



ACS Insights and Recommendations

Third Quarter FY26

ACS Traffic

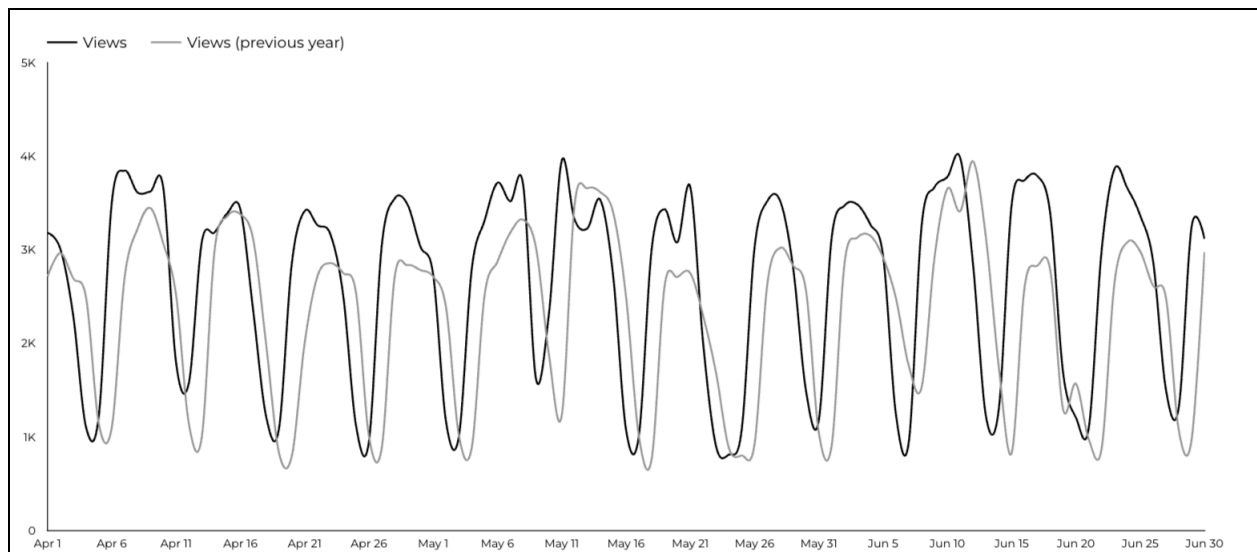
Traffic Overview

- **Total Users:** 131,167 (12.6% increase YoY)
- **New Users:** 91,695 (17.6% increase YoY)
- **Sessions:** 157,914 (2.4% increase YoY)
- **Views:** 241,763 (15.0% increase YoY)
- **Engagement Rate:** 60% (0.1% decrease YoY)

Traffic Pattern

- Consistent weekly spikes with predictable dips, indicating routine, task-based visits rather than one-time campaigns.

Figure 1: ACS Trends Compared YoY



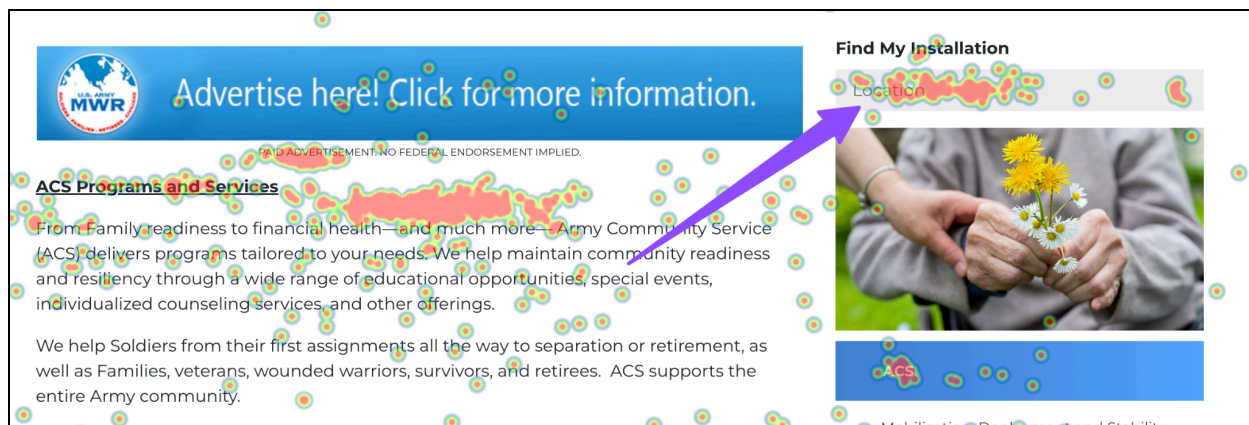
Heatmaps

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: User Behavior Heatmap, ACS Landing Page



Heatmap analysis of the ACS landing page shows the "Find My Installation" location selector as the single hottest element on the page, drawing significantly more engagement than any other component. This suggests a large share of visitors arrive without installation context set and interact with this control before doing anything else, consistent with ACS being a program patrons need to access across relocations.

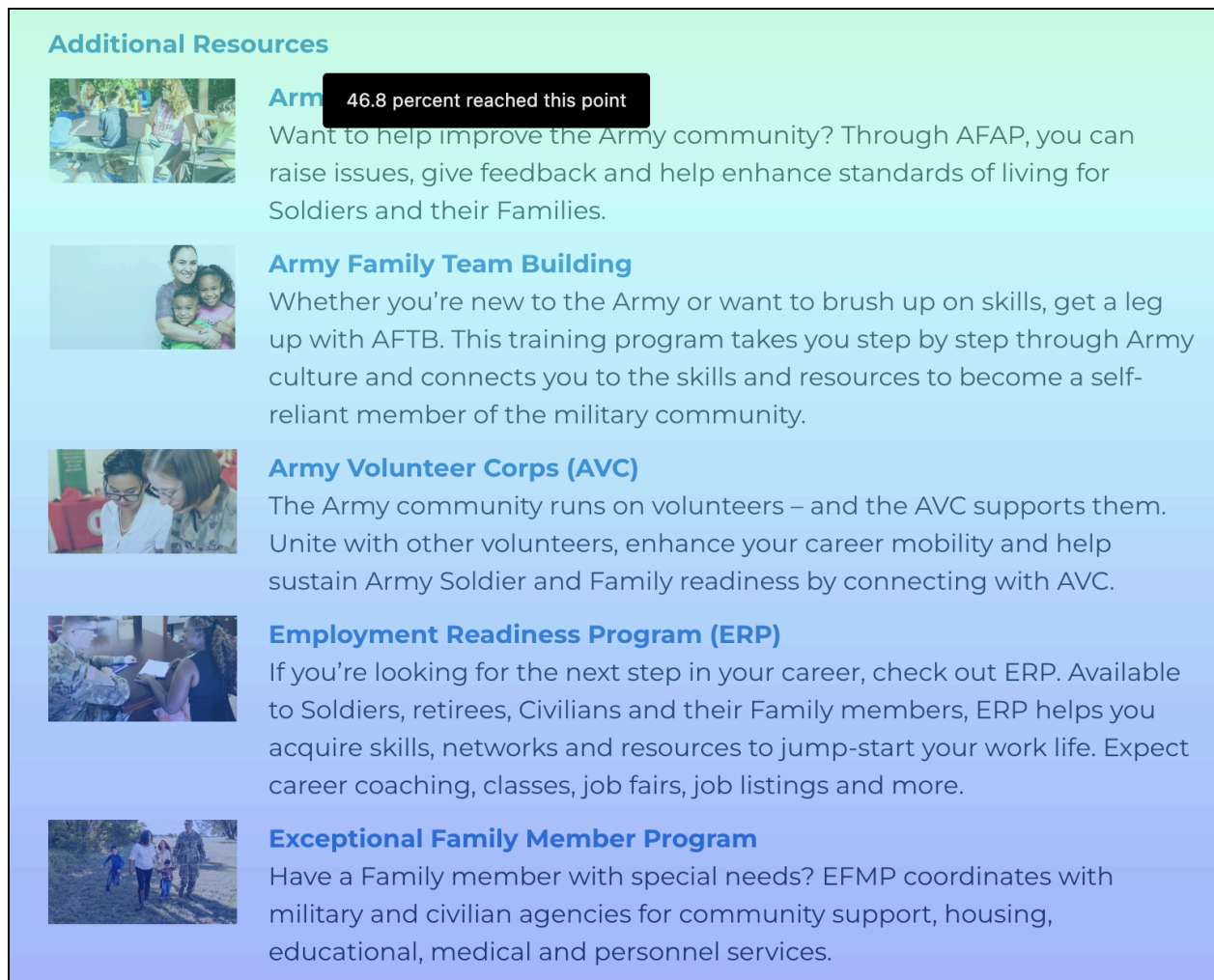
Insight for Recommendations: The concentration of activity on "Find My Installation" points to installation selection as a key step in the user journey. Surfacing this control even

more prominently, or reducing the steps needed to reach it, could streamline the path for visitors trying to find installation-specific ACS information.

Scroll Map

The percentage "73.1%" displayed in the heatmap indicates that 73.1% of visitors to the page scrolled down far enough to reach the green section where that point is highlighted.

Figure 3: Scroll Depth Heatmap, ACS Landing Page



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.

Scroll data shows a steep drop-off in reach as users move down the page. Nearly all visitors see the hero banner and the "ACS Programs and Services" intro, but only 46.8% of visitors

scroll far enough to reach the "Additional Resources" list, and just 37% make it further down the page. This means the majority of ACS program links below the fold, including Survivor Outreach Services, SFAC, and SHARP near the bottom, receive limited exposure.

Insight and Recommendations:

With over half of visitors never reaching "Additional Resources," and even fewer scrolling past it, surfacing high-demand program links higher on the page, or above the fold, would meaningfully increase their visibility. Reordering the list by patron demand or program traffic volume, rather than the current fixed order, could also help ensure high-need programs aren't buried where scroll depth data shows most visitors won't see them.

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

5,374 new pages were created across the enterprise site, the majority tied to the new program content standardization initiative.

- 971 pages were published under ACS

Table 1: Total new pages added to ACS last quarter

Name	Total ▾
VMIS & Tracking Hours	80
How SFAC Works	80
Support During Deployment	80
School Transition and Deployment Support	80
SFAC Services	80
Preparing for Deployment	80
Who SFAC Supports	80
Suicide Prevention	80
Soldier & Family Readiness Groups (SFRGs)	80
Mobilization, Deployment & Support Operations	79
Soldier and Family Assistance Center (SFAC)	77
Army Volunteer Corps	71
Army Volunteer Corps 2	9
Soldier and Family Assistance Center (SFAC) 2	3
In Processing E1-E4 Financial Orientation Class	1
EFMP Storytime - June	1
Connect With ACS	1
FAP Summer Safety Campaign	1

Search

The analysis focuses on key search metrics, including total searches, unique users, and search count per user. This data provides insights into user behavior and popular topics of interest.

What users are telling us (intent patterns)

Internal search behavior is high-intent and problem-driven, not casual browsing. The strongest themes emerge immediately:

Five thematic categories emerged from the search data: financial readiness, program access and navigation, specific named programs, PCS and relocation, and employment and careers. Financial readiness is the dominant cluster by raw volume, with finance-related terms accounting for over 130 combined searches.

Figure 4: Family support search terms by total searches, ACS program

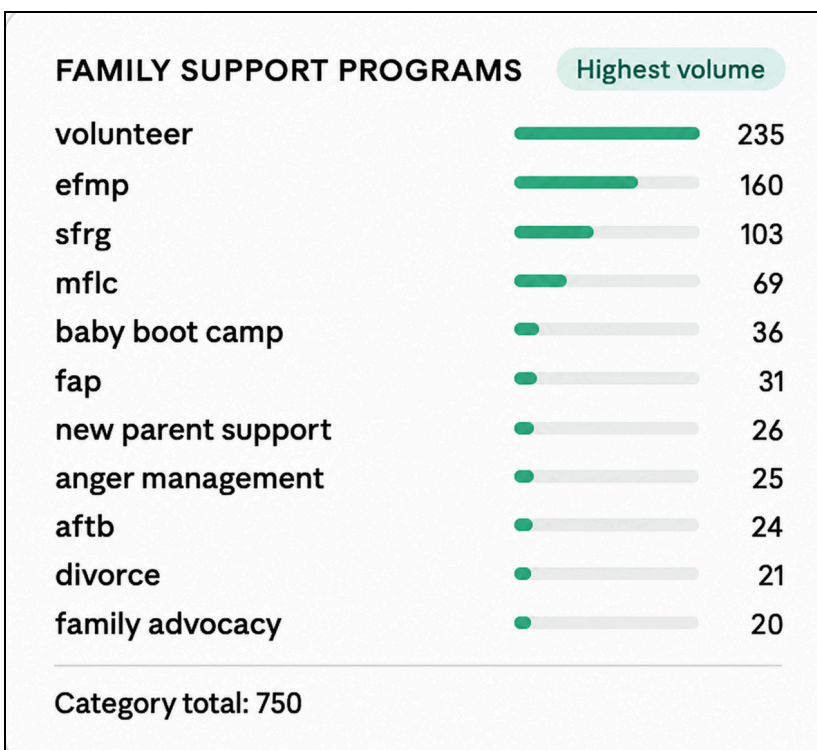


Figure 5: Tools and program access and navigation search terms by total searches

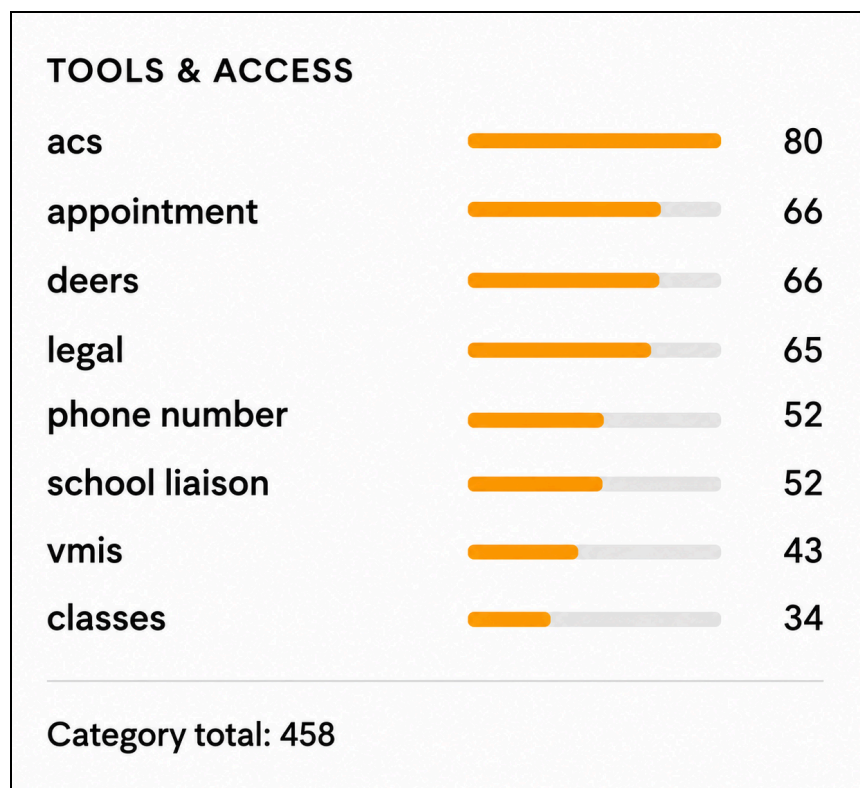
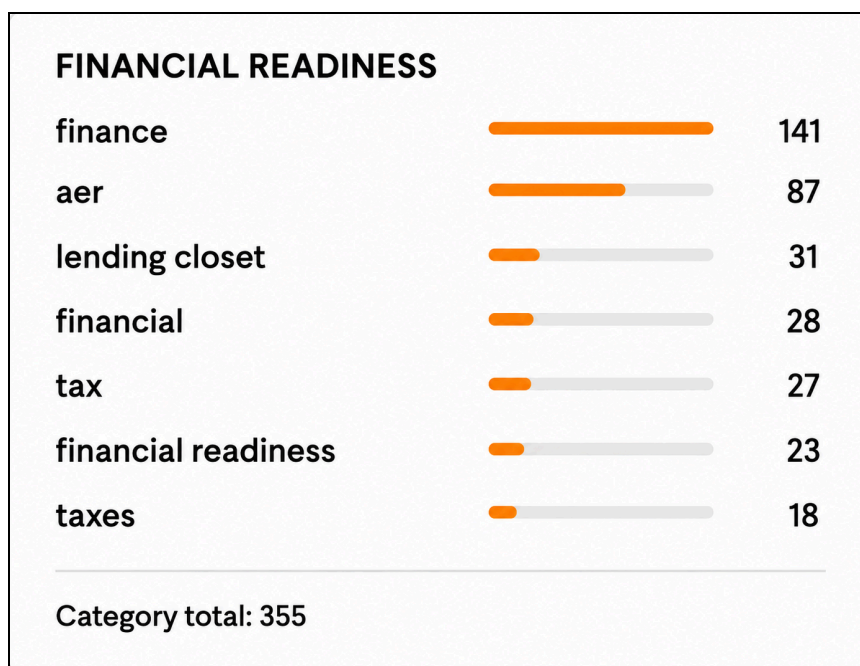


Figure 6: Financial Readiness search terms by total searches, ACS program



Insight and Recommendations

ACS-related search behavior in Q3 FY26 skews toward specific, task-driven programs rather than generic browsing. Family support programs generated the highest combined volume (750 searches), led by "volunteer" (235) and "efmp" (160), followed by tools and access terms (458), employment and careers (506), financial readiness (355), and PCS/relocation/deployment (152).

Across nearly every category, patrons search by task or need (jobs, appointment, tax) more often than by official program name (employment readiness, financial readiness, relocation readiness), which consistently rank lowest within their own categories. This pattern suggests page titles, headers, and metadata across ACS content would benefit from incorporating the plain-language terms patrons actually search, rather than relying on formal program names alone.

Army Community Services

The ACS program delivered strong overall growth during Q3 FY26. The program reached a total of 131,167 users, representing a 12.6% increase year over year. New users rose to 91,695, reflecting 17.6% growth, indicating the program is successfully reaching first-time audiences alongside its returning base. Sessions increased 2.4% to 157,914, and total views rose 15.0% to 241,763 year over year. The gap between user growth (12.6%) and session growth (2.4%) suggests visitors are consolidating their needs into fewer sessions, consistent with the consistent weekly spikes and predictable dips that characterize ACS as a routine, task-based destination rather than a campaign-driven one.

Organic search was the leading acquisition channel, followed by direct traffic and referral. Direct traffic grew substantially year over year even as organic search softened, pointing to a growing base of returning or bookmark-driven visitors alongside steady search-based discovery. The enterprise domain www.armymwr.com drove the highest installation-level traffic at 33,849 users, an 11.1% increase year over year. Fort Hood showed the most significant growth among installation subdomains, increasing 1,280.9% year over year to 7,305 users, an outlier off a small prior-year base worth confirming with the program team

before citing as an organic trend. Fort Humphreys was the only top-five installation to decline substantially, falling 21.3% to 3,626 users.

Google traffic declined 13.7% year over year despite overall user growth, indicating that direct traffic (up 67.2%) is compensating for a weakening organic search presence, the same dynamic flagged in the prior quarter. The engagement rate held essentially flat at 60%, a 0.1% decrease year over year, meaning this quarter's audience growth has not come at the cost of visit quality.

Army Family Team Building (AFTB)

Army Family Team Building (AFTB) recorded strong growth across all traffic metrics during Q3 FY26. Total users grew 35.0% year over year to 1,389, and new users rose 65.7% to 618, indicating the program is expanding its first-time audience considerably faster than its returning base. Sessions increased 28.2% to 1,619, and views rose 33.6% to 1,937 year over year. The sharp new-user growth relative to overall user growth suggests AFTB is reaching patrons who have not previously engaged with the program, rather than growth being driven primarily by repeat visits.

Direct traffic was the leading acquisition channel at 752 users, followed by organic search at 475 users and referral at 203 users. Direct and google were the top session sources at 752 and 365 users respectively, with armyfamilywebportal.com (48) and armyresilience.army.mil (35) contributing meaningful referral traffic from trusted partner ecosystems.

The main Army Family Team Building page drove the vast majority of traffic and grew 33.1% year over year, closely tracking the program's overall growth. Course Overview and Sign Up, Volunteer, and Contact Us each drew smaller but measurable traffic, suggesting a portion of visitors are moving past the landing page into specific next steps like registration or getting in touch.

AFTB's page (</programs/army-family-team-building>) is part of the Unit B content standardization that launched June 11, 2026, roughly the final three weeks of the quarter, which likely contributes to this quarter's strong new-user growth.

Engagement metrics softened despite the traffic gains. The engagement rate declined 16.4% to 58%, and average session time fell 24.4% to 1 minute and 47 seconds year over year, the steepest engagement declines recorded across the ACS program set this quarter. This pattern, combined with the surge in new users, suggests a large share of first-time visitors are arriving, completing a quick task, and leaving without exploring further, consistent with an audience still orienting itself to the newly relaunched page rather than a content quality concern.

Table 2: AFTB Page Traffic

Page	Total users ▼	% Δ
Army Family Team Building	1,424	33.1% ↑
Course Overview and Sign Up	88	-
Volunteer	48	-
Contact Us	42	-

Figure 7: AFTB Views Trend vs. Prior Year, Unit B Launch (June 11)

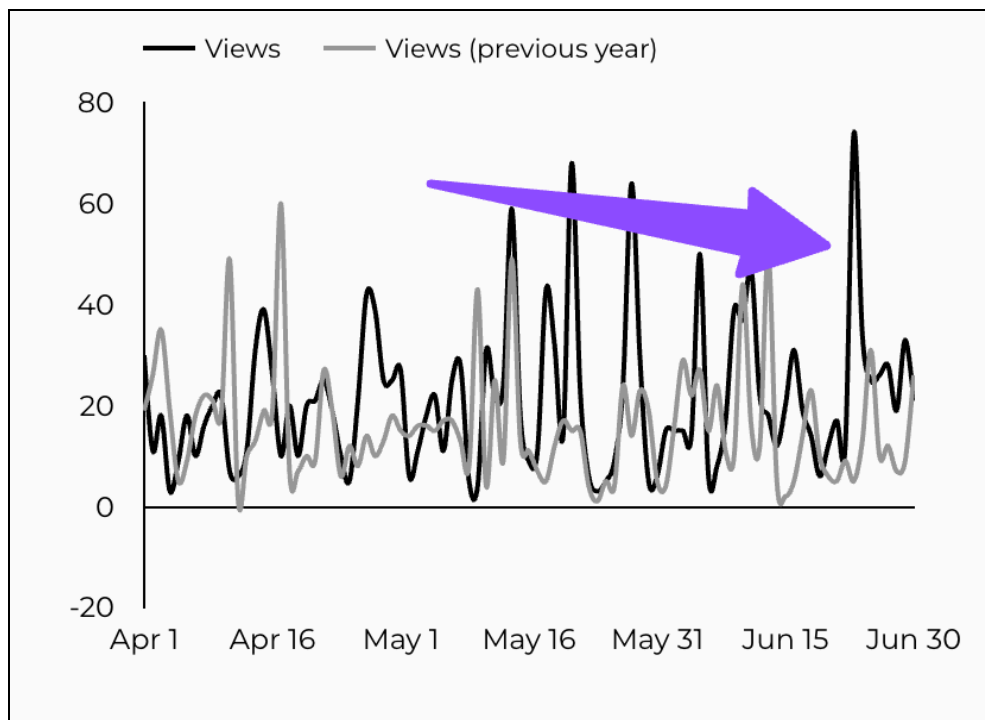


Figure 8: User Behavior Heatmap, JBLM AFTB Page

ARMY FAMILY TEAM BUILDING

SALUTE TO SERVICE THURSDAYS **\$29.40 TICKET PACKAGE**

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ARMY FAMILY TEAM BUILDING

Course Overview and Sign Up

Volunteer

Contact Us

Ask the Community

Classes

Gain valuable skills to support your Army Family. Enroll Today.

Contact Us

Find the coordinator at the installation closest to you.

Start Learning

Contact Us

Learn, Grow, and Lead with Army Family Team Building

Army Family Team Building (AFTB) is a free training program that helps you feel more confident in Army life. Whether you're a Soldier, spouse, Family member, or Army Civilian, AFTB gives you skills to grow as a person, lead others, and handle military life with confidence.

AFTB classes are great for:

- Learning how the Army works
- Meeting other people in your community
- Building leadership and communication skills
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We offer classes for beginners and more advanced learners. You can choose what works best for you!

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ARMY FAMILY TEAM BUILDING

With only 35 samples recorded since the page went live, this heatmap reflects an early, limited data set, but a pattern is already emerging. Click activity concentrates above the fold, on the "Classes" and "Contact Us" icon links and their "Start Learning" and "Contact Us" call-to-action text. The right-rail sitemap navigation (Course Overview and Sign Up, Volunteer, Contact Us) also draws engagement, suggesting visitors are using it to jump directly to specific sections rather than scrolling through the full page.

Insight and Recommendations:

The Q3 FY26 traffic trend chart shows views tracking close to the prior-year pace through most of April and May, then pulling meaningfully ahead of last year starting mid-June, coinciding with the June 11 Unit B page relaunch. This visual confirms the traffic lift is tied to the new page rather than distributed evenly across the quarter. Recommend continuing to track AFTB into Q4 FY26 to see whether the elevated traffic holds and whether engagement rate and session time recover as the new page matures.

Army Family Action Plan (AFAP)

AFAP had a mixed quarter, with modest user growth offset by declines across most other traffic metrics. Total users rose slightly to 1,153, a 2.5% increase year over year, but views fell 6.4% to 1,545 and sessions declined 4.6% to 1,256. This combination, a growing user base generating fewer views and sessions, suggests visitors are arriving with narrower intent and leaving after a shorter, more limited interaction rather than exploring the page in depth.

Organic search was the leading acquisition channel at 329 users, followed closely by direct traffic at 296 users, with referral (74) and organic social (46) contributing smaller shares. Google (250) and direct (296) were the top session sources, with installations.militaryonesource.mil (19) and home.army.mil (19) providing modest but trusted-partner referral traffic. Notably, chatgpt.com appeared as a session source at 14 users, a small but emerging signal consistent with the AI-assisted search trend flagged in the broader ACS analysis.

Engagement softened alongside the traffic pattern. The engagement rate declined 5.3% to 66%, still one of the stronger engagement rates across the ACS programs, but the pairing with declining views and sessions suggests that while the users who arrive are engaging reasonably well, fewer of them are returning for multiple interactions this quarter.

Figure 9: AFAP Landing Page Heatmap



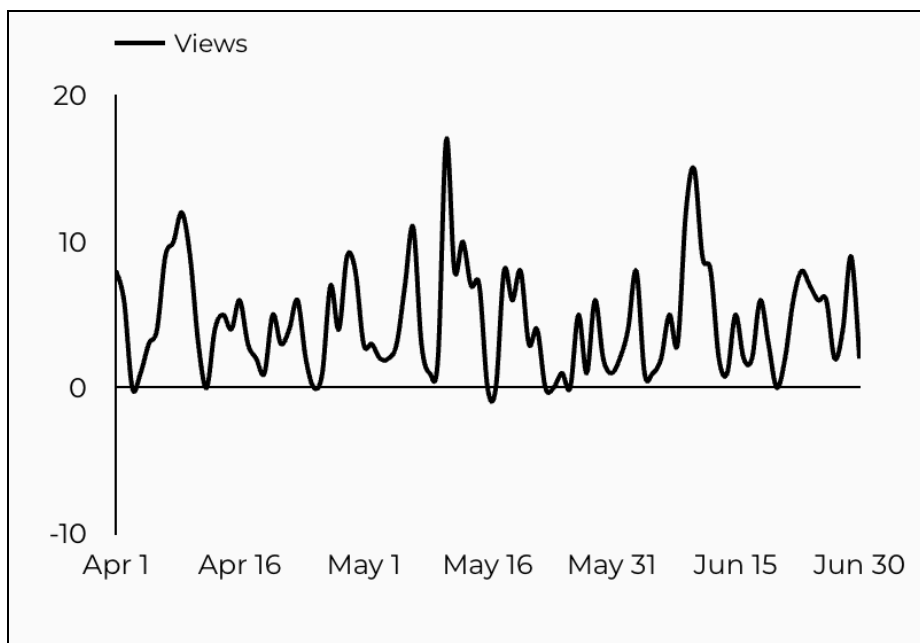
Army Family Web Portal (AFWP)

AFWP experienced broad-based declines across all traffic and engagement metrics during Q3 FY26. Total users fell 28.5% year over year to 358, and new users declined 8.5% to 195, indicating the program is losing ground with both new and returning audiences, though new users held up notably better than the overall base. Sessions decreased 27.7% to 417, and views fell 29.5% to 413 year over year. The consistency of the decline across all four traffic metrics suggests a systemic visibility or awareness issue rather than an isolated factor.

Organic search was the leading acquisition channel at 238 users, followed by referral at 86 users and direct at 42 users. Google was the top session source at 173 users, followed by armyfamilywebportal.com at 61.

Engagement told a more mixed story. The engagement rate declined 10.2% to 62%, but average session time rose 30.6% to 1 minute and 52 seconds year over year, the only ACS program this quarter showing that particular combination. This pattern suggests that while fewer visitors are arriving and a smaller share are completing intended actions, those who do arrive are spending meaningfully more time on the page.

Figure 10: AFWP Trends



Army Volunteer Corps (AVC)

The Army Volunteer Corps (AVC) program delivered solid growth during Q3 FY26, a reversal from the modest declines seen last quarter. Total users rose 6.7% year over year to 4,709, and sessions increased 3.9% to 5,622, indicating the program is not just holding its audience but actively expanding it. Views grew 4.0% to 6,084, a marked improvement from Q2's 10.9% decline, suggesting users are once again navigating more pages per visit than in the prior year.

Organic search remained the leading acquisition channel for AVC, followed by direct traffic and referral. Google was the top session source at 2,130 users, followed by direct at 1,708 users and Bing at 387 users. The armyfamilywebportal.com (141 users) and home.army.mil (115 users) referral sources continue to indicate strong traffic from trusted partner ecosystems with direct relevance to the AVC audience. Facebook drove a combined 67 users across facebook.com and m.facebook.com, and chatgpt.com (37 users) continues to reflect the growing diversity of search and discovery channels reaching AVC content. At the installation level, Wiesbaden stood out with a 234.4% increase to 545 users, while www.armymwr.com, the largest single source of traffic, declined 12.6% to 1,815 users.

Engagement metrics present a positive picture for AVC this quarter. The engagement rate declined slightly by 2.9% to 66%, but average session time rose 25.0% year over year to 3 minutes and 10 seconds, building on last quarter's 21.6% increase and marking the longest session time recorded across the ACS portfolio this quarter. This continued growth in time on page, now for a second consecutive quarter, reinforces that users engaging with AVC content are spending meaningfully more time on the site than in prior periods.

Figure 11: AVC Landing Page Heatmap

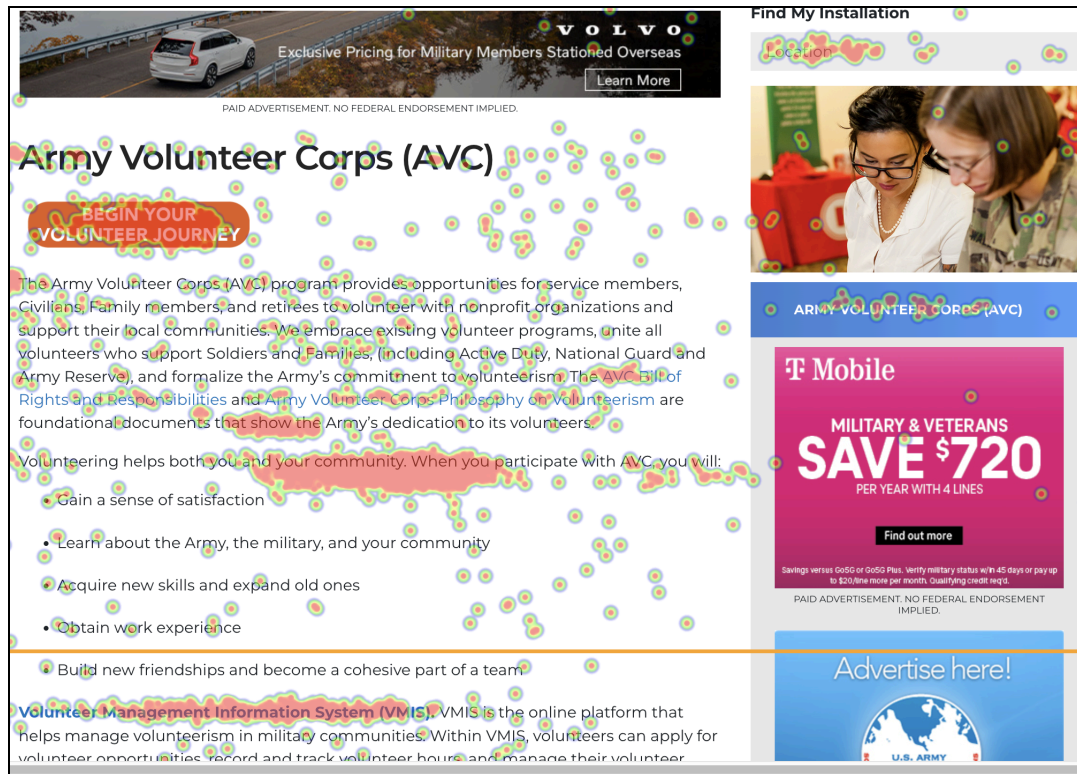


Table 3: Top Link Clicks

Click Text	Event count ▾
Events Needing Volunteers	184
here	172
On-Going Volunteer Opportunities	146
Click here for full On Post Volunteer Organization List	88
Volunteer Calendar	66
VOY26 Nomination Guidelines	52
DD2793 Volunteer Agreement Form	38
Volunteer Agreement Form (DD Form 2793)	34
2026 USARHAW Installation Volunteer Recognition Ceremony Information Packet	28
Grand total	1,401

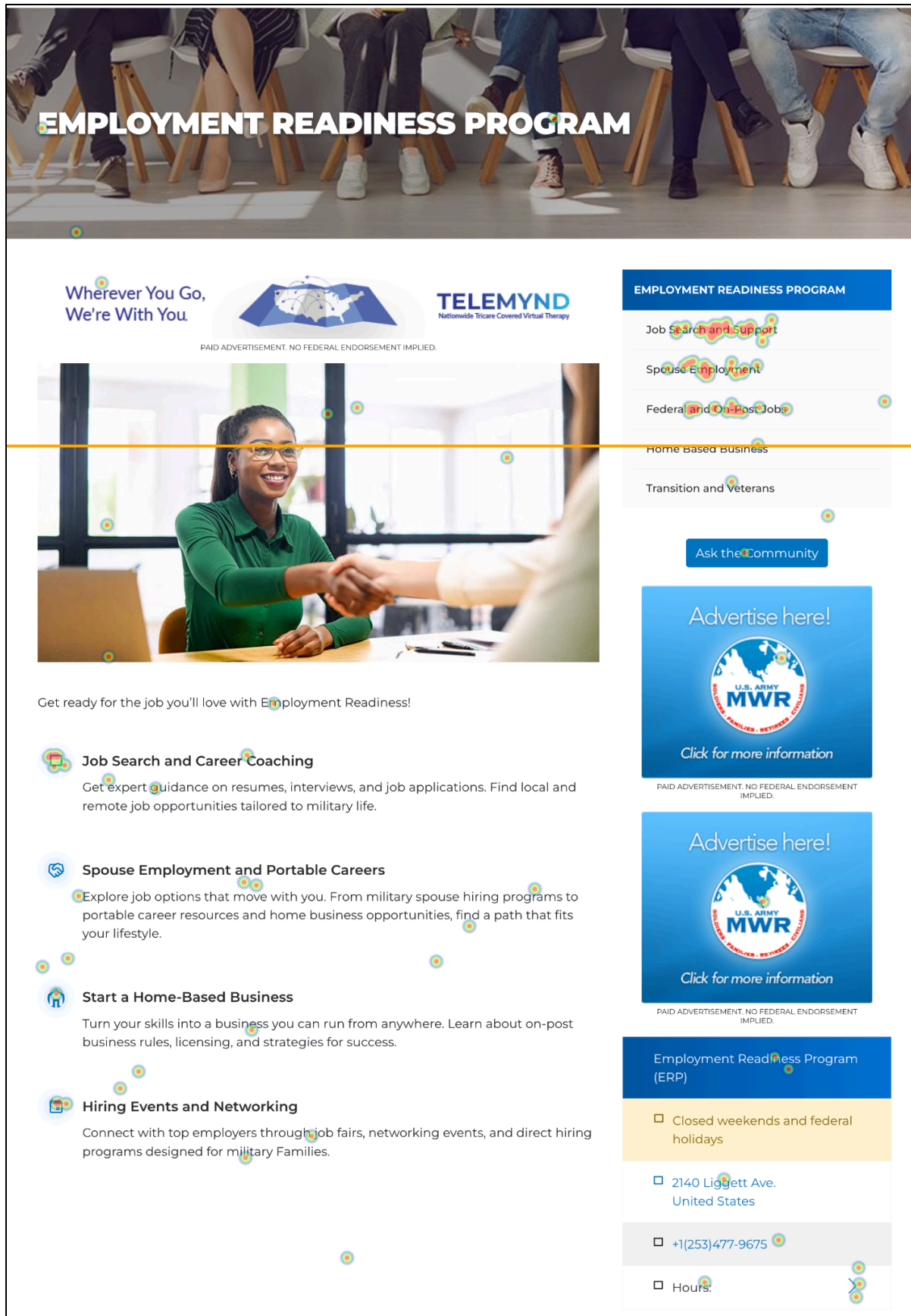
Employment Readiness Program (ERP)

ERP delivered the strongest performance across the entire ACS program this quarter. Total users grew 23.0% year over year to 82,420, and new users rose 55.7% to 50,690, indicating the program is drawing in a substantial wave of first-time visitors on top of a growing returning base. Sessions increased 19.0% to 100,591, and views rose 15.9% to 142,131 year over year. These gains are directly tied to the Unit A content launch, which restructured the ERP page into distinct sections (Job Search and Support, Spouse Employment, Federal and On-Post Jobs, Home Based Business, and Transition and Veterans), giving visitors clearer, task-specific pathways instead of a single undifferentiated page.

Organic search remained the leading acquisition channel at 39,476 users, followed by direct traffic at 21,840 users and organic social at 12,844 users, the strongest organic social contribution of any ACS program this quarter. Facebook stood out as a session source, surging 1,542.9% year over year to 6,243 users, alongside strong growth from [lm.facebook.com](#) (226.1%) and [m.facebook.com](#) (9.1%), suggesting paid or organic social promotion tied to the relaunch is meaningfully driving traffic. Installation-level growth was broad-based, led by Redstone (70.8% increase to 4,122 users) and Fort Stewart-Hunter (50.4% increase to 3,080 users).

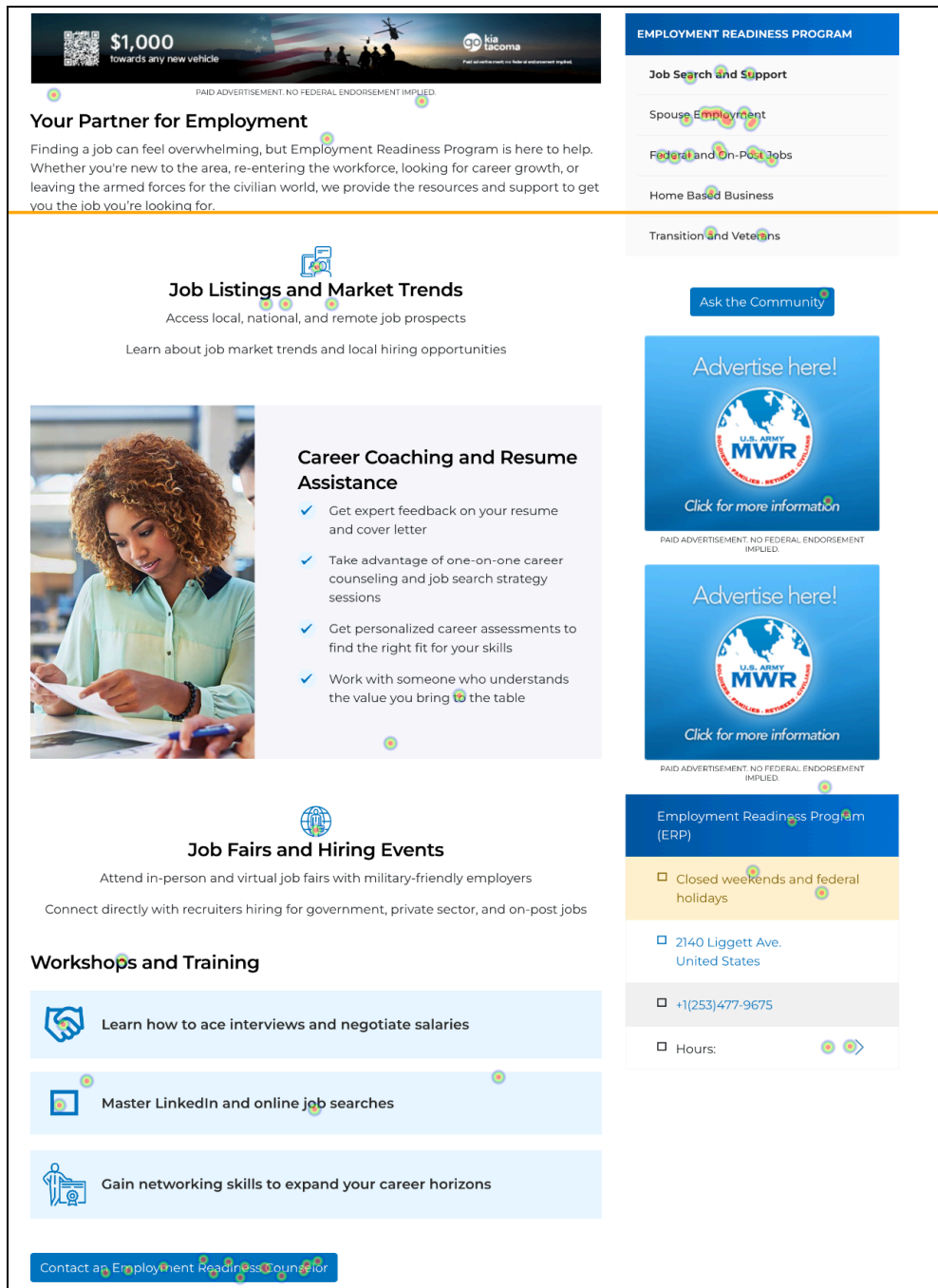
Engagement metrics moved in the opposite direction of traffic. The engagement rate declined 11.2% to 64%, and average session time fell 11.1% to 2 minutes and 4 seconds year over year. This is consistent with the pattern seen elsewhere following the content launch: a large influx of new, first-time visitors (55.7% growth) typically engages at a lower rate while still becoming familiar with the redesigned page structure, rather than signaling a quality or relevance problem with the new content itself.

Figure 12: User Behavior Heatmap, ERP Landing Page (JBLM), Q3 FY26



The main ERP landing page shows engagement concentrated on the new right-rail sub-navigation (Job Search and Support, Spouse Employment, Federal and On-Post Jobs), confirming visitors are using the Unit A redesign's structure to jump directly to their area of interest rather than scrolling through a single long page.

Figure 13: User Behavior Heatmap, ERP Job Search and Support Page



On the Job Search and Support sub-page specifically, engagement concentrates on the "Career Coaching and Resume Assistance" checklist items and the "Contact an Employment Readiness Counselor" button at the bottom of the page, with lighter but present activity on the "Job Fairs and Hiring Events" and "Workshops and Training" sections above it. This

shows visitors are reading through the full page before taking action, rather than clicking the contact button immediately.

Insight and Recommendations

With only 250 samples recorded since the Unit A relaunch, this data should be treated as an early but positive signal. Since the redesign is clearly driving both traffic and engagement with the sub-navigation, recommend continuing to monitor whether the declining engagement rate and session time recover as visitors become more familiar with the new page structure.

Exceptional Family Member Program (EFMP)

EFMP posted strong growth across all traffic metrics during Q3 FY26. Total users rose 26.7% year over year to 11,856, and new users grew 26.0% to 8,175, indicating the program is expanding its returning and first-time audiences at nearly the same pace. Sessions increased 19.1% to 14,760, and views rose 37.9% to 19,563 year over year. Views growing well ahead of sessions suggests visitors are viewing more pages per visit, consistent with a page that gives them more to explore.

As with AFTB, EFMP's page (</programs/exceptional-family-member-program>) is part of the Unit B content standardization that launched June 11, 2026, roughly the final three weeks of the quarter. This context is worth keeping in mind when interpreting this quarter's strong topline growth, since it likely reflects the same early post-launch lift seen elsewhere in Unit B rather than growth spread evenly across the full quarter.

Organic search was the leading acquisition channel at 5,618 users, followed closely by direct traffic at 5,050 users, with referral (1,097) contributing a meaningful secondary share. Direct and google were the top session sources at 5,050 and 4,740 users respectively, with efmp.army.mil (246) providing a notable dedicated-domain referral source.

The main EFMP page grew 20.8% year over year and drove nearly all traffic, while Contact was a clear second at 1,239 users, notably higher than any other sub-page, echoing the heatmap finding that Contact draws outsized engagement relative to Resources and other self-service content.

Engagement metrics softened despite the traffic growth. The engagement rate declined slightly by 0.9% to 56%, the lowest engagement rate recorded across the ACS portfolio this quarter, while average session time fell 22.4% to 2 minutes and 1 second year over year. This pattern, strong new-user growth paired with declining session time and the lowest engagement rate in the portfolio, is consistent with a large wave of first-time visitors still orienting themselves to a newly relaunched page, similar to the pattern seen with AFTB.

Table: EFMP Page Traffic

Page	Total users ▾	% Δ
Exceptional Family Member Program	11,802	20.8% 📈
Contact	1,239	-
Resources and Forms	301	-
Medical EFMP	294	-
Get EFMP Support	238	-
Classes, Events, and Support Groups	125	-
School Support	99	-
Child and Youth Access	92	-
Respite Care	91	-

Figure 14: EFMP Views Trend vs. Prior Year, Unit B Launch

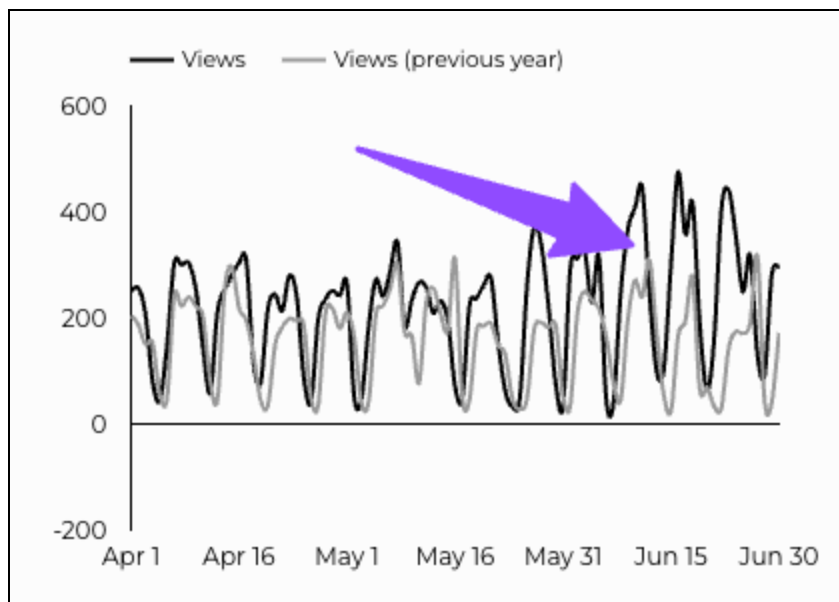
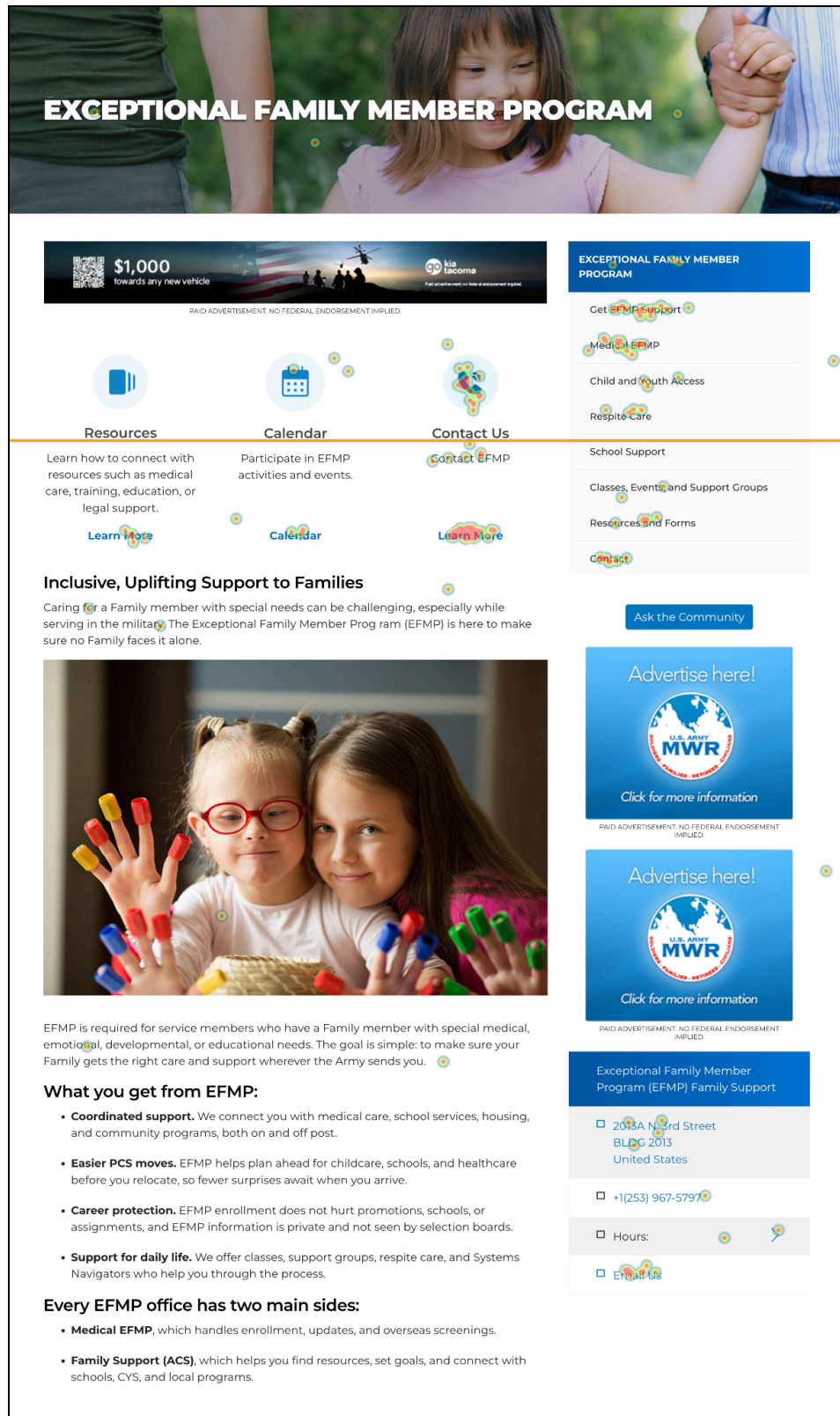


Figure 15: User Behavior Heatmap, EFMP Landing Page



Heatmap analysis of the new EFMP page shows the "Contact Us" tile and its "Learn More" link as the clear hotspot on the page, drawing significantly more clicks than the "Resources" and "Calendar" tiles beside it. The right-rail sitemap also shows engagement, concentrated on "Get EFMP Support" and "Respite Care."

Family Advocacy Program (FAP)

FAP delivered stronger growth than previously reflected. Total users rose 9.4% year over year to 11,738, and new users grew 8.1% to 6,774, indicating steady expansion of both the returning and first-time audience. Sessions increased 2.2% to 14,440, and views rose 26.4% to 20,250 year over year. Views growing well ahead of sessions suggests visitors are exploring more pages per visit, consistent with the program's newly standardized sub-page structure giving them more to navigate.

FAP's page (</programs/family-advocacy-program>) launched as part of the June 11, 2026 Unit B content standardization, roughly the final three weeks of the quarter.

Organic search was the leading acquisition channel at 6,950 users, followed by direct traffic at 3,475 users and referral at 1,107 users. Google was the top session source at 6,040 users, followed by direct at 3,475 users and Bing at 821 users, with home.army.mil (317) and installations.militaryonesource.mil (234) contributing meaningful trusted-partner referral traffic.

The top pages breakdown shows the main Family Advocacy Program page leading at 10,387 users (4.4% increase), followed by New Parent Support Program (NPSP) at 1,091 users (19.2% increase) and Classes and Workshops at 901 users. Victim Advocacy (680 users, 7.8% increase) and Contact (810 users) also drew meaningful traffic. Safety Planning's 12,800.0% increase reflects a very small prior-year base and should be treated as a new or newly-discovered page rather than an organic trend.

Engagement metrics were essentially stable. The engagement rate held flat at 57% (0.4% increase YoY), while average session time declined slightly by 2.9% to 2 minutes and 32 seconds. Holding engagement steady while views and new users both grew meaningfully is a positive signal for the relaunched page, suggesting the expanded sub-page structure

(Victim Advocacy, NPSP, Reporting Options, Classes and Workshops) is giving visitors relevant destinations without diluting visit quality.

Table 3: FAP Sub-Page Traffic by Program Name

Program Name	Total users ▼	% Δ
Family Advocacy Program	10,387	4.4% ↑
New Parent Support Program (NPSP)	1,091	19.2% ↑
Classes and Workshops	901	-
Contact	810	-
Victim Advocacy	680	7.8% ↑
Reporting Options	242	-
Transitional Compensation (TC)	200	138.1% ↑
Command and Unit Training	143	-
Safety Planning	129	12,800.0%...

Figure 15: User Behavior Heatmap, FAP Landing Page



Insight and Recommendations

With views growing faster than any other traffic metric and engagement holding steady, the FAP sub-page structure appears to be successfully distributing traffic across specific, sensitive topics (Victim Advocacy, Safety Planning, Reporting Options) rather than concentrating everything on a single general page.

Financial Readiness Program (FRP)

FRP delivered strong, broad-based growth during Q3 FY26. Total users grew 30.6% year over year to 15,154, and new users rose 40.2% to 8,083, indicating the program is drawing a substantial wave of first-time visitors on top of a growing returning base. Sessions increased 13.4% to 18,038, and views rose 19.8% to 20,905 year over year. The strong growth across all four metrics points to healthy, sustained expansion rather than a single traffic spike.

Direct traffic was the leading acquisition channel at 6,843 users, followed closely by organic search at 6,737 users, with referral (1,468) contributing a meaningful secondary share. Direct and google were the top session sources at 6,843 and 5,462 users respectively, with home.army.mil (391) and armyfamilywebportal.com (367) providing trusted-partner referral traffic.

The main Financial Readiness Program page drove the majority of traffic and grew 47.6% year over year, while Emergency Financial Assistance, the second-largest page, was the only one to decline, falling 10.7%. Credit and Debt Assistance and Master Your Money both grew substantially, suggesting increased interest in structured financial guidance content beyond emergency assistance specifically.

Engagement metrics softened despite the strong traffic growth. The engagement rate declined 5.7% to 58%, and average session time fell 12.8% to 2 minutes and 21 seconds year over year. This pattern, a large share of new, first-time visitors (40.2% growth) paired with a lower engagement rate and shorter sessions, is consistent with an audience still orienting itself to the program rather than a decline in content quality or relevance.

Table 4: FRP Page Traffic by Page

Page	Total users ▼	% Δ
Financial Readiness Program	11,621	47.6% ↑
Emergency Financial Assistance	3,356	-10.7% ↓
Credit and Debt Assistance	711	232.2% ↑
Master Your Money	459	176.5% ↑
Retirement and Financial Planning	26	766.7% ↑
Financial Education and Training	3	-

Figure 14: User Behavior Heatmap, FRP Landing Page

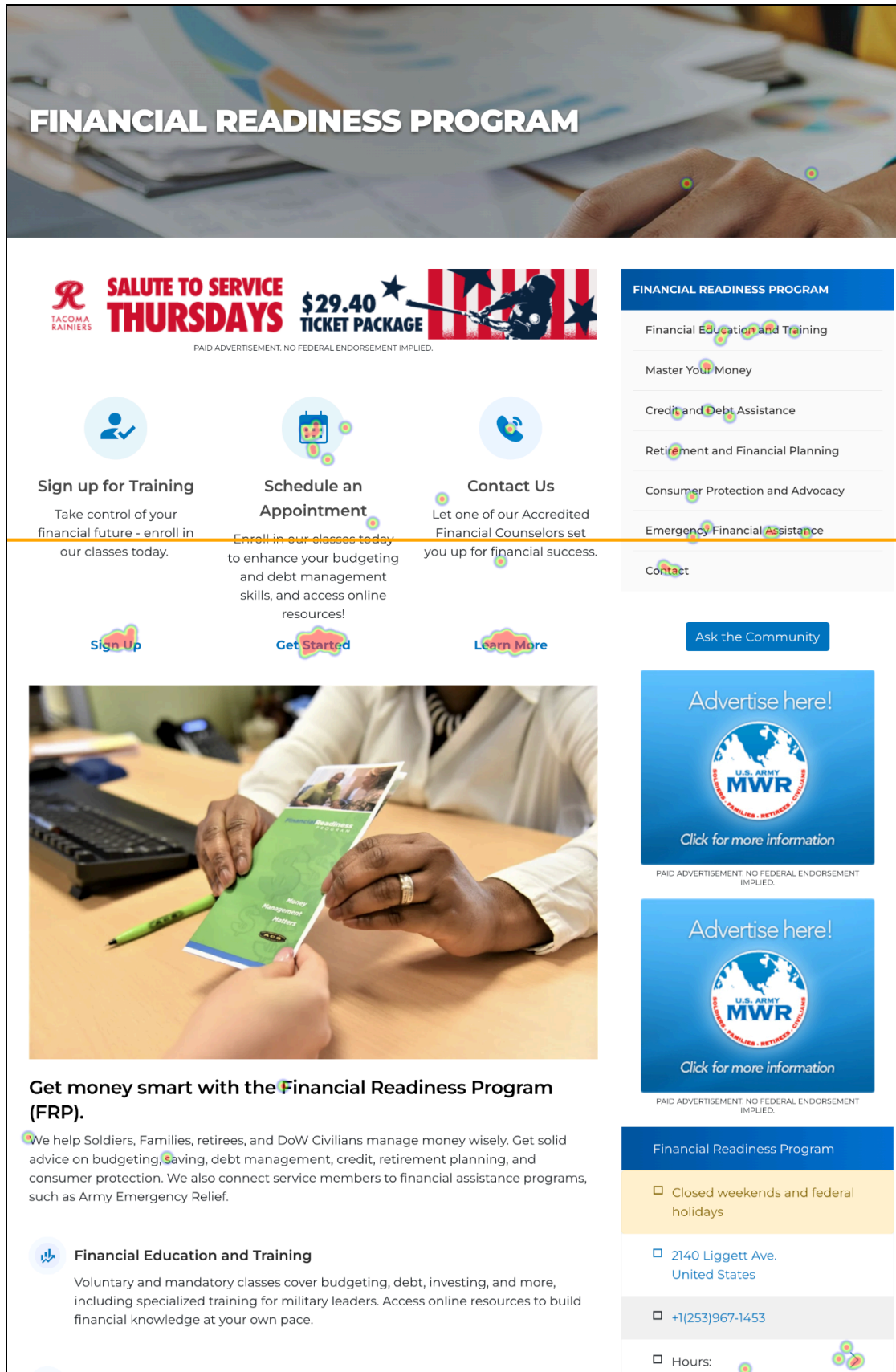
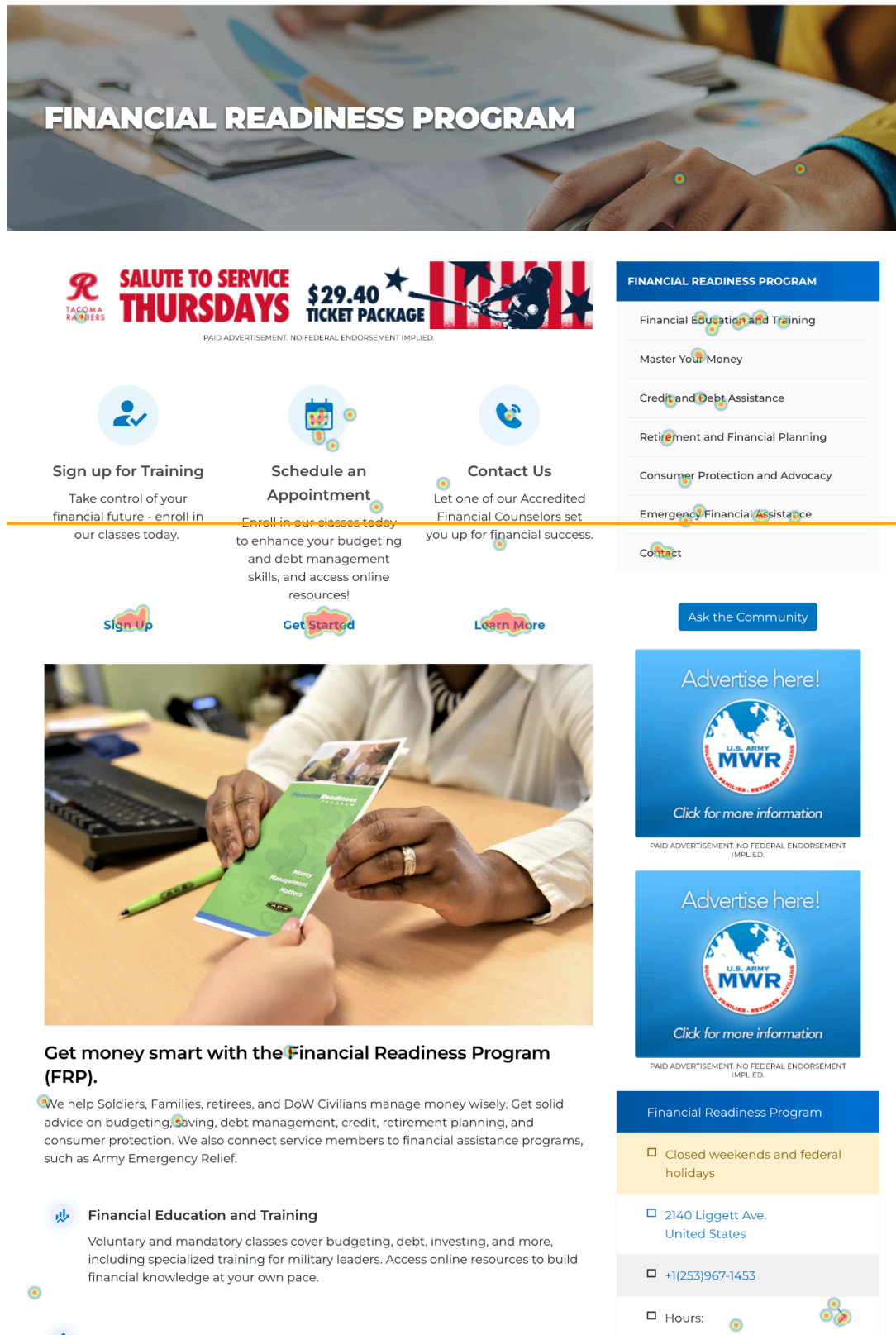


Figure 14: User Behavior Heatmap, FRP Landing Page



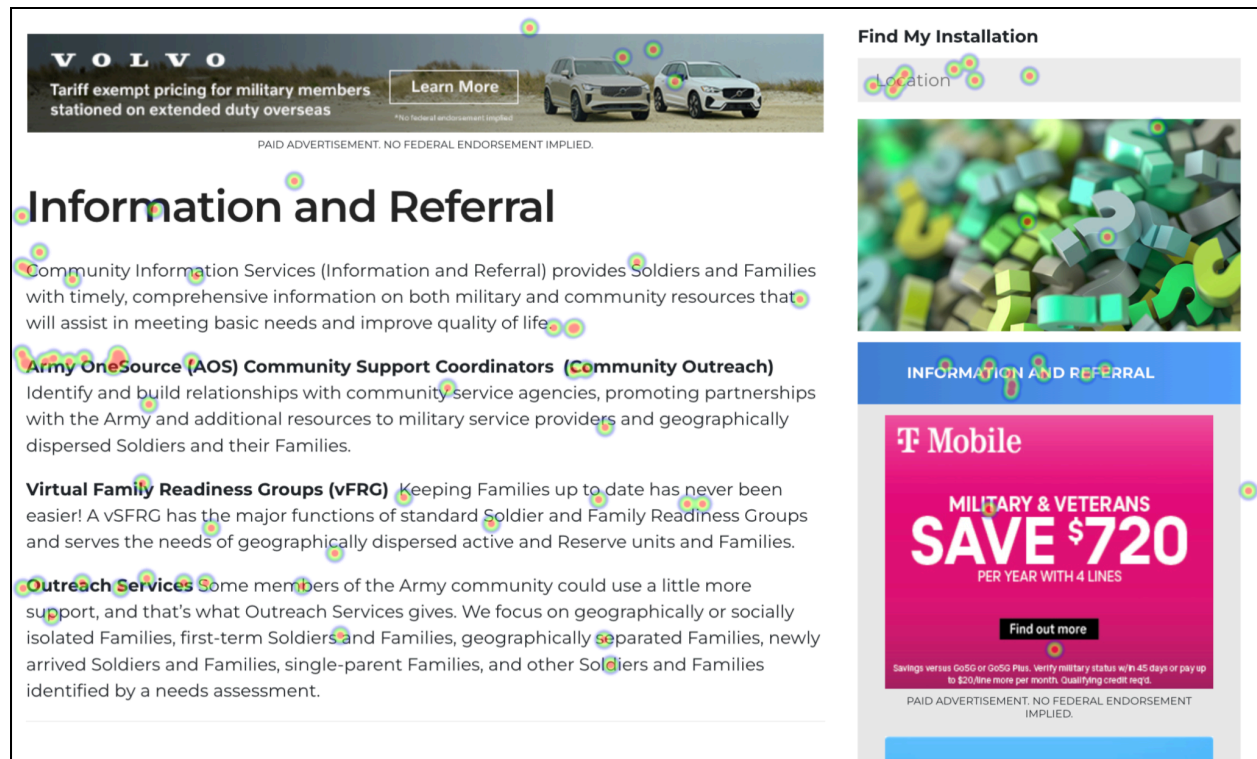
Information and Referral

Information and Referral had a soft quarter, with declines across every traffic metric. Total users fell 0.5% year over year to 1,118, and new users declined 9.7% to 409, indicating the program is losing more ground with first-time visitors than with its returning base. Sessions decreased 0.6% to 1,255, and views fell 9.7% to 1,162 year over year. The comparatively larger decline in new users and views relative to total users and sessions suggests the program is retaining its existing audience reasonably well but is struggling to attract fresh visitors.

Direct traffic was the leading acquisition channel at 556 users, followed by organic search at 447 users and referral at 114 users. Direct and google were the top session sources at 556 and 357 users respectively, with installations.militaryonesource.mil (42) and home.army.mil (22) contributing modest referral traffic. At the installation level, results were mixed: Fort Lee stood out with a 108.3% increase to 25 users, while www.armymwr.com grew 18.5% to 192 users even as Fort Hood, the largest single source of traffic, declined 15.1% to 566 users.

Engagement metrics softened alongside the traffic pattern. The engagement rate declined 3.1% to 70%, still one of the highest engagement rates across the ACS program this quarter, and average session time fell sharply by 21.3% to 58 seconds year over year, the shortest session time recorded in the program. This combination, a high engagement rate paired with a very short session time, suggests visitors who arrive know exactly what they need and complete their task quickly, consistent with the program's role as a fast, central point of entry for connecting patrons to other ACS services rather than a destination for extended browsing.

Figure 16: I&R Landing Page Heatmap



Heatmap activity on this page is spread thinly across the body text rather than concentrated on a single element. Clicks touch the "Army OneSource (AOS) Community Support Coordinators," "Virtual Family Readiness Groups (vFRG)," and "Outreach Services" section headers, but no single link or button stands out as a dominant destination. The "Find My Installation" selector in the right rail again shows engagement, consistent with the pattern seen on other ACS pages.

Insight and Recommendations

The diffuse, low-intensity click pattern with no clear standout element is consistent with the engagement data already reviewed, this page functions as a brief stop for orientation rather than a destination with a specific action to complete. Since the page currently reads as dense description without a clear next step (no prominent contact link or button), adding a direct call-to-action (such as a "Contact Us" or "Find a Coordinator" link) could give visitors a clearer path forward and help convert this brief, high-engagement-rate visit into a completed connection with a coordinator.

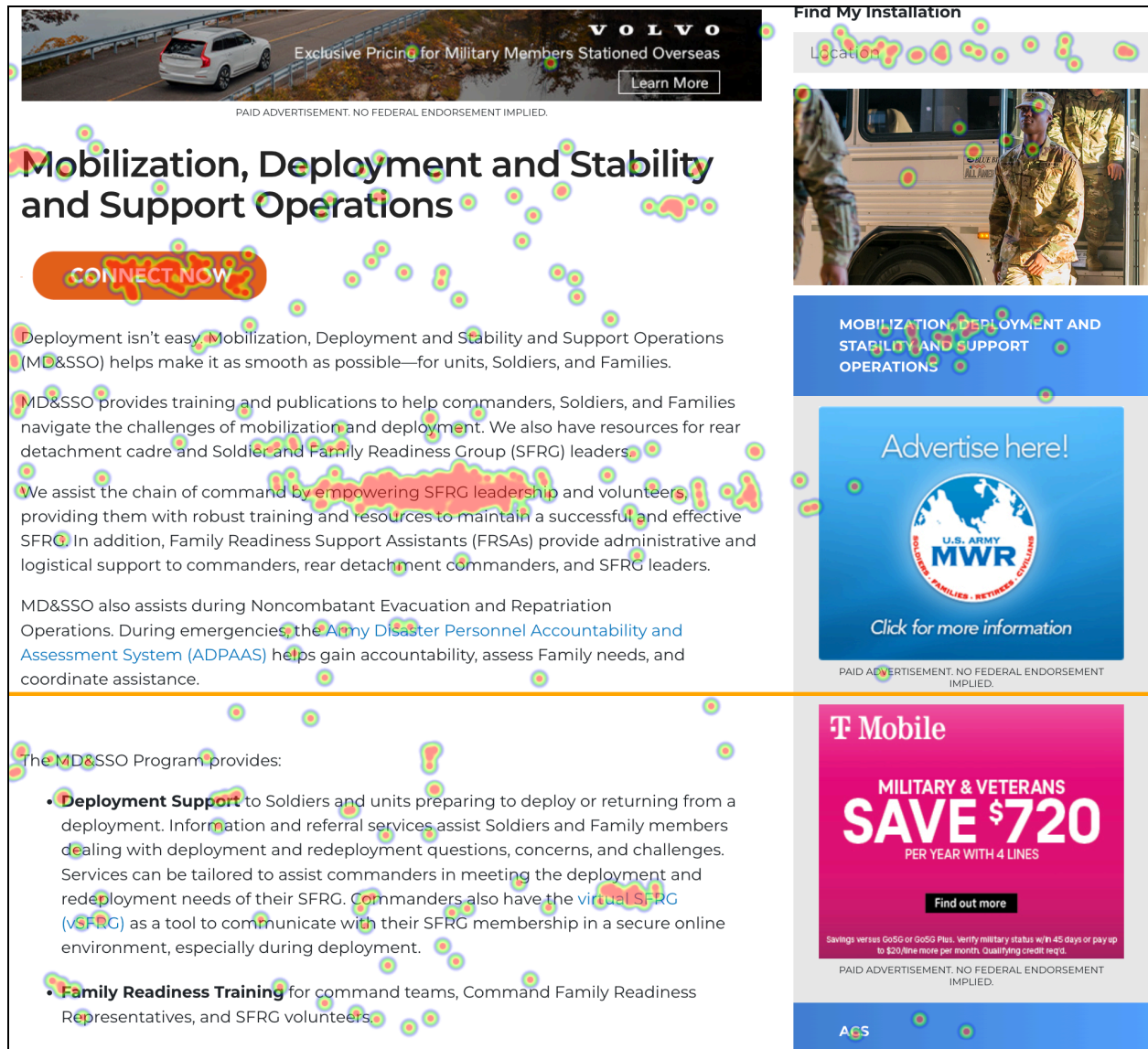
MD&SSO

MD&SSO recorded modest, broad-based growth across traffic metrics during Q3 FY26. Total users rose 7.7% year over year to 1,882, and new users grew 2.8% to 797, indicating the returning audience is expanding somewhat faster than the first-time audience this quarter. Sessions increased 4.3% to 2,145, and views rose 7.3% to 2,310 year over year. The comparable, modest growth across all four metrics points to steady, incremental expansion rather than a distinct campaign-driven spike.

Organic search was the leading acquisition channel at 992 users, followed by direct traffic at 713 users and referral at 203 users. Google was the top session source at 783 users, followed by direct at 713 users and Bing at 195 users, with [home.army.mil](#) (37), [installations.militaryonesource.mil](#) (36), and [armyfamilywebportal.com](#) (33) each contributing modest trusted-partner referral traffic. Installation-level results were mixed: Fort Campbell stood out with a 73.1% increase to 45 users and JBLM rose 70.9% to 94 users, while Fort Hood declined sharply by 36.3% to 142 users and Fort Carson fell 12.2% to 208 users.

Engagement metrics softened this quarter. The engagement rate declined 6.8% to 62%, and average session time fell 13.6% to 1 minute and 50 seconds year over year. This pattern, modest traffic growth paired with declining engagement depth, suggests visitors are completing shorter, more surface-level visits this quarter rather than exploring MD&SSO content in depth, which given the program's role in supporting commanders, Soldiers, and Families through mobilization and deployment challenges, may warrant a closer look at whether time-sensitive or task-specific content (such as deployment checklists or unit-level resources) is easy enough to locate.

Figure 17: MD&SSO Landing Page Heatmap



Heatmap analysis of the MD&SSO page shows the "CONNECT NOW" button drawing strong engagement in both its top and bottom placements, alongside a dense cluster of clicks on the "empowering SFRG leadership and volunteers" text and the deployment support bullet list.

Relocation Readiness

Relocation Readiness delivered strong growth across traffic metrics during Q3 FY26. Total users rose 12.4% year over year to 9,528, and new users grew 8.0% to 5,083, indicating the program's returning audience is expanding somewhat faster than its first-time base. Sessions increased 7.7% to 11,130, and views rose 13.3% to 13,236 year over year, consistent, comparable growth across all four metrics.

Direct traffic was the leading acquisition channel at 4,938 users, followed by organic search at 2,721 users and referral at 1,467 users, one of the stronger referral contributions across the ACS program this quarter. Direct and google were the top session sources at 4,938 and 2,339 users respectively, with home.army.mil (735), bing (343), and installations.militaryonesource.mil (343) all contributing meaningful traffic.

The main Relocation Readiness page was the only one to decline, falling 15.1% year over year, while every other sub-page grew, several substantially. Newcomer Orientation nearly doubled (99.0% increase) to become the second-largest page, and Planning Your Move more than tripled (232.6% increase). This pattern suggests traffic is shifting away from the general landing page and toward more specific, task-oriented sub-pages, which aligns with the overall 23.2% growth in total views despite the main page's decline.

Engagement softened sharply this quarter. The engagement rate declined 16.9% to 54%, the steepest engagement decline recorded across the ACS program, while average session time fell 10.5% to 1 minute and 54 seconds.

Table 3: Relocation Readiness Page Traffic

Page	Total users ▼	% Δ
Relocation Readiness	6,085	-15.1% ↓
Newcomer Orientation	2,597	99.0% ↑
Lending Closet	457	65.6% ↑
Planning Your Move	449	232.6% ↑
Contact	263	-
Extra Support Services	242	-
Relocation Resources and Tools	237	-
Sponsorship Support	183	-
Language and Cultural Support	167	101.2% ↑

Survivor Outreach Services (SOS)

SOS delivered strong growth across traffic metrics during Q3 FY26. Total users rose 14.3% year over year to 3,922, and new users grew 18.2% to 2,770, indicating the program is attracting first-time visitors faster than its overall base is growing. Sessions increased 7.8% to 4,427, and views rose 17.1% to 5,042 year over year. As with the other Unit B programs, SOS's page (</programs/survivor-outreach-services>) launched as part of the June 11, 2026 content standardization, roughly the final three weeks of the quarter, which likely contributes to this quarter's strong new-user growth.

Direct traffic was the leading acquisition channel at 1,555 users, followed by referral at 1,224 users and organic search at 1,106 users, notably the only ACS program this quarter where referral traffic outpaced organic search. Direct and home.army.mil were the top session sources at 1,555 and 1,067 users respectively, with home.army.mil's referral volume standing out as an unusually strong trusted-partner source for this program specifically.

The main Survivor Outreach Services page held steady with modest growth, while Gold Star Pins grew substantially (67.3% increase) as the clear second-place page, suggesting strong interest in this specific recognition item.

Engagement metrics declined sharply this quarter. The engagement rate fell 23.1% to 45%, the lowest engagement rate recorded across the ACS program, and average session time dropped 40.2% to 1 minute and 21 seconds, the steepest session time decline in the program. This combination is consistent with the pattern seen across other Unit B programs this quarter: a large wave of new, first-time visitors still becoming familiar with the newly relaunched page, though the severity of the decline here is worth flagging as the most pronounced among Unit B programs so far.

Table 4: SOS Page Traffic

Page	Total users ▼	% Δ
Survivor Outreach Services	3,398	3.4% ↑
Gold Star Pins	460	67.3% ↑
Contact	138	-
Eligibility	124	-
Resources	122	12,100.0% ↑
Support Services	101	-

Soldier and Family Assistance Center (SFAC)

SFAC experienced declines across all traffic metrics during Q3 FY26. Total users fell 29.8% year over year to 1,086, and new users declined 40.4% to 304, indicating the program is losing ground with first-time visitors considerably faster than its returning base. Sessions decreased 31.5% to 1,213, and views fell 26.6% to 1,415 year over year. The broad-based nature of the decline, with new users falling faster than total users, suggests a systemic visibility or awareness issue rather than a shift confined to a single audience segment.

Organic search was the leading acquisition channel at 687 users, followed by direct traffic at 218 users and referral at 179 users. Google was the top session source at 530 users, followed by direct at 218 users and Bing at 142 users, with home.army.mil (71) and armyfamilywebportal.com (28) contributing modest referral traffic. At the installation level, results were mixed but mostly negative: www.armymwr.com, the largest single source of traffic, declined 13.3% to 626 users, Fort Hood fell 20.1% to 218 users, and Fort Bliss dropped sharply by 98.9% to 4 users, while Fort Irwin grew 650.0% to 15 users off a small base.

Engagement showed a modest bright spot despite the traffic decline. The engagement rate rose slightly by 1.1% to 77%, the highest engagement rate recorded across the entire ACS program this quarter, while average session time held nearly flat, declining just 0.8% to 1 minute and 38 seconds. This combination, sharply declining traffic paired with the program's strongest engagement rate, suggests the visitors who do find SFAC are highly motivated and completing their intended actions effectively, but far fewer people are finding the page in the first place. This reinforces the visibility concern flagged for SFAC last quarter and points to a discoverability, rather than a content quality, problem.

Figure 18: SFAC Landing Page Heatmap

