



Program Roll-Up

Jul 1, 2025 - Sep 30, 2025



Program	Total Users	New Users	Sessions	Engagement Rate
Army Family Team Building	1,244	443	1,518	70.29%
Army Family Action Plan	1,477	619	1,696	63.56%
Army Family Web Portal	387	156	444	69.37%
Army Volunteer Corps	4,588	2,681	5,520	66.38%
Exceptional Family Member Program	9,896	6,438	12,984	55.81%
Information and Referral	2,299	916	2,495	81.24%
MD&SSO	2,864	1,398	3,185	63.89%
Relocation Readiness	4,626	2,213	5,878	64.73%
Survivor Outreach Services	2,611	1,640	3,025	60.17%
Soldier and Family Assistance Center	1,930	706	2,176	72.98%



Program Roll-Up

Jul 1, 2025 - Sep 30, 2025



Employment Readiness	Total Users	New Users	Sessions	Engagement Rate
Employment Readiness Program	72,311	39,376	91,842	69.23%
Army Spouse Employment, Career and Education Information	6,587	458	8,190	82.45%
Family Advocacy Program	Total Users	New Users	Sessions	Engagement Rate
Family Advocacy Program	11,018	6,416	14,313	58.48%
New Parent Support Program	2,082	922	2,712	57.63%
Victim Advocacy Program	1,424	750	1,739	63.02%
Financial Readiness Program	Total Users	New Users	Sessions	Engagement Rate
Financial Readiness Program	12,234	6,134	16,173	62.46%
Army Emergency Relief	6,379	3,172	9,431	62.8%



ARMY MWR

Army Community Service

Views
257,581

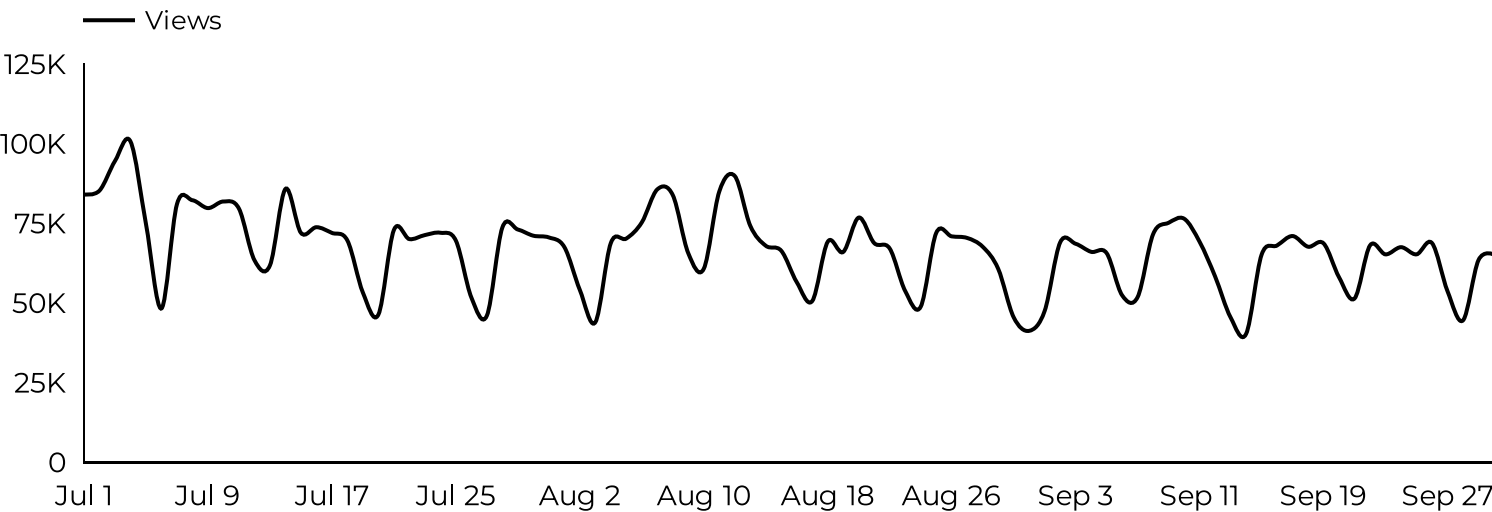
Visits (pageviews) to
your page

Engagement rate
60%

User Activity Level

Total users
138,714

The total number of users
who visited your website



Visits from social media.

Social Media	Total users ▾
Facebook	2,892
X	364
LinkedIn	44
Instagram	41
YouTube	1

What programs are
users visiting?





Views

1,762

↓ -7.6%

Sessions

1,518

↓ -4.6%

Total users

1,244

↓ -5.9%

New users

443

↓ -32.6%

Avg. Session Time

02:10

↑ 11.3%

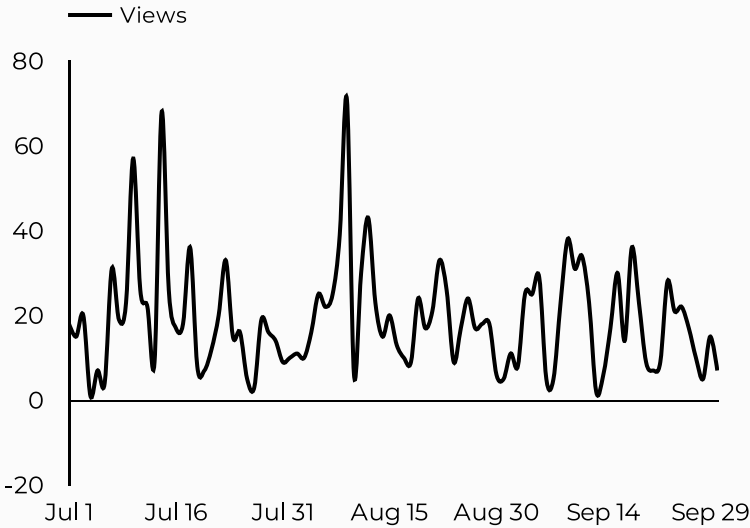
Engagement rate

70%

↑ 8.6%

Compared Y-o-Y

How is site traffic trending?

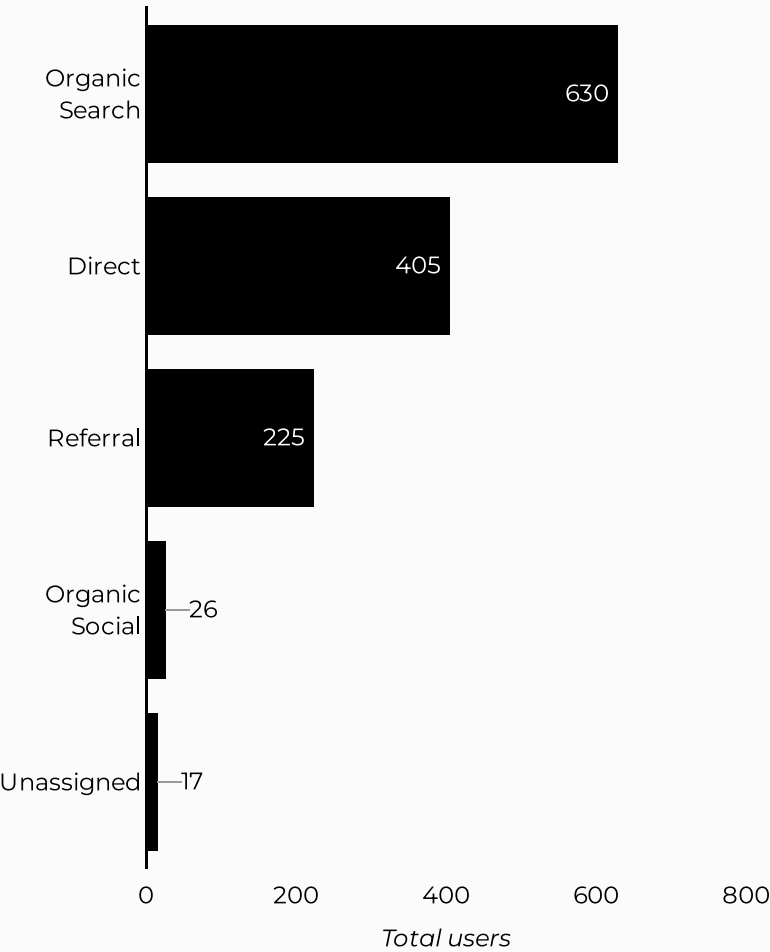


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	591
bliss.armymwr.com	123
campbell.armymwr.com	75
hood.armymwr.com	49
hawaii.armymwr.com	47
carson.armymwr.com	43
jblm.armymwr.com	34
gordon.armymwr.com	32
humphreys.armymwr.com	32
rucker.armymwr.com	27

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	492
(direct)	405
bing	120
armyfamilywebportal.com	73
armyresilience.army.mil	55
home.army.mil	35
yahoo	12
installations.militaryonesource.mil	11
chatgpt.com	10
m.facebook.com	10



Views

2,017

↓ -13.8%

Sessions

1,696

↓ -5.1%

Total users

1,477

↓ -3.8%

New users

619

↓ -10.8%

Avg. Session Time

01:40

↓ -12.7%

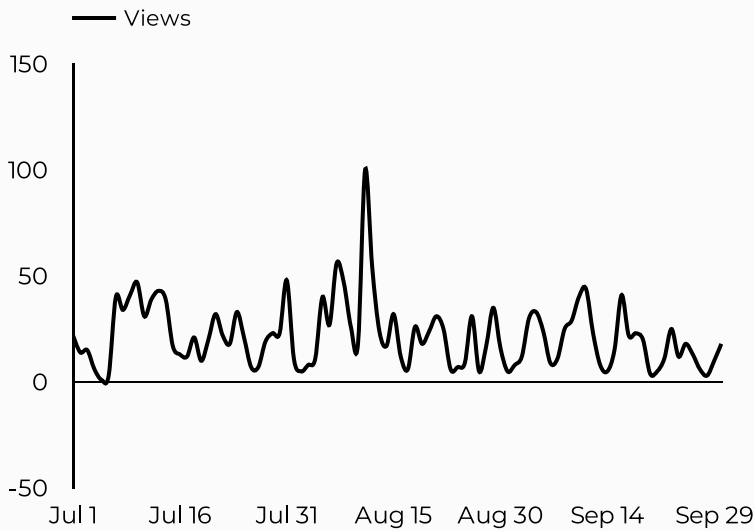
Engagement rate

64%

↑ 1.7%

Compared Y-o-Y

How is site traffic trending?

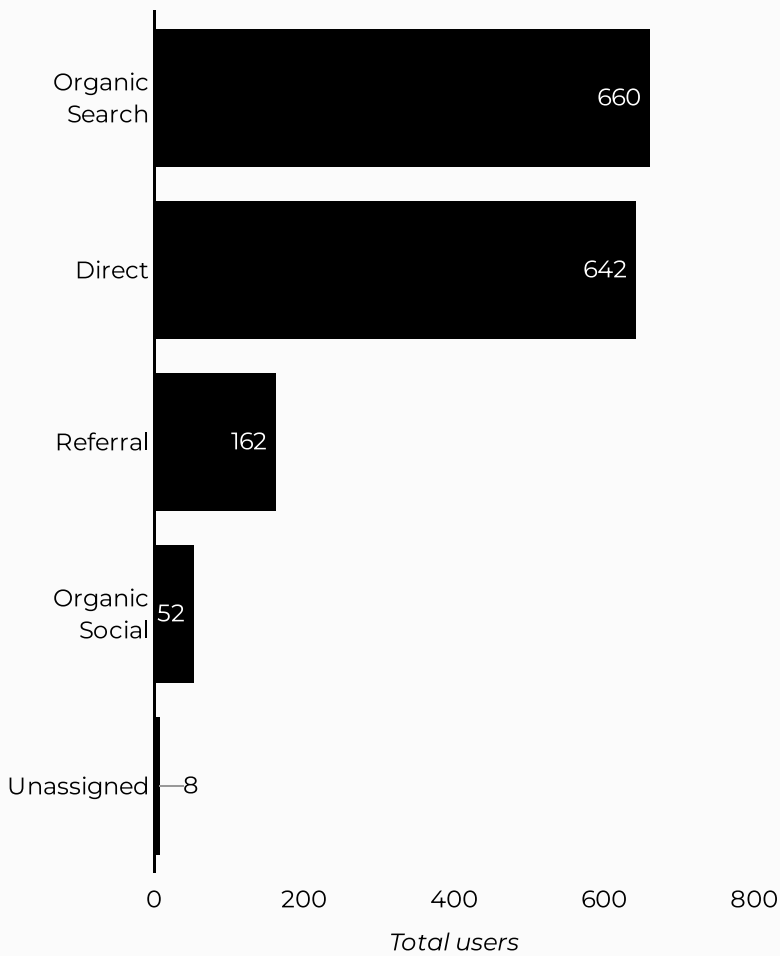


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	523	-7.1% ↓
wiesbaden.armymwr.com	289	5.5% ↑
campbell.armymwr.com	70	12.9% ↑
carlisle.armymwr.com	56	30.2% ↑
bliss.armymwr.com	52	0.0%
carson.armymwr.com	48	17.1% ↑
jblm.armymwr.com	46	206.7% ↑
hawaii.armymwr.com	35	34.6% ↑
hood.armymwr.com	31	-
sill.armymwr.com	30	-9.1% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	642
google	471
bing	173
armyfamilywebportal.co...	44
home.army.mil	36
m.facebook.com	26
installations.militaryone...	13
safe.menlosecurity.com	13
l.facebook.com	12
lm.facebook.com	9



Views

432

↑ 86.2%

Sessions

444

↑ 85.0%

Total users

387

↑ 77.5%

New users

156

↑ 64.2%

Avg. Session Time

01:24

↑ 0.1%

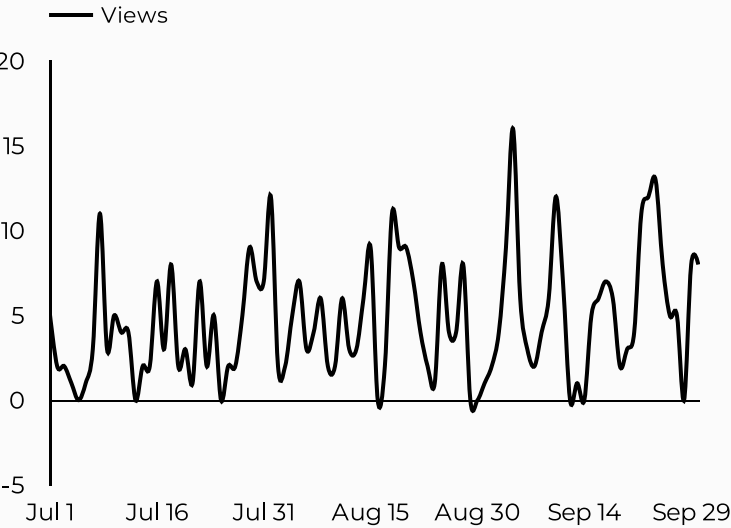
Engagement rate

69%

↑ 3.4%

Compared Y-o-Y

How is site traffic trending?

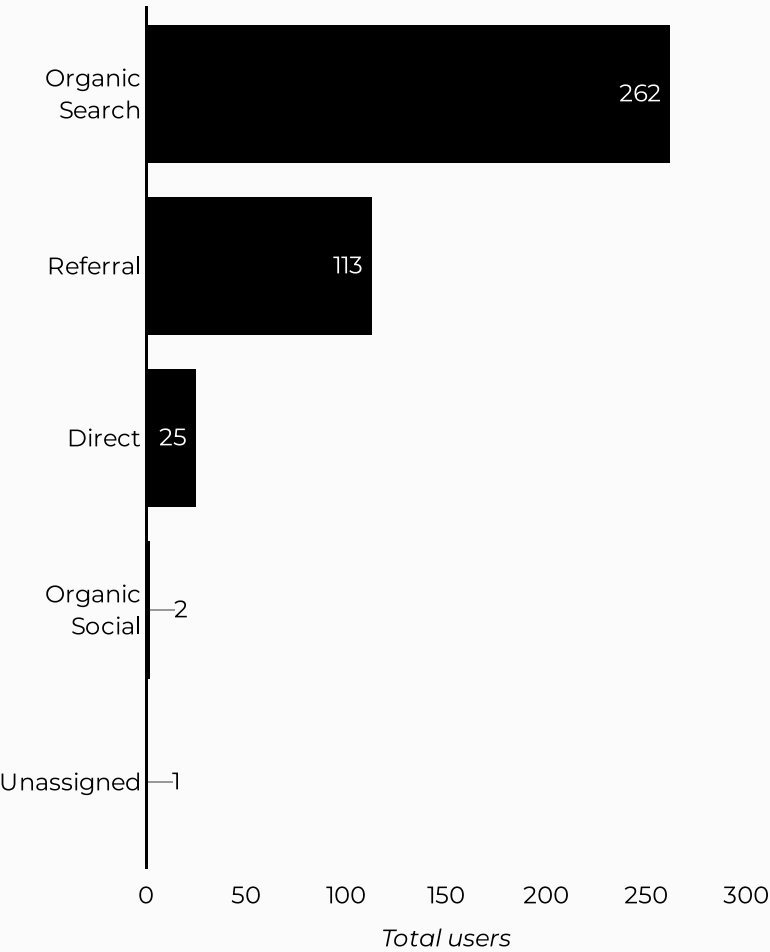


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	361
training.armymwr.com	12
hood.armymwr.com	11
jblm.armymwr.com	5

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	209
armyfamilywebportal.com	87
bing	47
(direct)	25
myarmybenefits.us.army.mil	16
safe.menlosecurity.com	5
yahoo	4
home.army.mil	3
m.facebook.com	2
(not set)	1



Views

6,110

↑ 33.3%

Sessions

5,520

↑ 38.9%

Total users

4,588

↑ 39.3%

New users

2,681

↑ 35.3%

Avg. Session Time

02:15

↓ -5.7%

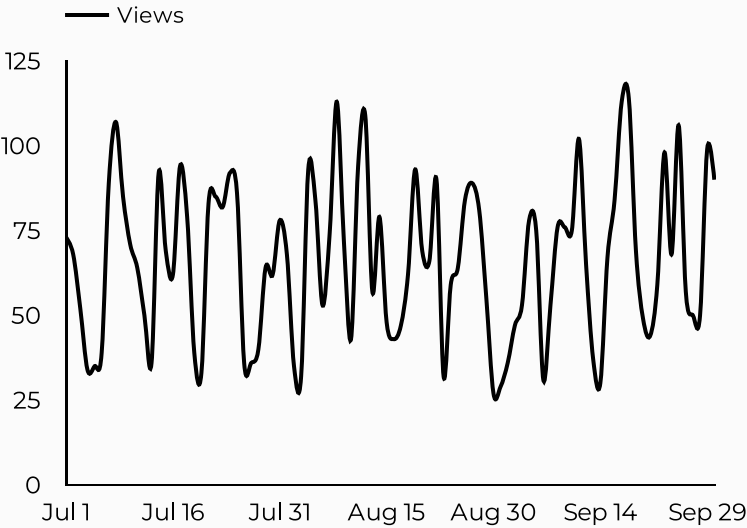
Engagement rate

66%

↓ -6.5%

Compared Y-o-Y

How is site traffic trending?

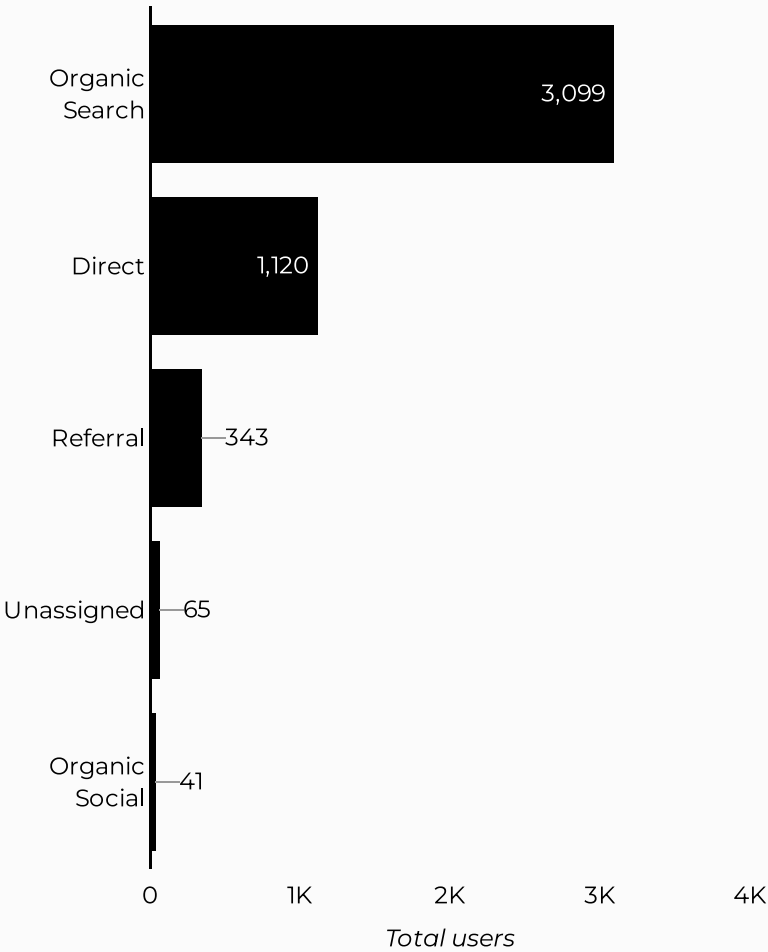


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	2,070
humphreys.armymwr.com	475
carson.armymwr.com	434
bliss.armymwr.com	253
hood.armymwr.com	215
gordon.armymwr.com	190
hawaii.armymwr.com	165
wiesbaden.armymwr.com	144
jackson.armymwr.com	122
campbell.armymwr.com	121

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	2,659
(direct)	1,120
bing	398
armyfamilywebportal.co...	150
home.army.mil	92
chatgpt.com	31
dubgtcg.dbz	23
yahoo	21
m.facebook.com	20
safe.menlosecurity.com	19



Views

136,441

↑ 34.6%

Sessions

91,842

↑ 18.2%

Total users

72,311

↑ 14.1%

New users

39,376

↓ -4.8%

Avg. Session Time

02:12

↑ 3.8%

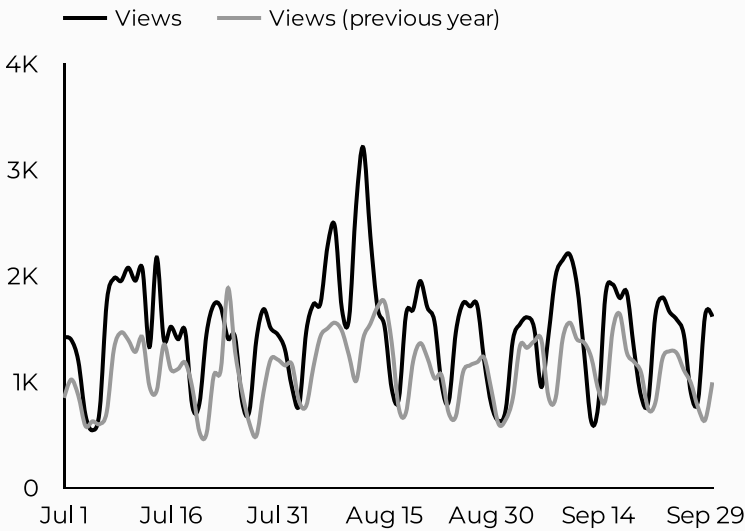
Engagement rate

69%

↑ 5.1%

Compared Y-o-Y

How is site traffic trending?

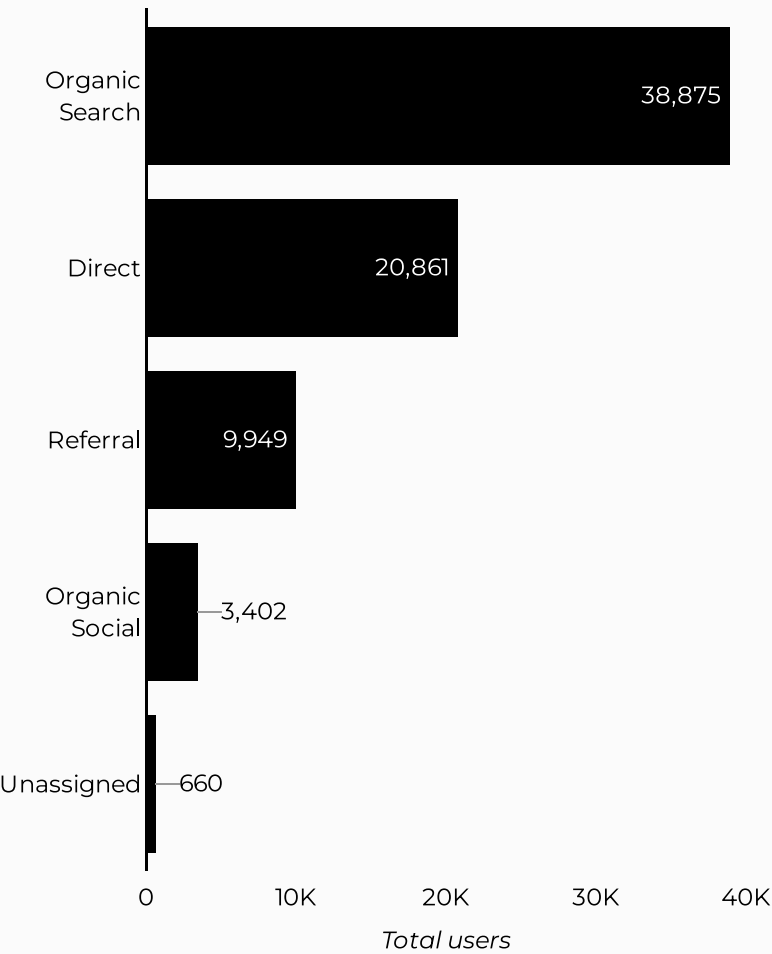


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾	% Δ
www.armymwr.com	24,157	-8.7% ↓
jblm.armymwr.com	6,731	21.1% ↑
campbell.armymwr.com	3,809	202.3% ↑
hawaii.armymwr.com	3,336	-2.3% ↓
bliss.armymwr.com	2,339	-8.8% ↓
bragg.armymwr.com	2,229	-
stewarhunter.armymwr.co...	2,214	-9.0% ↓
redstone.armymwr.com	1,811	-39.4% ↓
humphreys.armymwr.com	1,737	11.1% ↑
carson.armymwr.com	1,663	3.2% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾	% Δ
google	34,022	3.9% ↑
(direct)	20,861	75.6% ↑
nafbenefits.com	4,878	1,293.7...
bing	4,158	56.3% ↑
home.army.mil	2,201	7.8% ↑
m.facebook.com	2,002	-24.8% ↓
l.facebook.com	527	24.3% ↑
yahoo	503	-11.6% ↓
chatgpt.com	485	9,600.0...
lm.facebook.com	422	-30.0% ↓



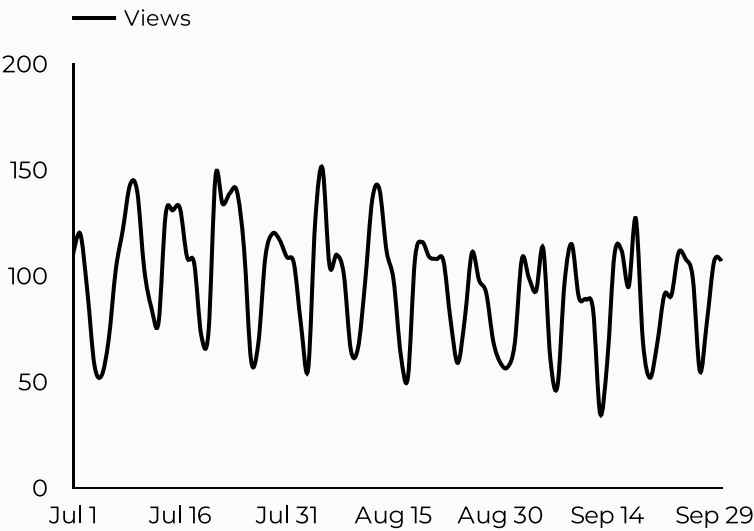
ARMY MWR

Army Spouse Employment, Career and Education Information

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
8,841	8,190	6,587	458	02:20	82%
⬆️ 44.1%	⬆️ 43.0%	⬆️ 37.8%	⬆️ 3.6%	⬆️ 16.7%	⬆️ -1.9%

Compared Y-o-Y

How is site traffic trending?

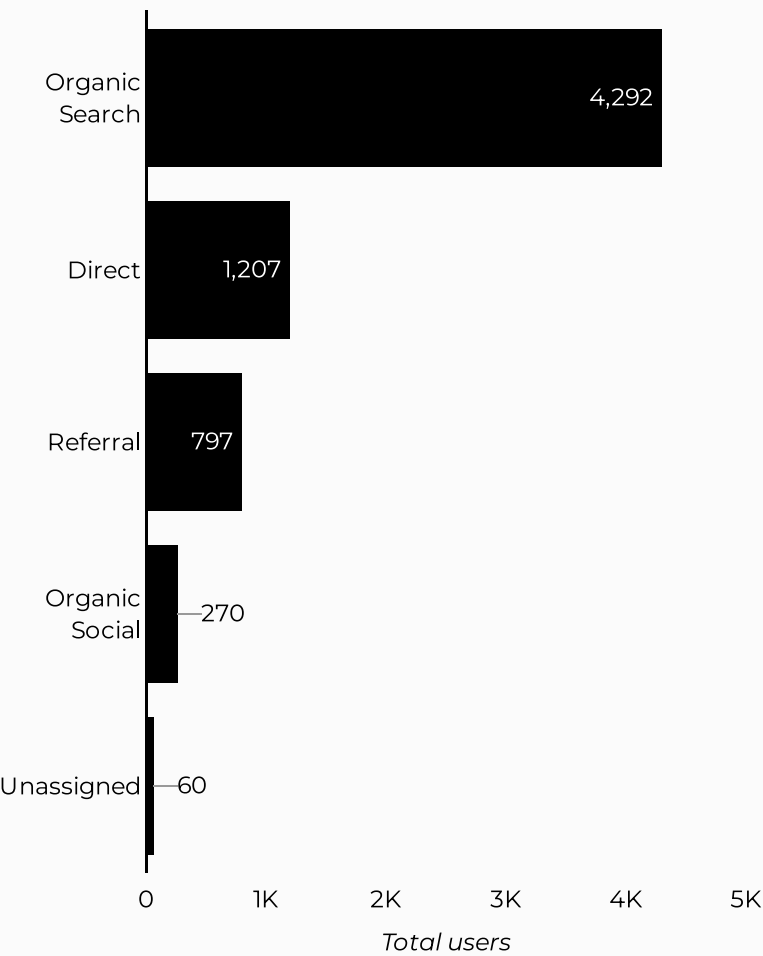


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	6,587

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,752
(direct)	1,207
bing	451
home.army.mil	382
m.facebook.com	151
installations.militaryonesource.mil	94
yahoo	55
l.facebook.com	52
chatgpt.com	46
(not set)	39



Views

14,562

↑ 4.4%

Sessions

12,984

↑ 8.5%

Total users

9,896

↑ 8.0%

New users

6,438

↑ 1.0%

Avg. Session Time

02:20

↑ 1.6%

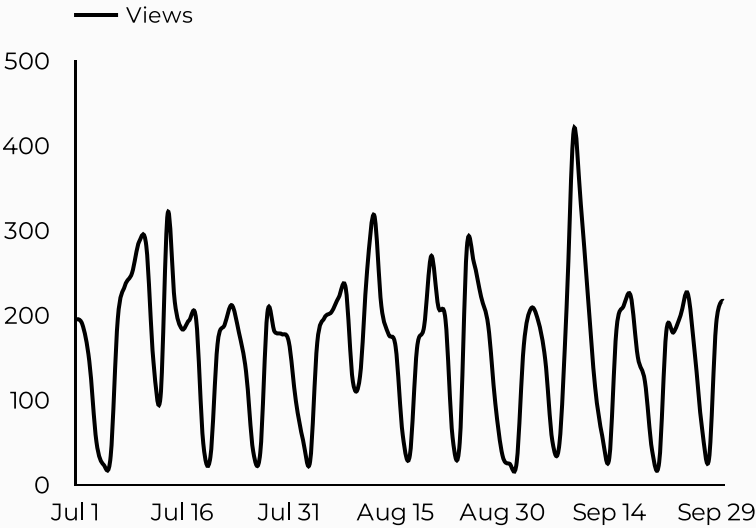
Engagement rate

56%

↓ -4.6%

Compared Y-o-Y

How is site traffic trending?

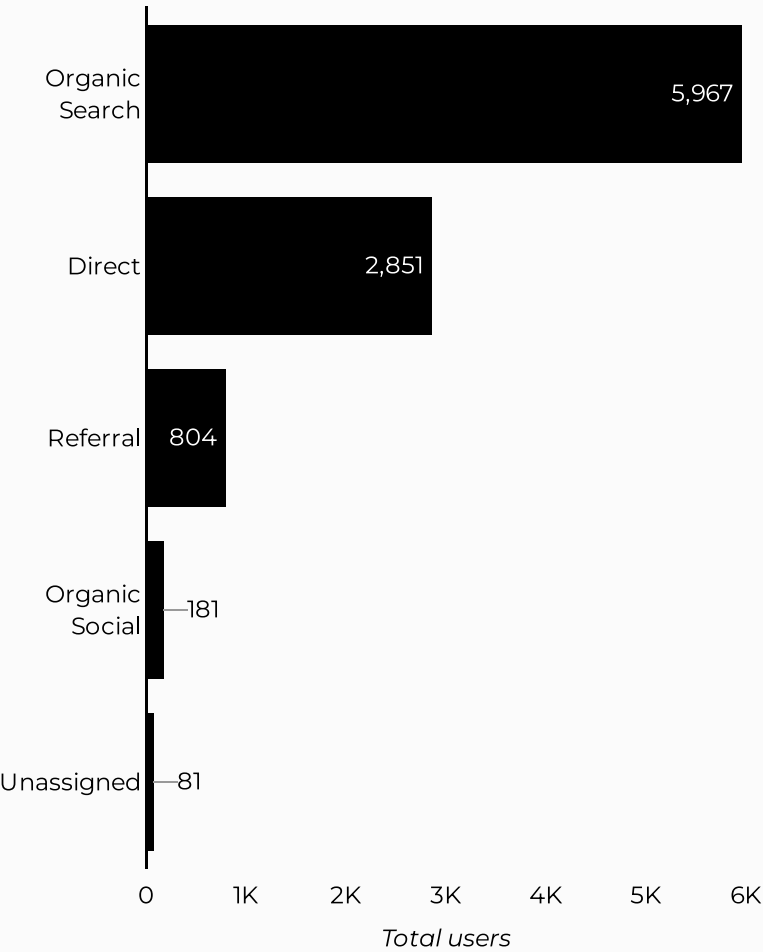


Top US Army Installations

Sorted by Total Users

Installation	Total users
hood.armymwr.com	1,476
jblm.armymwr.com	1,028
www.armymwr.com	858
hawaii.armymwr.com	805
carson.armymwr.com	763
bliss.armymwr.com	753
benning.armymwr.com	529
humphreys.armymwr.com	393
campbell.armymwr.com	317
gordon.armymwr.com	264

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,075
(direct)	2,851
bing	840
installations.militaryone...	145
home.army.mil	140
m.facebook.com	108
safe.menlosecurity.com	101
myarmybenefits.us.army...	92
efmp.army.mil	57
(not set)	53



Views

16,246

↑ 8.0%

Sessions

14,313

↑ 11.1%

Total users

11,018

↑ 9.6%

New users

6,416

↑ 4.9%

Avg. Session Time

02:37

↑ 23.7%

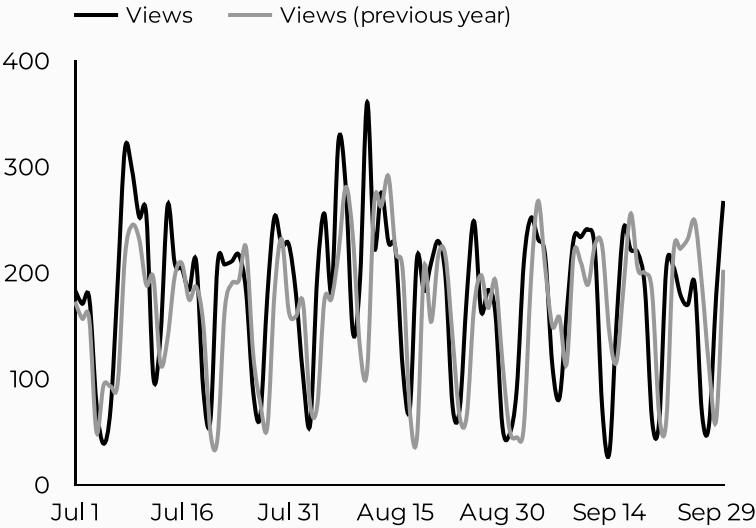
Engagement rate

58%

↓ -2.2%

Compared Y-o-Y

How is site traffic trending?

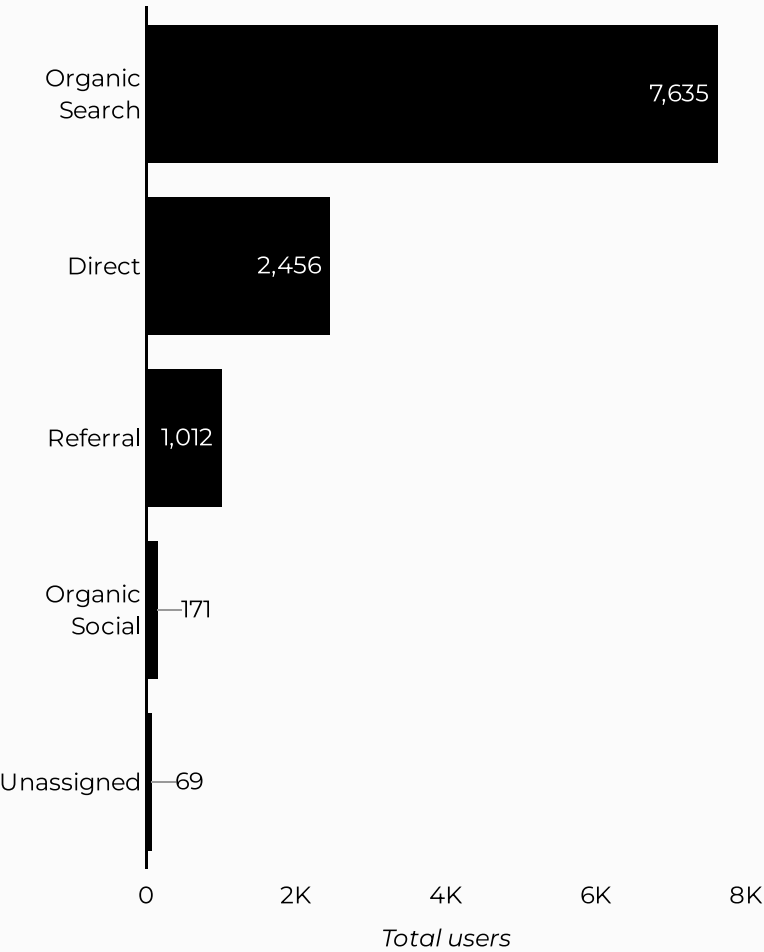


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,385
bliss.armymwr.com	1,133
jblm.armymwr.com	1,094
hood.armymwr.com	885
benning.armymwr.com	717
campbell.armymwr.com	713
wiesbaden.armymwr.com	442
humphreys.armymwr.com	355
hawaii.armymwr.com	348
gordon.armymwr.com	255

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	6,519
(direct)	2,456
bing	987
home.army.mil	264
installations.militaryone...	150
safe.menlosecurity.com	144
m.facebook.com	104
armyfamilywebportal.co...	73
yahoo	62
(not set)	52



ARMY MWR New Parent Support Program (NPSP)

Views

2,968

↑ 3.9%

Sessions

2,712

↑ 15.3%

Total users

2,082

↑ 13.2%

New users

922

↑ 13.1%

Avg. Session Time

02:03

↑ 9.6%

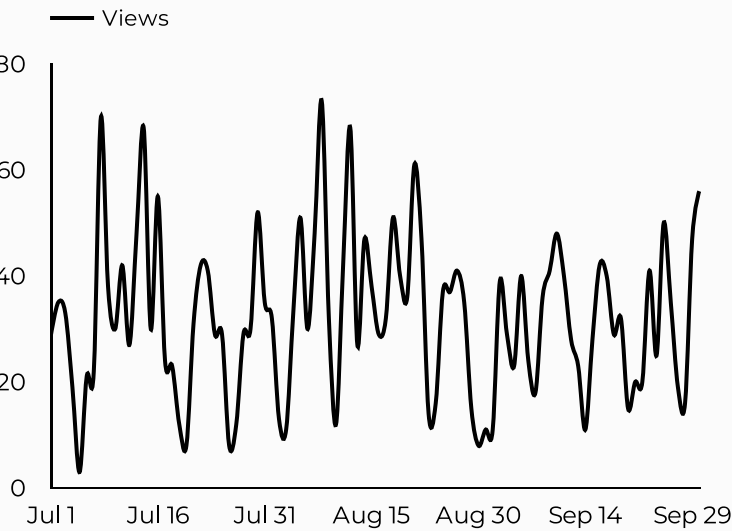
Engagement rate

58%

↓ -4.5%

Compared Y-o-Y

How is site traffic trending?

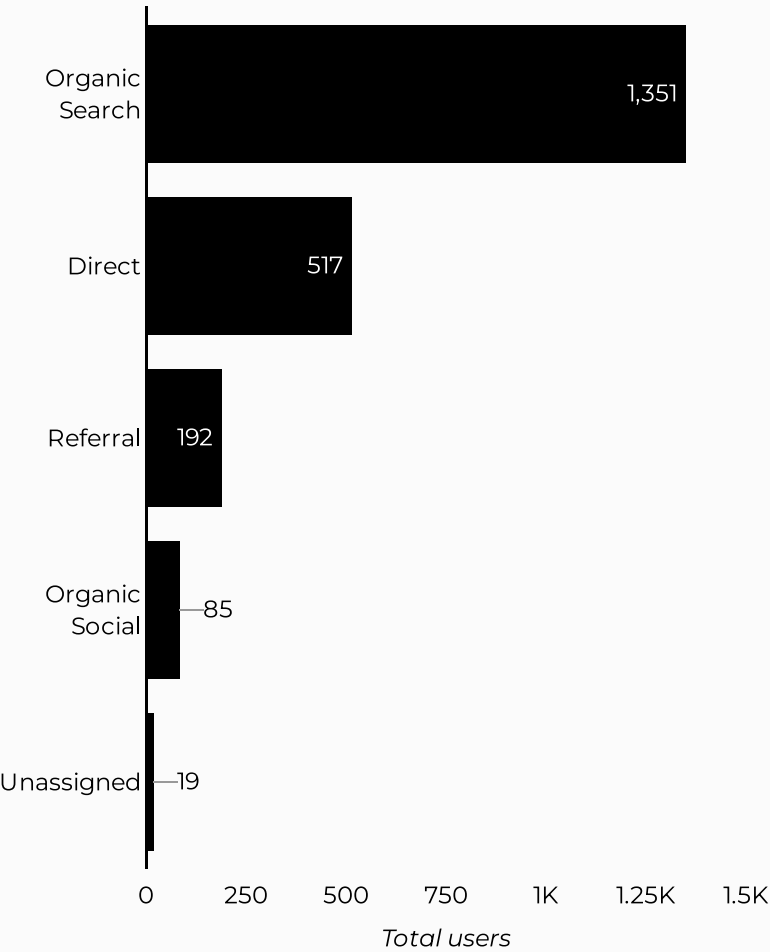


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	324
hood.armymwr.com	235
campbell.armymwr.com	185
hawaii.armymwr.com	156
gordon.armymwr.com	132
benning.armymwr.com	126
meade.armymwr.com	102
lee.armymwr.com	83
bliss.armymwr.com	76
rucker.armymwr.com	68

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	1,190
(direct)	517
bing	142
home.army.mil	51
m.facebook.com	47
installations.militaryonesource.mil	37
armyresilience.army.mil	33
safe.menlosecurity.com	25
l.facebook.com	17
facebook.com	15



Views

1,855

↓ -10.7%

Sessions

1,739

↑ 3.0%

Total users

1,424

↑ 0.7%

New users

750

↑ 7.4%

Avg. Session Time

02:53

↑ 66.6%

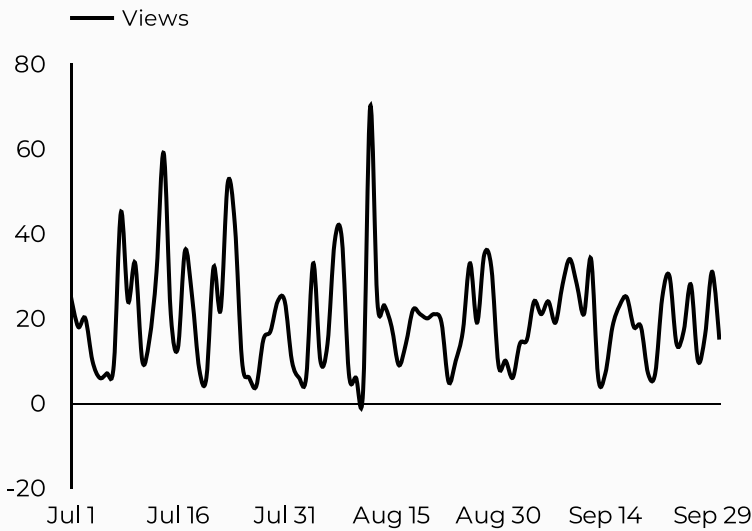
Engagement rate

63%

↑ 4.6%

Compared Y-o-Y

How is site traffic trending?

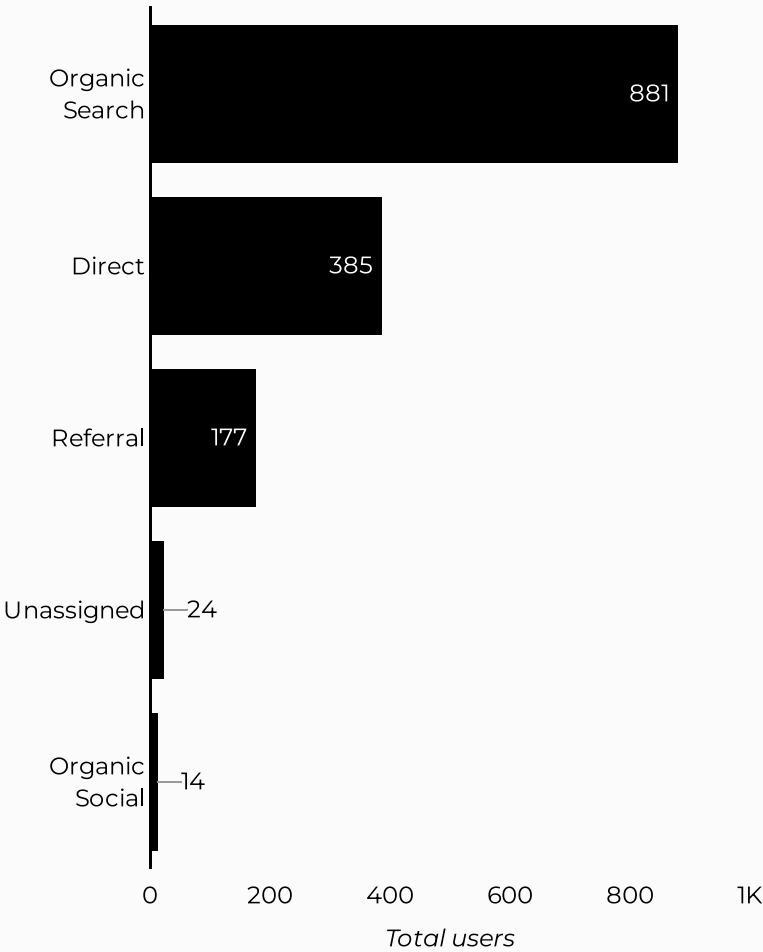


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	478
carson.armymwr.com	155
hood.armymwr.com	146
hawaii.armymwr.com	96
redstone.armymwr.com	84
meade.armymwr.com	48
bliss.armymwr.com	46
benning.armymwr.com	38
jbmhh.armymwr.com	28
rucker.armymwr.com	25

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	713
(direct)	385
bing	153
armyresilience.army.mil	83
home.army.mil	23
chatgpt.com	17
safe.menlosecurity.com	13
(not set)	10
advocacyfamilynetwork.org	9
m.facebook.com	9



ARMY MWR Domestic Violence Awareness Month

Views

1,138

↑ 72.7%

Sessions

920

↑ 87.8%

Total users

782

↑ 98.0%

New users

332

↑ 103.7%

Avg. Session Time

03:35

↑ 102.3%

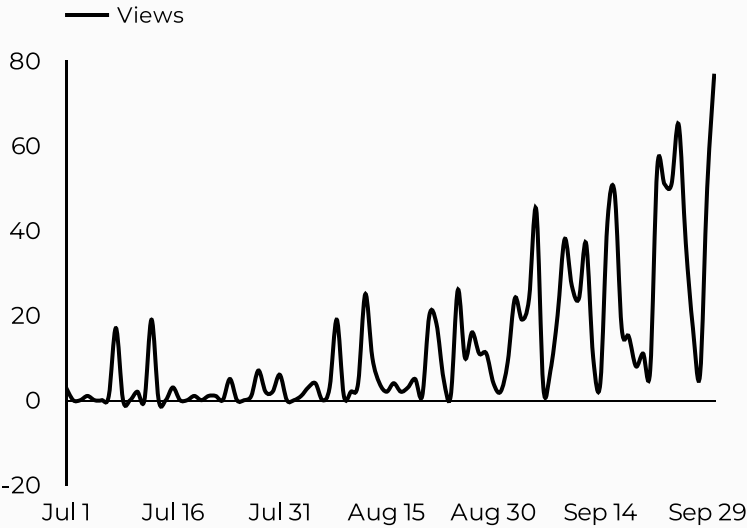
Engagement rate

73%

↑ 2.4%

Compared Y-o-Y

How is site traffic trending?

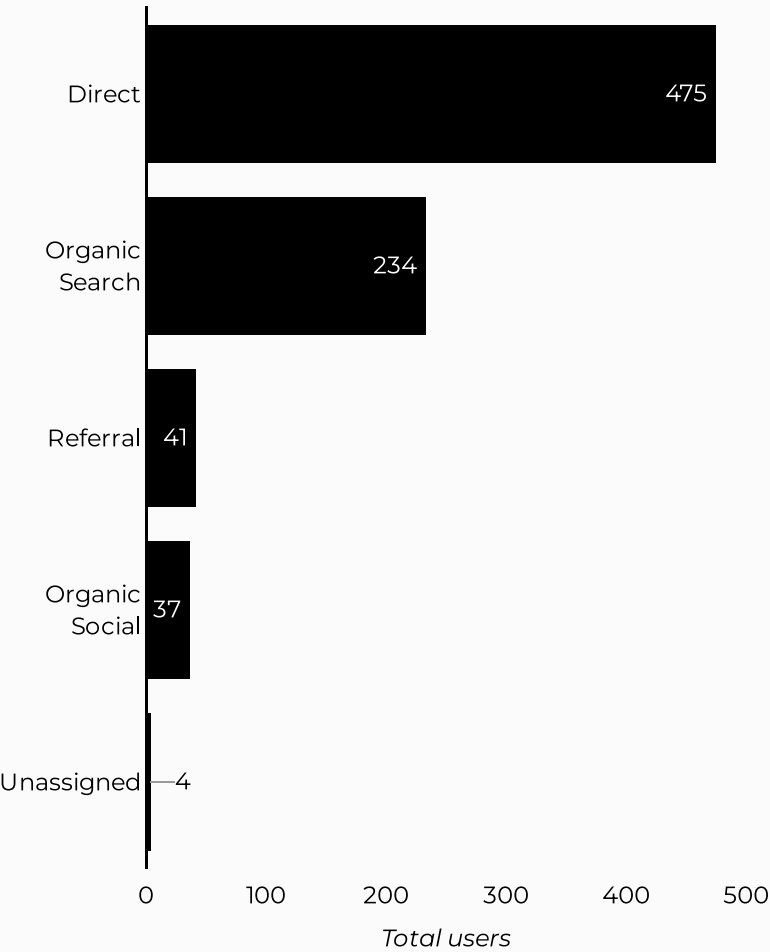


Top US Army Installations

Sorted by Total Users

Installation	Total users
gordon.armymwr.com	253
bliss.armymwr.com	158
lee.armymwr.com	87
buchanan.armymwr.com	64
detrick.armymwr.com	56
stuttgart.armymwr.com	35
meade.armymwr.com	28
hawaii.armymwr.com	27
www.armymwr.com	19
leavenworth.armymwr.com	13

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	475
google	194
bing	38
m.facebook.com	17
safe.menlosecurity.com	9
l.facebook.com	8
home.army.mil	7
lm.facebook.com	7
facebook.com	5
armyresilience.army.mil	4



Views

18,214

↑ 30.0%

Sessions

16,173

↑ 32.1%

Total users

12,234

↑ 33.3%

New users

6,134

↑ 19.4%

Avg. Session Time

02:23

↓ -2.5%

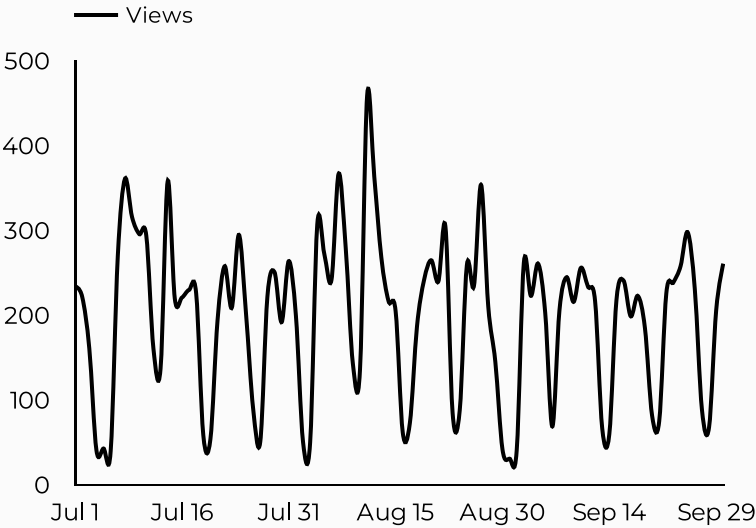
Engagement rate

62%

↓ -1.3%

Compared Y-o-Y

How is site traffic trending?

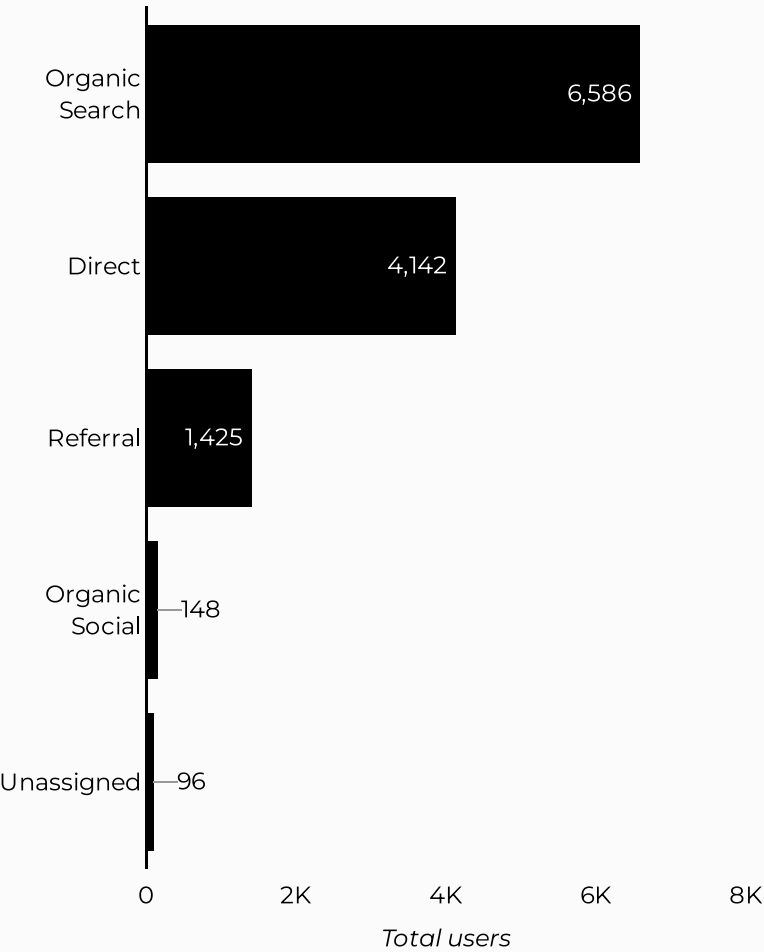


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,916
bragg.armymwr.com	1,731
bliss.armymwr.com	1,391
carson.armymwr.com	974
jblm.armymwr.com	639
benning.armymwr.com	595
campbell.armymwr.com	570
sill.armymwr.com	457
redstone.armymwr.com	354
aberdeen.armymwr.com	350

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,375
(direct)	4,142
bing	1,119
armyfamilywebportal.com	423
home.army.mil	323
myarmybenefits.us.army.mil	176
installations.militaryonesource.mil	131
m.facebook.com	86
(not set)	72
safe.menlosecurity.com	58



Views

10,067

↓ -3.7%

Sessions

9,431

↑ 1.0%

Total users

6,379

↓ -3.9%

New users

3,172

↓ -22.2%

Avg. Session Time

02:33

↑ 9.7%

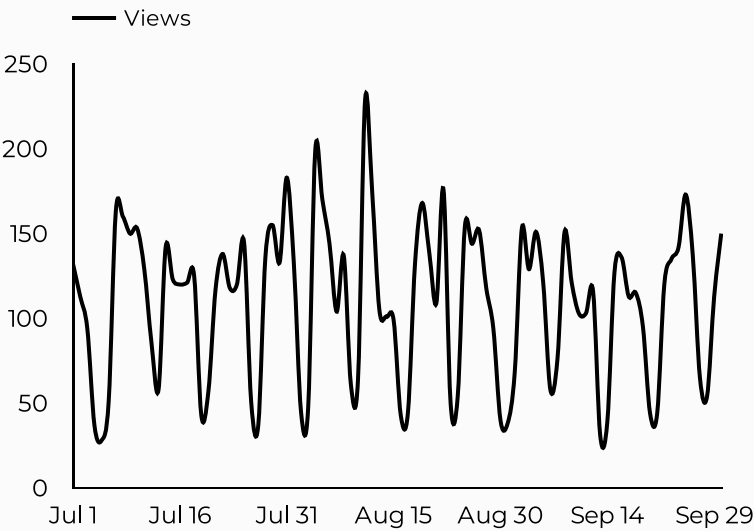
Engagement rate

63%

↑ 1.8%

Compared Y-o-Y

How is site traffic trending?

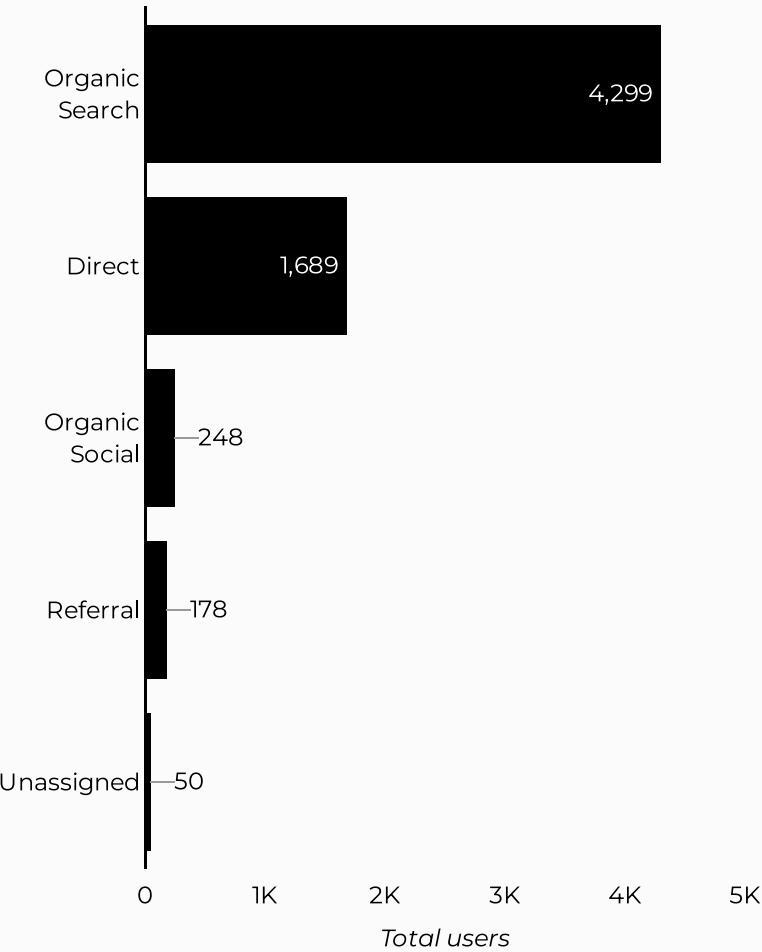


Top US Army Installations

Sorted by Total Users

Installation	Total users
humphreys.armymwr.com	1,404
carson.armymwr.com	966
bliss.armymwr.com	817
bragg.armymwr.com	721
sill.armymwr.com	423
benning.armymwr.com	242
jackson.armymwr.com	222
redstone.armymwr.com	210
gordon.armymwr.com	175
rucker.armymwr.com	162

Which channels are driving traffic?



What are the top sources?

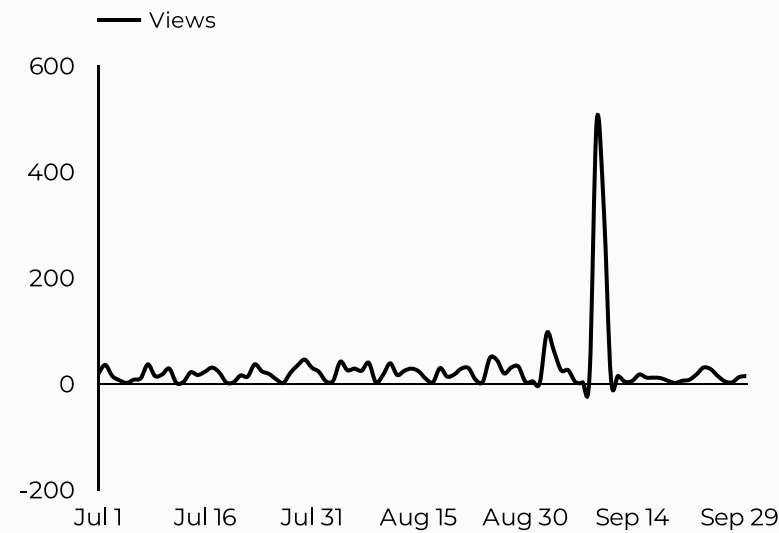
Session source	Total users
google	3,692
(direct)	1,689
bing	550
m.facebook.com	160
home.army.mil	62
yahoo	39
(not set)	35
lm.facebook.com	33
l.facebook.com	29
installations.militaryonesource.mil	28



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,559	2,495	2,299	916	39	81%
↑ 166.0%	↑ 171.2%	↑ 196.6%	↑ 289.8%	↓ -55.0%	↑ 11.6%

Compared Y-o-Y

How is site traffic trending?

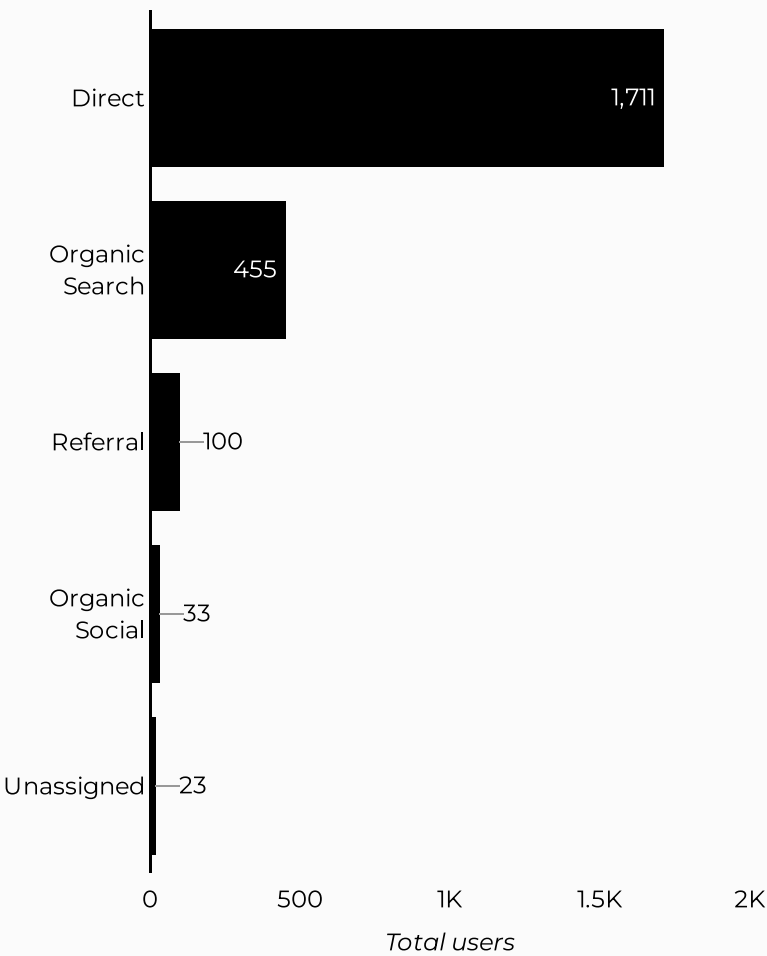


Top US Army Installations

Sorted by Total Users

Installation	Total users
hood.armymwr.com	1,746
www.armymwr.com	205
bragg.armymwr.com	67
gordon.armymwr.com	67
carson.armymwr.com	61
jblm.armymwr.com	43
humphreys.armymwr.com	39
rucker.armymwr.com	23
benning.armymwr.com	16
lee.armymwr.com	16

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	1,711
google	358
bing	86
installations.militaryonesource.mil	34
home.army.mil	21
(not set)	17
m.facebook.com	15
armyfamilywebportal.com	13
chatgpt.com	8
lm.facebook.com	8



Views

3,784

↓ -4.9%

Sessions

3,185

↑ 4.8%

Total users

2,864

↑ 4.9%

New users

1,398

↓ -14.4%

Avg. Session Time

01:46

↑ 12.8%

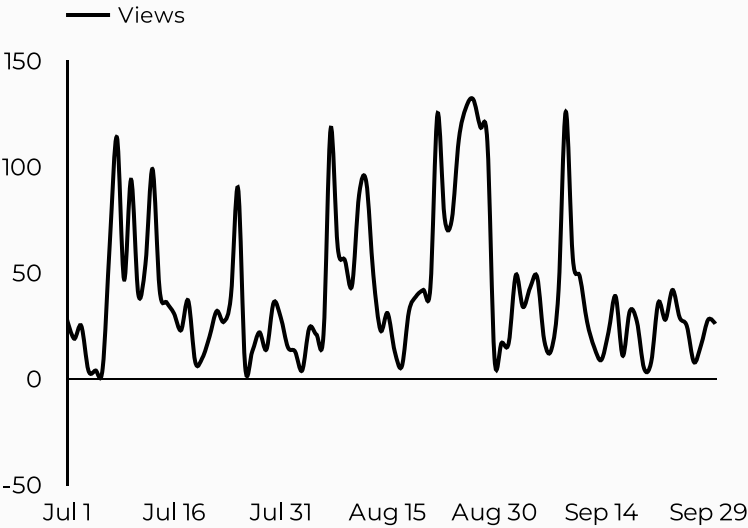
Engagement rate

64%

↑ 10.1%

Compared Y-o-Y

How is site traffic trending?

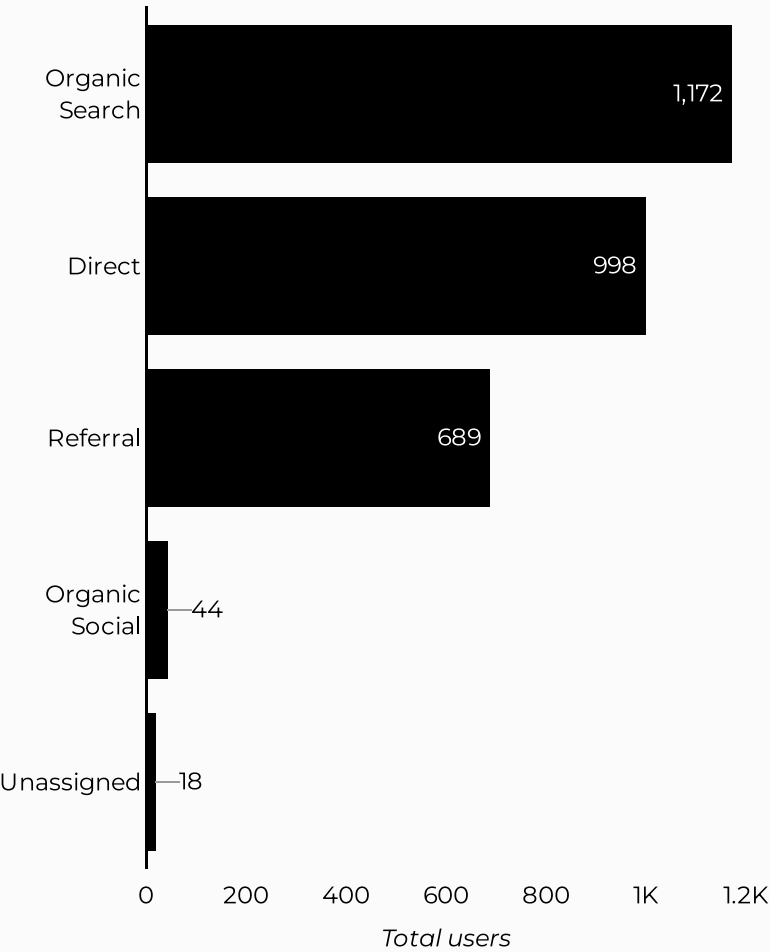


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	884
gordon.armymwr.com	313
bragg.armymwr.com	271
hood.armymwr.com	248
carson.armymwr.com	244
bliss.armymwr.com	189
hawaii.armymwr.com	106
jblm.armymwr.com	66
humphreys.armymwr.com	57
polk.armymwr.com	35

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	998
google	919
home.army.mil	528
bing	239
armyfamilywebportal.com	41
m.facebook.com	27
myarmybenefits.us.army.mil	23
installations.militaryonesource.mil	22
safe.menlosecurity.com	13
chatgpt.com	12



Views

6,648

↑ 7.2%

Sessions

5,878

↑ 8.6%

Total users

4,626

↑ 7.6%

New users

2,213

↓ -7.6%

Avg. Session Time

02:38

↑ 2.0%

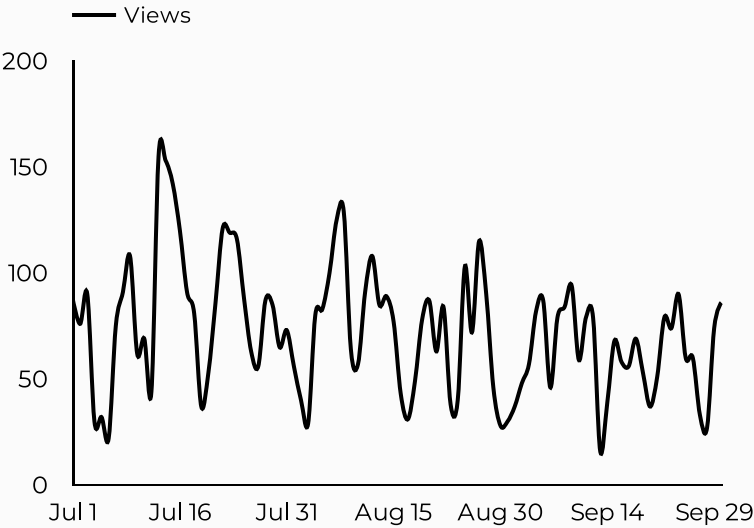
Engagement rate

65%

↓ -2.1%

Compared Y-o-Y

How is site traffic trending?

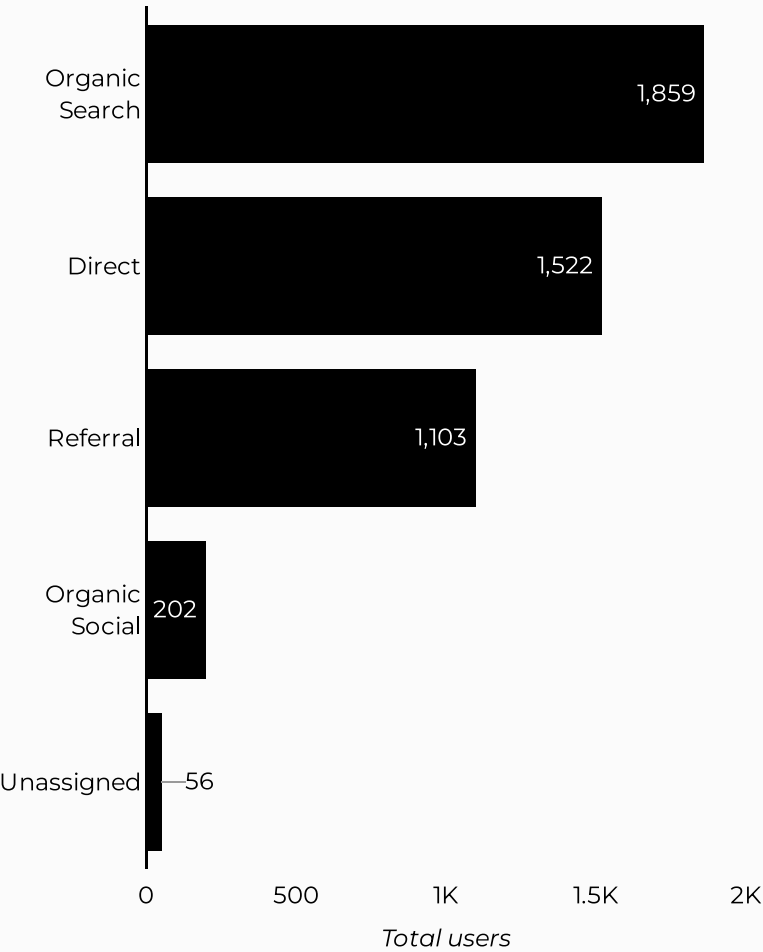


Top US Army Installations

Sorted by Total Users

Installation	Total users
carson.armymwr.com	1,692
www.armymwr.com	666
bliss.armymwr.com	482
hawaii.armymwr.com	471
wiesbaden.armymwr.com	214
campbell.armymwr.com	192
gordon.armymwr.com	173
benning.armymwr.com	135
humphreys.armymwr.com	110
lee.armymwr.com	67

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,608
(direct)	1,522
home.army.mil	553
installations.militaryonesource.mil	268
bing	229
m.facebook.com	119
armyfamilywebportal.com	59
lm.facebook.com	45
(not set)	37
chatgpt.com	33



Views

3,779

↓ -24.9%

Sessions

3,025

↓ -24.4%

Total users

2,611

↓ -22.4%

New users

1,640

↓ -29.4%

Avg. Session Time

02:26

↑ 51.8%

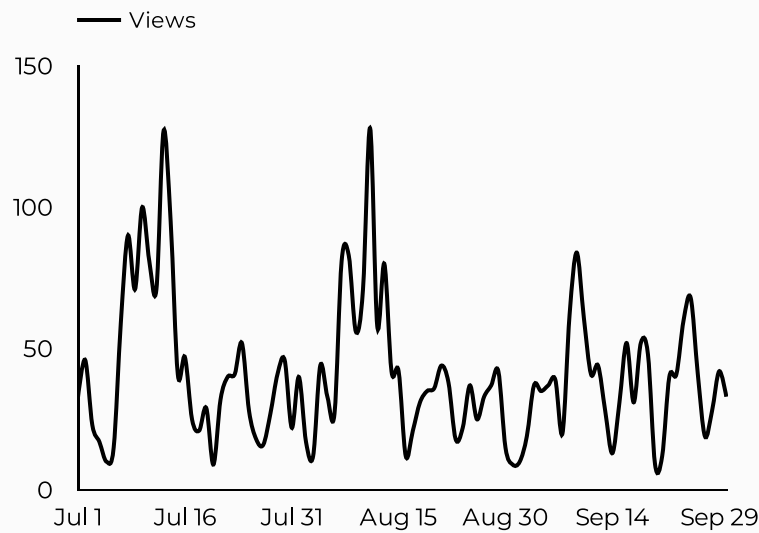
Engagement rate

60%

↑ 2.9%

Compared Y-o-Y

How is site traffic trending?

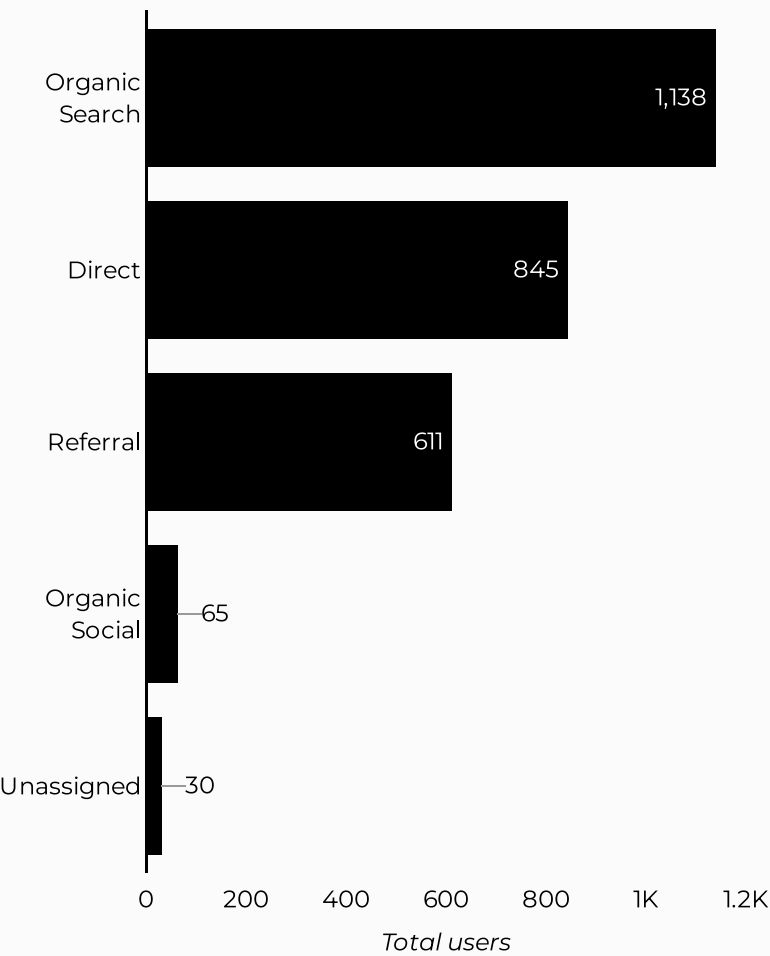


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,261
bragg.armymwr.com	134
campbell.armymwr.com	103
benning.armymwr.com	92
jblm.armymwr.com	88
carson.armymwr.com	79
hood.armymwr.com	70
bliss.armymwr.com	61
hawaii.armymwr.com	49
gordon.armymwr.com	42

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	936
(direct)	845
home.army.mil	377
bing	179
army.mil	69
armylinks.com	35
m.facebook.com	31
armyfamilywebportal.com	27
yahoo	17
dubgtcg.dbz	15



Views

2,419

↑ 14.2%

Sessions

2,176

↑ 13.3%

Total users

1,930

↑ 14.0%

New users

706

↑ 14.2%

Avg. Session Time

01:29

↓ -26.4%

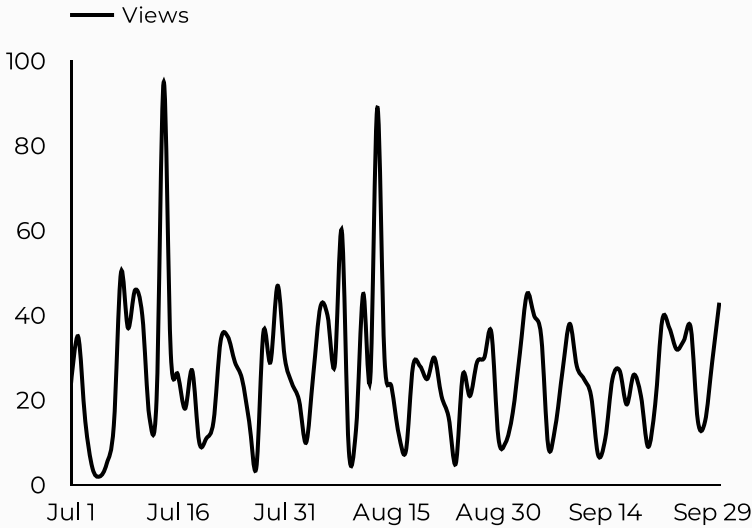
Engagement rate

73%

↓ -3.0%

Compared Y-o-Y

How is site traffic trending?

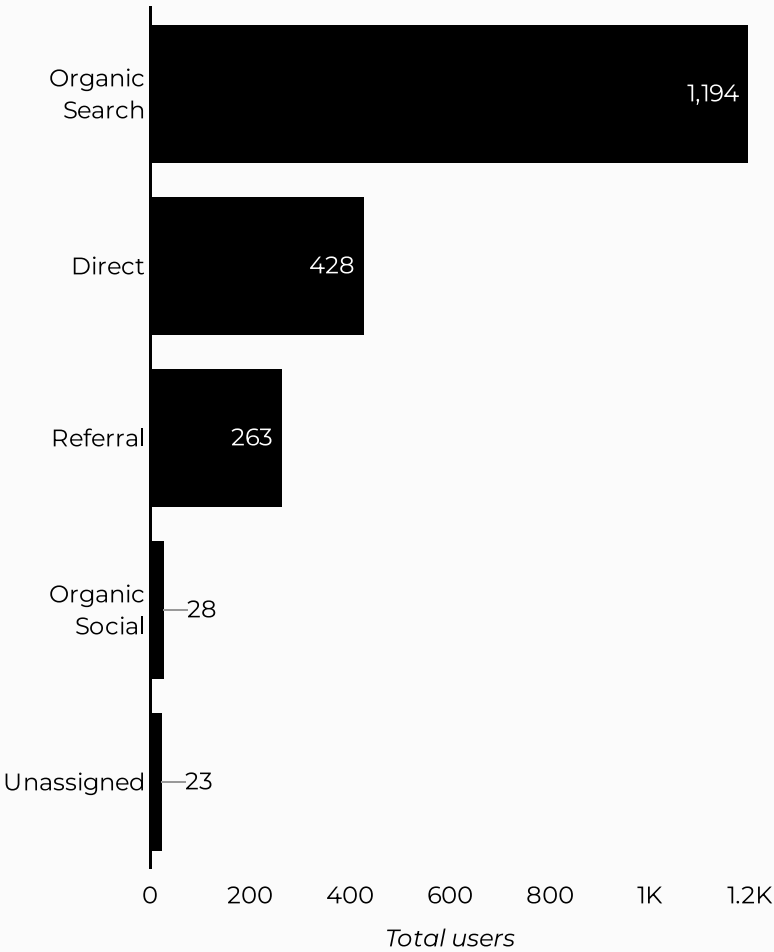


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	810
bliss.armymwr.com	512
hood.armymwr.com	333
belvoir.armymwr.com	103
carson.armymwr.com	86
drum.armymwr.com	52
wiesbaden.armymwr.com	29
mccoy.armymwr.com	20
irwin.armymwr.com	10
yuma.armymwr.com	7

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,013
(direct)	428
bing	157
home.army.mil	93
army.mil	28
installations.militaryonesource.mil	24
armyfamilywebportal.com	19
(not set)	18
m.facebook.com	14
yahoo	14

Search	Total Searches ▾	Total users	Search count per user	Bounce rate
finance	86	66	1.3	0%
discovery	62	9	6.89	0%
mflc	53	46	1.15	0%
sfrg	50	46	1.09	0%
volunteer	28	24	1.17	0%
aer	23	20	1.15	0%
efmp	22	18	1.22	0%
pass it on	19	14	1.36	0%
wic	19	13	1.46	0%
outdoor pool	18	1	18	75%
mwr	16	15	1.07	6.25%
counseling	15	8	2.14	53.33%
job fair	15	15	1	0%
care team	15	14	1.07	6.67%
fap	15	12	1.25	0%
financial readiness	14	13	1.08	0%
immigration	13	9	1.44	0%
jobs	13	12	1.08	0%
mflac	13	11	1.18	0%
employment	13	8	1.63	20%
pcs	12	10	1.2	0%
cpr	11	10	1.1	0%
employment readiness	11	8	1.38	0%
new parent support	11	10	1.1	0%
lending closet	11	10	1.1	0%
police	10	7	1.43	14.29%
cfrf	10	10	1	0%
Grand total	2,535	1,941	1.31	3.4%