



Support Services Insights and Recommendations

Third Quarter FY25

NAF Personnel Services

The NAF Personnel Services section experienced a notable decline in site traffic in Q3. Total users dropped to 10,916 (-25.3% YoY), and new users fell to 8,210 (-25.2%). Sessions decreased to 13,583 (-19.6%), and views fell to 19,770 (-24.2%), marking a sharp drop in overall reach compared to last year.

Traffic was primarily driven by Referral traffic (5,351), with nafbenefits.com as the top external contributor. Organic Search brought in 4,296 users, followed by Direct (1,127), Organic Social (269), and Unassigned (98). The high dependency on a few key referrals suggests risk in source concentration and an opportunity to diversify discovery points.

The engagement rate held at 65% (-3.3%), while average session time rose to 2 minutes and 54 seconds (+27.0%), indicating users are more deeply exploring available content. Notably, downloads rose to 6,913, a 9.3% increase, with most users accessing benefit documents and forms, reinforcing the importance of maintaining up-to-date downloadable resources.

Table 1: Top Resource Downloads

Download	Total
Child & Youth Services - Child & Youth Program Assistant (CYPA)	1,094
Non-Supervisory NF 01 - NF 03 / NA1 - NA7	1,056
Retirement Booklet	1,004
Retirement Plan Documents	604
Retiree Cost of Living Adjustment - Effective April 1, 2025 (PDF)	500
(not set)	410
Valuation 2023	314
Calendar Year 2025 Open Enrollment Brochure	284

Table 2: Top Resource Downloads

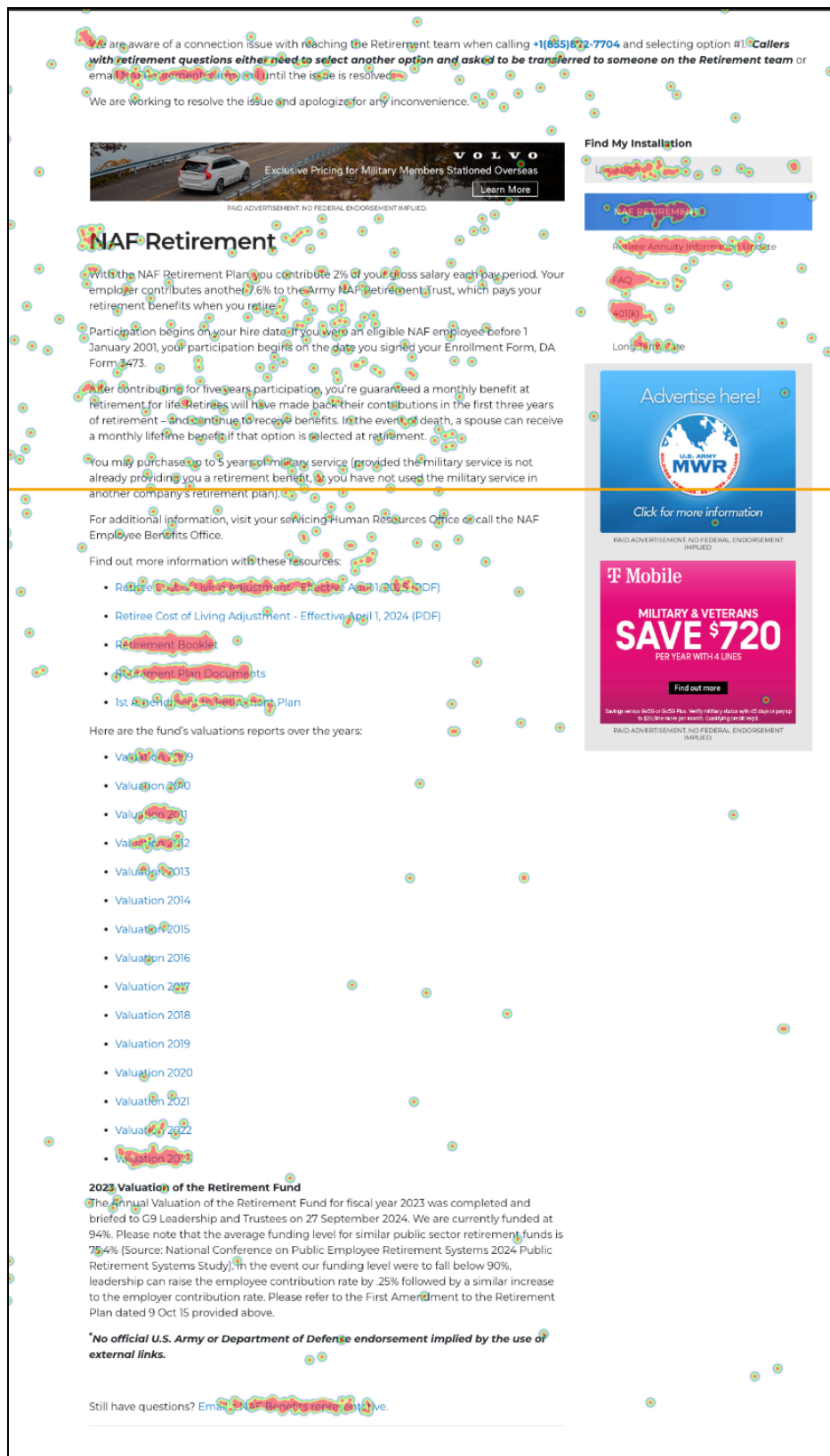
Search	Total Searches ▾
employee benefits online	6
newsletter	4
retirement	4
ft carson mwr	3
email	3
portability	3
military buy back	3

Recommendations:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- What is the percentage in the NAF retirement system if I have 12 years.

Figure 1: User Interaction Heatmap Highlighting Click Activity on Key Page Elements



CEAT

The CEAT program saw positive momentum in Q3 FY25, attracting 4,410 total users (+11.3%) and 962 new users (+13.4%). Pageviews climbed to 6,581 (+26.4%) and sessions totaled 5,234 (+17.4%), indicating growing interest and sustained visibility over the quarter.

Organic Search remained the top channel, delivering 2,615 users, followed by Direct (1,282), Referral (397), and Organic Social (143). Traffic was primarily driven by www.armymwr.com (1,641 users), with additional support from Bragg (183) and Stewart-Hunter (130).

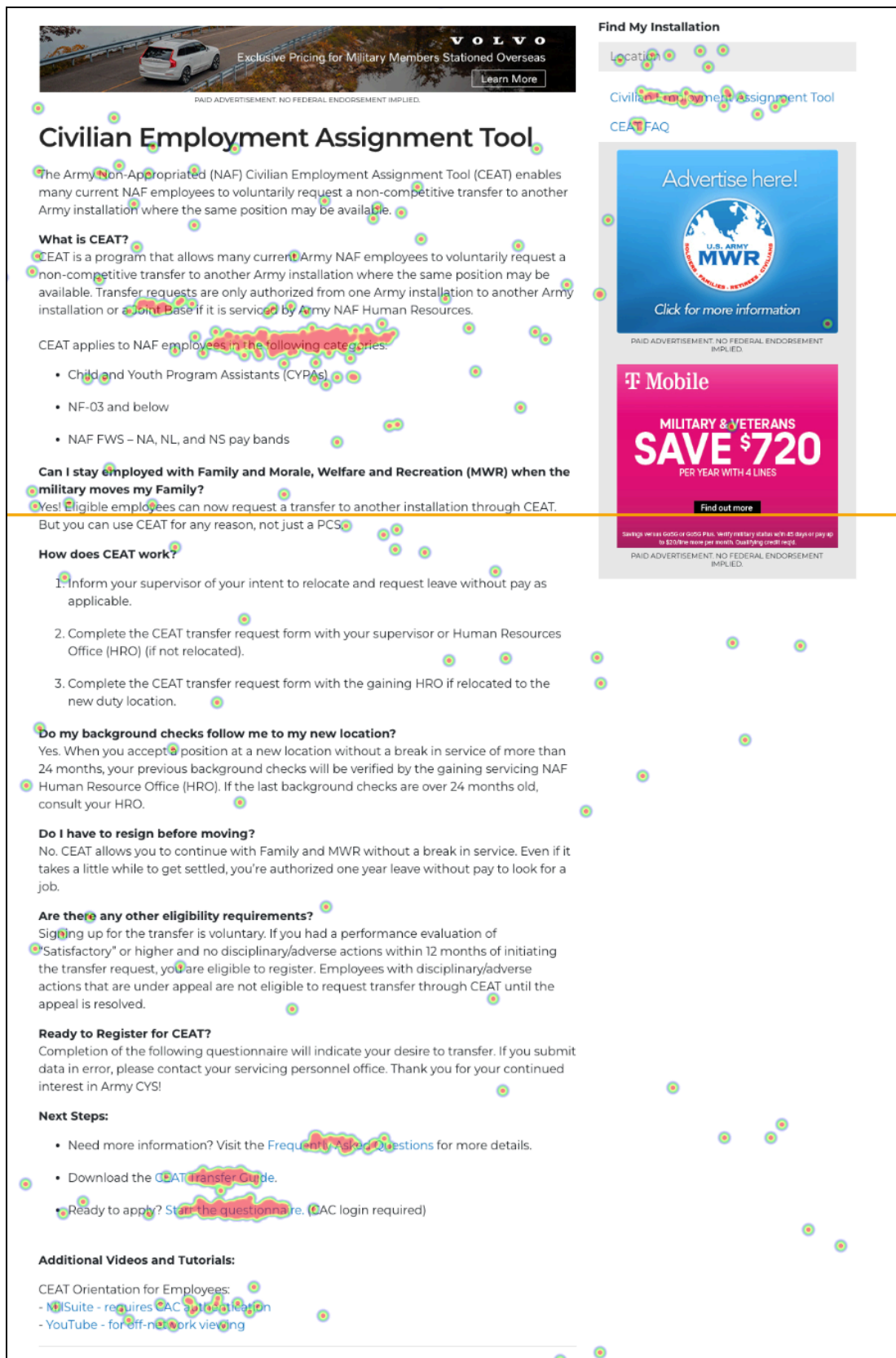
Engagement performance was mixed. The engagement rate fell slightly to 78% (-4.2%), and average session time dipped to 1 minute and 34 seconds (-2.7%). Despite this, the increase in traffic signals a need to prioritize content optimization and goal tracking to maintain user focus and interaction.

- 822 CEAT Transfer Guide downloads

Table 3: Top Search Terms by Search Volume.

Search	Total Searches ▾
discovery	45
lodging	4
careers	3
jobs	2
civilian personnel	2
job opportunities	2
strong beginnings prek	2
movie	1
transition	1
cpac	1

Figure 2: User Interaction Heatmap Highlighting Click Activity on Key Page Elements



Home Based Business (HBB)

The Home Based Business program saw a strong resurgence in Q3 FY25. Total users rose to 7,192 (up 25.7% YoY), with sessions climbing to 8,691 (up 24.8%) and page views reaching 10,189 (up 35.2%). Despite this growth in returning traffic, new users declined to 2,146 (down 18.7%), indicating increased re-engagement from past visitors rather than acquisition of new audiences.

Organic Search led all acquisition channels, bringing in 3,414 users, followed by Direct (2,487) and Referral (882). Organic Social contributed 521 users. The top-performing installations included www.armymwr.com, Grafenwoehr, Stuttgart, JBLM, and Bragg, which collectively played a key role in the program's growth.

The engagement rate rose to 73% (up 10.5%), with average session time improving to 2 minutes and 15 seconds (up 21.5%). These increases suggest the audience found the HBB content more useful or relevant this quarter, even as new user acquisition dipped.

Table 4: Top Search Terms by Search Volume.

Search	Total Searches ▾
discovery	49
hbb	6
hbb application	5
home based business	2
cabin	2
aafes	2
home based business application	2
slims chicken	1
warrior	1
commissary	1

Recommendations:

1. Update the language on the page to better reflect the user context. For example, the line "go online to download your HBB application" could be confusing since users are already online. A more intuitive revision would be: "Click the link below to download your HBB application."

Figure 3: Content for "HBB" on [ArmyMWR.com](https://armymwr.com)



Here's the process:

Step 1: Obtain the HBB Application. Visit your Family & MWR representative or go online to download your HBB application and any required additional forms.

Step 2: Complete the Application. This includes visiting and obtaining approval from installation agencies like the housing office and community housing manager. The application should identify the agencies, but ask your Family & MWR representative if you have questions. If you need any additional documentation (like licensing or certifications), get that, too.

Step 3: Turn in the Application. Once you've completed your paperwork, submit the application to your Family & MWR representative. Keep a copy of the completed application for your own records.

Within 60 days, you should get notification of approval. Simple!

2. Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:
 - Where can I get the HBB approval template for APG?

Figure 4: HBB Page Heatmap

