimming also?

Eligibility (disabled veteran, civilian, retiree, guest) and swim lesson registration/age requirements dominate this list, directly reinforcing the earlier finding that access rules aren't clearly surfaced even after the content refresh.

Insights and Recommendations

Aquatics is a Unit B program that received a content refresh on June 11, roughly the final three weeks of the quarter, so this quarter's totals reflect a partial post-refresh window rather than a clean full-quarter comparison. The pattern in the data supports that context: views grew strongly even as total users and sessions softened, and the Aquatics Classes and Programs and Aquatics Centers subpages grew sharply while the older Pools page declined, suggesting the new content structure is already redirecting traffic toward more specific, useful subpages. The heatmap reinforces this directly, click activity concentrates heavily on the Calendar/Get Started and Aquatic Center(s) sections plus the sidebar pool listings (Kimbrow Pool, McChord Pool, Soldiers Field House Pool), with a notable red hotspot on the "Hours" field for both Kimbro and Soldiers Field House Pool, indicating hours information is one of the most sought items on the page, directly matching the Army Answers questions asking whether specific pools are open.

Figure 13: Aquatics click heatmap, program landing page



All Army Sports

All Army Sports delivered strong growth across all traffic metrics during Q3 FY26. Total users grew 39.1% year over year to 12,650, and new users rose 40.1% to 8,294, indicating the program is expanding its reach to first-time audiences at a strong rate. Sessions increased 29.4% to 14,908, and views grew 34.9% to 31,793 year over year.

Organic search was the leading acquisition channel at 5,843 users, followed by direct at 3,903 users and organic social at 1,948 users. Google was the top session source at 3,969 users, followed by direct at 3,903 users (+107.1%) and Bing at 1,782 users (+100.0%), both showing exceptionally strong growth. The armywcap.com referral source contributed 502 users, reflecting cross-program traffic between All Army Sports and the World Class Athlete Program, and Instagram-related sources contributed 619 users combined across ig and m.facebook.com. The application-related CTAs recorded a combined 2,691 clicks, led by the primary application prompt at 844 clicks and "Apply now" at 772 clicks, indicating users are actively moving from content discovery to the application pathway.

Engagement metrics improved during Q3 FY26. The engagement rate rose 7.0% to 68%, and average session time grew 6.4% to 2 minutes and 23 seconds year over year, indicating visitors are both arriving in greater numbers and engaging more deeply than in the prior year.

Insights and Recommendations

Growth here is broad-based across every metric alongside a rising engagement rate, a strong and clean quarter with no red flags. The high application-CTA click volume (2,691 clicks) confirms visitors are successfully moving from awareness to action. Recommend continued investment in the channels driving this quarter's gains, particularly Bing and direct traffic given their outsized growth, since replicating whatever is driving that shift could compound the program's momentum.

- 2,691 Athletes clicked on a link to start an application

Bowling

Bowling recorded mixed performance during Q3 FY26. Total users grew 5.3% year over year to 54,163, and new users rose 5.0% to 34,577, indicating steady expansion of the first-time audience. Sessions increased 2.0% to 72,488, while views declined slightly to 86,986 (-0.5%), suggesting visitors are arriving at a slightly higher rate but viewing marginally fewer pages per visit than in the prior year.

Organic search was the leading acquisition channel at 32,162 users, followed by direct at 18,495 users and organic social at 2,536 users. Google was the top session source at 29,875 users, followed by direct at 18,495 users and Bing at 1,950 users. Fort Stewart-Hunter led all installations at 4,048 users, up 30.4% year over year, and Fort Bliss grew 26.1% to 2,524 users, while Hawaii declined 12.1% and Redstone fell 29.0%.

Engagement metrics softened during Q3 FY26. The engagement rate declined 7.3% to 54%, and average session time fell 15.3% to 2 minutes and 2 seconds year over year, among the steeper engagement declines recorded across the BRD program this quarter.

Insights and Recommendations

The engagement rate and session time both declined meaningfully while traffic grew modestly, suggesting visitors are arriving but not finding enough to hold their attention, a content or CTA clarity issue rather than a reach problem. The installation-level split (strong growth at Stewart-Hunter and Bliss, declines at Hawaii and Redstone) suggests local content or promotion differences are a factor worth investigating directly. Recommend a review of CTA placement and lane reservation visibility on the Bowling landing page, prioritizing Hawaii and Redstone given their sharper declines.

Fitness Centers

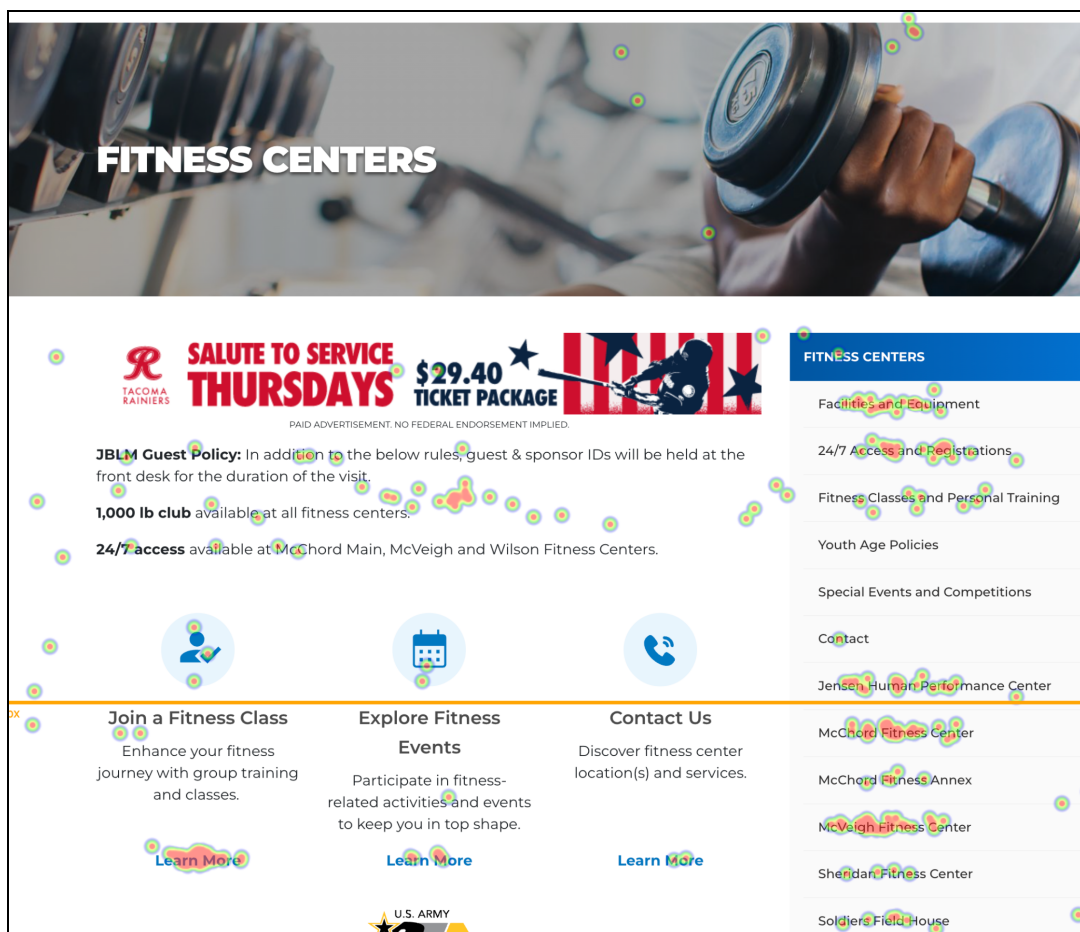
Fitness Centers recorded mixed performance during Q3 FY26. Total users fell 2.2% year over year to 121,287, and new users declined slightly to 75,918 (-0.2%), indicating the program held roughly steady with first-time visitors while losing some ground overall. Sessions decreased 6.3% to 165,013, while views grew 5.6% to 249,107 year over year, with the gap between declining sessions and rising views suggesting fewer distinct visits but more pages viewed per visit.

Organic search was the leading acquisition channel at 72,741 users, followed by direct at 40,182 users and organic social at 6,072 users. Google was the top session source at 65,814 users, followed by direct at 40,182 users and Bing at 5,913 users. Within the program, Fitness Classes and Personal Training grew 230.8% to 21,276 users, 24/7 Access and Registrations grew 270.7% to 11,697 users, and Facilities and Equipment grew 11,985.3% to 9,064 users, all far outpacing the main Fitness Centers page, which declined 16.7% to 123,358 users.

Engagement metrics softened during Q3 FY26. The engagement rate declined 4.8% to 61%, and average session time fell 11.9% to 2 minutes and 21 seconds year over year.

Following the recent launch of new Fitness Centers pages, traffic is already trending in a positive direction. The growth in views alongside improving content depth signals suggest the new pages are gaining traction, and as search indexing matures and installation-level awareness builds, overall session and user metrics are expected to recover and strengthen heading into Q3 FY26.

Figure 14: Fitness Centers click heatmap, program landing page



Insights and Recommendations

The heatmap shows heavy click concentration on the sidebar navigation, specifically Facilities and Equipment, 24/7 Access and Registrations, and the installation-specific fitness center links (McChord, McVeigh, Sheridan), while the JBLM guest policy text and the "1,000 lb club" and "24/7 access" callouts at the top of the page get comparatively little engagement despite prominent placement. This matches the page-level data directly: those same subpages (Facilities and Equipment, 24/7 Access and Registrations, Fitness Classes and Personal Training) are the ones driving nearly all of the program's growth

Intramural Sports

Intramural Sports delivered strong growth across every core metric during Q3 FY26. Total users grew 34.8% year over year to 6,956, and new users rose 56.8% to 2,412. Sessions increased 35.4% to 8,726, and views climbed 65.1% to 12,244, the strongest views growth recorded across the BRD program this quarter.

Organic search led all acquisition channels at 4,231 users, followed by direct at 1,914 users and organic social at 554 users. Google was the top session source at 3,655 users, followed by direct at 1,914 users (+119.5%) and Bing at 529 users (+57.0%). The main Intramural Sports page grew 33.8% to 7,138 users, indicating the lift is broad-based rather than concentrated in a single subpage.

Engagement softened slightly during Q3 FY26. The engagement rate declined 6.8% to 72%, while average session time grew 14.4% to 2 minutes and 43 seconds year over year.

Insights and Recommendations

Intramural Sports is a Unit B program refreshed on June 11, and this quarter's strong growth across every metric, arriving in the same partial post-launch window that left other Unit B programs' top-line numbers flat, is a clear early positive signal for the refresh. The modest engagement rate decline is typical for a surge of new users (up 56.8%) still exploring new content for the first time rather than a content quality concern. A new heatmap has been created for this program and will be available for review once more data accumulates. Recommend continued monitoring into Q4 for a full-quarter read, and treat this as one of the strongest early performers among the Unit B refreshes.

STRONG B.A.N.D.S.

Strong B.A.N.D.S. recorded strong growth across all traffic metrics during Q3 FY26. Total users grew 8.3% year over year to 2,740, and new users surged 73.8% to 2,436, indicating the program's growth is driven almost entirely by first-time visitors rather than a returning base. Sessions increased 13.0% to 3,214, and views grew 83.4% to 4,496 year over year, the strongest views growth recorded across the BRD program this quarter.

Email led all acquisition channels at 1,230 users, followed by direct at 852 users and organic social at 374 users. The promo source was the top session source at 1,230 users, followed by direct at 852 users and m.facebook.com at 165 users. The Top Clicked Resources data shows Image Clicks dominating engagement at 24,311 clicks, far ahead of any other resource, followed by Search (308 clicks) and content-pillar links including Balance (118), Activity (103), Nutrition (73), and Strength (65).

Engagement metrics improved during Q3 FY26. The engagement rate rose slightly to 66% (+1.2%), and average session time grew 44.3% to 3 minutes and 5 seconds year over year, the largest session time increase recorded across the BRD program this quarter.

Insights and Recommendations

The near-total surge in new users (+73.8%) paired with email as the leading acquisition channel indicates this quarter's growth is being driven by a specific email campaign push rather than organic discovery, and the dramatic rise in session time alongside a stable engagement rate suggests that campaign is bringing in an audience that engages seriously once it arrives. The overwhelming dominance of Image Clicks relative to the content-pillar links (Balance, Activity, Nutrition, Strength) suggests visitors are drawn in visually but may not be exploring the underlying program content as deeply. Recommend continuing the email-driven promotional strategy given its clear effectiveness this quarter, and consider testing whether surfacing the content-pillar links more prominently alongside the imagery increases engagement with the program's core material.

Army Ten Miler (ATM)

The Army Ten-Miler delivered modest, mostly positive growth during Q3 FY26. Total users grew 2.3% year over year to 59,709, and new users rose 2.6% to 57,353, indicating growth is being driven almost entirely by first-time visitors. Sessions increased 5.1% to 95,317, and views grew 3.7% to 158,649 year over year.

Organic search led all acquisition channels at 31,273 users, followed by direct at 17,352 users and organic social at 8,796 users. Google was the top session source at 28,566 users, followed by direct at 17,352 users and facebook.com at 3,395 users. Instagram-related sources combined for over 2,500 users across instagram.com and l.instagram.com, and runguides.com referred 1,035 users, a specialized running-focused platform reflecting a targeted race audience. The top pages data reflects a clear conversion funnel, with the main Army Ten-Miler page leading at 34,398 users into Individual Registration (16,679 users), 2026 ATM Registration (5,654 users), The Course (4,725 users), and Race Day Schedule (3,146 users).

Engagement softened during Q3 FY26. The engagement rate declined 3.8% to 40%, the lowest recorded across the BRD program this quarter.

Insights and Recommendations

The 40% engagement rate is the lowest of the BRD programs, but this is expected for an event-driven program: a large share of visitors arrive specifically to check registration status, review the course, or browse race-day logistics without necessarily completing a GA4-tracked action, which the strong registration and course-page traffic supports rather than contradicts. New users accounting for nearly all of total users (57,353 of 59,709) suggests the program has very little repeat-visitor base, which is typical for a once-a-year event but worth noting. Recommend no major changes given the healthy registration funnel, but continue monitoring engagement rate as a secondary metric rather than a primary health signal for this specific program.

World Class Athlete Program (WCAP)

WCAP recorded declines across all traffic metrics during Q3 FY26. Total users fell 15.3% year over year to 12,616, and new users declined 16.2% to 12,341, indicating the program lost ground with both new and returning audiences at a comparable rate. Sessions decreased 18.5% to 15,381, and views fell 18.6% to 32,101 year over year, following a quarter of exceptional Winter Olympics-driven growth previously.

Organic search led all acquisition channels at 7,720 users, followed by direct at 3,150 users and referral at 1,390 users. Google was the top session source at 7,039 users, followed by direct at 3,150 users and goarmy.com at 914 users, reflecting continued cross-platform awareness between Army recruiting content and WCAP. Within the program, the WCAP home page declined 0.4% to 3,986 users while several sport-specific pages saw steeper drops: Boxing fell 36.0% to 1,303 users, Wrestling declined 17.3% to 1,343 users, and Entry Standards & Apply fell 17.4% to 2,030 users. Baseball was a notable exception, growing 101.2% to 694 users.

Engagement softened during Q3 FY26. The engagement rate declined 4.7% to 51%.

Insights and Recommendations

This quarter's declines should be read against last quarter's exceptional performance, when the program nearly doubled its audience on the strength of Winter Olympics content and a sweepstakes campaign; this quarter's numbers reflect a return toward baseline rather than a new negative trend. The broad-based decline across nearly every sport-specific page (Boxing, Wrestling, Entry Standards) alongside Baseball's strong growth suggests seasonal sport relevance is driving page-level performance rather than a program-wide content or visibility issue. Recommend comparing this quarter's baseline directly against pre-Olympics data (rather than the inflated prior quarter) to get an accurate read on the program's underlying trend, and continue monitoring Baseball's growth as spring/summer sports content may be resonating well.