

BRD 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 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.

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

Figure 1: HQ BRD Click Map



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The Army Outdoor Recreation program offers diverse, healthful, vigorous, and comprehensive outdoor recreation activities and instruction for active duty, family members, DoD civilians and other authorized patrons. The Army ODR programs build a sense of community, promote skill development, and provide for stress relief and enjoyment while conserving and protecting wildlife, forests, wetlands, and other natural resources.

The program contributes to military mission readiness through adventure and challenge-type activities that test functional fitness and motor skills, and enhance unit cohesion. Soldiers and family members enjoy an enhanced quality of life through participation in new and/or ongoing lifetime leisure outdoor pursuits, introduced and/or facilitated by their local ODR program.

Program Elements:

- Skill Instruction
- Activities & Trips
- Equipment Check out centers
- ODR Facilities
- Natural resource sites
- Activity operation centers
- Travel and leisure destinations
- Boat & RV storage lots, pet kennel operations, horse boarding, boat berthing, etc.
- Outdoor equipment pro-shop or retail operations
- Outdoor equipment maintenance services Access point for hunting/fishing licenses

Outdoor Recreation programs vary by location and natural surroundings. Contact your local ODR to find out which of the following programs and services are offered at your garrison:



Camping & RV Parks
The Army and other DOD Service Departments operate camp grounds and RV sites throughout the U.S. on military installations and Recreation Areas. Pitch a tent or pull up your camper at U.S. Army MWR campsites and RV Parks made just for you.



Warrior Adventure Quest
Some Soldiers need specialized coping outlets. Warrior Adventure Quest (WAQ) combines high-adventure activities like rock climbing or zip lining, with leader-led after-action debriefs to help Soldiers move on after deployment.



Equestrian Services
Saddle up with U.S. Army MWR. Many garrisons offer horse stables, trail and pony rides, stall and pasture boarding, and clinics.



Adaptive/Inclusive Recreation
U.S. Army MWR programs are accessible, regardless of your ability. You'll find adaptive and inclusive recreation opportunities that help people with different challenges enjoy more sports and activities.



Services
Find all the possibilities that Outdoor Rec has to offer.



Cycling Challenge
The yearly Outdoor Recreation Cycling Challenge invites participants to push their limits on their chosen cycling routes, offering a chance to test endurance and skill. With each milestone completed, participants can earn prizes, making it a fun, rewarding, and challenging way to stay active and enjoy the great outdoors.

Find My Installation



OUTDOOR RECREATION

- Camping & RV Parks
- Warrior Adventure Quest
- Equestrian Services
- Adaptive/Inclusive Recreation
- Services
- Cycling Challenge

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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 2: HQ BRD Scroll Map

ARMY MWR ARMY SERVICES RECREATION PARTNER WITH US ELIGIBLE PATRONS MY INSTALLATION

I'M LOOKING FOR

OUTDOOR RECREATION

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Find My Installation

Location

OUTDOOR RECREATION

- Camping & RV Parks
- Warrior Adventure Quest
- Equestrian Services
- Adaptive/Inclusive Recreation
- Services
- Cycling Challenge

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

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

- 349 pages were added to BRD.

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

Name ▲
2-Person Alternate Shot Tournament
2025 Army Emergency Relief Campaign
2025 Boys/Girls Spring Tennis /
2025 Cochise College Rodeo
2025 Fun Run Series
2025 Lifeguard Course Schedule
2025 ODR Cycling Challenge
2025 Rolling Hills Golf Season
2025 SPORTS / FITNESS / AQUATICS Calendar
2025 Spring Break Desert Madness
2025 Underwood Golf PGA Junior League
2026 Family and MWR Hours of Operation: Martin Luther King Jr. Day
24/7 Fitness Access Now Available!
250th Army Birthday Celebration
96-ounce Coffee to Go-Now available at ROB Java
AAFES Food trucks

Website Searches

A total of 25,665 searches were conducted by 16,026 users, resulting in an average of 1.6 searches per user. This indicates that many users are performing multiple searches per visit, signaling continued interest and a desire to explore additional content after their initial query. The overall engagement rate remains high at 96.99%, reinforcing that users are finding search results useful.

Topic Trends and Demand Areas

Search terms naturally cluster into high-interest categories:

- Entertainment and Travel: disney, tickets, cruise, travel, disney world, disneyland
- Housing and Rentals: rental, rentals, lodging, hotel, storage, campground, rv rental
- Recreation and Activities: golf, youth sports, bowling, camping, pickleball, fishing, summer camp, pool
- Career and Services: jobs, job, cys, boss, gym, auto, auto auction

Terms like “rv rental” (1.91 per user) and “job” (2.36 per user) had elevated search counts per user, suggesting difficulty finding the correct resource or unmet content needs.

Recommendations

- Improve Findability for High-Repeat Queries: Terms like “discovery,” “job,” and “rv rental” show above-average searches per user. Consider improving internal search relevancy, adding landing pages, or using the [sticky search feature](#).
- Elevate High-Engagement Topics: Highlight or expand content around “disney,” “tickets,” “auction,” and “rentals,” which continue to draw both volume and strong engagement.
- Support Emerging Themes: Terms like “pickleball,” “boss,” and “auto auction” suggest growing user interest. Consider dedicated campaigns or content hubs around these services.

Outdoor Recreation

The Recreational Lodging program saw a moderate decline in overall site activity compared to the previous year. Total users reached 125,951, down 8.3% year-over-year, with 83,596 new users (-8.5%). Sessions decreased by 6.4%, totaling 180,121, while page views dropped to 230,402 (-6.5%).

Organic Search remained the dominant source of traffic, contributing 88,262 users, followed by Direct traffic (24,671) and Referral sources (9,222). Social channels also played a role, bringing in 6,260 users. Google was the leading session source with 80,395 users, followed by Bing (5,682) and Facebook (3,983).

The engagement rate remained stable at 72% (-0.4%), while the average session duration increased significantly to 3 minutes and 11 seconds (+10.8%). This suggests that although overall engagement held steady, users who did interact with lodging-related content spent more time exploring it, indicating stronger content relevance or interest.

These metrics point to a continued need for accessible tools like booking information and campground resources. High visitation from installations with robust recreational amenities supports the continued importance of maintaining and improving content clarity, navigation, and visibility.

Table 2: Most Popular Link Clicks

Click Text	Total
Online Reservations	2,352
WebTrac	954
HERE	658
(not set)	581
HoofBeatsForHeroes.org	499
Shooting Sports	380
Lotts Island Campground - HAAF	368
Make a reservation online	337

Table 3: Most Popular Downloads

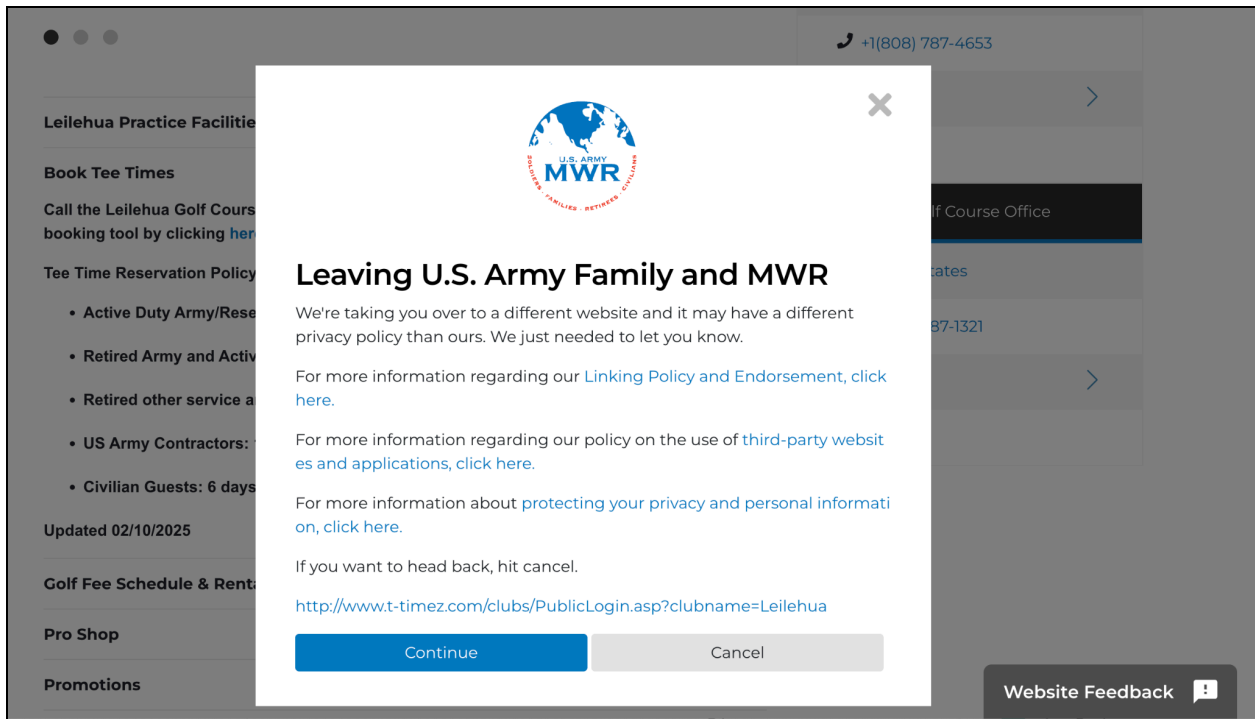
Downloads	Total
Victory Travel Price Guide	4,391
Pine View Campground Map.pdf	3,199
Travel Camp Sitemap	2,400
Army Travel Campground Rules and Fees	2,020
Map of Uchee Creek Campground	1,953
Army Travel Campground Map	1,702
Download Pointes West Map	1,389

WebTrac Engagement Overview

The WebTrac program experienced a decline in total link clicks, with 30,361 clicks during the reporting period, marking a 30.6% decrease compared to the previous year.

The decline in link clicks is likely due to the removal of the interstitial overlay, which previously required a second click to proceed. With that step eliminated, outbound link interactions now register half the outbound link clicks.

Figure 3: Interstitial overlay after a link click



Golf

The Golf program on ArmyMWR.com experienced a slight year-over-year decline in traffic during Q2 FY25, with 77,491 total users (-6.3% YoY) and 63,029 new users (-4.9% YoY). Views reached 148,497 (-1.6%) and sessions totaled 110,919 (-1.5%). While traffic saw a modest drop, engagement metrics suggest that returning users are spending more time with the content.

Organic Search remained the dominant traffic driver, contributing 55,895 users, followed by Direct (18,183), Referral (2,719), and Organic Social (1,641). Google was the top source overall, sending 51,193 users.

The engagement rate stood at 67% (-2.0%), and the average session time increased to **2 minutes and 40 seconds** (+3.3%). This indicates that although fewer users visited, those who did find the content more engaging or spent longer reviewing information.

- 18,327 (-21.7%) users clicked on a link to book a tee time

The decline in link clicks is likely due to the removal of the interstitial overlay, which previously required a second click to proceed. With that step eliminated, outbound link interactions now register half the outbound link clicks.

Table 5: Lists the top installations generating clicks.

Full page URL	Clicks on WebTrac Links. ▾
hawaii.armymwr.com/programs/leilehua-golf-course	6,028
stewarhunter.armymwr.com/programs/hunter-golf-course	863
jblm.armymwr.com/programs/eagles-pride-golf-course	774
jblm.armymwr.com/programs/whispering-firs-golf-course	576
leavenworth.armymwr.com/programs/trails-west-golf-course	559
hawaii.armymwr.com/programs/nagorski-golf-course	509
stewarhunter.armymwr.com/programs/taylors-creek-golf-course	262
www.armymwr.com/golf	185

American Forces Travel

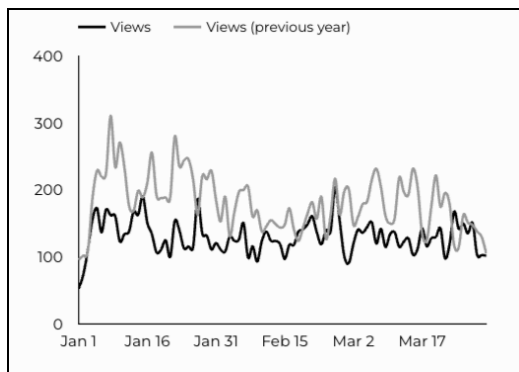
The American Forces Travel program experienced declines across most key metrics during the reporting period. Total users reached 8,785, marking a 25.3% decrease year-over-year, while new users totaled 6,218 (-29.4%). Sessions dropped to 7,786 (-26.7%) and views fell to 9,230 (-27.1%), indicating reduced visibility and engagement across the program.

Traffic was driven primarily by Organic Search, which accounted for 6,218 users (-22.5%), followed by Direct traffic with 1,405 users (-30.1%) and Referral channels contributing 879 (-18.6%). Organic Social brought in 313 users (-12.4%), while Unassigned traffic added 71 (-34.7%).

The ArmyMWR.com main website dominated as the leading source of traffic, generating 8,785 users. In contrast, installation-level contributions remained minimal, with West Point (18 users), JBMHH (15), and Meade (15) among the few reporting any activity.

Despite the overall drop in traffic, engagement metrics showed positive signs. The engagement rate held steady at 76%, a 4.2% increase year-over-year, while average session time rose to 2 minutes and 28 seconds (+6.4%). These trends indicate that existing users are interacting more meaningfully with AFT content, providing a solid base for future growth.

Figure 4: Comparison of Views for American Forces Travel Pages



Recommendation:

1. Some of the decline is directly related to the absence of American Forces Travel pages on many installation websites, limiting localized organic discovery and referral potential.

Arts & Crafts

The Arts & Crafts program experienced steady performance in Q2, with modest growth in most key metrics. Total users reached 17,189, a 1.5% increase year-over-year, and new users totaled 9,882 (+0.5%). Views climbed to 29,153 (+3.1%), while sessions dipped slightly to 22,908, representing a 2.5% decrease.

Traffic was driven primarily by Organic Search, which accounted for 11,493 users, followed by Direct traffic with 3,780 users and Organic Social contributing 1,054. Referral traffic added 729 users, while Unassigned channels brought in 71. Google remained the dominant source, sending 10,463 users, with additional support from Bing (770), Facebook platforms, and other secondary sources.

Top-performing installations included:

- **Cavazos** – 2,045 users
- **Stuttgart** – 1,569 users
- **Hawaii** – 1,229 users
- **Humphreys** – 1,144 users

These sites drove the majority of localized engagement for Arts & Crafts content. Despite a slight dip in sessions, engagement metrics reflected strong user interest. The engagement rate rose to 65%, a 1.5% improvement, and the average session time increased significantly to 2 minutes and 24 seconds, up 16.4% from the previous year. These figures indicate that users are spending more time with content and finding value in the resources provided.

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
discovery	20	3
arts and crafts center	15	1
arts and crafts	10	5
woodworking	9	6
wood	6	5

Auto Skills

The Auto Skills program experienced notable year-over-year declines in most key metrics during the reporting period. Total users dropped to 49,551, a 24.3% decrease, while new users fell sharply to 32,701 (-33.0%). Views declined to 89,933 (-18.9%) and sessions decreased to 71,984 (-21.9%), suggesting reduced reach and overall usage compared to the previous year.

Traffic continued to be led by Organic Search, which delivered 33,169 users. Direct traffic followed with 9,951 users, while Organic Social brought in 5,015. Referral and Paid Social contributed 1,394 and 463 users respectively. Google alone accounted for 30,863 users, with strong supplementary support from Facebook and Bing.

Top-performing installations included:

- **Cavazos** – 4,540 users
- **Bragg** – 4,323 users
- **Campbell** – 3,232 users
- **Kaiserslautern** – 2,587 users
- **Wiesbaden** – 2,206 users

Despite overall traffic declines, engagement metrics showed meaningful improvement. The engagement rate rose to 59%, a 6.1% increase, and the average session time climbed to 2 minutes and 40 seconds, up 25.8% from the previous year. These gains indicate that while fewer users are visiting, those who do are spending more time and engaging more deeply with Auto Skills content.

Recommendations:

Historical data shows that traffic spiked early last year, likely tied to a seasonal promotion or campaign during January. The absence of a comparable effort this year contributed to the overall year-over-year declines. Reinstating targeted promotions during this high-interest period could help recapture lost traffic and boost engagement early in the quarter.

Figure 5: January 2024 Promotion Spike

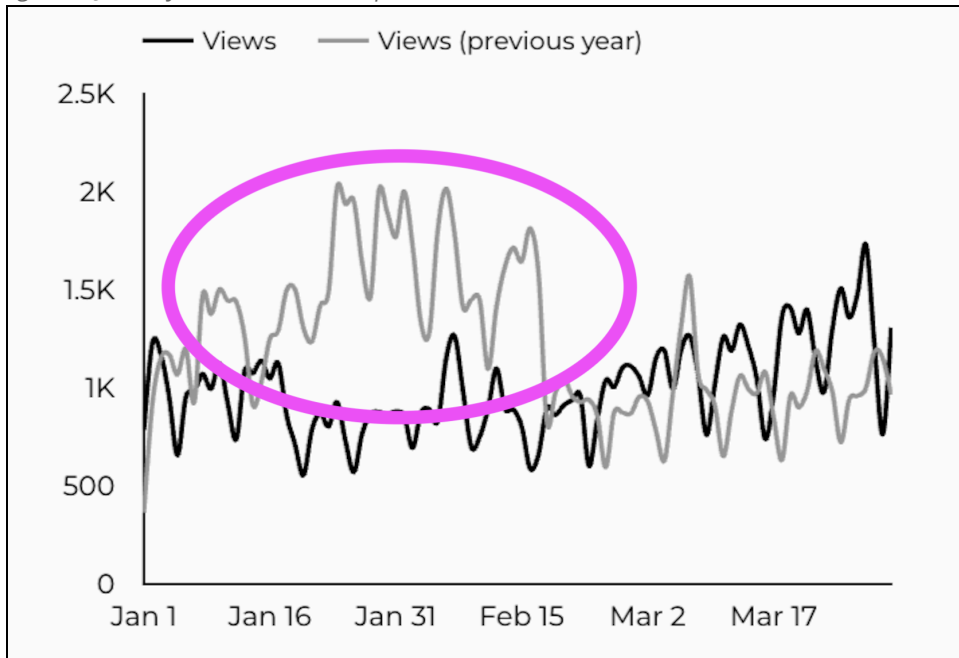


Table 7: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
auction	86	74
auto	58	37
vehicle	26	7
vehicle rental	22	3
lemon lot	21	14
auto auction	18	14
auto skills	17	15
army automotive skills center	14	1
storage	13	11
car wash	13	10

Better Opportunities for Single Soldiers (BOSS)

The BOSS (Better Opportunities for Single Soldiers) program demonstrated moderate growth in the reporting period. Total users increased to 18,933, reflecting a 15.8% year-over-year growth. New users rose by an impressive 31.4%, reaching 10,440. Views also saw a significant increase of 34.9%, totaling 33,390, while sessions grew by 16.8% to 23,526. These metrics suggest a growing interest in the BOSS program and its offerings.

Traffic was driven primarily by Organic Search, accounting for 9,823 users, followed by Direct traffic with 5,205 users. Referral and Organic Social channels contributed 2,472 and 1,763 users, respectively. The consistent performance of Organic Search emphasizes the importance of maintaining strong SEO efforts, while Direct and Referral traffic underscore the need for targeted outreach to sustain growth.

Engagement metrics showed mixed results. The engagement rate held relatively steady at 68% (-2.3%), but the average session time decreased to 1 minute and 50 seconds, a drop of 14.3%. Top-performing installations, such as Humphreys (1,863 users) and Cavazos (1,736 users), highlight potential best practices for boosting engagement and traffic across other locations.

Table 8: Top Search Terms by Search Volume

Search	Total Searches	Total users
discovery	43	6
boss	41	31
boss crochet class	9	1
concealed carry	5	5
free classes	4	1
scuba	4	4
cys parent handbook	4	3
dog	3	2
e world	3	2
dfmwr	3	1

Food and Beverage

The Food & Beverage program experienced a moderate year-over-year decline in overall traffic during Q2. Total users reached 360,091, marking an 8.5% decrease, while new users totaled 253,437 (-10.0%). Views dropped to 680,871 (-5.8%) and sessions declined to 503,915 (-5.9%), reflecting reduced reach across multiple channels.

Traffic was led by Organic Search, which accounted for 232,734 users, followed by Direct traffic with 84,078, Referral with 22,519, and Organic Social with 19,457. Unassigned traffic added another 5,507 users. Google remained the primary source, contributing 211,443 users, supported by Bing (16,015), Facebook platforms, and home.army.mil.

The main ArmyMWR.com site also contributed significantly with 56,886 users. Despite the overall decrease in traffic, engagement metrics indicated improvement. The average session time increased to 2 minutes and 49 seconds (+7.3%), and the engagement rate held relatively steady at 67%.

- ChowNow link clicks +8.3%, signaling increased user interest in online ordering options despite the broader dip in traffic.

Table 9: Number Food Menu and Amenity Downloads

Downloads	
Delivery Menu	18,215
here	9,533
Photo Clicks	4,503
HERE	4,396
Equipment Rental Pricelist	3,827
Travel Camp Sitemap	2,400
Click Here for the Tickets & Attractions Price List!	2,120
Army Travel Campground Rules and Fees	2,020
Menu	1,779
Breakfast Delivery Menu	1,712

Healthy Army Communities (HAC)

The Healthy Army Communities program saw positive year-over-year growth in overall traffic during Q2. Total users reached 2,926, a 13.9% increase, while new users rose to 2,420 (+13.6%). Sessions increased to 4,063 (+18.2%), and views climbed to 4,912 (+24.2%), indicating expanded reach and growing interest in wellness content.

Traffic was led by Organic Search with 1,703 users, followed by Direct traffic at 959, and Referral sources contributing 257. Organic Social and Unassigned channels each added 24 users. Google drove the majority of traffic with 1,531 users, supported by home.army.mil (176), Bing (116), and other smaller sources.

Top-performing installations included:

- Hunter Liggett – 2,505 users
- Campbell – 117 users

The engagement rate dipped slightly to 63%, a 2.2% decrease, though average session time increased to 2 minutes and 55 seconds (+6.3%). These results suggest that while more users are visiting the HAC pages, ongoing optimization may be needed to maintain deeper engagement.

Table 8: Top Search Terms by Search Volume

Search	Total Searches	Total users
pfcchaconbco229 thmibn 431 rifle ranqe ca93944	3	1
hacienda	2	2
sleep	2	2
ballet	1	1
disneyland	1	1
gut truck	1	1
healthy menu	1	1

Leisure Travel (LTS)

The Leisure Travel program experienced slight year-over-year declines across most key metrics in Q2. Total users reached 154,426, a 5.2% decrease, while new users totaled 92,492 (-7.0%). Views dropped to 289,694 (-3.8%) and sessions declined to 219,962 (-3.2%), reflecting a modest contraction in reach.

Traffic was driven primarily by Organic Search with 113,955 users, followed by Direct traffic at 23,429, Organic Social with 11,307, and Referral with 7,321. Unassigned traffic contributed 799 users. Google was the leading source, delivering 103,424 users, with significant support from Bing (7,835), Facebook platforms, and home.army.mil.

Top-performing installations included:

- Belvoir – 8,997 users
Redstone – 7,739 users
- Hawaii – 7,667 users
- JBLM – 7,224 users
- Carlisle – 6,622 users

The ArmyMWR.com also played the central role, bringing in 15,099 users.

Despite declines in traffic, engagement remained strong. The engagement rate held steady at 75%, with a minor 0.8% decrease, while average session time rose to 2 minutes and 52 seconds (+5.4%), suggesting improved content quality or user experience.

Recommendation

- Elevate High-Intent Links: Position links for American Forces Travel, Army Lodging, and AFRC Resorts more prominently at the top of the page.
- Reduce Text Density: Simplify or collapse long informational sections to streamline the user journey.

Table 10: Comprehensive Downloads of Pricing Lists

Downloads	Total ▼
Price List	8,574
here	6,984
Click here for downloadable ticket brochure.	6,228
2025 Leisure Travel Services Pricelist	6,182
Click here for ticket prices.	5,494

Table 11: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
disney	208	190
tickets	109	94
disneyland	87	77
disney tickets	84	75
disney world	61	51
cruise	55	42
ski	49	42
rentals	42	35
universal studios	41	38
disney world tickets	40	31

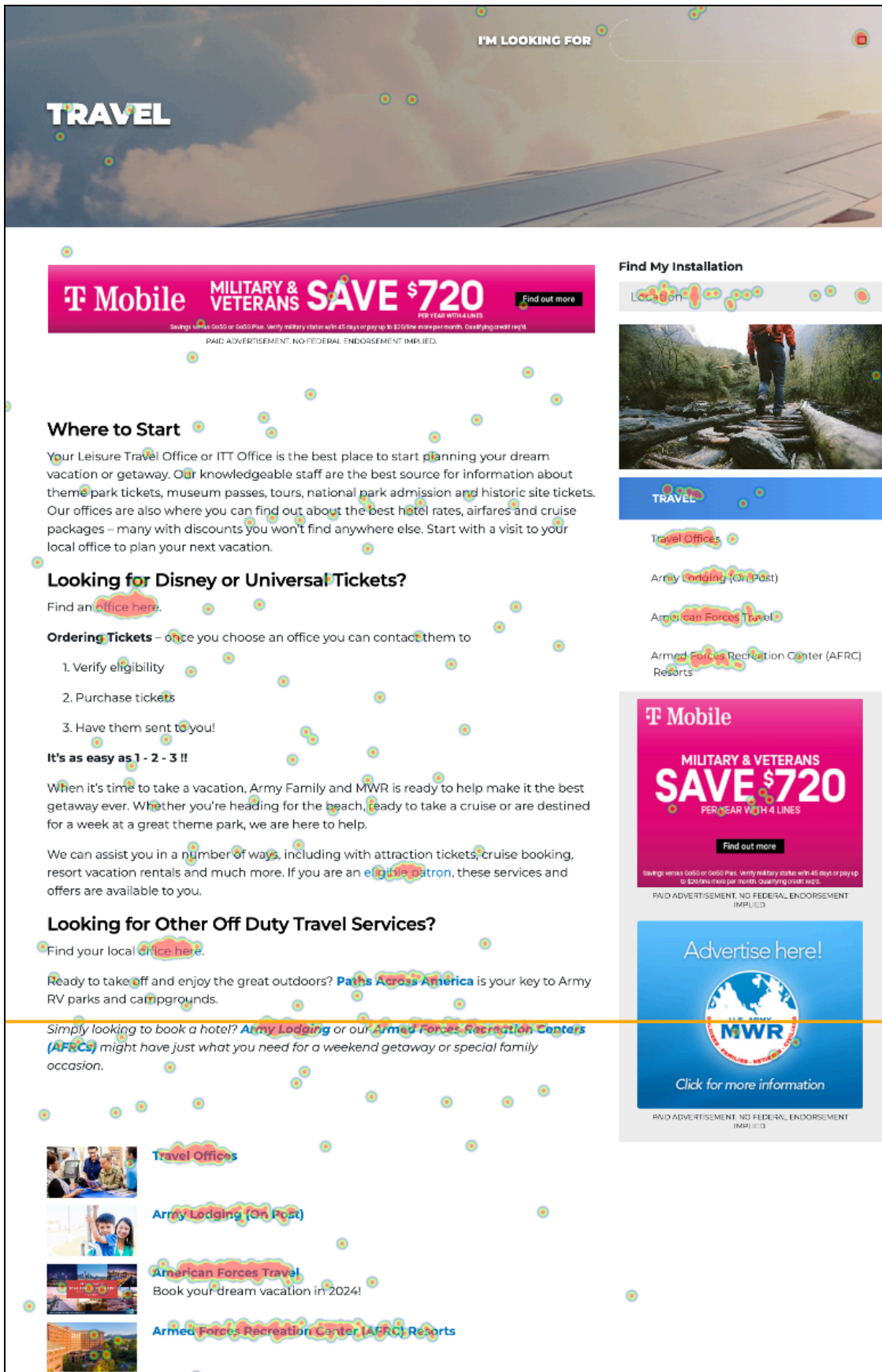
Heatmap Analysis

User interaction data revealed that visitors are highly task-focused when navigating the Leisure Travel page. Clicks clustered heavily around high-intent links, including:

- American Forces Travel
- Army Lodging (on-post)
- Armed Forces Recreation Centers (AFRC)
- Travel Offices

These links received the most engagement, especially when placed in grouped sections or listed in bulleted formats. Users largely bypassed long-form text and banner ads, indicating a preference for clear, actionable content.

Figure 6: HQ Travel Page Click Map



Libraries

The Libraries program experienced moderate year-over-year declines in most performance indicators during Q2. Total users reached 38,577, a 8.7% decrease, while new users dropped to 24,456 (-11.2%). Sessions declined to 56,756 (-11.7%) and views fell to 77,198 (-7.4%), suggesting reduced visibility and usage across library content.

Organic Search remained the dominant traffic source, generating 26,211 users, followed by Direct traffic with 9,065, Referral with 2,731, and Organic Social with 1,310. Unassigned channels added 109 users. Google was the top external source, delivering 23,780 users, with Bing (1,846), army.dodmwrlibraries.org (850), and m.facebook.com (775) contributing additional support.

Top-performing installations included:

- JBLM – 3,343 users
- Campbell – 1,631 users
- Hawaii – 1,524 users
- Liberty – 1,469 users
- Knox – 1,463 users

The main ArmyMWR.com site brought in 3,730 users, serving as a key centralized access point.

While traffic was down overall, engagement metrics showed improvement. The average session time rose to 2 minutes and 31 seconds, up 8.2%, and the engagement rate remained stable at 62%, with only a 0.1% dip. These results indicate that users who did visit spent more time on site and maintained consistent interaction levels.

Users showed a clear intent to access library tools and materials, especially those related to account setup, digital resources, and wellness content. Conversely, dense text paragraphs and promotional banners saw minimal interaction, signaling a preference for actionable content over informational copy.

Figure 7: HQ Library Page Click Map

I'M LOOKING FOR

LIBRARIES

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Location:

LIBRARIES

[Services/Resources](#)

[Account Registration](#)

[Summer Reading Program](#)

[Online Resources](#)

[Warrior Wellness Collection](#)

[New Circulation System](#)

Attention Army MWR Library patrons:

When you're on the move, the **Army MWR Library** online resources move with you wherever you are. Use our online resources to learn a new language, find a tutor, check out digital and audio books and much more!

T Mobile **MILITARY & VETERANS** **SAVE \$720** PER YEAR WITH 4 LINES
Savings versus Go5G or Go5G Plus. Verify military status with 45 days or pay up to \$20/mo more per month. Qualifying credit req'd. PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

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Sports and Fitness

Aquatics

The Aquatics program saw modest year-over-year growth across most performance indicators in Q2. Total users reached 52,406, a 3.2% increase, while new users rose slightly to 27,927 (+0.9%). Sessions climbed to 73,624 (+6.4%), and views reached 93,920, up 8.5% compared to the same period last year.

Traffic was driven primarily by Organic Search, which accounted for 33,781 users, followed by Direct traffic with 9,723, Organic Social with 6,840, and Referral with 2,419. Google remained the top source, delivering 31,165 users, with additional support from m.facebook.com (4,857), Bing (1,839), and other social and referral sources.

Engagement metrics also improved. The engagement rate increased to 67%, a 2.5% rise, and the average session time climbed to 2 minutes and 23 seconds, representing a 13.7% increase. These gains suggest that while growth was incremental, users are finding aquatics content more useful and spending more time interacting with it.

Table 13: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users
swim lessons	60	50
pool	56	41
swimming lessons	26	15
lifeguard	19	16
swim challenge	15	1
indoor pool	14	12
swim	9	8
pools	8	8
learn to swim	8	5
baby swimming classes	7	1

A heatmap has been set up for the Aquatics section to monitor user interaction patterns.

All Army Sports

The All Army Sports program saw a modest decline in traffic during Q2. Total users reached 9,767, reflecting a 5.6% decrease year-over-year, while new users dropped to 7,889 (-6.4%). Sessions declined to 12,482 (-4.8%) and views fell to 16,207, a 3.9% decrease from the previous year.

Organic Search led with 4,611 users, followed by Direct traffic (2,250), Organic Social (1,245), Referral (1,217), and Unassigned (444). Google remained the top individual source with 3,776 users (-17.6% YoY), while Bing traffic increased by 50.9%, and m.facebook.com referrals rose 25.1%. These shifts indicate growing reliance on alternative channels beyond traditional search.

Engagement metrics showed moderate improvement. The engagement rate held strong at 73%, up 3.4% from the previous year, and the average session time increased to 2 minutes and 12 seconds, reflecting a 6.9% gain. This suggests users are spending more time exploring program details and content once they arrive.

- 949 Athletes clicked on a link to start an application

Click data from the All Army Sports landing page reveals highly focused user engagement with task-driven areas. Key interactions clustered around:

- **"Apply Now"** buttons (both top and bottom of the page)
- **Sport-specific tiles**, with most activity on Basketball, Wrestling, and Volleyball
- The introductory **headline section**, including calls to action like "Put your skills to the ultimate test"

Lower interaction was observed in the central body text and footer, reinforcing that users are primarily scanning for application entry points and sport selection rather than general information.

Figure 8: HQ All Army Sports Page Click Map

APPLY NOW

BE ALL YOU CAN BE ON THE BATTLEFIELD & IN YOUR SPORT

Attention Soldier-Athletes, Coaches, and Trainers!

Are you ready to compete for a coveted spot on the Army's prestigious sports teams? Put your skills to the ultimate test with All-Army Sports!

If you secure a spot on an All-Army Sports team, you'll have the opportunity to compete at elite levels nationwide and possibly worldwide. Challenge your counterparts from other services and even other nations' militaries. Achieve victory and take home the gold while maintaining your rank, unit, and mission. Our sports programs typically offer short TDY opportunities, ranging from four days to three months, depending on the sport and your selection for higher-level competitions. This incredible opportunity is open to all: Active Duty, Army Reserve, Army National Guard, and Active Guard Reserve (AGR).

Think you've got what it takes? Explore our All-Army Sports offerings, discuss them with your leadership, and apply with your best foot forward when the time comes! Join All-Army Sports and unleash your athletic potential on a global stage.

SPORTS TO COMPETE IN

[HOW TO APPLY](#) | [SELECTION CRITERIA](#) | [FAQ](#) | [COACHES & TRAINERS](#) | [CALENDAR](#)

(Click on the sport of interest for more information.)

BASKETBALL

BOWLING

CROSS COUNTRY

GOLF

MARATHON

RUGBY

SOCCER

SOFTBALL

TRIATHLON

VOLLEYBALL

WRESTLING

APPLY NOW

PROGRAM MATERIALS

Bowling

The Bowling program experienced a year-over-year decline in overall traffic during Q2. Total users dropped to 53,512, a 12.0% decrease, while new users fell to 37,956 (-16.3%). Sessions totaled 73,463, down 11.6%, and views declined to 91,789, a 9.2% reduction from the same period last year.

Organic Search remained the primary channel, generating 37,046 users. Direct traffic followed with 13,571 users, while Organic Social brought in 1,872 and Referral traffic added 1,685. Google was the top source overall with 35,158 users, followed by Bing (1,346) and m.facebook.com (1,172).

Despite the drop in volume, user quality improved. The engagement rate held steady at 61%, with only a 0.5% decrease, while average session time increased to 2 minutes and 30 seconds, reflecting an 8.9% gain. This suggests that while fewer users visited, those who did were more engaged and spent more time exploring available content.

Table 14: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
bowling	57	41
discovery	52	9
food	14	14
jobs	9	7
pro shop	8	6
birthday party	7	7
birthday	6	5
gym	5	3
hangar	5	4
tournaments	5	2

Fitness Centers

The Fitness Centers program experienced a moderate year-over-year decline in traffic during Q2. Total users dropped to 95,923, down 10.0%, while new users decreased to 63,478 (-13.8%). Sessions fell to 139,678 (-5.1%) and views to 182,134 (-4.4%), indicating slightly reduced visibility and reach across the network.

Traffic was led by Organic Search, which contributed 67,422 users, followed by Direct traffic (23,806), Referral (3,105), and Organic Social (2,690). Google remained the dominant source with 63,183 users, followed by Bing (3,259) and m.facebook.com (1,729).

Despite lower overall traffic, engagement metrics showed improvement. The engagement rate increased to 65%, a 2.3% gain, and average session time rose to 2 minutes and 43 seconds, reflecting a 17.9% increase. These figures suggest that while fewer users visited, those who did were more engaged and spent significantly more time interacting with the content.

- 27,278 People downloaded a location map, or schedule for fitness classes

Table 15: Top Downloads for Fitness Center Resources

Downloads	Total ▼
Fitness Centers Hours Chart	1,899
Fitness Centers Location Map	1,554
here	984
January	930
February	908
downloaded here	860
Group Fitness Calendar	794
Contractor Access Form	793
Get the latest Fitness Calendar here!	782
Ivy Fitness Center Equipment Use Guidelines	780
February 2025 schedule	654

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users
pool	80	69
sauna	47	42
gym	41	38
discovery	35	4
boxing	22	17
yoga	20	15
tennis	16	16
fitness	16	15
fitness center	15	15
dress code	13	12

Intramural Sports

The Intramural Sports program saw a year-over-year decline across all major traffic metrics in Q2. Total users reached 4,330, a 13.8% decrease, while new users dropped to 1,352 (-19.2%). Sessions totaled 5,342 (-13.3%) and views fell to 6,368, a 14.1% decline compared to the previous year.

Organic Search was the dominant channel, contributing 3,113 users, followed by Direct traffic (765), Referral (291), and Organic Social (175). Google remained the top traffic source with 2,781 users (-13.8%), while Bing increased 22.4%, and other platforms like m.facebook.com and duckduckgo saw double-digit declines.

Engagement performance showed mixed results. While the engagement rate declined slightly to 79% (-1.2%), the average session time rose to 2 minutes and 2 seconds, a 20.2% increase. This suggests that although traffic was lower, those who did visit were more invested in exploring program content.

Table 17: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
soccer	3	3
pickleball	3	3
volleyball	3	2
youth sports	3	3
golf	2	2
esports	2	2
5k	2	1
pool	2	1
spin class	2	1
football	2	1

STRONG B.A.N.D.S.

The Strong B.A.N.D.S. campaign saw a 17.4% increase in total users during Q2, reaching 2,431 users. New user growth was particularly notable, climbing 160.1% year-over-year to 991. Sessions rose to 2,733 (+18.9%) and views increased to 3,885 (+20.2%), signaling renewed interest and reach for the campaign.

Traffic was nearly evenly split between Organic Search (1,110) and Direct traffic (1,068), with smaller contributions from Referral (178), Organic Social (85). Google was the leading external source, with meaningful support from home.army.mil and installation-level sites.

Despite increased traffic, engagement metrics declined. The engagement rate fell to 66% (-24.9%), and average session time dropped to 1 minute and 3 seconds, a 34.6% decrease. These trends suggest that while outreach efforts brought in more visitors, content or navigation may not be sustaining user attention as effectively as in previous campaigns.

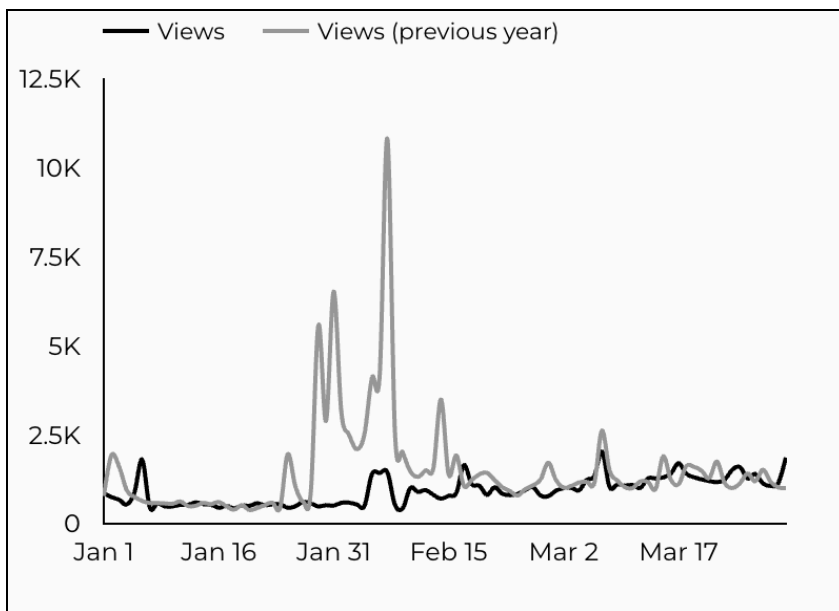
Army Ten Miler (ATM)

The Army Ten-Miler program experienced significant year-over-year declines across key metrics in Q2. Total users reached 33,966, a 39.0% decrease, while new users dropped to 32,501 (-39.6%). Sessions totaled 48,470 (-39.0%) and views fell to 82,936, also down 39.6% from the previous year. These decreases are largely attributed to the absence of targeted promotional campaigns that were active during the same period in 2024, which had driven a temporary surge in traffic and engagement.

Traffic remained primarily driven by Organic Search (16,147 users), followed by Direct (11,106), Organic Social (5,147), Referral (1,517), and Unassigned (242). Google delivered 14,853 users, with additional contributions from m.facebook.com (4,358) and Bing (937).

Engagement metrics also declined. The engagement rate fell to 43%, a 7.6% drop, suggesting lower user interaction and fewer on-site actions. These shifts reflect a return to baseline performance following last year's elevated traffic due to promotional efforts.

Figure 9: Compares page views for the Army Ten-Miler (ATM) between Q2 FY25 (black line) and the same period in the previous year (gray line).



World Class Athlete Program (WCAP)

The WCAP site experienced notable year-over-year declines in Q2. Total users fell to 15,527, representing a 20.0% decrease, while new users dropped to 15,395 (-19.5%). Sessions were down 15.6% to 19,882, and views declined 24.4% to 38,729.

These shifts are expected, as **the previous year coincided with the 2024 Summer Olympics**, which significantly elevated visibility and interest in athlete profiles and Olympic-related content across the site.

Traffic was driven primarily by Organic Search with 10,600 users, followed by Direct (2,929), Referral (1,756), and smaller contributions from Organic Social (272) and Unassigned sources (52). Google led with 9,932 users, supported by goarmy.com (1,291) and Bing (475).

The engagement rate fell to 54% (-12.2%), and average interaction decreased across several sport-specific pages. Despite the overall trend, select content like PARIS 2024 and Apply Now saw increased activity, indicating ongoing interest in Olympic follow-up and athlete recruitment.

Figure 10: WCAP Views Comparison

