



ACS Insights and Recommendations

Fourth Quarter FY26

ACS Traffic

Army Community Service (ACS) delivered steady, broad-based growth across its web presence during the fourth quarter of FY26. The program reached 143,107 total users, a 3.2% increase (YoY). New users rose 12.1% (YoY) to 105,402, far faster than the overall base. ACS drew a much larger first-time audience while returning visitors held roughly steady. Sessions were essentially flat at 178,068, a 0.7% increase (YoY), and total views rose 5.3% (YoY) to 271,156. This pattern fits a routine, task-based audience that comes to complete specific needs rather than browse. Engagement rate was the one softening signal, a 3.8% decrease to 57%, a common trade-off as a wave of first-time users orients to the program's pages.

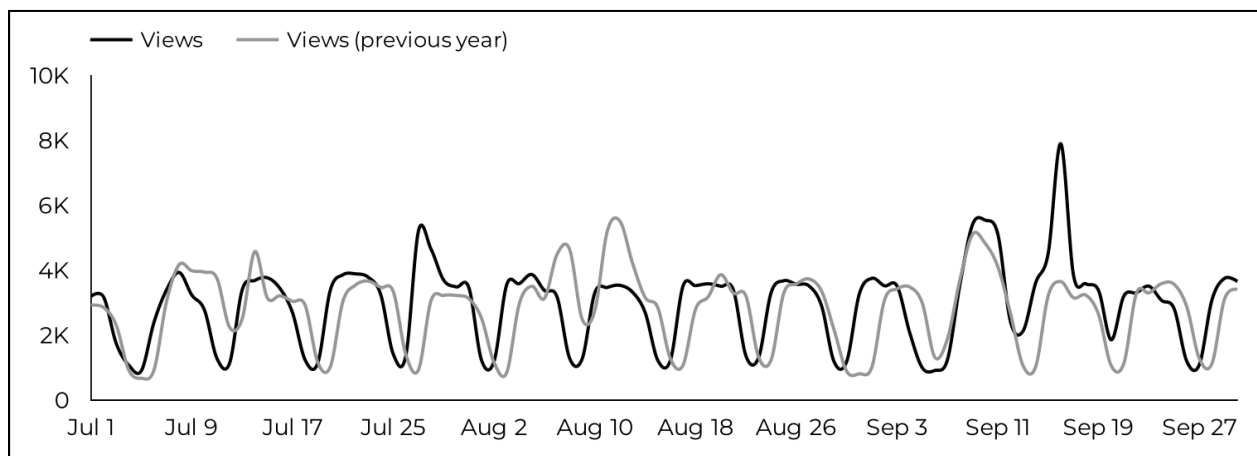
Traffic Overview

- **Total Users:** 143,107 (3.2% increase YoY)
- **New Users:** 105,402 (12.1% increase YoY)
- **Sessions:** 178,068 (0.7% increase YoY)
- **Views:** 271,156 (5.3% increase YoY)
- **Engagement Rate:** 57% (3.8% decrease YoY)

Traffic Pattern

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

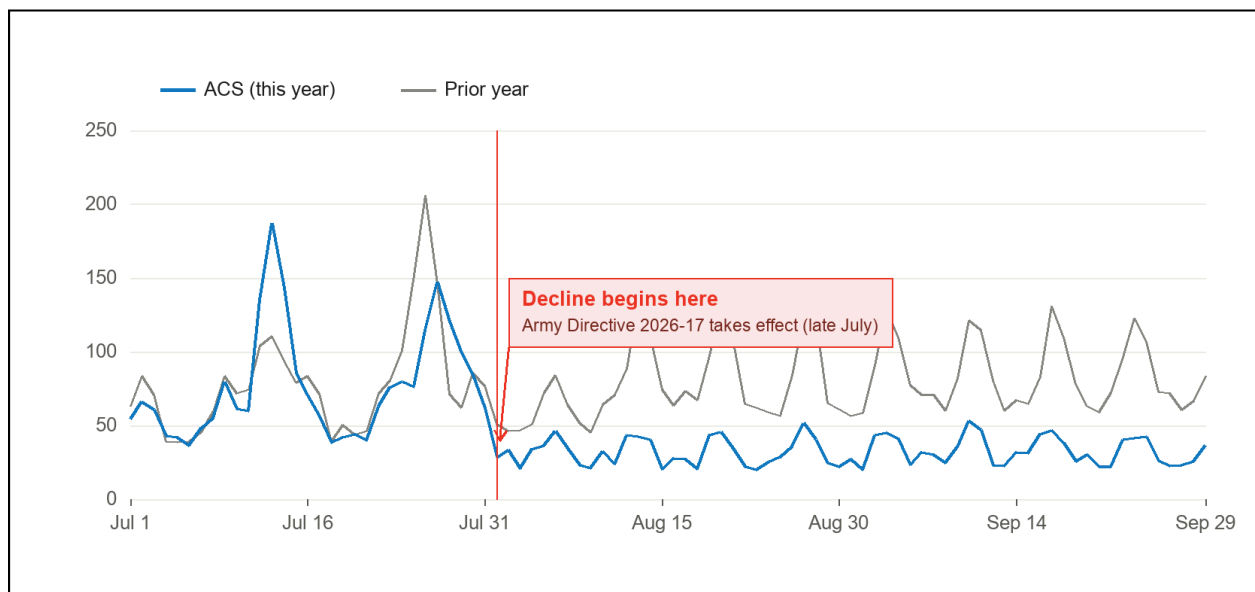
Figure 1: ACS Trends Compared YoY



Social Media

Social media was the one channel that declined sharply this quarter. The cause was policy, not performance. Social-driven traffic to Army Community Service (ACS) pages tracked at or above the prior year through most of July. It fell below last year's levels at the start of August and stayed there for the rest of the quarter. That shift lines up with [Army Directive 2026-17 \(Optimizing the Army's Digital Media Presence\)](#), which took effect in late July and consolidated Army social accounts. Under the directive, installation ACS and MWR offices can no longer run their own social media accounts. The local posts that used to drive followers to ACS pages stopped. The year-over-year decline below reflects a deliberate change in how the Army uses social media, not a drop in content quality or audience interest.

Figure 2: ACS Social-Driven Views, This Year vs. Prior Year (Daily, Q4 FY26)



Social performance by the numbers, year over year:

- **Views:** 4,175 (23.9% decrease YoY)
- **Sessions:** 2,949 (31.3% decrease YoY)
- **Total Users:** 2,721 (28.6% decrease YoY)
- **New Users:** 1,748 (14.9% decrease YoY)
- **Engagement Rate:** 54% (2.8% decrease YoY)

The full-quarter figures above include July, before the directive took effect, so they understate the change. Measured from August 1, after Army Directive 2026-17, social-driven views fell 37.4% (YoY), sessions fell 38.4%, and total users fell 35.2%. ACS should expect social traffic to run roughly 35% to 40% below last year's level going forward.

Impact on Resource Access

The loss of local ACS social accounts also reduced the number of people who reached ACS resources through social media. Visitors arriving from social took 39.2% fewer actions overall (2,746 actions), and the steepest declines came in the highest-intent actions.

Downloads, which include program flyers and forms, fell sharply, and phone clicks nearly disappeared. Fewer people were finding a contact or service they were ready to act on. Link clicks, the most common action, also declined, meaning fewer social visitors were being routed from a post to a program page. Email clicks held up best. Phone and email counts are small, so their percentage swings should be read with caution. Total site users still rose year over year, so demand for ACS resources appears to have shifted to search and direct visits rather than disappeared. Still, the audience that used to find ACS through local posts lost its main path to those resources.

- **Link Clicks:** 2,498 (33.2% decrease YoY)
- **Downloads:** 186 (71.9% decrease YoY)
- **Email Clicks:** 50 (16.7% decrease YoY)
- **Phone Clicks:** 12 (79.3% decrease YoY)

Recommendations

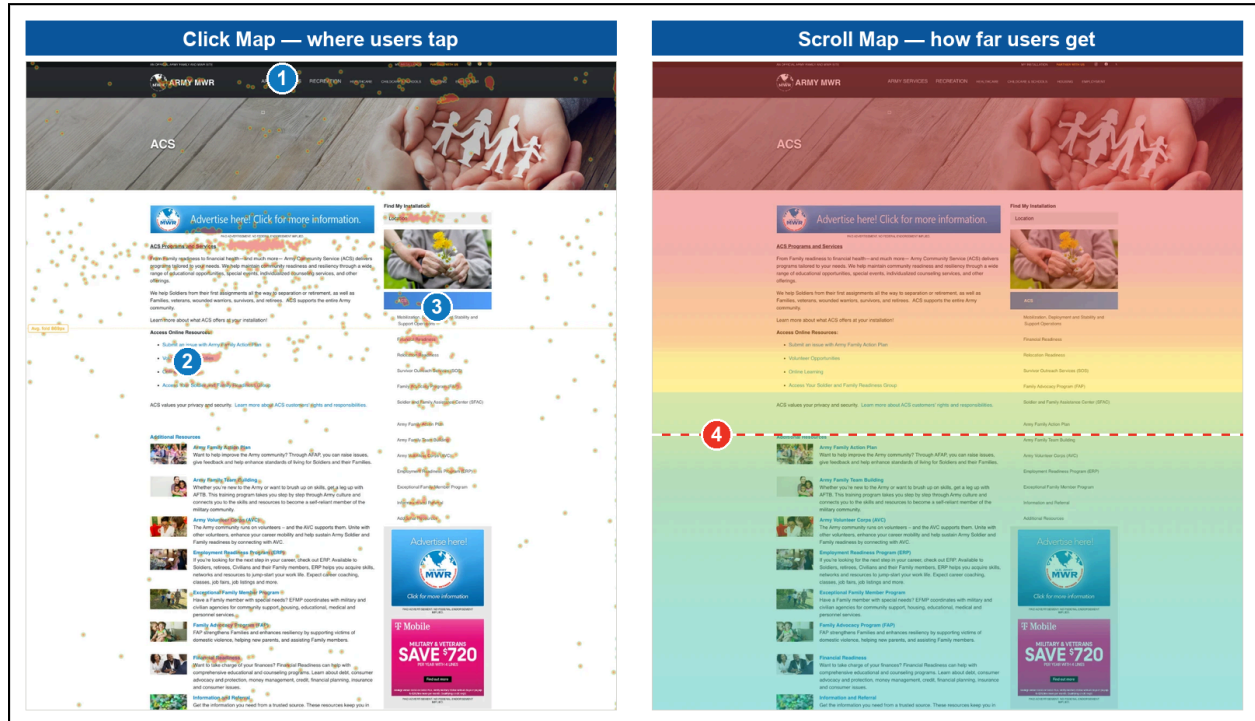
- Shift ACS promotion from retired local social accounts to channels the directive still allows. These include the consolidated Army and garrison pages, command information newsletters, in-facility signage, and ACS email and event listings.
- Coordinate with the garrison public affairs office so ACS events and deadlines are included in the approved consolidated social calendar, recovering reach that local accounts used to provide.
- Track social as a context metric going forward, not a performance target, and annotate FY26 year-over-year reporting with the directive so the decline is not misread as a content problem.

Heatmaps

User attention on the ACS landing page concentrates in three places, and most of it stays high on the page. Heat is heaviest across the top navigation and the right-side installation finder, which users treat as the main way to reach their local programs. The inline links under Access Online Resources come next. The scroll map tells a clearer story than the click map: engagement is warm through the introduction and the resource links, then cools

sharply below the average fold. The large Additional Resources grid lower on the page, which holds the program-by-program descriptions, falls in the cool zone that a minority of visitors ever reach. In short, users scan the top of the page, use the installation finder, and leave before seeing the detailed program menu.

Figure 3: ACS Landing Page Heatmaps, Click and Scroll (HQ, Q4 FY26)



KEY TO CALLOUTS

- ① Top navigation bar, the single most-clicked region of the page.
- ② Access Online Resources links (AFAP issue submission, Volunteer Opportunities, Online Learning, SFRG), the most-used inline content.
- ③ Right-rail installation finder and program list, the primary path users take to reach local services.
- ④ Average fold line. Attention cools from warm to cool below this point, so the Additional Resources program grid beneath it is seen by relatively few visitors.

Recommendations and Insights

- Move the highest-value program links (ERP, Financial Readiness, FAP, Relocation) up near the Access Online Resources block, where attention is still warm. Today they sit in the Additional Resources grid below the fold.
- Treat the right-rail installation finder as prime real estate: keep it near the top and make sure the most-requested programs are reachable from it in one click.

- The new ACS category pages are now set up on installation sites, such as the [Fort Bragg Army Community Services page](#). A new heatmap will be set up on this page as well. Next quarter's report will show how visitors use the new category layout.

Content

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

- 582 new pages were created across the enterprise site
- 30 pages were published under ACS

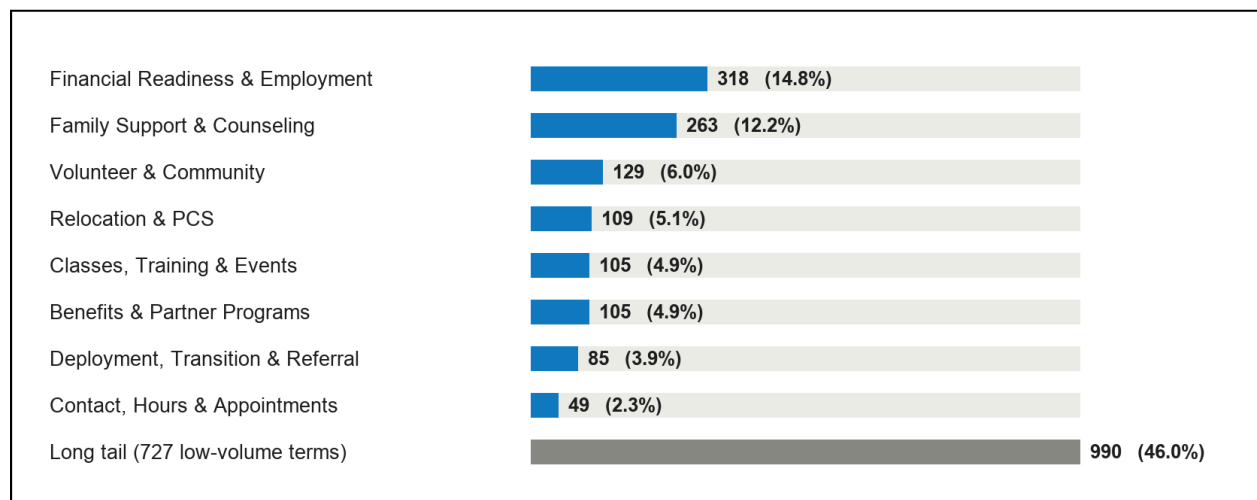
Table 1: New and Updated ACS Content, Q4 FY26 (30 items)

Program / Page	Items
VMIS & Tracking Hours	3
Domestic Violence Awareness Month	3
Army Family Action Plan (AFAP)	2
Army Family Action Plan	2
Exceptional Family Member Program (Two Locations)	2
Army Volunteer Corps	2
Army Family Team Building (AFTB)	2
ACS Block Party	2
2026 Domestic Violence Awareness Month	1
Army Volunteer Corps 2	1
Army Community Service (ACS)	1
EFMP Storytime - Oct.	1
Survivor Support Group (SOS)	1
Army Volunteer Corps 3	1
EFMP Workshops	1
Army Emergency Relief (AER)	1
Relocation Readiness Lending Closet	1
New Parent Support Program: Baby Basics	1
Let's Chalk About Domestic Violence 2026	1
Quarterly Kids Connection with FAP	1

Search Analysis

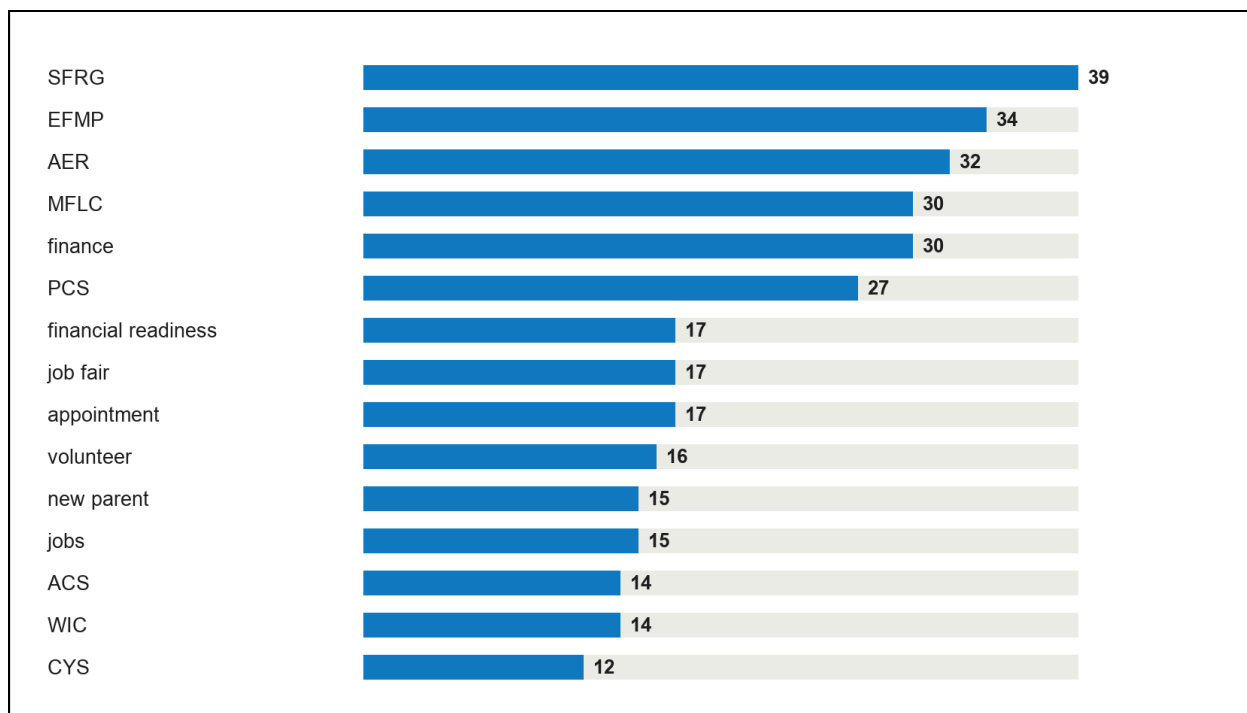
On-site search grew modestly and stayed highly specific. Visitors ran 2,153 searches on ACS pages this quarter, a 6.0% increase (YoY), spread across 1,189 distinct terms. Bounce rates on the top terms were near zero, so the search results themselves are working. Grouped by intent, the terms fall into three patterns. Two themes make up more than a quarter of all searches. A cluster of searches is for partner programs that ACS does not run but users expect to find here. The rest is a long tail of local, one-off needs.

Figure 4: ACS On-Site Searches by Theme, Q4 FY26



Financial Readiness and Employment was the leading theme (318 searches, 14.8% of volume), driven by AER, finance, job fair, and jobs queries. Family Support and Counseling followed (263 searches, 12.2%), led by EFMP, MFLC, and new parent support. Volunteer and Community, Relocation and PCS, Classes and Training, and Benefits and Partner Programs each held 5% to 6%. Nearly half of all searches (990, 46.0%) fell into a long tail of 727 terms, 665 of which were searched only once or twice. That fragmentation is normal for a service program with many local variations, but it means a small set of high-volume fixes will move the most users.

Figure 5: Top 15 ACS Search Terms, Q4 FY26



The top terms are dominated by program acronyms. Users searching SFRG, EFMP, AER, MFLC, and PCS already know what they want and use search as a shortcut to a specific page. That makes acronym-first navigation and search synonyms the fastest win. Three patterns stand out:

- **Partner programs with no ACS landing page:** MFLC (30), WIC (14), DEERS (11), ASAP (9), SHARP (8), and Red Cross (8) together drew 80 searches. These are not ACS programs, but users come to ACS expecting a referral.
- **Appointment intent with no booking path:** "appointment" and "appointments" totaled 23 searches, yet ACS program pages do not surface a visible way to schedule one.
- **Split naming for one program:** "finance," "financial," and "financial readiness" split 57 searches across three spellings of the same need, diluting the signal and the landing experience.

Table 2: ACS Search Themes, Top Terms, and Share of Volume, Q4 FY26

Theme	Top terms	Searches	Share
Financial Readiness & Employment	AER, finance, financial readiness, job fair, jobs	318	14.8%
Family Support & Counseling	EFMP, MFLC, new parent, anger management, new parent support	263	12.2%
Volunteer & Community	SFRG, volunteer, pass it on, VMIS, sfac	129	6.0%

Theme	Top terms	Searches	Share
Relocation & PCS	PCS, relocation readiness, relocation, lending closet, sponsorship	109	5.1%
Classes, Training & Events	CPR, training, flyer, ESL, public training	105	4.9%
Benefits & Partner Programs	WIC, DEERS, ASAP, SHARP, red cross	105	4.9%
Deployment, Transition & Referral	ACS, ETS, immigration, mobilization, deployment	85	3.9%
Contact, Hours & Appointments	appointment, appointments, map, email contact, contact	49	2.3%
Long tail (727 terms, 665 searched once or twice)	CYS, ANAM, transportation, Acuity, airborne	990	46.0%

Recommendations

- Have installations set up Sticky Search (pinned search terms) for SFRG, EFMP, AER, MFLC, and PCS. A one-word search will then add the program page to the results list. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.
- Standardize Financial Readiness naming across page titles. Have installations add "finance," "financial," and "financial readiness" as Sticky Search terms so all three spellings go to one page.
- Add the partner programs ACS does not run (MFLC, WIC, DEERS, ASAP, SHARP, and Red Cross) to the Information and Referral (I&R) page or publish them on a single "Partner Programs and Referrals" page. Give each a short description and an outbound link to capture the 80 searches ACS currently cannot answer.
- Add a prominent "Make an appointment" action to ACS program pages, with the installation-specific contact or scheduling link, to serve the appointment searches.

Army Family Team Building (AFTB)

Traffic

Army Family Team Building (AFTB) grew strongly this quarter, led by first-time visitors. Total users rose 47.4% (YoY) to 1,834, and new users rose 84.4% (YoY) to 817. Sessions rose 36.3% (YoY) to 2,069, and views rose 25.0% (YoY) to 2,203. Users grew faster than views, so visitors came for a specific task rather than to browse. The growth is consistent with the content standardization effort. The program page now has a consistent structure, with a

Classes tile, a Contact Us tile, and a sidebar that links to Course Overview and Sign Up, Volunteer, and Contact Us. The main AFTB page grew as well, and page-level results are shown in Table 3. The heatmap below shows where visitors click on that structure.

Table 3: AFTB Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Army Family Team Building	1,574	22.6% increase
Course Overview and Sign Up	257	No prior-year data
Volunteer	161	No prior-year data
Contact Us	96	No prior-year data

Traffic Sources

Direct was the leading channel with 1,586 users, which points to repeat visitors and installation links. Organic Search followed with 657 users, driven by Google (596 sessions) and Bing (165 sessions). Referral brought 169 users, mainly from armyfamilywebportal.com (51 sessions) and armyresilience.army.mil (48 sessions), both trusted partner domains. Organic Social contributed only 32 users, in line with the account consolidation under Army Directive 2026-17. AI Assistants sent 3 users. Desktop made up 64.3% of users and mobile 33.6%.

Engagement

Average session time fell 36.9% (YoY) to 1:22, and engagement rate fell 18.0% (YoY) to 58%. A surge of new visitors with a single task likely explains this. The most-clicked elements are the enrollment paths, so a shorter visit can mean visitors reached sign-up quickly rather than lost interest.

Figure 6: AFTB Top Clicked Elements, Q4 FY26

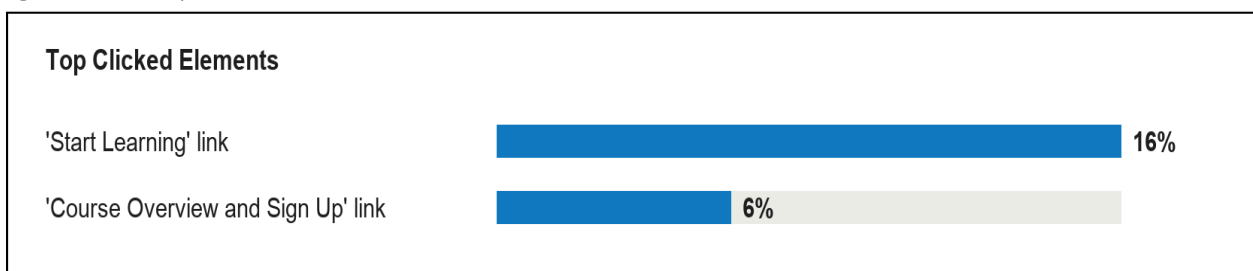
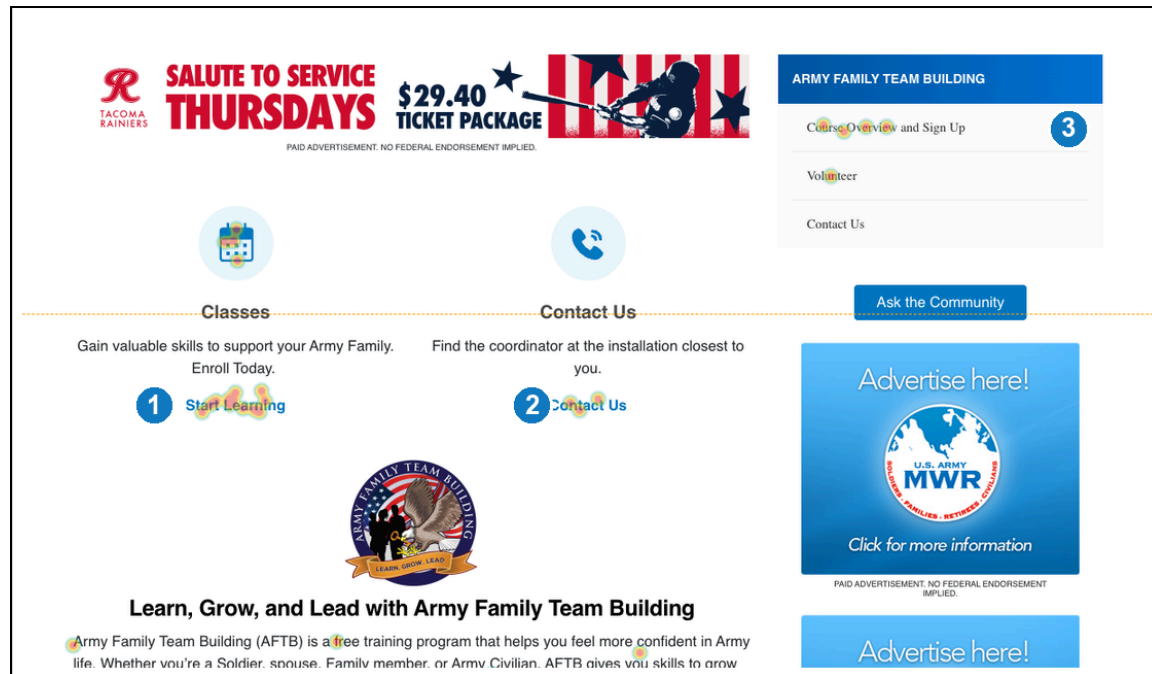


Figure 7: AFTB Click Heatmap, Top of Page (Desktop)



- ① Start Learning link in the Classes tile, the most-clicked element on the page.
- ② Contact Us link, the second action path for reaching the installation coordinator.
- ③ Course Overview and Sign Up link in the sidebar, which duplicates the enrollment path.

Recommendations

- Keep Start Learning and Course Overview and Sign Up above the fold and make them clickable.
- Add a short "what to expect" block to the course pages so quick visitors have what they need to enroll.
- Have installations set up Sticky Search (pinned search terms) so "AFTB" and "Army Family Team Building" go straight to the AFTB page. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

Army Family Action Plan (AFAP)

Traffic

Army Family Action Plan (AFAP) traffic declined this quarter, and the program did not receive a content update. Total users fell 22.3% (YoY) to 1,174, sessions fell 19.8% (YoY) to

1,377, and views fell 21.7% (YoY) to 1,811. Without a content update, AFAP traffic followed its existing pattern rather than growing.

Traffic Sources

Direct led with 412 users, followed closely by Organic Search with 392 users, driven by Google (314 sessions) and Bing (118 sessions). Referral brought 59 users, mainly from home.army.mil (26 sessions), a trusted partner domain. Organic Social added only 20 users and AI Assistants 7. Desktop made up 68.6% of users and mobile 31%.

Engagement

Engagement rate rose 9.8% (YoY) to 70%, and average session time was 2:32, with no prior-year comparison available. Fewer visitors engaged more, which points to a smaller, intentional audience rather than casual browsing. The clicks confirm it. Visitors went to the Submit AFAP Issue button (counting the orange button, its image, and the Continue button) and read the introduction. Clicks on the introduction trace the text line by line. Visitors follow along with their mouse as they read, so the page is read rather than skimmed.

Figure 8: AFAP Top Clicked Elements, Q4 FY26

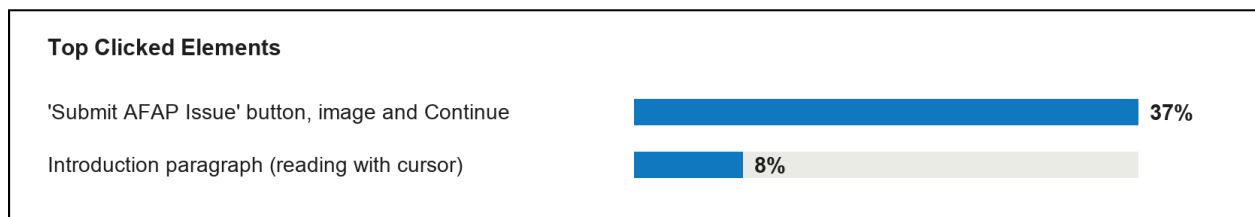
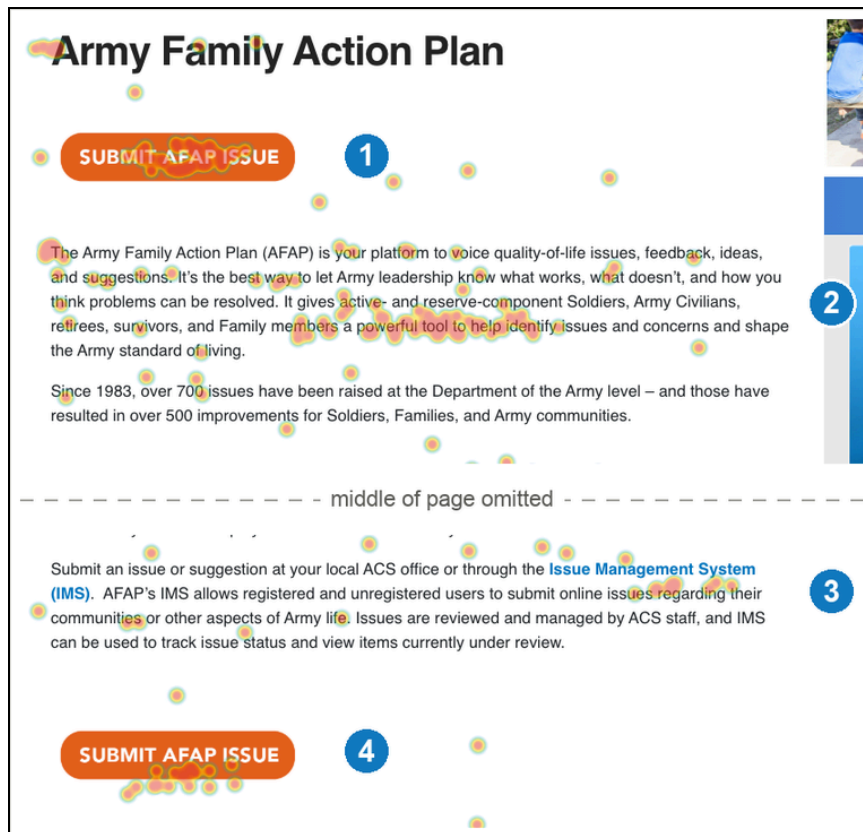


Figure 9: AFAP Click Heatmap, HQ (Desktop)



- ① Top Submit AFAP Issue button, the primary action on the page.
- ② Introduction paragraph. Heat spreads along the text lines, showing visitors tracking the copy with their cursor as they read.
- ③ Issue Management System link, the path for submitting an issue online.
- ④ Bottom Submit AFAP Issue button, a second chance to act after reading the full page.

Recommendations

- Keep the Submit AFAP Issue button at the top and bottom of the page, since it takes the largest share of clicks.
- **Add AFAP to the next content update cycle. It has not had a content update, and its traffic fell.**
- Link AFAP from the consolidated installation social account and partner pages such as home.army.mil to rebuild reach.
- Have installations set up Sticky Search (pinned search terms) so "AFAP," "Army Family Action Plan," "AFAP delegate," and "issue tracker" go straight to the AFAP page. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

Army Family Web Portal (AFWP)

Traffic

Army Family Web Portal (AFWP) is a small program, and traffic declined evenly this quarter. Total users fell 23.5% (YoY) to 296, sessions fell 23.2% (YoY) to 341, and views fell 22.9% (YoY) to 333. New users held up best, down only 2.6% (YoY) to 152, so the loss came mostly from returning visitors. The main armymwr.com site drew almost all of the traffic, with 279 users, a 22.7% decrease (YoY).

Traffic Sources

Organic Search led with 194 users, driven by Google (199 sessions) and Bing (31 sessions). Referral brought 67 users, mainly from armyfamilywebportal.com (45 sessions) and myarmybenefits.us.army.mil (16 sessions), both trusted partner domains. Direct added 44 users. There was no Organic Social channel. Desktop made up 71.6% of users and mobile 27.3%.

Engagement

Average session time rose 27.4% (YoY) to 1:47, and engagement rate held at 69%, a 1.1% decrease (YoY), so a smaller audience stayed longer. Top Clicked Elements and heatmap data are not available for AFWP, because the page has not yet been added as a content update.

Recommendations

- Add AFWP as a content update so the page gets a standardized structure and a clear action path.
- Have installations set up Sticky Search (pinned search terms) so "AFWP" and "Army Family Web Portal" go straight to the AFWP page. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

Army Volunteer Corps (AVC)

Traffic

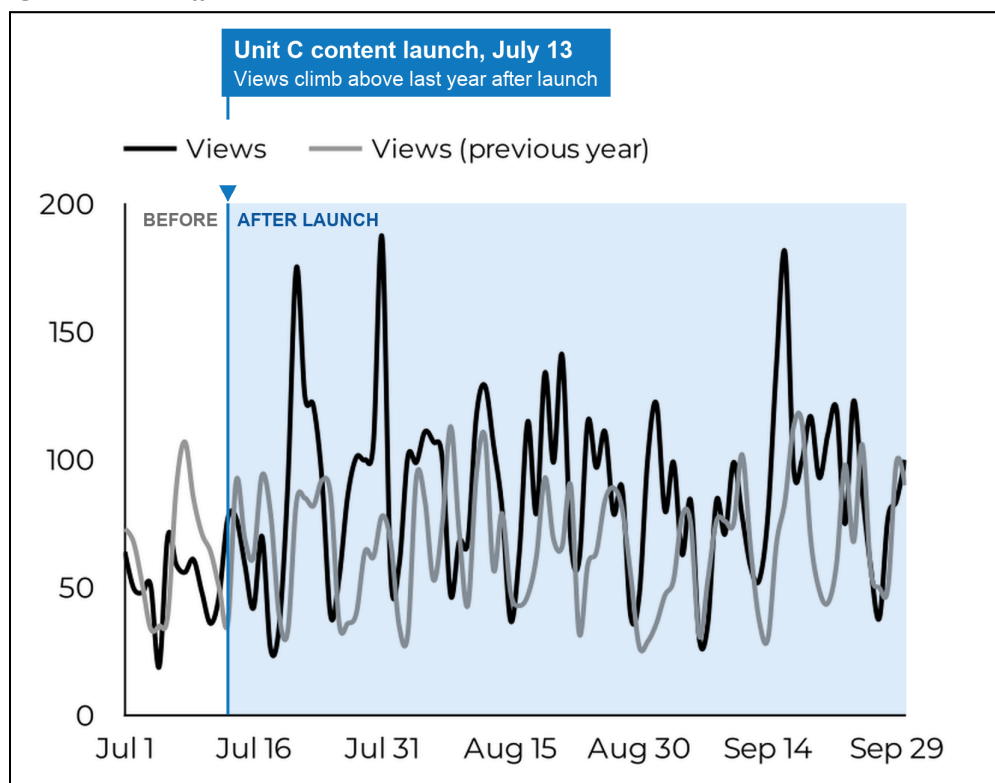
Army Volunteer Corps (AVC) grew this quarter, and the growth is consistent with the Unit C content restructure that launched July 13. Total users rose 16.1% (YoY) to 5,325, sessions rose 15.4% (YoY) to 6,371, and views rose 24.9% (YoY) to 7,631. New users rose 4.3% (YoY)

to 2,796. The traffic trend below shows views rising above last year's level shortly after the launch. The main AVC page itself dipped, so the growth came from the new subpages (Table 4). Visitors now go straight to the page for their task instead of reading one long page.

Table 4: AVC Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Army Volunteer Corps	4,327	8.0% decrease
Volunteer Opportunities	749	No prior-year data
Contact	427	No prior-year data
VMIS & Tracking Hours	336	No prior-year data
How to Volunteer	303	No prior-year data
Forms	190	No prior-year data
Benefits & Recognition	176	No prior-year data

Figure 10: AVC Traffic Trend With Unit C Launch, Q4 FY26



Traffic Sources

Organic Search led with 3,273 users, driven by Google (3,350 sessions) and Bing (696 sessions). Direct followed with 2,075 users. Referral brought 462 users, mainly from home.army.mil (200 sessions) and armyfamilywebportal.com (188 sessions), both trusted partner domains. Organic Social contributed 67 users, in line with the account

consolidation under Army Directive 2026-17, and AI Assistants sent 44. Users were split evenly between desktop (50.4%) and mobile (49%), so the page needs to work well on a phone.

Engagement

Average session time rose 30.2% (YoY) to 2:56, and engagement rate fell 4.0% (YoY) to 64%. Visitors spent more time on the new subpages, while a slightly larger share left without further interaction. The Learn More links lead visitors to an external volunteer system, so the exit notice counts as the same click-through. Heatmap tracking for AVC started September 15, so the click data covers about two weeks and should be read as an early signal.

Figure 11: AVC Top Clicked Elements, Q4 FY26

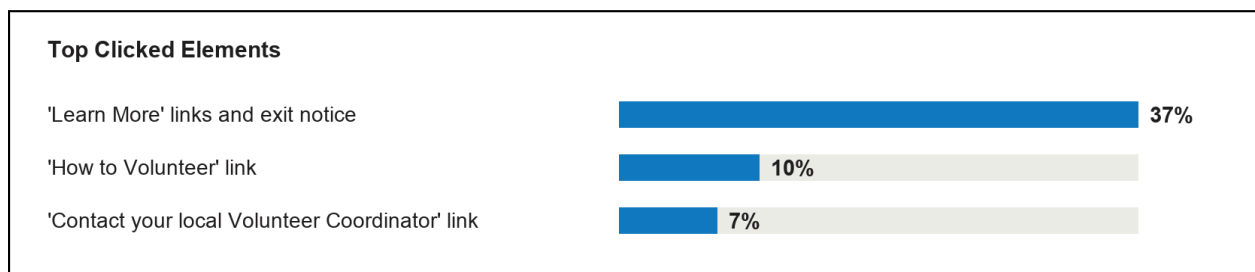
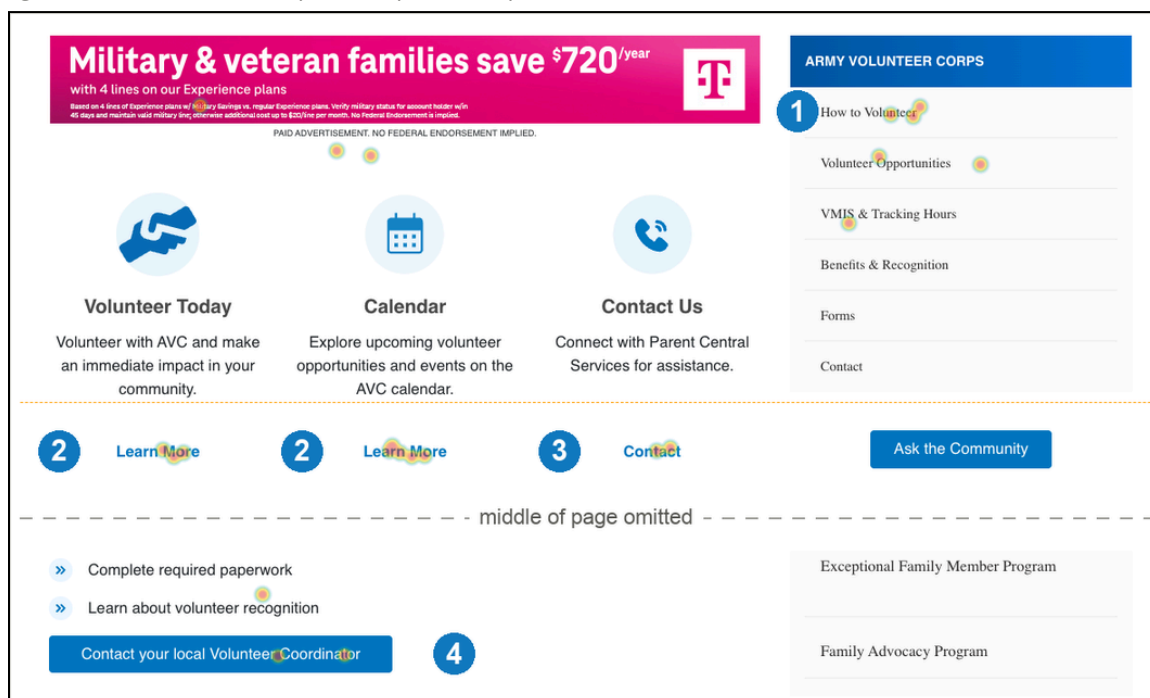


Figure 12: AVC Click Heatmap (Desktop, Since September 15)



- ① Sidebar How to Volunteer and Volunteer Opportunities links, the main way into the new subpages.
- ② The two Learn More links under Volunteer Today and Calendar, which lead to the external volunteer system.

- ③ Contact link, the path to Parent Central Services.
- ④ Contact your local Volunteer Coordinator button at the end of the page.

Recommendations

- Keep the two Learn More links in the tiles at the top, since they take the largest share of clicks.
- Make the Contact your local Volunteer Coordinator button easier to find on the subpages.
- Have installations set up Sticky Search (pinned search terms) so "volunteer," "volunteering," "VMIS," and "AVC" go straight to the AVC page. These terms drew 41 searches across 13 variations this quarter. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

Employment Readiness Program (ERP)

Traffic

Employment Readiness Program (ERP) is the largest ACS program by traffic, and it grew its audience this quarter. Total users rose 9.1% (YoY) to 87,753, and new users rose 35.2% (YoY) to 61,502, so ERP reached many more first-time visitors. Sessions rose 5.0% (YoY) to 107,889, while views held almost flat, a 0.7% decrease (YoY) to 150,112. More people came, and each looked at fewer pages. The main ERP page fell 7.9% (YoY), and that decline is a healthy sign rather than a loss. Traffic is spreading from the main page to the dedicated subpages, which all grew (Table 5). Visitors no longer need to stop on the main page to find what they want. They land on, or click straight through to, the page for their specific need. Overall ERP users still rose 9.1% (YoY).

Table 5: ERP Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Employment Readiness Program	78,222	7.9% decrease
Spouse Employment	11,200	18.9% increase
Home Based Business	10,793	26.0% increase
Job Search and Support	7,222	380.8% increase
Federal and On-Post Jobs	2,490	85.3% increase
Transition and Veterans	1,972	57.4% increase
Contact	1,068	No prior-year data

Traffic Sources

Organic Search led with 37,297 users, driven by Google (44,337 sessions) and Bing (4,739 sessions). Direct was close behind with 36,835 users. Referral brought 8,232 users, led by nafbenefits.com (3,166 sessions). Organic Social contributed 5,047 users, most from facebook.com (2,898 sessions), so social still drives meaningful traffic to ERP after the account consolidation under Army Directive 2026-17. AI Assistants sent 1,005 users. Desktop made up 53.3% of users and mobile 45.8%.

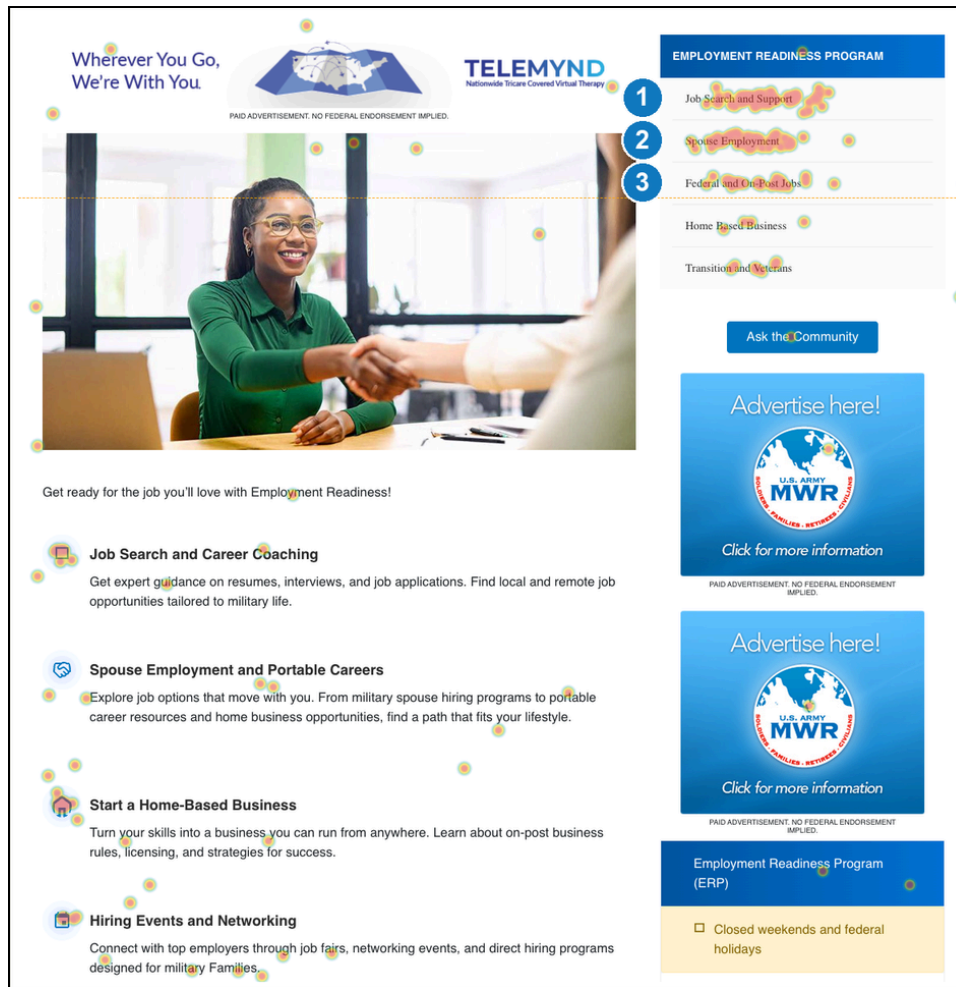
Engagement

Average session time fell 5.9% (YoY) to 2:09, and engagement rate fell 13.2% (YoY) to 59%. A large wave of first-time visitors looking for one job or career topic likely explains the dip. The clicks show where they went. The three most-clicked elements are all sidebar links to the subpages that grew the most this quarter. Job Search and Support was clicked most, and its page traffic rose 380.8% (YoY). Visitors use the sidebar to go straight to their topic rather than reading the main page. That is why the main ERP page lost users while the subpages gained.

Figure 13: ERP Top Clicked Elements, Q4 FY26



Figure 14: ERP Click Heatmap, Main Page (Desktop)



- ① Job Search and Support link in the sidebar, the most-clicked element on the page.
- ② Spouse Employment link, the second most-clicked subpage path.
- ③ Federal and On-Post Jobs link, right at the average fold line.

Recommendations

- Promote Job Search and Support and Spouse Employment from the main ERP page, since they are the fastest-growing subpages.
- Coordinate with nafbenefits.com to keep its referral links current.
- Have installations set up Sticky Search (pinned search terms) so "job fair," "hiring fair," "jobs," "employment," and "careers" go straight to the ERP page. Employment terms drew more than 100 searches this quarter. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

Exceptional Family Member Program (EFMP)

Traffic

Exceptional Family Member Program (EFMP) had one of its strongest quarters, with growth on every measure, and the improvement comes from the new content. The EFMP pages were rebuilt into dedicated topic pages in June, and this quarter shows that the new content is working. Views rose 45.1% (YoY) to 21,105, total users rose 24.4% (YoY) to 12,295, new users rose 33.2% (YoY) to 8,555, and sessions rose 17.5% (YoY) to 15,248. The new landing pages are performing remarkably. In their first full quarter, the eight dedicated pages drew more than 5,200 users combined (Table 6).

Table 6: EFMP Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Exceptional Family Member Program	10,872	7.4% increase
Contact	2,135	No prior-year data
Medical EFMP	793	No prior-year data
Resources and Forms	707	No prior-year data
Get EFMP Support	538	No prior-year data
Respite Care	305	No prior-year data
Classes, Events, and Support Groups	304	No prior-year data
Child and Youth Access	263	No prior-year data
School Support	225	No prior-year data

EFMP's main page also grew, so the new subpages did not pull traffic away from it. The new pages added a new audience rather than splitting the existing one. Views grew much faster than users, so families are moving through several pages per visit. That fits a program where families often need medical, school, and respite information together.

Traffic Sources

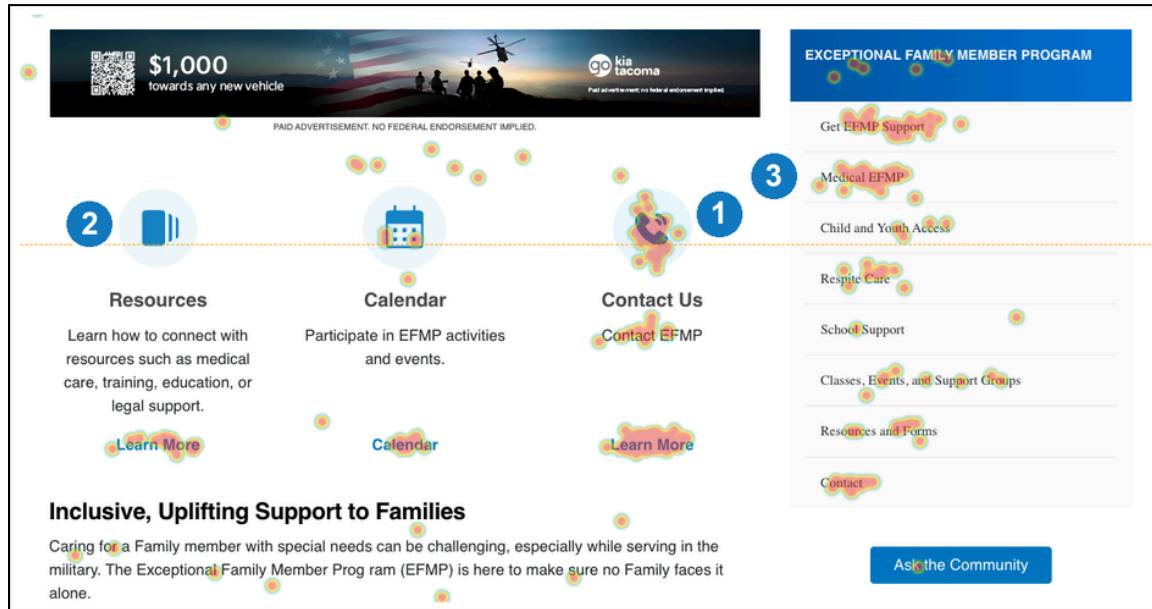
Organic Search led with 5,934 users, driven by Google (6,679 sessions) and Bing (1,183 sessions); the new topic pages give search engines more specific pages to rank. Direct followed with 5,261 users. Referral brought 1,007 users, led by efmp.army.mil (251 sessions) and installations.militaryonesource.mil (243 sessions), both trusted partner domains. Organic Social contributed 207 users and AI Assistants 35. Desktop made up 63.4% of users and mobile 35.7%.

Engagement

Engagement strengthened along with traffic. Average session time rose 19.0% (YoY) to 2:46, and engagement rate rose 8.5% (YoY) to 61%. More people came, stayed longer, and

interacted more. The heatmap shows where that interaction happens: Contact EFMP is the most-clicked element on the page, matching Contact as the most-visited new page (2,135 users). Families come to EFMP to reach a person, and the new layout puts that path within easy reach.

Figure 15: EFMP Click Heatmap, Top of Page (Desktop)



- ① Contact Us tile (phone icon, Contact EFMP, and Learn More), the most-clicked area of the page.
- ② Resources tile and its Learn More link.
- ③ Sidebar links to the new topic pages: Get EFMP Support, Medical EFMP, Respite Care, Resources and Forms, and Contact.

Recommendations

- Cross-link Medical EFMP, School Support, and Respite Care, since families tend to need them together.
- Keep the referral links from efmp.army.mil and Military OneSource pointed at the new topic pages.
- Have installations set up Sticky Search (pinned search terms) so "EFMP," "exceptional family member program," "EFMP forms," and "respite care" go straight to the EFMP page. These terms drew 52 searches this quarter. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

Family Advocacy Program (FAP)

Traffic

Family Advocacy Program (FAP) grew modestly in audience and strongly in views this quarter. Total users rose 2.1% (YoY) to 12,959, new users rose 3.1% (YoY) to 7,577, and sessions held steady, up 0.5% (YoY) to 16,427. Views rose 28.5% (YoY) to 24,542, so each visitor looked at more pages. The new content structure explains that. Families are moving from the main page into dedicated topic pages such as Contact and Classes and Workshops. New Parent Support Program (NPSP) and Transitional Compensation both grew (Table 7). The main FAP page dipped 5.0% (YoY) as traffic spread to these pages.

Table 7: FAP Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Family Advocacy Program	11,020	5.0% decrease
Contact	2,046	No prior-year data
Classes and Workshops	1,823	No prior-year data
New Parent Support Program (NPSP)	1,315	19.1% increase
Victim Advocacy	672	8.4% decrease
Reporting Options	332	No prior-year data
Command and Unit Training	224	No prior-year data
Transitional Compensation (TC)	205	41.4% increase

Traffic Sources

Organic Search led with 7,965 users, driven by Google (9,651 sessions) and Bing (1,121 sessions). Direct followed with 4,715 users. Referral brought 1,006 users, led by [installations.militaryonesource.mil](#) (354 sessions) and [home.army.mil](#) (350 sessions), both trusted partner domains. Organic Social contributed 352 users and AI Assistants 64. Users were split almost evenly between desktop (52.8%) and mobile (46.6%), which matters for FAP because people seeking help often search from a phone.

Engagement

Engagement strengthened. Average session time rose 12.3% (YoY) to 2:58, and engagement rate rose 6.4% (YoY) to 61%. The most-clicked elements are action paths: Get Started for Workshops and Classes were clicked most, followed by Contact. Visitors are signing up for help and reaching a person, not just reading.

Figure 16: FAP Top Clicked Elements, Q4 FY26

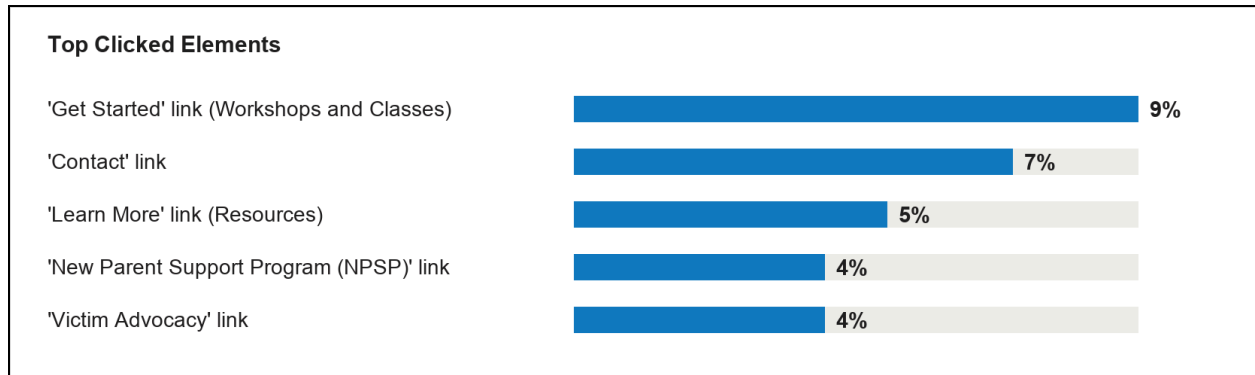
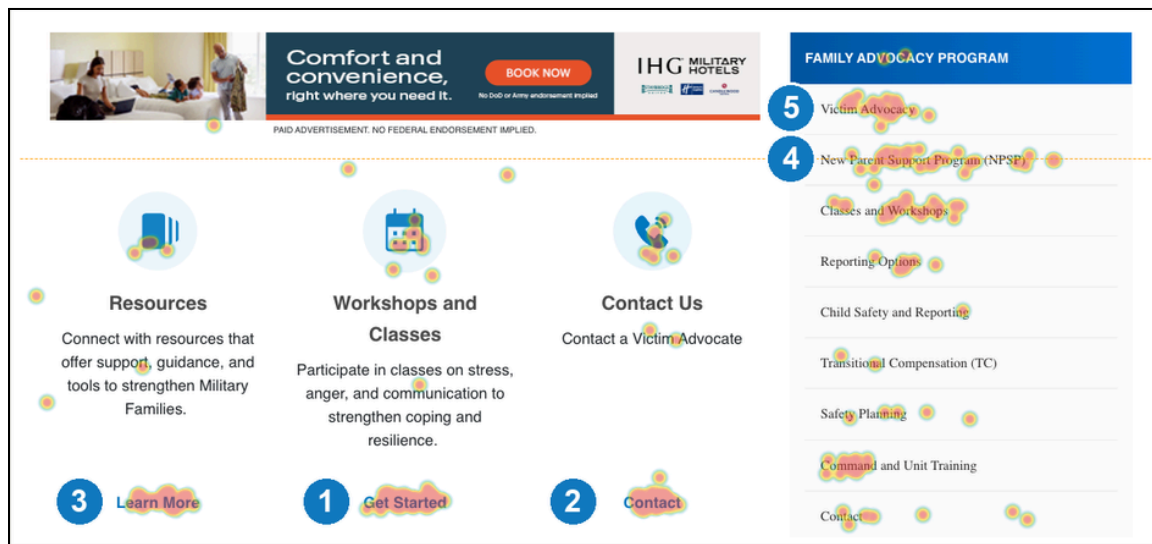


Figure 17: FAP Click Heatmap, Top of Page (Desktop)



- ① Get Started link in the Workshops and Classes tile, the most-clicked element.
- ② Contact link in the Contact Us tile, which reaches a Victim Advocate.
- ③ Learn More link in the Resources tile.
- ④ New Parent Support Program (NPSP) link in the sidebar.
- ⑤ Victim Advocacy link in the sidebar.

Recommendations

- Promote NPSP and Transitional Compensation from the main page, since both grew.
- Have installations set up Sticky Search (pinned search terms) for FAP and New Parent Support Program (NPSP) terms. Point "FAP," "family advocacy," "victim advocacy," "domestic violence," and "anger management" to the FAP page, and "new parent," "NPSP," and "boot camp" to the NPSP page. FAP terms drew more than 120 searches across many spellings this quarter. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

Financial Readiness Program (FRP)

Traffic

Financial Readiness Program (FRP) reached a larger and newer audience this quarter. Total users rose 10.0% (YoY) to 15,932, new users rose 21.4% (YoY) to 8,498, sessions rose 2.0% (YoY) to 20,009, and views rose 8.3% (YoY) to 24,199. The main FRP page held steady while the topic pages grew sharply (Table 8). Credit and Debt Assistance and Master Your Money more than doubled. Contact, Financial Education and Training, and Retirement and Financial Planning had almost no traffic last year, so they are effectively new audiences.

Table 8: FRP Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Financial Readiness Program	10,532	1.1% increase
Emergency Financial Assistance	4,115	2.0% decrease
Contact	1,559	Near zero last year
Credit and Debt Assistance	799	153.7% increase
Master Your Money	763	192.3% increase
Financial Education and Training	650	Near zero last year
Retirement and Financial Planning	358	Near zero last year

Traffic Sources

Direct led with 8,722 users, followed closely by Organic Search with 7,445 users, driven by Google (8,673 sessions) and Bing (1,633 sessions). Referral brought 1,466 users, led by home.army.mil (486 sessions) and armyfamilywebportal.com (429 sessions), both trusted partner domains. Organic Social contributed 228 users and AI Assistants 73. FRP's audience is heavily desktop: 84.7% of users were on desktop and only 15.2% on mobile. Visitors likely use FRP for planned tasks at a computer, such as scheduling or class sign-up.

Engagement

Average session time rose 16.6% (YoY) to 2:42, while engagement rate fell 7.7% (YoY) to 59%. Visitors who engaged stayed longer, while a larger share of the many new visitors left after one page. The clicks show clear intent. Get Started, which schedules an appointment, was the most-clicked element at 17%. Learn More, which connects to an accredited financial counselor, followed at 15%, and Sign Up for training drew 9%. Two in five clicks lead to booking time with a counselor or a class.

Figure 18: FRP Top Clicked Elements, Q4 FY26

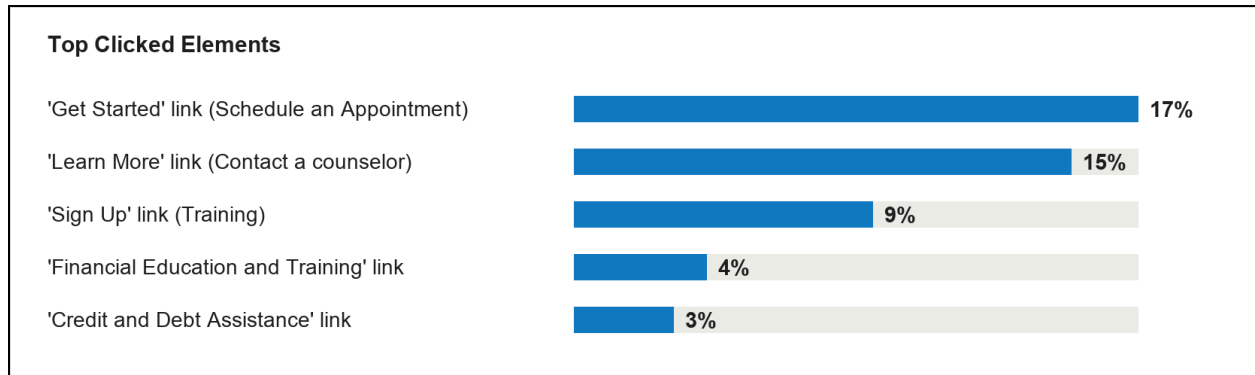
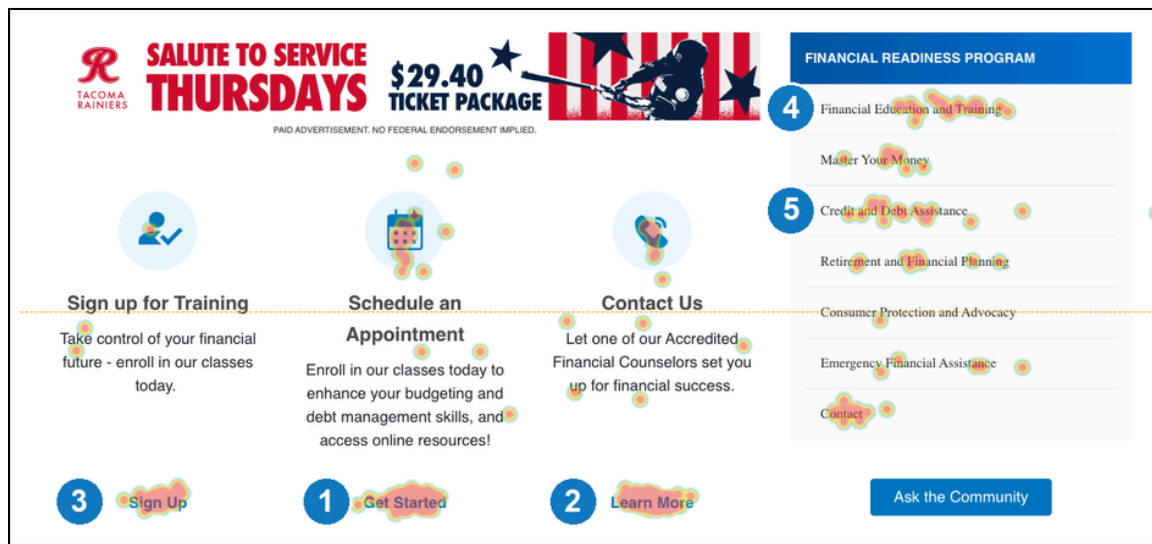


Figure 19: FRP Click Heatmap, Top of Page (Desktop)



- ① Get Started link in the Schedule an Appointment tile, the most-clicked element.
- ② Learn More link in the Contact Us tile, which connects to an accredited financial counselor.
- ③ Sign Up link in the Sign up for Training tile.
- ④ Financial Education and Training link in the sidebar.
- ⑤ Credit and Debt Assistance link in the sidebar.

Recommendations

- Keep the three action tiles (Sign Up, Get Started, and Learn More) at the top, since together they take 41% of clicks.
- Promote Credit and Debt Assistance and Master Your Money from the main page, since both more than doubled.
- Have installations set up Sticky Search (pinned search terms) so "finance," "financial," "financial readiness," "AER," "Army Emergency Relief," and "budget" go straight to the FRP page. Financial terms drew more than 150 searches this quarter. Setup steps are

in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

Information and Referral (I&R)

Traffic

Information and Referral (I&R) traffic fell sharply this quarter. Total users dropped 67.6% (YoY) to 746, sessions dropped 66.1% (YoY) to 847, views dropped 64.6% (YoY) to 907, and new users dropped 75.4% (YoY) to 225. Part of the drop is a comparison effect: the trend line shows a single large spike in early September last year, which raised the prior-year totals. Most of the loss came from Hood, which fell 84.5% (YoY) to 271 users, while Bragg grew 26.9% (YoY) to 85 and JBLM grew 90.7% (YoY) to 82.

Traffic Sources

Organic Search led with 425 users, driven by Google (403 sessions) and Bing (89 sessions). Direct followed with 215 users. Referral brought 124 users, led by `installations.militaryonesource.mil` (61 sessions) and `home.army.mil` (47 sessions), both trusted partner domains. Organic Social contributed 5 users and AI Assistants 4. Desktop made up 66.3% of users and mobile 33.1%.

Engagement

The smaller audience was far more engaged. Average session time rose 234.1% (YoY) to 2:12, and engagement rate fell 12.8% (YoY) but remains high at 71%. Visitors who reach I&R are looking for something specific and stay to find it.

Recommendations

- Conduct a content review of the I&R pages. Confirm the referral information is current, the page clearly explains what I&R can help with, and it links to the services people are referred to.
- Review the Hood I&R page specifically, since it accounts for most of the decline.



Mobilization, Deployment & Support Stability Operations (MD&SSO)

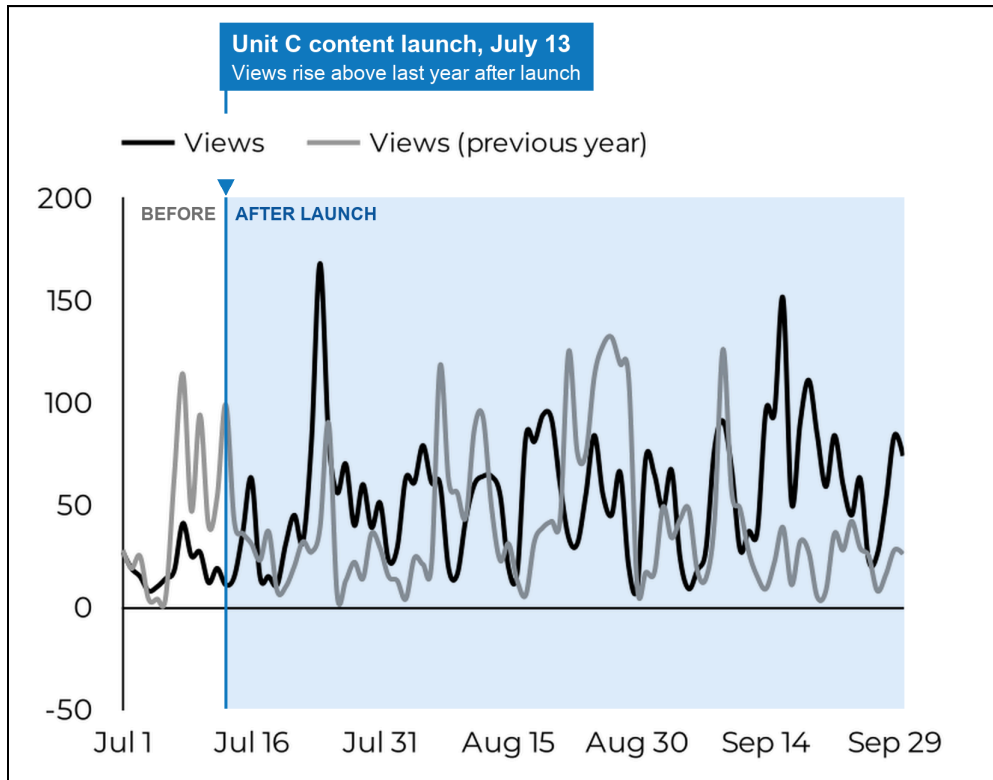
Traffic

Mobilization, Deployment & Support Stability Operations (MD&SSO) grew on every audience measure this quarter, and the growth is consistent with the Unit C content restructure that launched July 13. Total users rose 29.1% (YoY) to 3,698, new users rose 31.0% (YoY) to 1,831, sessions rose 26.8% (YoY) to 4,038, and views rose 22.1% (YoY) to 4,619. The traffic trend below shows views rising above last year's level after the launch. The new topic pages drew more than 2,500 users combined, led by Soldier & Family Readiness Groups (SFRGs) (Table 9). The main MD&SSO page fell 37.4% (YoY), which is expected now that visitors go straight to the deployment stage they need.

Table 9: MD&SSO Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Mobilization, Deployment & Support Operations	1,823	37.4% decrease
Soldier & Family Readiness Groups (SFRGs)	597	No prior-year data
Training & Classes	465	No prior-year data
Contact	410	No prior-year data
Care Teams & Casualty Response	198	No prior-year data
Resources & Helpful Links	186	No prior-year data
Preparing for Deployment	184	No prior-year data
Emergency & Disaster Support	181	No prior-year data
Homecoming & Reintegration	152	No prior-year data
Support During Deployment	144	No prior-year data

Figure 20: MD&SSO Traffic Trend With Unit C Launch, Q4 FY26



Traffic Sources

Direct led with 2,466 users, followed by Organic Search with 1,851 users, driven by Google (1,734 sessions) and Bing (427 sessions). Referral brought 231 users, led by home.army.mil (82 sessions) and installations.militaryonesource.mil (45 sessions), both trusted partner domains. Organic Social contributed 14 users and AI Assistants 12. Desktop made up 70.8% of users and mobile 28.2%.

Engagement

Average session time rose 19.6% (YoY) to 2:07, while engagement rate fell 13.2% (YoY) to 55%. Visitors who engaged spent longer with the new deployment-stage content, while more first-time visitors left after one page. Heatmap tracking has been set up for MD&SSO, but no heatmap data is available yet.

Recommendations

- Link the SFRG and Training & Classes pages prominently from the main page, since they are the most-visited new pages.
- Connect the deployment-stage pages in order (Preparing, During, and Homecoming) so families can follow the cycle.

- Keep the home.army.mil and Military OneSource referral links pointed at the new topic pages.
- Have installations set up Sticky Search (pinned search terms) so "SFRG," "FRG," "CFRR," "family care plan," "mobilization," and "deployment" go straight to the MD&SSO page. These terms drew 86 searches this quarter, led by "SFRG" (39). Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

Relocation Readiness

Traffic

Relocation Readiness had a strong quarter, with large gains across the board. Total users rose 39.2% (YoY) to 11,613, new users rose 50.3% (YoY) to 5,919, sessions rose 33.6% (YoY) to 13,802, and views rose 35.7% (YoY) to 15,597. The topic pages drove the growth, with several more than doubling and four new pages added (Table 10). The main Relocation Readiness page fell 11.7% (YoY) as traffic spread to these pages, a healthy sign that visitors are reaching the specific help they need.

Table 10: Relocation Readiness Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Relocation Readiness	6,002	11.7% decrease
Newcomer Orientation	2,764	71.9% increase
Lending Closet	1,110	305.1% increase
Extra Support Services	899	No prior-year data
Planning Your Move	709	369.5% increase
Relocation Resources and Tools	677	No prior-year data
Contact	450	No prior-year data
Language and Cultural Support	409	411.3% increase
Sponsorship Support	381	No prior-year data

Traffic Sources

Direct led with 8,714 users, followed by Organic Search with 4,249 users, driven by Google (4,709 sessions) and Bing (694 sessions). Referral brought 1,668 users, led by home.army.mil (1,059 sessions) and installations.militaryonesource.mil (472 sessions), both trusted partner domains. Organic Social contributed 333 users and AI Assistants 82. Desktop made up 61.4% of users and mobile 38%.

Engagement

Average session time fell 5.7% (YoY) to 2:06, and engagement rate fell 8.5% (YoY) to 60%, a small dip as many new visitors arrived. The clicks reveal an unmet need. The two most-clicked items on the page are not links. "Ask questions" and "Borrow household items" are plain text in the "Visit the ACS center to" list, and each drew 13% of clicks. Visitors are clicking them because they want more information on those topics, and nothing happens. Borrowing household items is the Lending Closet, whose page grew 305.1% (YoY), so there is clear demand to connect.

Figure 21: Relocation Readiness Top Clicked Elements, Q4 FY26

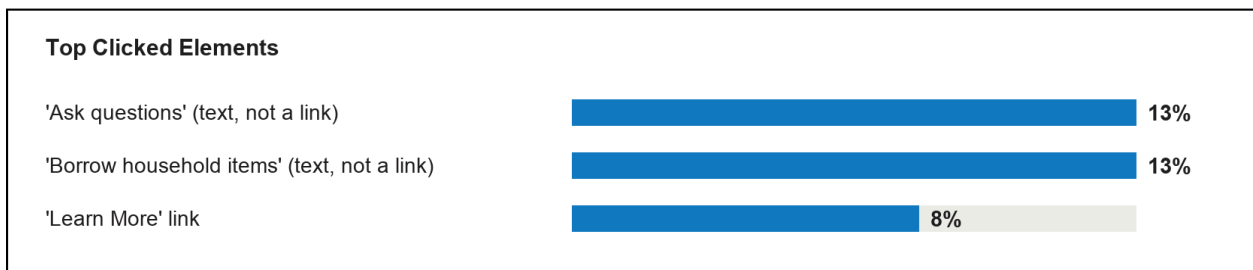
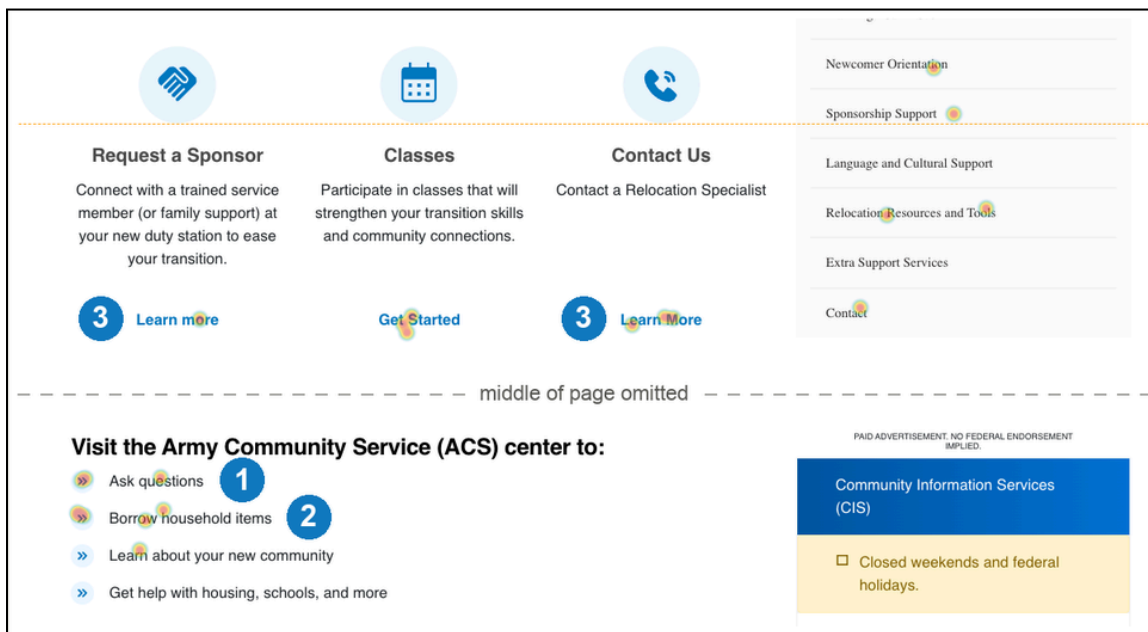


Figure 22: Relocation Readiness Click Heatmap (Desktop)



- ① "Ask questions" text in the Visit the ACS center list. It is not a link, but it drew 13% of clicks.
- ② "Borrow household items" text in the same list. It is not a link, but it drew 13% of clicks.
- ③ The two Learn More links, under Request a Sponsor and Contact Us.

Recommendations

- Turn "Ask questions" into a link to the Contact page and "Borrow household items" into a link to the Lending Closet page, so the most-clicked items go somewhere.
- Promote Newcomer Orientation and Planning Your Move from the main page, since both grew strongly.
- Have installations set up Sticky Search (pinned search terms) so "PCS," "relocation," and "sponsorship" go to the Relocation Readiness page, and "lending closet," "loan closet," and "lending" go to the Lending Closet page. Relocation terms drew more than 100 searches this quarter. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

Survivor Outreach Services (SOS)

Traffic

Survivor Outreach Services (SOS) held a steady audience this quarter while page views eased slightly. Total users rose 1.0% (YoY) to 2,863, and new users rose 2.9% (YoY) to 1,777, while sessions fell 4.4% (YoY) to 3,144 and views fell 6.0% (YoY) to 3,751. The main SOS page fell 22.3% (YoY) as visitors spread to the topic pages, led by Gold Star Pins (Table 11).

Table 11: SOS Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Survivor Outreach Services	2,172	22.3% decrease
Gold Star Pins	343	174.4% increase
Contact	229	No prior-year data
Support Services	225	No prior-year data
Eligibility	208	No prior-year data
Resources	172	Near zero last year

Traffic Sources

Direct led with 1,905 users, followed by Organic Search with 1,113 users, driven by Google (1,105 sessions) and Bing (202 sessions). Referral was a strong third channel with 460 users, led by home.army.mil (306 sessions) and armyfamilywebportal.com (22 sessions), both trusted partner domains. Organic Social contributed 45 users. Desktop made up 63.3% of users and mobile 36.1%.

Engagement

Average session time fell 13.1% (YoY) to 2:01, and engagement rate fell 8.0% (YoY) to 56%. Visitors are reaching specific topic pages such as Gold Star Pins and Eligibility more directly, which can shorten visits. Heatmap data is not yet available for SOS.

Recommendations

- Promote Gold Star Pins and Eligibility from the main SOS page, since they are the most-visited topic pages.
- Have installations set up Sticky Search (pinned search terms) so "SOS," "survivor outreach," and "Gold Star" go straight to the SOS page. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

Soldier and Family Assistance Center (SFAC)

Traffic

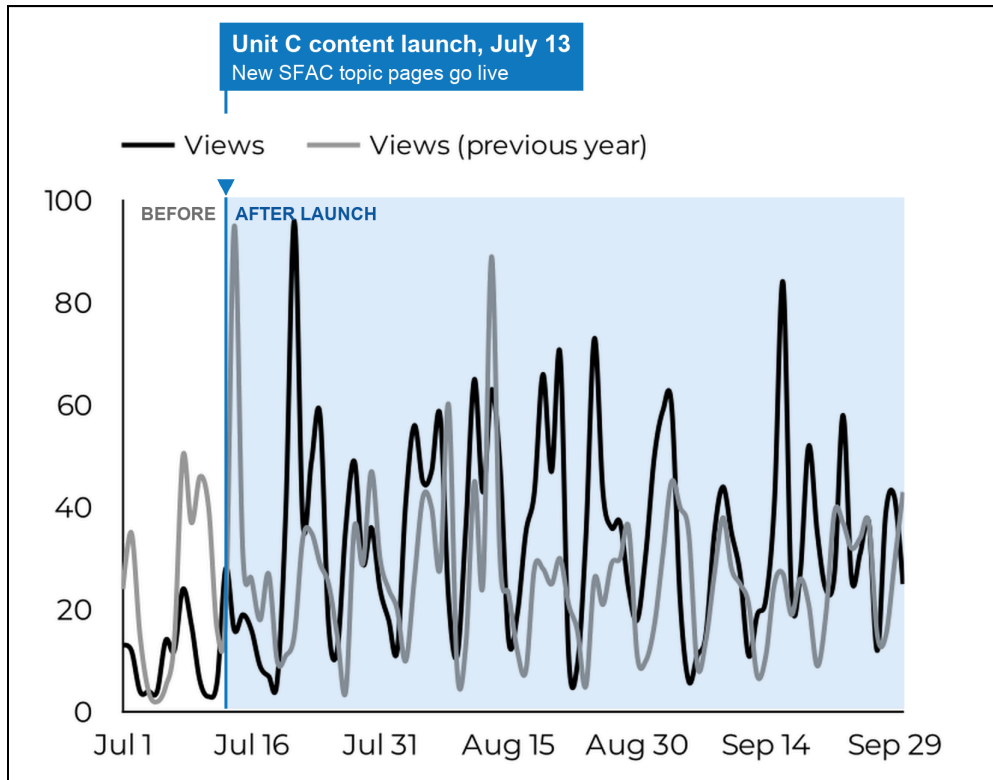
Soldier and Family Assistance Center (SFAC) grew on every audience measure this quarter, and the growth is consistent with the Unit C content restructure that launched July 13. Total users rose 20.4% (YoY) to 2,324, new users rose 18.7% (YoY) to 838, sessions rose 19.7% (YoY) to 2,605, and views rose 18.9% (YoY) to 2,876. The new topic pages added visitors without pulling traffic from the main page, which held steady (Table 12).

Table 12: SFAC Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Soldier and Family Assistance Center (SFAC)	1,980	0.3% increase
Contact	285	No prior-year data
SFAC Services	160	No prior-year data
How SFAC Works	107	No prior-year data
Who SFAC Supports	98	No prior-year data



Figure 23: SFAC Traffic Trend With Unit C Launch, Q4 FY26



Traffic Sources

Direct led with 1,284 users, followed closely by Organic Search with 1,179 users, driven by Google (1,073 sessions) and Bing (250 sessions). Referral brought 266 users, led by home.army.mil (110 sessions) and installations.militaryonesource.mil (45 sessions), both trusted partner domains. Organic Social contributed 19 users. Desktop made up 72% of users and mobile 27.3%.

Engagement

Engagement time grew sharply. Average session time rose 43.8% (YoY) to 2:09, while engagement rate fell 11.8% (YoY) to 64%. Visitors who engage are spending much longer reading the new explanatory pages, such as How SFAC Works and Who SFAC Supports. Heatmap data is not yet available for SFAC.

Recommendations

- Have installations set up Sticky Search (pinned search terms) so "SFAC" and "Soldier and Family Assistance Center" go straight to the SFAC page. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.