

Support Services Insights and Recommendations

FY26 Annual Report

Support Services Traffic

Support Services (SS) covers three programs: NAF Personnel Services, the Civilian Employment Assignment Tool (CEAT), and Home Based Business (HBB). Together, SS pages drew 127,784 views and 86,621 users in FY26. CEAT and HBB grew their audiences, while NAF Personnel Services declined (Table 1).

Traffic Overview

- **Total Users:** 86,621 (2.0% decrease compared with FY25)
- **Views:** 127,784 (12.8% decrease compared with FY25)
- **Sessions:** 102,074

The overview adds the three program totals together, so a visitor who used more than one program is counted once per program. Year-over-year changes are calculated from each program's FY26 dashboard comparison.

Table 1: Support Services Program Roll-Up, FY26

Program	Total Users	Users (YoY)	New Users	Sessions	Eng. Rate
NAF Personnel Services	33,146	27.8% decrease	25,678	41,085	59%
Home Based Business	31,337	23.0% increase	12,449	37,103	65%
CEAT	22,138	30.1% increase	8,740	23,886	55%

NAF Personnel Services

Traffic

NAF Personnel Services declined in FY26. Total users fell 27.8% (YoY) to 33,146, and new users fell 26.7% (YoY) to 25,678. Sessions fell 26.2% (YoY) to 41,085, and views fell 27.0% (YoY) to 60,569 (Figure 1). Retirement content remained the main draw. NAF Retirement drew 8,857 users and the 401(k) page drew 2,969 (Table 2).

Figure 1: NAF Personnel Services Daily Views, FY26

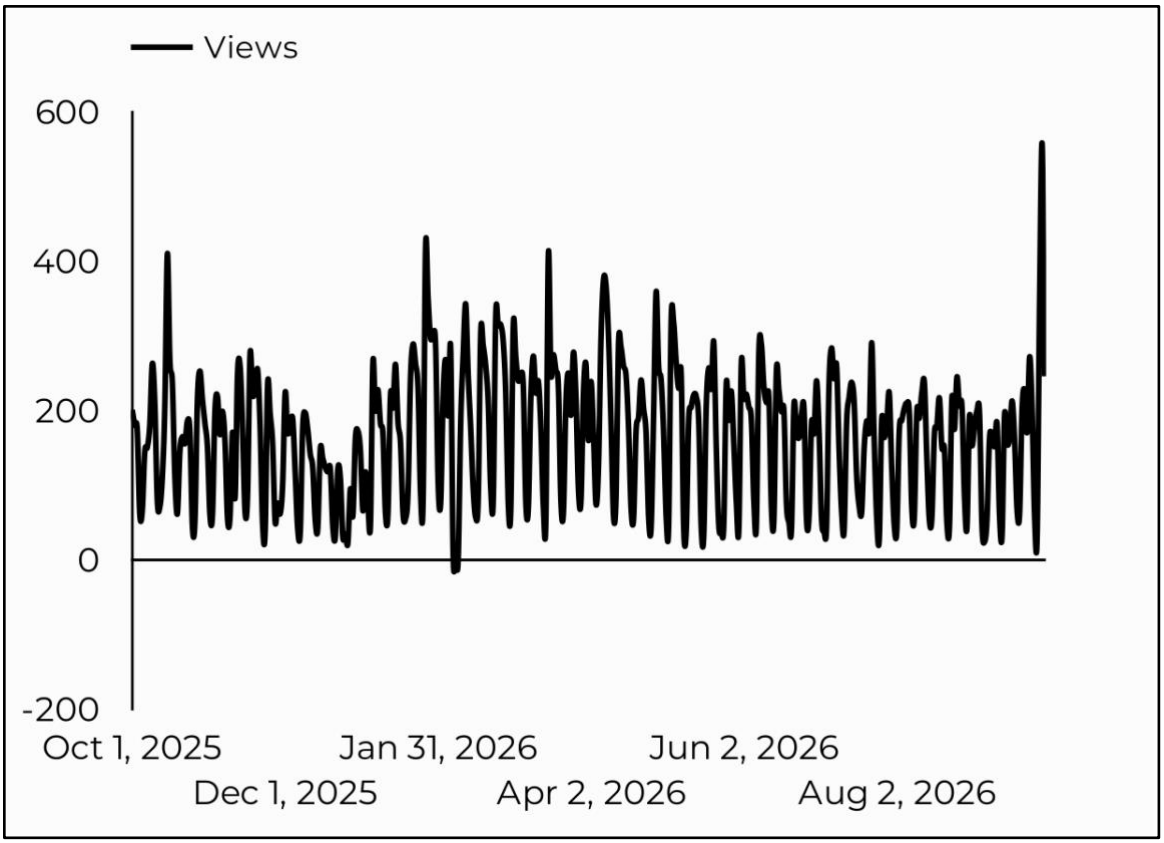


Table 2: NAF Personnel Services Top Pages by Total Users, FY26

Page	Total Users
NAF Personnel Services	16,204
NAF Retirement	8,857
NAF Retirement: 401(k)	2,969
Office Locations	2,579
Civilian Employment Assignment Tool	2,182
Employee Portal	1,681
Retiree Annuity Information Update	1,116

Traffic Sources

Organic Search led with 15,175 users, followed by Referral with 11,668 and Direct with 5,901. Nafbenefits.com sent 10,490 users, almost as many as Google (10,981). The program depends heavily on that benefits site to send employees and retirees to its pages.

- **Organic Search:** 15,175 users
- **Referral:** 11,668 users
- **Direct:** 5,901 users

- **Organic Social:** 732 users

Engagement

Engagement rate was 59%, a 10.3% decrease (YoY). Average session time rose 11.8% (YoY) to 2:55. Visitors who stay spend more time reading retirement and benefits details.

Search

Visitors ran 247 on-site searches across the top 100 NAF Personnel Services terms. The top searches were for retirement and tax topics, led by 401k, 1099, portability, and military buy back (Table 3). Retirees also asked Army Answers for 1099-R tax forms and pension verification letters.

Table 3: NAF Personnel Services Top Search Terms, FY26

Search Term	Searches	Users
401k	13	12
1099	10	8
portability	8	7
military buy back	8	8
employee benefits online	7	7
forms	6	5
retirement	6	6
life insurance	5	5
retirement calculator	5	5
da form 3715	5	4

Recommendations

- Add a Tax Forms and Pension Letters section to the NAF Retirement page that explains how retirees get a 1099-R and a pension verification letter.
- Set up Sticky Search (pinned search terms) on armymwr.com so "401k," "1099," "portability," and "military buy back" go straight to the right NAF Retirement pages. Setup steps are in the Pinned Search Terms (Sticky Search) guide in the Enterprise Web User's Manual.

CEAT

Traffic

The Civilian Employment Assignment Tool (CEAT) grew its audience in FY26. Total users rose 30.1% (YoY) to 22,138, and new users nearly doubled, rising 98.8% (YoY) to 8,740. Sessions rose 20.4% (YoY) to 23,886, while views fell 6.7% (YoY) to 24,541 (Figure 2). USAG Baumholder sent 4,281 users, a 1,356.1% increase (YoY), second only to armymwr.com (Table 4).

Figure 2: CEAT Daily Views, FY26

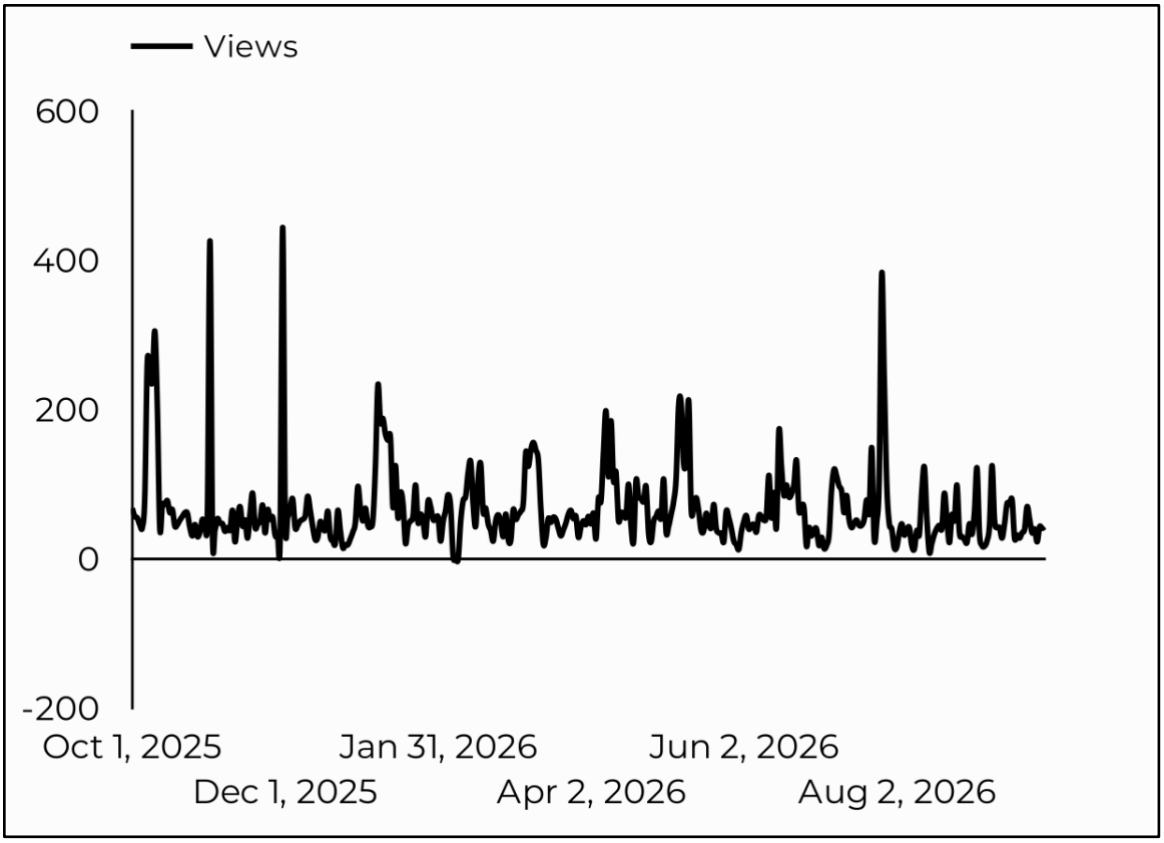


Table 4: CEAT Top Installations by Total Users, FY26

Installation	Total Users	Change (YoY)
www.armymwr.com	5,624	10.8% decrease
USAG Baumholder	4,281	1,356.1% increase
Fort Stewart-Hunter AAF	608	31.6% increase
Fort Bragg	596	31.0% increase
Fort Hood	474	330.9% increase
Fort Bliss	451	14.5% increase
USAG Hawaii	361	1.6% decrease
Fort Benning	359	127.2% increase
Fort Campbell	336	1.2% decrease
West Point	330	51.4% increase

Traffic Sources

Direct led by a wide margin with 20,906 users, followed by Organic Search with 6,990. Referral brought 1,091 users and Organic Social brought 678.

- **Direct:** 20,906 users
- **Organic Search:** 6,990 users
- **Referral:** 1,091 users
- **Organic Social:** 678 users

Engagement

Engagement rate fell to 55%, a 27.5% decrease (YoY), and average session time fell to 54 seconds, a 40.5% decrease (YoY). Both drops came as new users nearly doubled (98.8% increase). First-time visitors often open one form or guide and leave, which can lower average session time. Most visitors arrive directly, which fits employees going straight to the form they need.

Search

Visitors ran 100 on-site searches on CEAT pages, spread across many low-volume terms (Table 5). The term "discovery" (83 searches from 13 users) looks like automated traffic and is excluded. Employees searched for "ceat," "careers," and the "ceat transfer request form."

Table 5: CEAT Top Search Terms, FY26

Search Term	Searches	Users
ceat	6	5
careers	4	4
cpr	2	2
apply vendor	2	1
civilian go on base	2	1
usps	2	1
volunteer	2	1
travel	2	2
school	2	2
ceat transfer request form	2	2

Recommendations

- Place the CEAT Transfer Guide and the transfer request form at the top of the main CEAT page, since most visitors arrive directly and average session time is under a minute.

Home Based Business (HBB)

Traffic

Home Based Business (HBB) grew strongly in FY26. Total users rose 23.0% (YoY) to 31,337, and new users rose 28.7% (YoY) to 12,449. Sessions rose 21.8% (YoY) to 37,103, and views rose 14.3% (YoY) to 42,674 (Figure 3). After armymwr.com, USAG Grafenwoehr, Joint Base Lewis-McChord, and USAG Stuttgart drew the most users (Table 6).

Figure 3: Home Based Business Daily Views, FY26

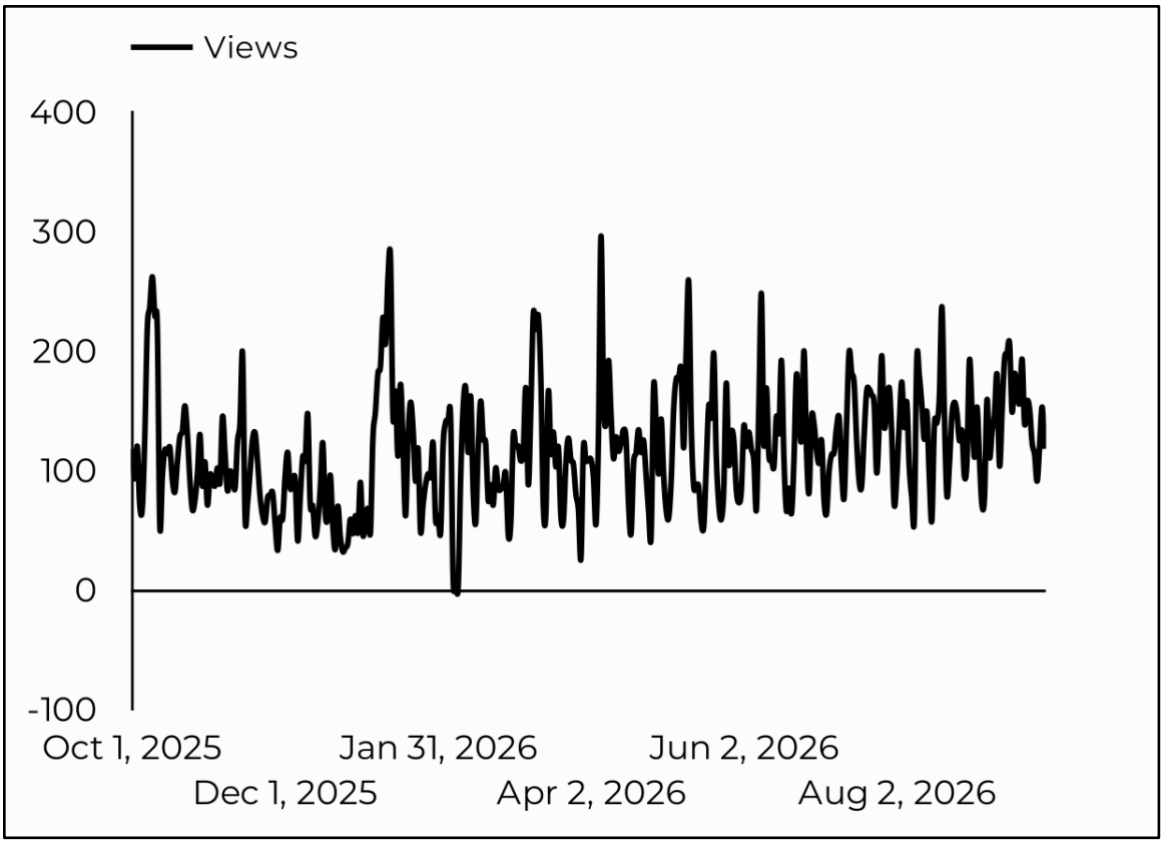


Table 6: Home Based Business Top Installations by Total Users, FY26

Installation	Total Users
www.armymwr.com	5,398
USAG Grafenwoehr	1,955
Joint Base Lewis-McChord	1,679
USAG Stuttgart	1,215
USAG Hawaii	1,179
Fort Polk	1,063
USAG Humphreys	894
Fort Campbell	892
Fort Hood	823
Fort Bliss	790

Traffic Sources

Organic Search led with 13,890 users, followed by Direct with 11,044. Referral brought 4,265 users, led by home.army.mil (2,597). Organic Social brought 2,825 users, and ChatGPT sent 377.

- **Organic Search:** 13,890 users

- **Direct:** 11,044 users
- **Referral:** 4,265 users
- **Organic Social:** 2,825 users

Engagement

Engagement rate was 65%, an 8.7% decrease (YoY). Average session time rose 12.1% (YoY) to 2:20.

Search

Visitors ran 246 on-site searches across the top 100 HBB terms, excluding 33 automated "discovery" searches. "hbb," "hbb application," and "home based business" made up 77 of those searches (Table 7). The top searches were for the program and its application.

Table 7: Home Based Business Top Search Terms, FY26

Search Term	Searches	Users
hbb	28	23
hbb application	26	23
home based business	23	20
cdl classes	16	1
careers	7	5
home based	4	4
cottage bakery	4	4
home base	4	3
private organization	3	3
jobs	3	2

Recommendations

- Have installations set up Sticky Search (pinned search terms) so "hbb," "hbb application," "home based business," and "cottage bakery" go straight to the HBB application. Setup steps are in the Pinned Search Terms (Sticky Search) guide in the Enterprise Web User's Manual.

Army Answers

Army Answers received 1,216 questions in FY26, and 16 were about Support Services programs (Table 8). Most came in Q2, during tax season, from NAF retirees asking for 1099-R forms. Others asked for pension verification letters, years of service, and the retirement calculator (Table 9).

Table 8: Support Services Questions in Army Answers by Quarter, FY26

Quarter	All Questions	SS Questions
Q1 (Oct to Dec 2025)	210	1
Q2 (Jan to Mar 2026)	253	10
Q3 (Apr to Jun 2026)	364	1
Q4 (Jul to Sep 2026)	389	4
FY26 Total	1,216	16

Table 9: Sample Support Services Questions From Army Answers, FY26

Question
How do I get a Pension Annuity Pay verification letter?
Request for 2025 Form 1099-R
How can I get my W-2?
Where can I find the NAF Army retirement calculator?
How do I find my years of service for NAF at Fort Bragg?
How can I subscribe to the NAF retiree newsletter?
How can I submit a change of address online to NAF?
Can an employee in a CEAT program keep their hourly rate from their last installation?

Recommendations

- Add a Tax Forms and Pension Letters section to the NAF Retirement page, since 1099-R and pension letter requests were the most common SS questions in Army Answers.
- Put the HBB application form link at the top of the main Home Based Business page, since the application was one of the top HBB searches.
- Place the CEAT Transfer Guide and transfer request form at the top of the main CEAT page.