ACS Insights and Recommendations

Second Quarter FY25

Heatmaps

Heatmaps have been successfully implemented for many programs on HQ, offering valuable insights into user behavior on key pages. These tools 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.

Additional heatmaps have also been set up for new program areas to expand tracking coverage and support continued analysis across more of the site.

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
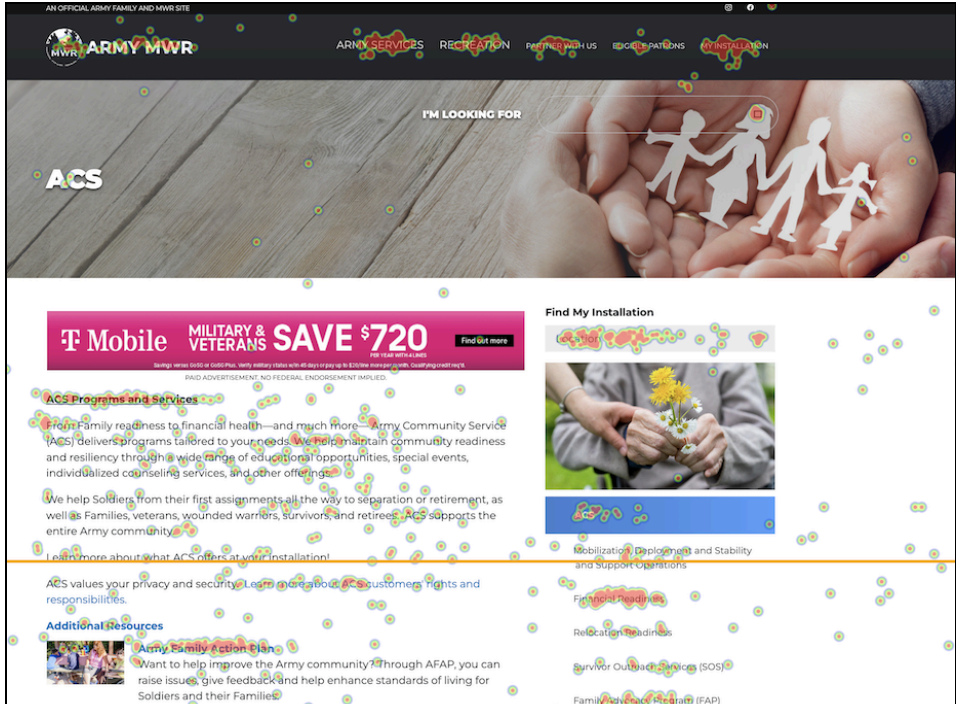
Scroll Map

The percentage "78.4%" displayed in the heatmap indicates that 78.4% of visitors to the page scrolled down far enough to reach the green section where that point is highlighted. This means nearly 80% 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 2: ACS Scroll Depth Heatmap
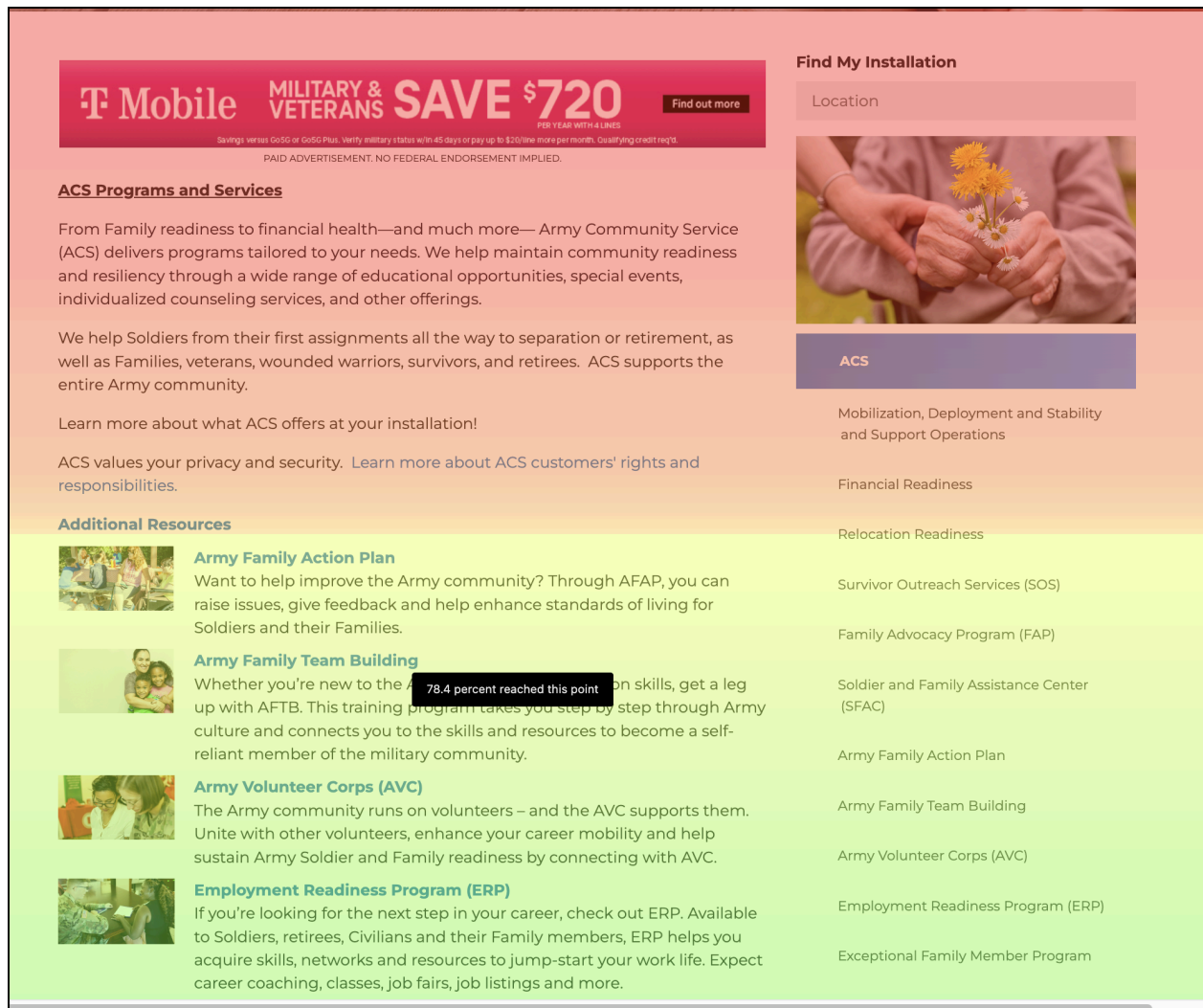
Scroll Depth Heatmap

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.

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

Web managers created a total of 877 new pages on EPW last quarter. It is important to note that the total excludes data from calendar events and directory pages.

- 15 pages were added to ACS.

Table 1: Total new pages added to ACS last quarter

Name ▾
Survivor Outreach Services
Relocation Readiness Program
New Parent Support Program
Mobilization, Deployment, and Support Stability Operations
Join Our Team - Massage Therapist & Aerobics Instructor
Financial Readiness Program
Financial Readiness Entitlement to Continuation Pay (CP) Under the Blended Retirement System
Family Advocacy Program
Exceptional Family Member Program (EFMP)
Employment Readiness Program
EFMP: Day at the Museum
EFMP Coffee Hour
Army Volunteer Corps
AER Scholarship Opportunities
AER Kickoff

Search Analysis Summary

This analysis reviews top on-site search terms from the ACS GA4 dashboard to identify user intent, content gaps, and optimization opportunities. The volume and content of search terms provide a strong indicator of what users are trying to find, and whether they're successful.

Key Insights from Search Terms

- High-Intent Terms: Several search terms reflect direct service needs such as "food pantry", "financial assistance", and "housing". These indicate clear user goals and a need for quick access to resource-based content.
- Navigation-Based Searches: Terms like "acs classes", "volunteer", and "employment readiness" suggest users are trying to locate program pages they may have trouble navigating to.
- **Misspellings or Variations: Searches like "spouse employment" or "Army Community Services" highlight the importance of search logic and potential enhancements to internal search relevance.**

Top Categories Identified

Based on frequency and theme, search terms can be grouped into several categories:

- Financial Support & Basic Needs
    - "food pantry"
    - "financial assistance"
    - "emergency funds"
- Employment & Career Support
    - "employment readiness"
    - "job search"
    - "resume help"
- Family Services
    - "efmp"
    - "domestic violence"
    - "new parent support"
- Programs & Navigation
    - "acs classes"
    "volunteer"

- ○ "army community service"

Recommendations

1. Boost Visibility of High-Demand Pages
   - ○ Ensure that pages related to food pantry, employment readiness, and financial assistance are clearly listed or mentioned on relevant landing pages.
2. Create or Update Content Based on Gaps
   - ○ If some high-searched terms don't have direct landing pages (e.g., "emergency funds"), consider creating FAQs to meet that need.

Next Steps You Can Take

- ● Review which of these search terms currently do not lead to a strong landing page and prioritize updates, redirects, or [sticky search.](#)

Army Family Team Building (AFTB)

The AFTB site experienced a decline in overall traffic in Q2, with 1,057 total users (−17.6% YoY) and 508 new users (−23.4%). Total sessions dropped to 1,378 (−15.9%), and views decreased to 1,696 (−9.3%). These trends suggest reduced visibility or outreach this quarter, though core interest remains present based on site actions.

Organic Search remained the leading traffic driver, accounting for 596 users, followed by Direct (322) and Referral (118). Social channels contributed 33 users. Google was the dominant source with 487 users, while Bing added 98.

Despite the traffic decline, user engagement strengthened. The engagement rate rose to 67% (+2.9%), and average session time increased to 2 minutes and 8 seconds (+9.4%). Users were highly engaged with the content, generating a total of 875 link clicks.

The recent introduction of new landing pages and menu updates that direct users to external websites introduces potential risks to on-site traffic performance. While external links may serve strategic purposes (e.g., standardizing messaging or redirecting to authoritative content), they can inadvertently reduce session depth, page views, and user engagement on armymwr.com.

Table 2: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
snow	2	1
aft registration	1	1
after	1	1
army family team buildin…	1	1
deploy your dress	1	1
loginl	1	1
aftw	1	1
army family team building	1	1
bowling	1	1
filing retirement	1	1
housing	1	1

Recommendation:

We recommend updating title tags, meta descriptions, and on-page headers to reflect high-interest topics and common user queries. This will improve alignment with search behavior and enhance performance in search rankings.

Example Optimized Metadata for AFTB Landing Page:

- **Title Tag:** *Army Family Team Building (AFTB) | Leadership & Life Skills Training for Army Families*
- **Meta Description:** *Explore Army Family Team Building (AFTB), a free training program that strengthens Army Families through personal development, leadership skills, and military life knowledge.*

The recent content updates are well-executed and clearly highlight key information for users. A new heatmap has been set up to monitor user interactions and compare behavior before and after these improvements. This will help identify which elements are driving engagement and where further optimizations may be beneficial.

Figure 3: Updated AFTB Landing Page with Prominent Call to Action ("Start Learning") and Refined Program Description

Figure 4: Original AFTB Web Page with User Interaction Heatmap Overlay Highlighting Click and Scroll Behavior Patterns Across Key Content Areas

Army Family Action Plan (AFAP)

The Army Family Action Plan (AFAP) site saw strong growth in Q2, with 1,523 total users (+44.6% YoY) and a significant increase in new users, rising to 853 (+102.1%). Views reached 2,220 (+52.5%), and sessions totaled 1,796 (+39.7%). This growth indicates renewed interest in the AFAP initiative and its opportunities for community feedback.

Direct traffic led all sources with 629 users, followed closely by Organic Search at 612. Referral (172) and Organic Social (116) also contributed meaningfully to traffic. The top referring sources included Google (478 users), Bing (117), and Facebook (70). High-performing installations such as JBMHH, Ansbach, and Rock Island showed strong user increases.

While traffic was up, engagement metrics declined slightly. The engagement rate dropped to 64% (−10.3%), and average session time decreased to 1 minute and 59 seconds (−17.5%). This suggests users are arriving with intent but may not be staying long enough to complete actions.

Table 3: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
snow	2	1	2
aft registration	1	1	1
after	1	1	1
army family team buildin...	1	1	1
deploy your dress	1	1	1
loginl	1	1	1
aftw	1	1	1
army family team building	1	1	1
bowling	1	1	1
filing retirement	1	1	1
housing	1	1	1

Figure 5: Overview with Heatmap Interaction Highlights
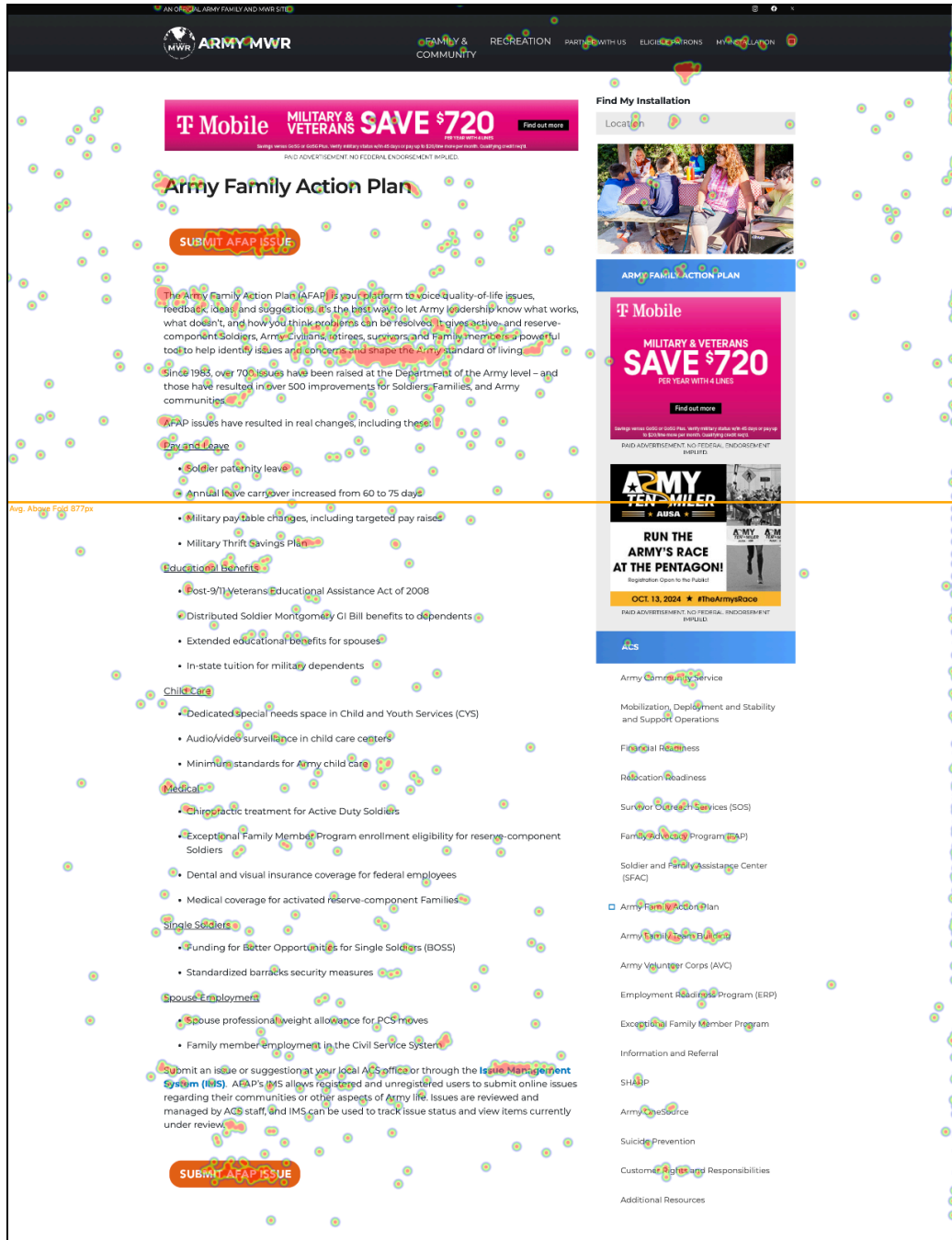
Army Volunteer Corps (AVC)

The site experienced significant growth across all key engagement metrics in Q2. Total users reached 4,694 (+83.5% YoY), with 2,974 new users (+87.6%). Sessions increased to 5,575 (+70.2%), and views hit 6,712 (+87.0%), indicating broader visibility and improved reach across Army audiences.

Organic Search remained the top driver, contributing 2,904 users (+55.6%), followed by Organic Social with a sharp rise to 796 users (+546.9%) and Direct at 731 (+87.4%). Referral traffic also saw strong growth with 291 users (+140.6%). The leading sources included Google (2,545 users), Facebook mobile (533), and Bing (302), with consistent referrals from armymwr.com and installation sites such as Carson, Bliss, and Humphreys.

The engagement rate improved slightly to 69% (+0.9%), suggesting stable user interaction. Average session time dipped slightly to 2 minutes and 21 seconds (−8.4%), which may reflect faster access to desired content or surface-level browsing behavior.

Table 4: Top Link Clicks

Click Text	Event count ▼	% Δ
Volunteer Management Information System (VMIS)	365	148.3% ⬆
Volunteer Agreement	209	148.8% ⬆
https://vmis.armyfamilywebportal.com	109	7.9% ⬆
Volunteer Service Record	93	257.7% ⬆
Grand total	**2,914**	**118.1% ⬆**

Figure 6: Overview with Heatmap Interaction Highlights
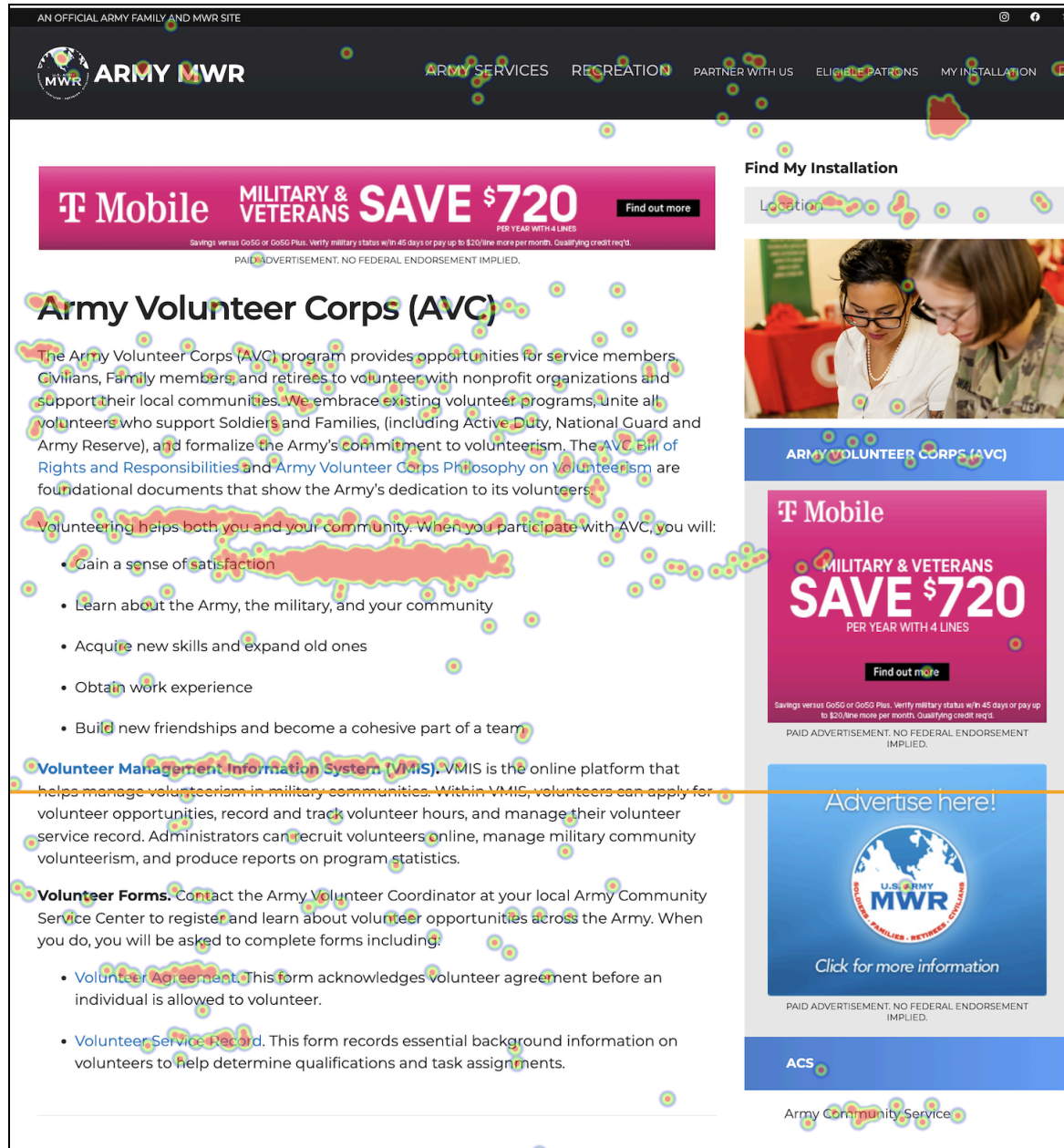
The new callouts on the [Army Volunteer Corps (AVC) page look great](#) — they help guide users more clearly through key sections. A new heatmap has also been generated to support comparison and visualize how these updates are impacting user engagement.

Employment Readiness Program (ERP)

The Employment Readiness Program (ERP) site demonstrated strong visibility in Q2, recording 42,978 total users (−1.4% YoY) and 23,834 new users (−1.6%). Total sessions increased to 58,130 (+7.3%), and views rose to 74,235 (+9.9%), indicating ongoing demand and relevance despite a small dip in new users.

Organic Search was the dominant driver of traffic, generating 26,630 users, followed by Direct (9,642) and Referral (3,811). Social sources also contributed a substantial 3,572 users. While Google traffic slightly declined (−6.7%), Bing traffic increased significantly (+28.1%), suggesting opportunities to broaden SEO optimization beyond Google.

The engagement rate held at 70% (−0.6% YoY), indicating that users continued to interact meaningfully with content. The average session time was 2 minutes and 15 seconds (−3.4%), showing only a minor decline. These metrics suggest that while total traffic slightly decreased, users who did visit found the content valuable and stayed engaged.

Despite slight dips in engagement, the overall user base and session growth reflect stable program interest and effectiveness in reaching the target audience.

Table 5: Top Downloads

Click Text	Event count ▾
CEAT Transfer Guide	780
NAF Civilian Jobs flyer	382
CYS Career Guide	250
third-party websites and applications, click here.	140
CLICK HERE TO VIEW THE EMPLOYMENT READINESS PROGRAM FLYER	138
http://www.mwrresourcecenter.com/download_file/view/701/416	116

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
jobs	55	43	1.28
employment	41	24	1.71
employment readiness	27	10	2.7
careers	27	21	1.29
discovery	18	3	6
job fair	17	16	1.06
career	16	11	1.45
career fair	13	8	1.63
job	12	12	1
lifeguard	9	6	1.5
veterinary technician	7	1	7

Figure 7: Overview with Heatmap Interaction Highlights
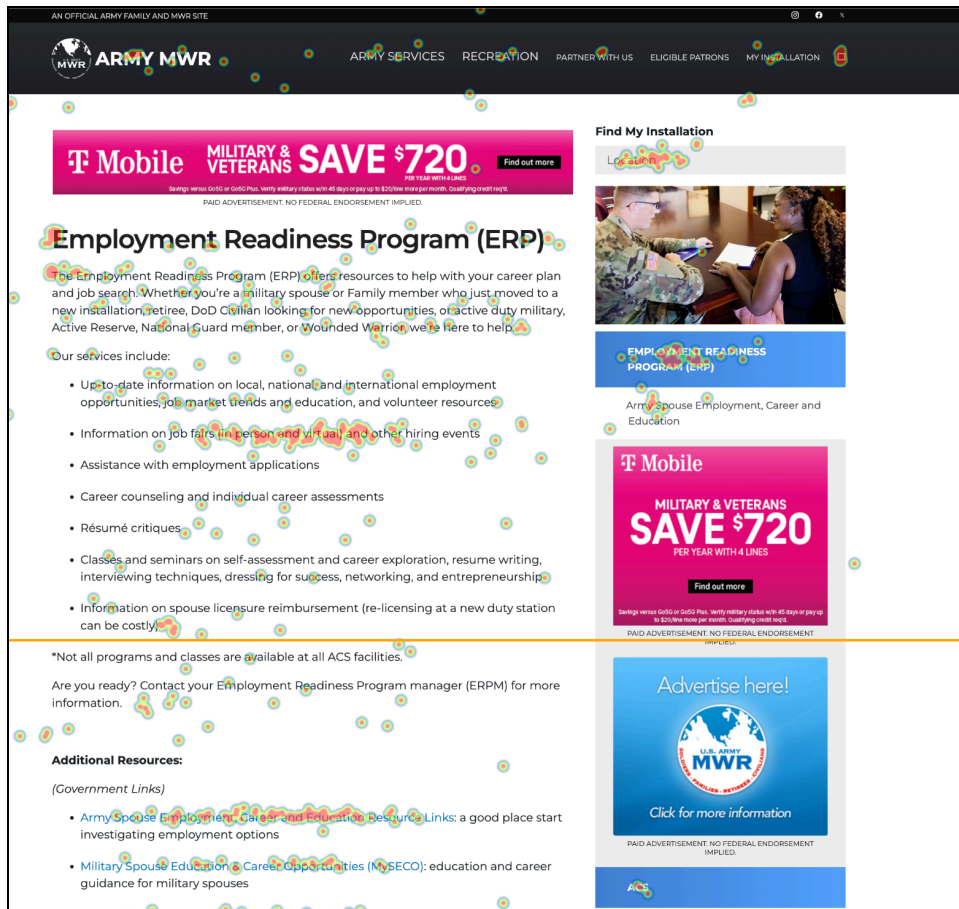
Exceptional Family Member Program (EFMP)

The EFMP site saw a decline in overall traffic in Q2. Total users reached 8,923 (−11.9% YoY), and new users were 6,101 (−12.3%). Sessions dropped to 11,834 (−14.9%), and page views fell to 14,175 (−6.3%). Despite these drops, there was a positive signal in average session duration, which rose to 2 minutes and 40 seconds (+9%), suggesting that users who did engage were spending more time on the site.

Organic Search continued to be the strongest traffic source, bringing in 6,229 users, followed by Direct (1,680) and Referral (855). Google alone accounted for 5,489 users, showing its continued importance in EFMP's visibility. Top installations driving traffic included JBLM (823 users), Cavazos (820), and Bliss (761), pointing to high demand in large garrisons.

The engagement rate held at 59% (−1.0% YoY), indicating that users continued to interact meaningfully with EFMP content. The average session time was 2 minutes and 40 seconds (+9%), showing a positive increase in time spent per visit. These metrics suggest that while overall traffic declined, users who did visit remained engaged and found the information useful.

Table 7: Clicks on EFMP links or downloads

Click Text	Total Clicks ▾
EFMP Benefits Fact Sheet	288
Enterprise EFMP site	221
webpage	122
EFMP & Me	73
Program Overview	73

Table 8: EFMP Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
jobs	54	49
career	29	17
employment	25	21
careers	24	20
job	15	14

Figure 8: Overview with Heatmap Interaction Highlights

Family Advocacy Program (FAP)

The Family Advocacy Program (FAP) website saw positive year-over-year growth in Q2, with 10,133 total users (+15.4%) and 6,621 new users (+14.9%). Site sessions reached 13,039 (+11.4%) and total views rose to 16,041 (+22.9%), indicating rising interest in FAP content and resources.

Subprograms such as the New Parent Support Program (NPSP) and Victim Advocacy Program (VAP) also contributed to FAP's overall traffic, with total users of 1,767 (NPSP) and 1,167 (VAP), showing significant year-over-year increases of 40.7% and 4.6%, respectively.

Organic Search remained the top traffic driver with 6,971 users, followed by Direct (1,895) and Referral (1,015). Google led session sources with 6,082 users, while Bing contributed 756 - a notable increase. Installations like Bliss, JBLM, and Campbell were among the top contributors, supporting sustained engagement across key garrisons.

The engagement rate held at 58% (−4.1% YoY), slightly lower but still within a typical range. Users spent an average of 2 minutes and 27 seconds on-site (+0.5%), suggesting consistent interest in content even as interaction depth slightly softened.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
fap	22	4	5.5
discovery	8	1	8
fap stress management	4	1	4
family advocacy	2	2	1
acs play morning	2	1	2
avc	2	1	2
virual class	2	1	2
strong families strong forces	2	1	2
venus	2	1	2

Figure 9: Overview with Heatmap Interaction Highlights

Family Advocacy Program (FAP)

The **U.S. Army Family Advocacy Program (FAP)** helps Soldiers and Families recognize and meet the unique challenges of military lifestyles. Our services include seminars, workshops, counseling, and intervention to help strengthen Army Families, enhance resiliency and relationship skills, and improve quality of life.

We are also dedicated to helping Soldiers and Families with the complex challenges related to domestic abuse, child abuse, and neglect. We focus on prevention, education, prompt reporting, investigation, intervention, and treatment.

If you need help, please call the National Domestic Violence Hotline at + 1(800) 799-7233. You should also contact your installation's Family Advocacy Program for more information.

Our additional programs within the Family Advocacy Program help with specific needs:

Military and Family Life Counselors (MFLCs): MFLCs are a key outreach service to Soldiers and Families. Enhanced community Family support services offer licensed clinical social workers and psychologists to address various issues that Soldiers and Families face before, during, and after deployment.

New Parent Support Program (NPSP): Expecting parents and parents with children ages 0-3 have special challenges, and NPSP has tools to meet them. Programs including home visits and parenting classes help caregivers learn to cope with stress, isolation, deployments, reunions, and the everyday demands of parenthood.

Transitional Compensation (TC) Program for Abused Dependents: Under a congressionally mandated program, abused dependents of military personnel may be eligible for up to three years of benefits and entitlements, including temporary financial compensation, medical care, and commissary and exchange privileges.

Victim Advocacy Program (VAP): Victims of domestic violence and sexual abuse have round-the-clock access to services, including emergency assistance, information, referrals, and ongoing support in accessing medical, behavioral health, legal, and law enforcement services on and off garrisons. Victim Advocates will discuss the option of restricted and unrestricted reports.

Seminars and Workshops

Seminars and workshops are available to you, your unit, or your Family support group. Topics may include:
· Command and Troop Education
· Community Awareness
· Conflict Resolution
· Couples Communication Skills
· Stress Management
· Prevention Programs and Services
· New Parent Support Program
· Parent Education
· Domestic Violence Prevention
· Victim Advocate Program
· Relationship Support
· Safety Education
· Respite Care Program
· Emergency Placement Care Program
· Reporting Procedures

Contact your installation's Army Community Service (ACS) Family Advocacy Program for more information.

You can also call Military OneSource for more information and referrals.

· CONUS: +1(800) 342-9647">+1(800) 342-9647

Find My Installation

Location

FAMILY ADVOCACY PROGRAM (FAP)

Military and Family Life Counselors

New Parent Support Program

Transitional Compensation (TC) Program for Abused Dependents

Victim Advocacy Program (VAP)

ACS

Army Community Service

Mobilization, Deployment and Stability and Support Operations

Financial Readiness

Relocation Readiness

Survivor Outreach Services (SOS)

☐ Family Advocacy Program (FAP)

Soldier and Family Assistance Center (SFAC)

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, Liberty, 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 10: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
fap	22	4	5.5
discovery	8	1	8
fap stress management	4	1	4
family advocacy	2	2	1
acs play morning	2	1	2
avc	2	1	2
virual class	2	1	2
strong families strong forces	2	1	2
venus	2	1	2
pool	1	1	1

Information and Referral

The Information and Referral program saw modest growth in Q2, reaching 791 total users (+7.8% YoY) and 311 new users (+21.5%). Views increased to 1,038 (+3.0%) and sessions rose slightly to 924 (+1.2%). These figures suggest consistent interest and sustained outreach performance.

Organic Search remained the strongest traffic source with 449 users, followed by Direct (154), Referral (99), and Organic Social (86). Most visitors arrived via Google (387 users), with additional traffic from Facebook (62), Bing (55), and installations.militaryonesource.mil (30). Top installations included ArmyMWR.com (253 users), Cavazos, Eisenhower, and Carson.

User interaction stayed solid, with an engagement rate of 69% (−4.8%) and an average session time of 1 minute and 50 seconds (+8.3%). This indicates that although engagement dipped slightly, users spent more time with the content than in previous periods.

Table 11: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
afwp	5	1	5
sfrg	3	1	3
cts	2	1	2
housing	2	1	2
flyers	1	1	1
holiday	1	1	1
legal	1	1	1

Recommendations:

Add prominent buttons such as "Find a Community Support Coordinator," "Join a vFRG," or "Request Outreach Services" to encourage users to act.

MD&SSO

The MD&SSO program experienced notable growth in Q2, with 2,047 total users (+18.7% YoY) and 1,151 new users (+33.5%). Sessions increased to 2,472 (+20.8%) and total page views reached 2,984 (+28.6%). This growth indicates rising interest in the program, likely driven by search visibility and broader outreach

Organic Search led traffic generation with 1,095 users, followed by Direct (633) and Referral (204). Google was the dominant search engine source with 866 users, while Bing contributed 206. Referral traffic came from sites like m.facebook.com (86), installations.militaryonesource.mil (61), and home.army.mil (45). Key websites driving users included ArmyMWR.com (363), Bliss, Carson, Cavazos, and Bragg.

The engagement rate dropped to 62% (−14.9%), and average session time decreased to 1 minute and 54 seconds (−19.9%). These shifts suggest that while more users are visiting the site, fewer are staying engaged or exploring deeply. It may indicate the need for content clarity or more compelling calls to action.

Table 12: Top Link Text Clicks Sorted by Total

Click Text	Total ▼
Click here to access Plan My Deployment	48
virtual SFRG (vSFRG)	33
(not set)	30
Click here to access the Army's Social Media site	20
Click here to access YRRP	17

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.

Relocation Readiness

The program experienced steady growth in Q2, with a total of 4,276 users (+5.3% YoY) and 2,537 new users (+6.1%). Sessions rose to 5,532 (+2.3%) and views reached 6,632 (+7.5%), reflecting consistent interest and reach across MWR channels.

Organic Search led all channels with 1,639 users, followed by Referral (1,269), Direct (1,081), and Organic Social (356). Google remained the top driver with 1,404 users, while home.army.mil (740) and installations.militaryonesource.mil (276) contributed substantial referral traffic. Key garrisons bringing in visitors included Carson (1,127), ArmyMWR.com (741), Bliss, and Hawaii.

The engagement rate rose slightly to 63% (+1.1%), and the average session time increased to 2 minutes and 48 seconds (+6.0%). These trends suggest that not only are users continuing to visit the site, but they are also spending more time on the content, reflecting increased relevance or usability.

Table 13: Most Popular Link Clicks

Click Text	Total ▼
Plan My Move	103
Military OneSource	39
information about your new installation	37
Homes.mil	31

Table 14: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
hearts apart	3	2	1.5
volunteer	2	2	1
arts & crafts	2	1	2
air assault welcome packet	1	1	1
unlocked	1	1	1

Survivor Outreach Services (SOS)

The Survivor Outreach Services (SOS) site saw a decline in overall traffic in Q2, with 2,690 total users (−9.2% YoY) and 2,027 new users (−10.4%). Despite this, views remained steady at 4,047, and sessions totaled 3,308 (−4.7%). This decline suggests a slight drop in outreach but a consistent user base.

Organic Search was the leading channel, contributing 1,208 users, followed by Direct traffic (756 users) and Referral traffic (696 users). Notably, Google drove the majority of the traffic (1,036 users), while other referral sources like home.army.mil (376 users) and armylinks.com (88 users) contributed to overall visits. Key garrisons driving traffic included armymwr.com (1,386) and Campbell (119), with Bliss, Liberty, and Redstone also showing noticeable engagement.

The engagement rate for SOS declined slightly to 58% (−3.2%), while the average session time increased to 3 minutes and 6 seconds (+49.5%). This suggests that while overall traffic decreased, users who did visit spent more time interacting with the content.

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 15: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
ft carson	2	2	2
taxes	2	1	2
survivor outreach	2	1	2
catherine ignacio	1	1	1
family advocacy program	1	1	1
gold star families contact person	1	1	1

Soldier and Family Assistance Center (SFAC)

The Soldier and Family Assistance Center (SFAC) saw a slight decline in overall user activity this quarter. Total users reached 1,586 (−2.5% YoY), with 613 new users (−8.6%). Sessions decreased slightly to 1,870 (−1.4%), while page views held steady at 2,090 (+0.8%), indicating stable interest in SFAC services despite a small dip in new traffic.

Organic Search remained the dominant channel, contributing 983 users, followed by Direct (298) and Referral traffic (258). Google was the primary driver of traffic with 838 users, while Bing (120) and home.army.mil (71) also contributed. The top site was armymwr.com (698 users), with Fort Bliss and Fort Cavazos also showing strong engagement.

Engagement remained strong, with a 74% engagement rate (−1.7%) and an increased average session time of 2 minutes and 20 seconds (+32.7%). This suggests that while fewer users arrived, those who did were more invested and engaged with the content.

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search count per user
expecting	1	1	1
sbp	1	1	1
service member and family assistance center	1	1	1
assistance	1	1	1
community	1	1	1
dfac	1	1	1
education center	1	1	1
iwatch	1	1	1
sfac	1	1	1
soldier and family assistance	1	1	1