



Better Opportunities for Single Soldiers (BOSS)

01 JAN 2025 – 31 DEC 2025

From 01 JAN 2025 through 31 DEC 2025, HQ BOSS generated 9,439 total users and 6,644 new users, resulting in 10,958 sessions and 13,609 views. Traffic patterns remained stable across the year with a noticeable seasonal spike in late fall, indicating alignment with event cycles and promotional activity.

Organic Search served as the primary acquisition channel, led by Google with 4,000 users, followed by Direct traffic at 2,087 and Bing at 1,345, while additional referral traffic from home.army.mil and Military OneSource reinforced enterprise visibility.

Engagement quality remained strong, with an engagement rate of 62 percent and an average session time of 1 minute and 57 seconds.

Top Outbound Link Clicks

- Sponsored content by the Directorate of Prevention, Resilience, and Readiness (DPRR): 684 Link Clicks
- USAA: 246 Link Clicks

Image 1: Traffic Trends BOSS Pages

