



Program Roll-Up

Jul 1, 2025 - Sep 30, 2025



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	12,733	5,927	17,129	68.38%
CYS Careers	2,869	1,634	3,598	69.51%
Family Child Care	10,484	4,643	12,900	67.39%
Parent Outreach Services	7,694	2,604	10,395	71.63%
School Age Centers	3,289	1,050	4,363	69.97%
School Support Services	11,904	6,031	14,072	63.37%
Youth Centers	8,110	2,965	10,538	67.32%
Youth Sports	29,810	12,400	44,140	68.26%



ARMY MWR

Child & Youth Services

Views

584,592

Visits (pageviews) to your page

Engagement rate

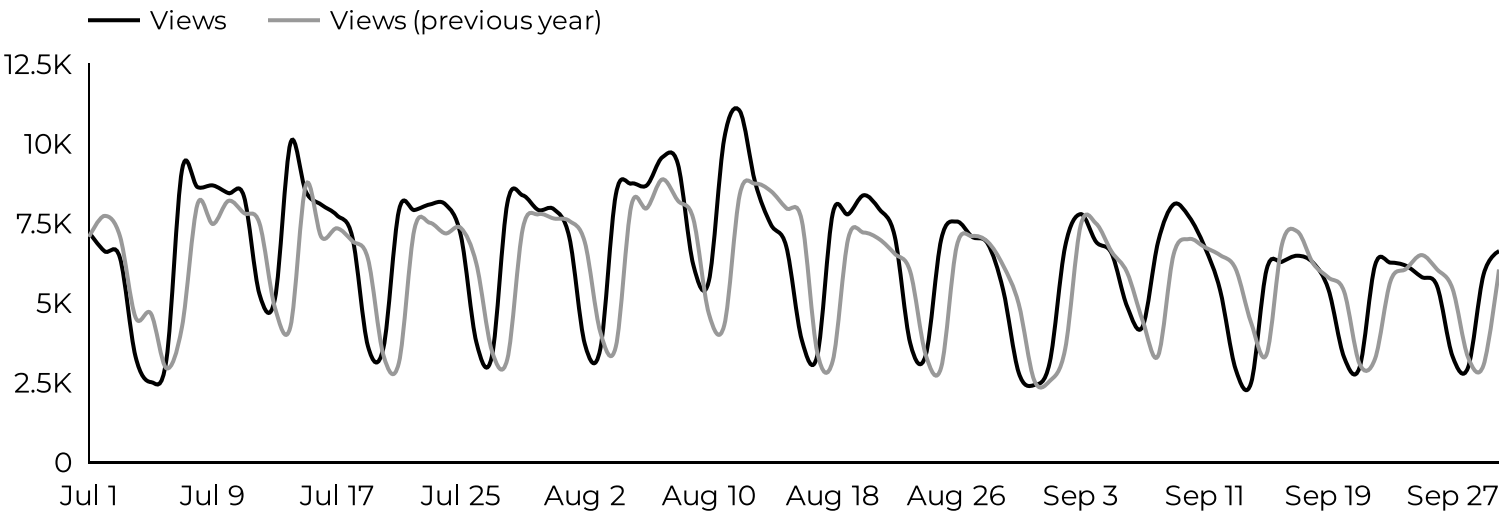
61%

Average time people are engaged on your website

Total users

279,249

The total number of users who visited your website



What programs are users visiting?

Youth Sports & Fitness

29,810

Child Development Centers

12,733

Family Child Care

10,484

Youth Centers

8,110

School Support Services

11,904

Visits from social media.

Social Media	Total users ▾
Facebook	13,318
Other	7,550
Instagram	867
LinkedIn	40
X	17



ARMY MWR

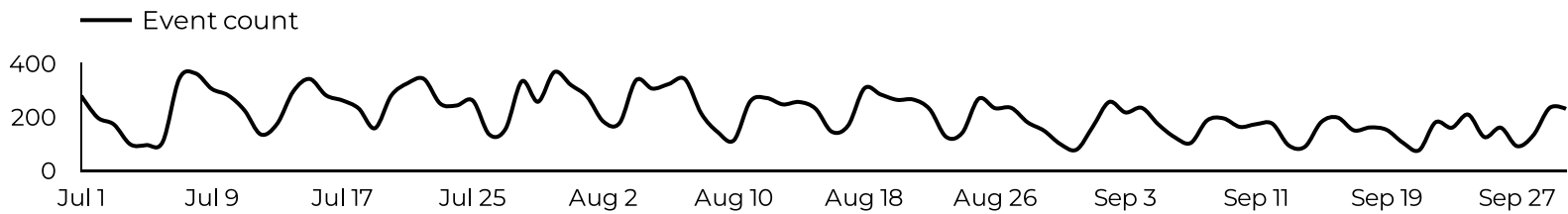
CYS WebTrac KPI Dashboard

Total WebTrac link clicks on CYS pages.

19,446

WebTrac trends

Total WebTrac clicks per day.

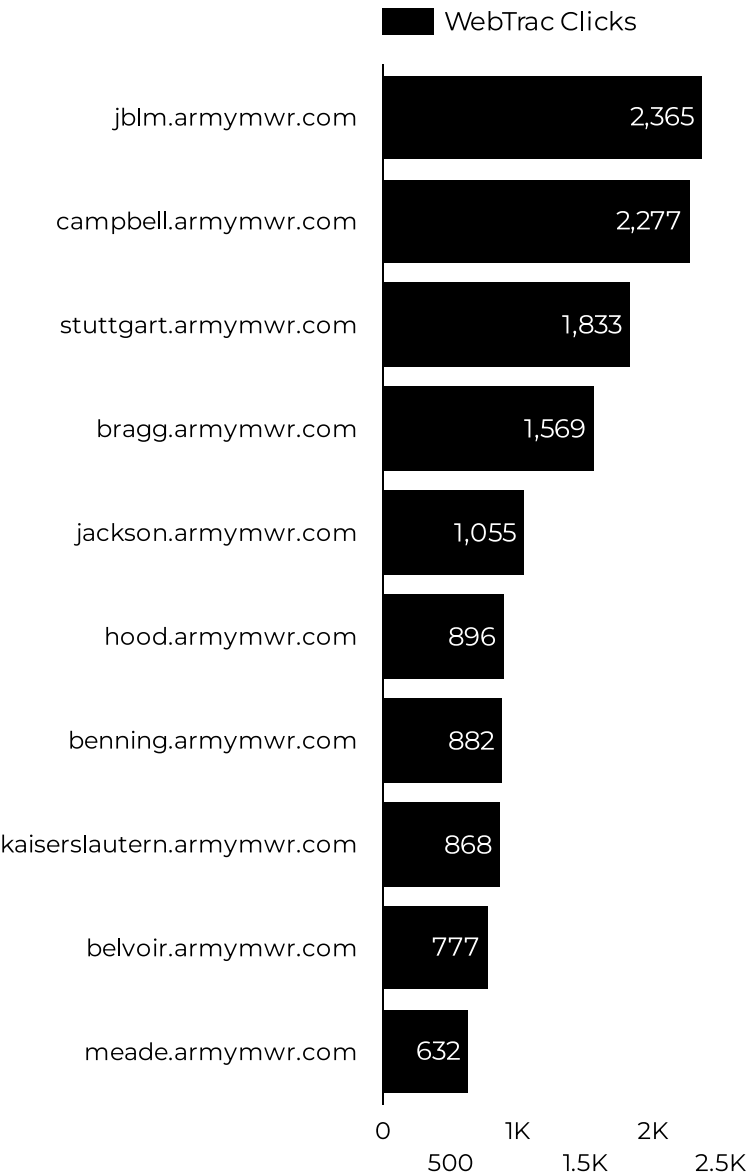


Which devices are driving engagement?

Do parents register on mobile or desktop?



What installations are generating registrations?





ARMY MWR Child Development Centers (CDC)

Views

18,671

↓ -2.4%

Sessions

17,129

↑ 0.0%

Total users

12,733

↓ -2.9%

New users

5,927

↓ -18.2%

Avg. Session Time

02:14

↑ 3.0%

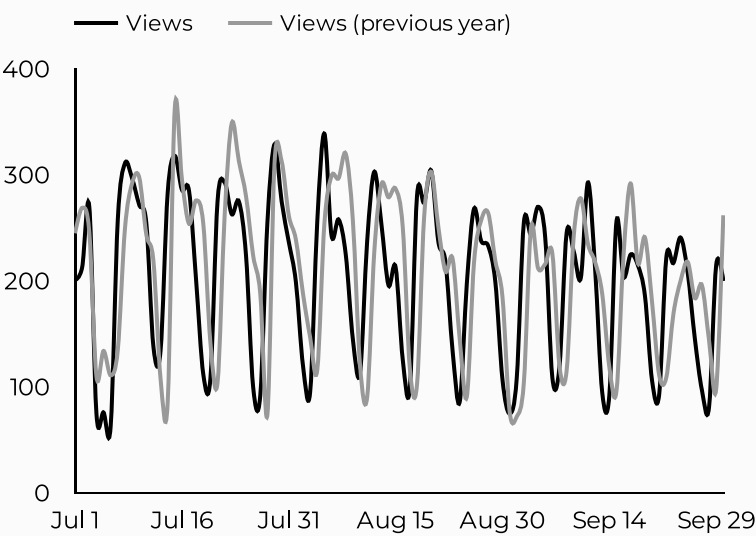
Engagement rate

68%

↓ -3.6%

Compared Y-o-Y

How is site traffic trending?

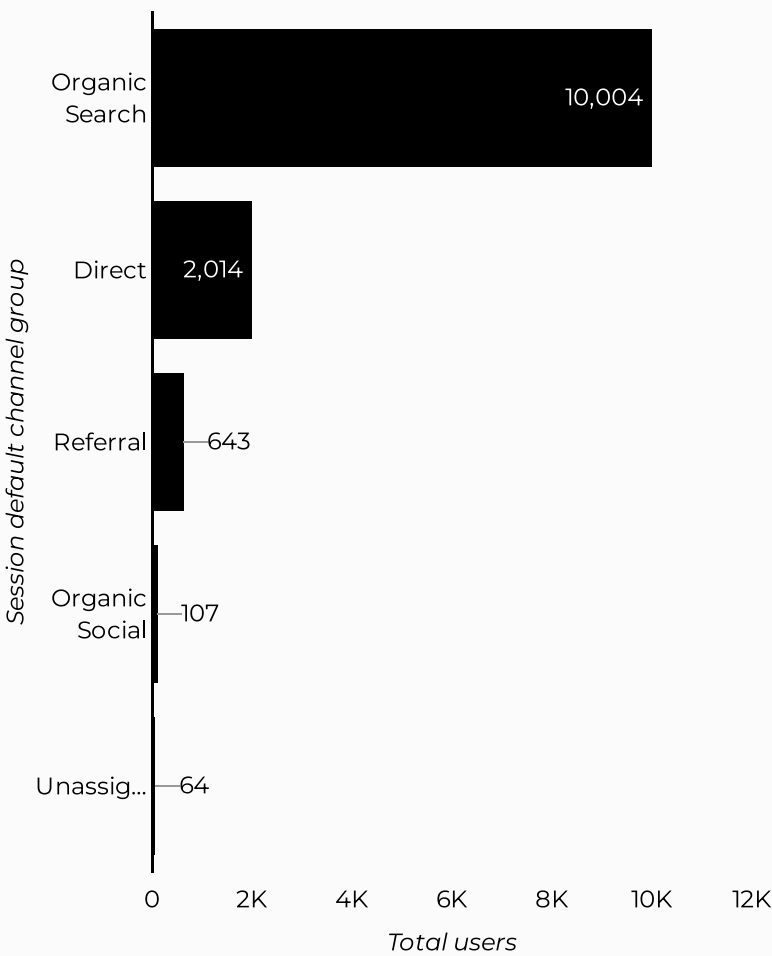


Top US Army Installations

Sorted by Total Users

Installation	Total users
bragg.armymwr.com	1,950
hawaii.armymwr.com	1,603
campbell.armymwr.com	1,442
bliss.armymwr.com	1,361
www.armymwr.com	1,142
benning.armymwr.com	917
riley.armymwr.com	806
stuttgart.armymwr.com	777
aberdeen.armymwr.com	571
drum.armymwr.com	489

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	1,045
bing	97
home.army.mil	38
(direct)	28
installations.militaryonesource....	23
duckduckgo	11
safe.menlosecurity.com	9
m.facebook.com	8
chatgpt.com	7
l.facebook.com	7



Views

3,746

↑ 158.9%

Sessions

3,168

↑ 160.1%

Total users

2,785

↑ 168.0%

New users

641

↑ 47.0%

Avg. Session Time

01:56

↑ 17.7%

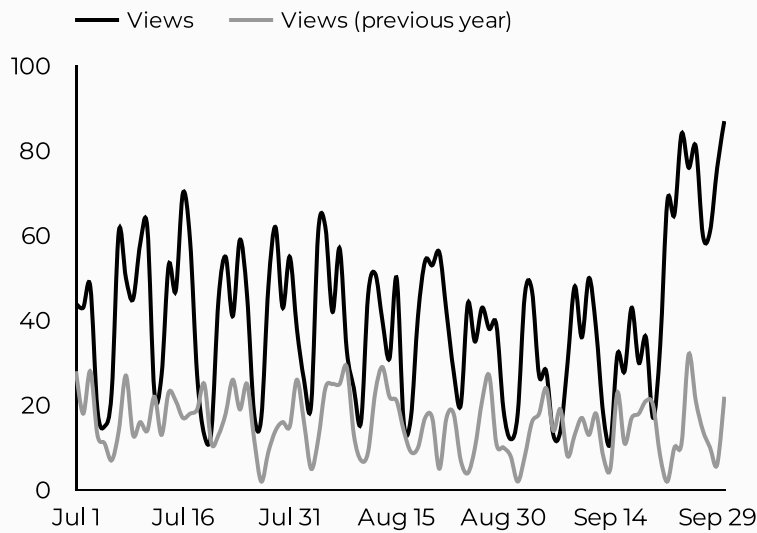
Engagement rate

78%

↑ 8.5%

Compared Y-o-Y

How is site traffic trending?

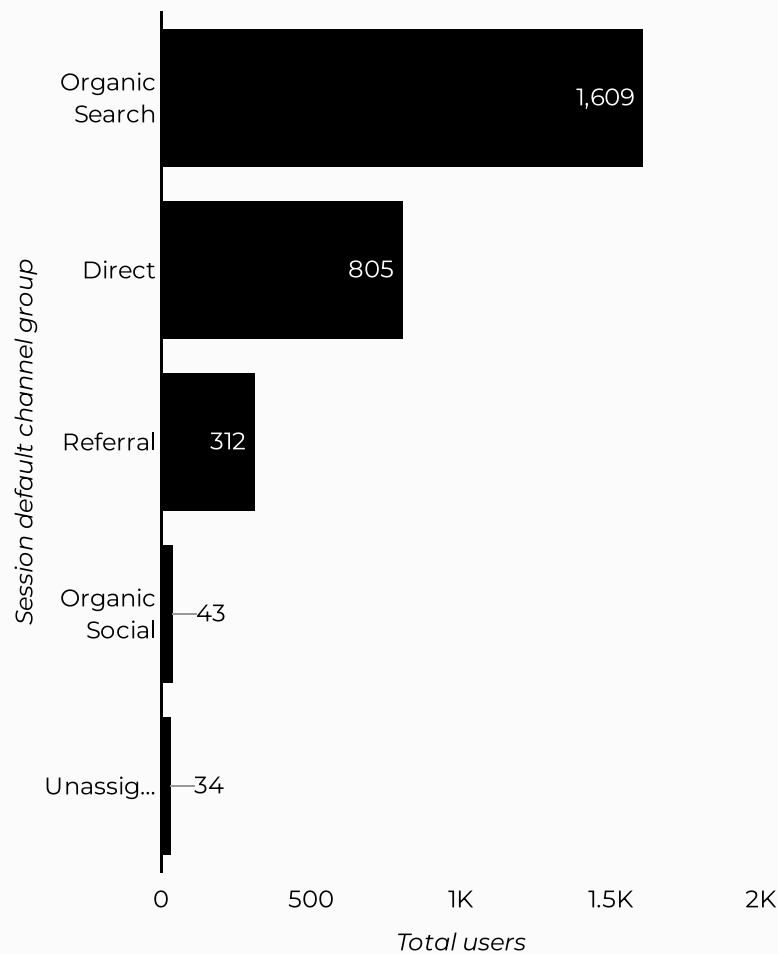


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,768
parks.armymwr.com	18

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,319
(direct)	805
bing	268
myarmybenefits.us.army...	68
home.army.mil	64
installations.militaryone...	37
m.facebook.com	30
chatgpt.com	24
safe.menlosecurity.com	19
military.com	18



Views

18,263

↑ 4.2%

Sessions

12,900

↑ 9.9%

Total users

10,484

↑ 11.5%

New users

4,643

↓ -7.7%

Avg. Session Time

02:27

↑ 14.5%

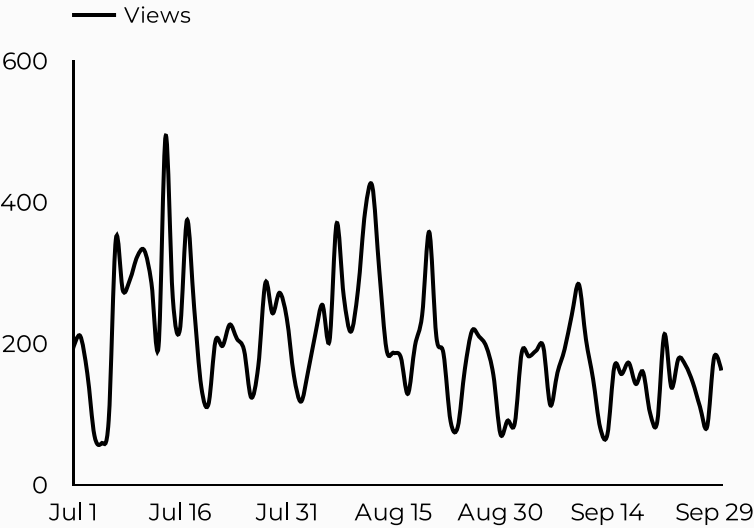
Engagement rate

67%

↑ 2.3%

Compared Y-o-Y

How is site traffic trending?

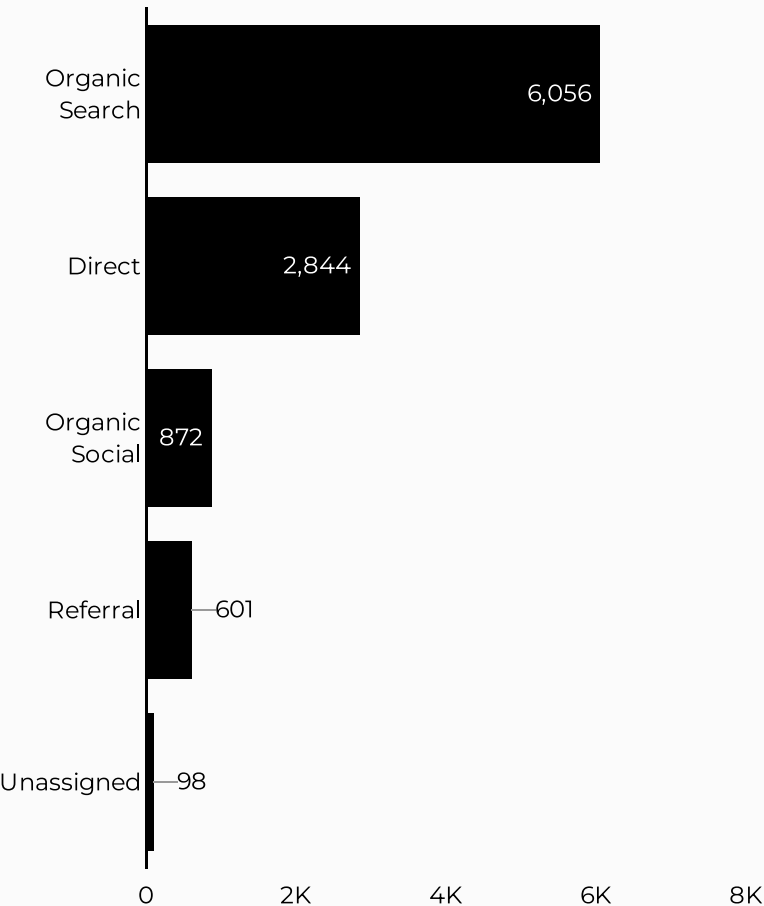


FCC Provider Application (DA 5219)

Installation FCC Provider Application (DA 5219) form downloads.

Installation	Downloa...	% Δ
www.armymwr.com	390	7.7% ↑
campbell.armymwr.com	110	-15.4% ↓
bliss.armymwr.com	62	29.2% ↑
carson.armymwr.com	56	75.0% ↑
hawaii.armymwr.com	52	62.5% ↑
bragg.armymwr.com	48	-
drum.armymwr.com	38	-9.5% ↓
meade.armymwr.com	34	240.0%...
riley.armymwr.com	34	13.3% ↑
hood.armymwr.com	28	-
sill.armymwr.com	24	-20.0%...
leonardwood.armymwr.c...	18	-40.0%...
gordon.armymwr.com	16	-
irwin.armymwr.com	14	75.0% ↑
lee.armymwr.com	10	-
belvoir.armymwr.com	8	0.0%
presidio.armymwr.com	8	-50.0%...
jackson.armymwr.com	6	-
jblm.armymwr.com	6	-
leavenworth.armymwr.co...	6	0.0%
rucker.armymwr.com	6	-
stewarthunter.armymwr....	6	-84.2%...
wainwright.armymwr.com	6	-
westpoint.armymwr.com	6	200.0%...
knox.armymwr.com	4	0.0%
buchanan.armymwr.com	2	-
huachuca.armymwr.com	2	-60.0%...
Grand total	1,004	2.2% ↑

Which channels are driving traffic?





Views

12,102

↑ 8.1%

Sessions

10,395

↑ 3.1%

Total users

7,694

↑ 3.5%

New users

2,604

↓ -5.9%

Avg. Session Time

02:38

↑ 4.1%

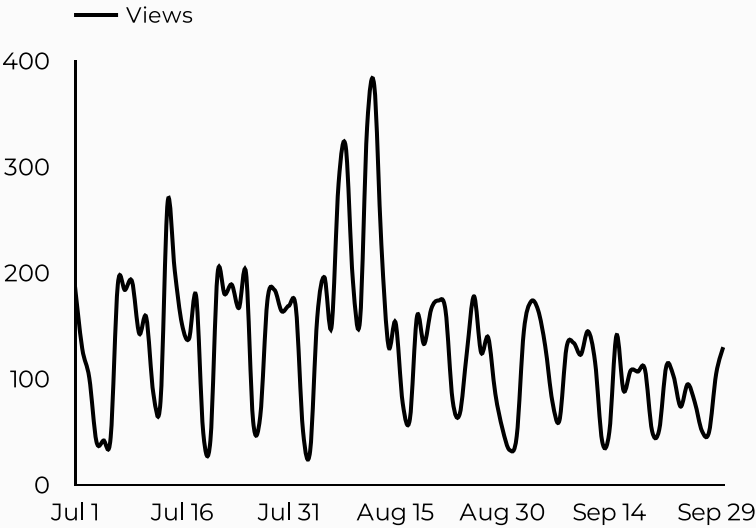
Engagement rate

72%

↓ -2.5%

Compared Y-o-Y

How is site traffic trending?

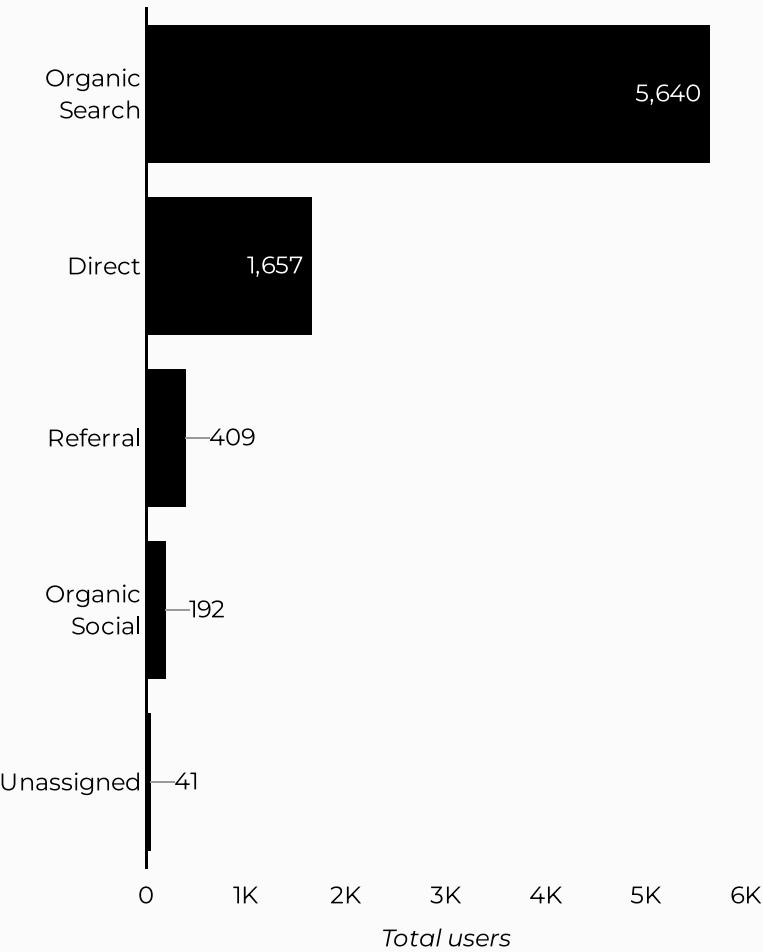


Top US Army Installations

Sorted by Total Users

Installation	Total users
bragg.armymwr.com	1,025
riley.armymwr.com	907
bliss.armymwr.com	889
hood.armymwr.com	586
meade.armymwr.com	430
belvoir.armymwr.com	370
lee.armymwr.com	355
gordon.armymwr.com	333
humphreys.armymwr.co...	303
westpoint.armymwr.com	236

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	539
bing	78
installations.militaryonesource....	46
(direct)	25
home.army.mil	22
m.facebook.com	14
l.facebook.com	10
linktr.ee	6
chatgpt.com	5
lm.facebook.com	5



Views

5,044

33.2%

Sessions

4,363

28.2%

Total users

3,289

28.4%

New users

1,050

-0.7%

Avg. Session Time

02:33

3.5%

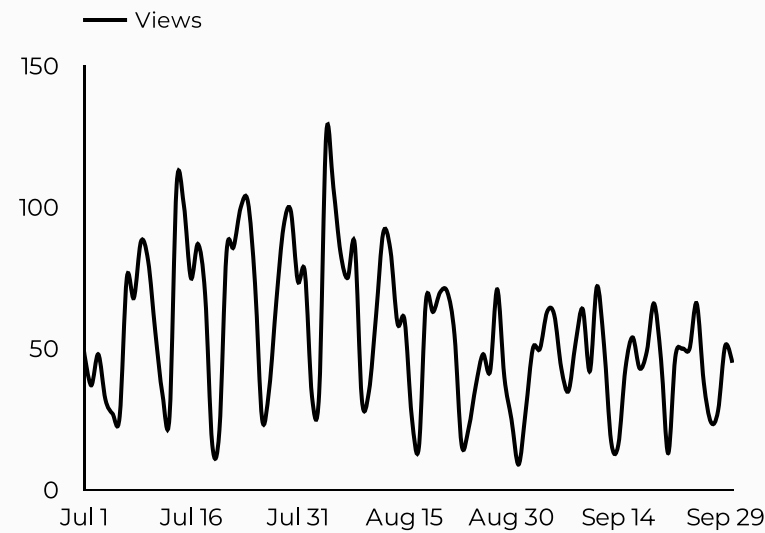
Engagement rate

70%

1.9%

Compared Y-o-Y

How is site traffic trending?

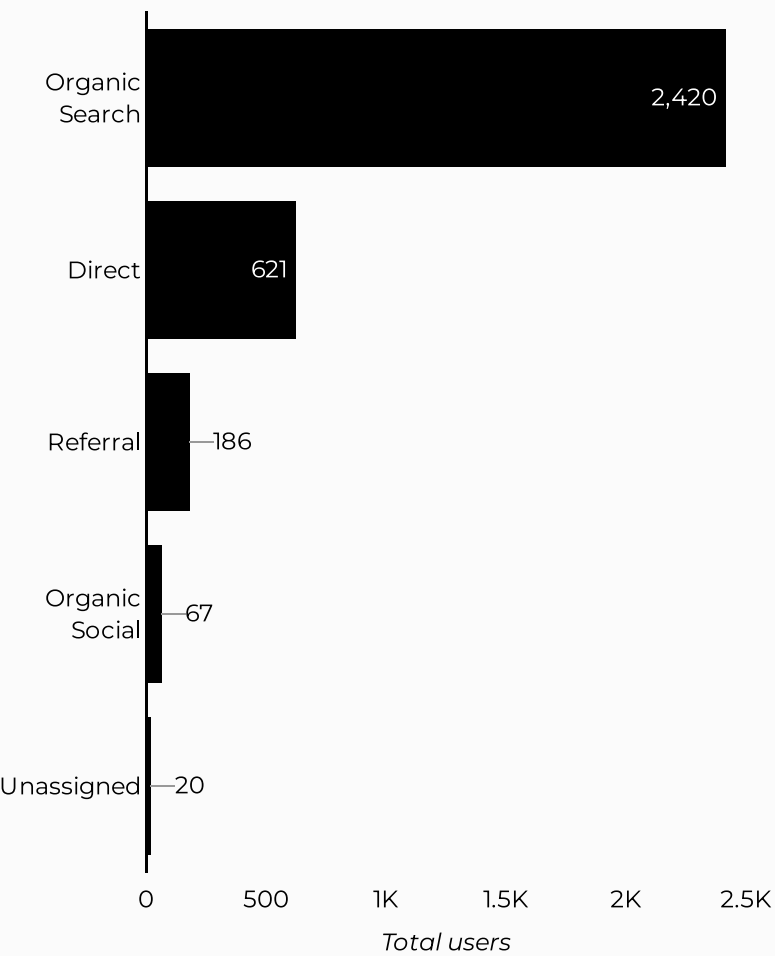


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	675
bragg.armymwr.com	649
campbell.armymwr.com	599
www.armymwr.com	460
bliss.armymwr.com	312
riley.armymwr.com	296
stewarthunter.armymwr...	290
bluegrass.armymwr.com	6
daegu.armymwr.com	4
tobyhanna.armymwr.com	4

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	203
bing	19
home.army.mil	7
(direct)	6
installations.militaryonesource...	5
chatgpt.com	4
m.facebook.com	4
l.facebook.com	3
safe.menlosecurity.com	3
linktr.ee	2



Views

17,655

↑ 19.0%

Sessions

14,072

↑ 13.5%

Total users

11,904

↑ 21.9%

New users

6,031

↑ 21.3%

Avg. Session Time

02:12

↑ 2.3%

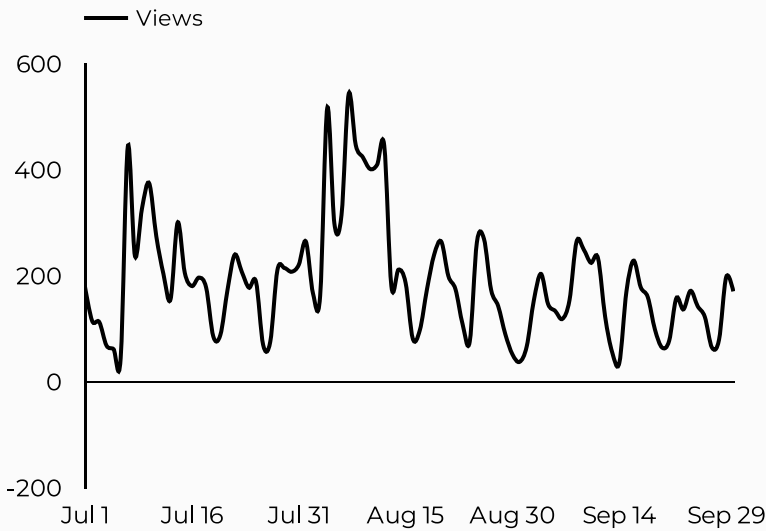
Engagement rate

63%

↓ -2.2%

Compared Y-o-Y

How is site traffic trending?

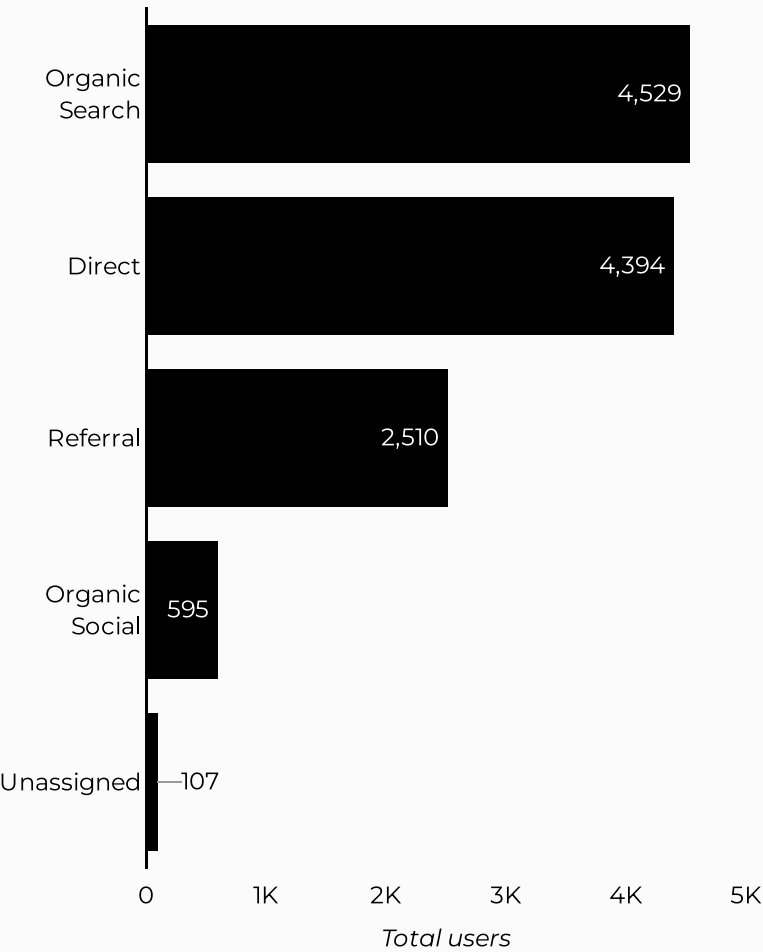


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,367
bragg.armymwr.com	776
benning.armymwr.com	631
bliss.armymwr.com	616
hawaii.armymwr.com	552
jblm.armymwr.com	487
carson.armymwr.com	440
stewarthunter.armymwr...	406
leonardwood.armymwr...	399
belvoir.armymwr.com	388

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	559
installations.militaryonesource....	170
(direct)	106
home.army.mil	86
bing	83
l.facebook.com	20
m.facebook.com	15
chatgpt.com	12
fcps.edu	10
military.com	9



Views

11,594

↓ -10.2%

Sessions

10,538

↓ -5.0%

Total users

8,110

↓ -7.6%

New users

2,965

↓ -23.6%

Avg. Session Time

02:41

↑ 29.9%

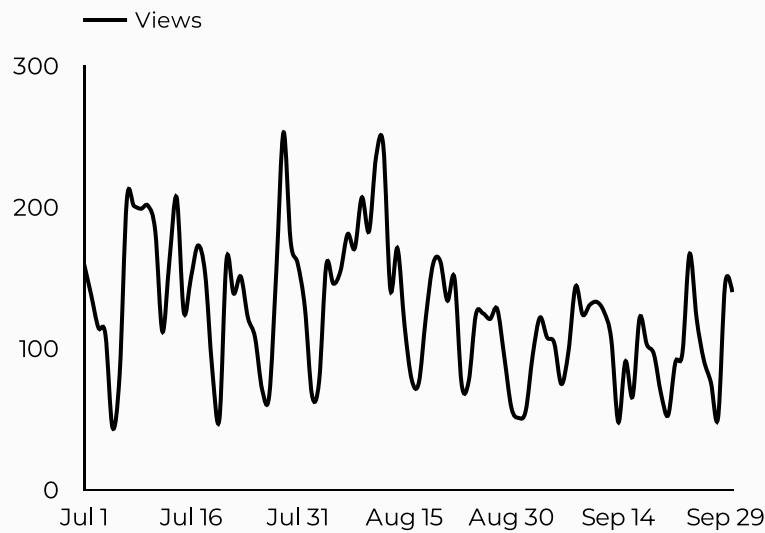
Engagement rate

67%

↓ -1.5%

Compared Y-o-Y

How is site traffic trending?

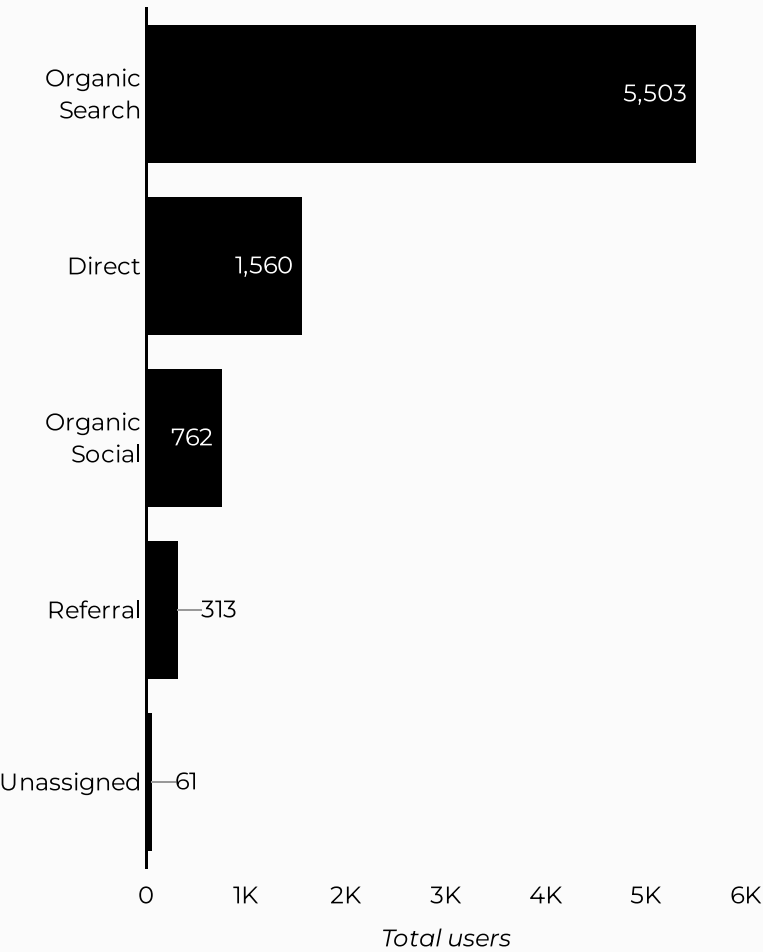


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	713
stewarhunter.armymwr.com	582
stuttgart.armymwr.com	551
bragg.armymwr.com	498
belvoir.armymwr.com	438
bliss.armymwr.com	412
hawaii.armymwr.com	412
carson.armymwr.com	336
kaiserslautern.armymwr.com	336
humphreys.armymwr.com	290

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	648
bing	41
(direct)	39
l.facebook.com	24
m.facebook.com	24
home.army.mil	17
installations.militaryonesource....	12
yahoo	8
chatgpt.com	5
facebook.com	5



Views

58,827

↑ 16.6%

Sessions

44,140

↑ 17.7%

Total users

29,810

↑ 12.8%

New users

12,400

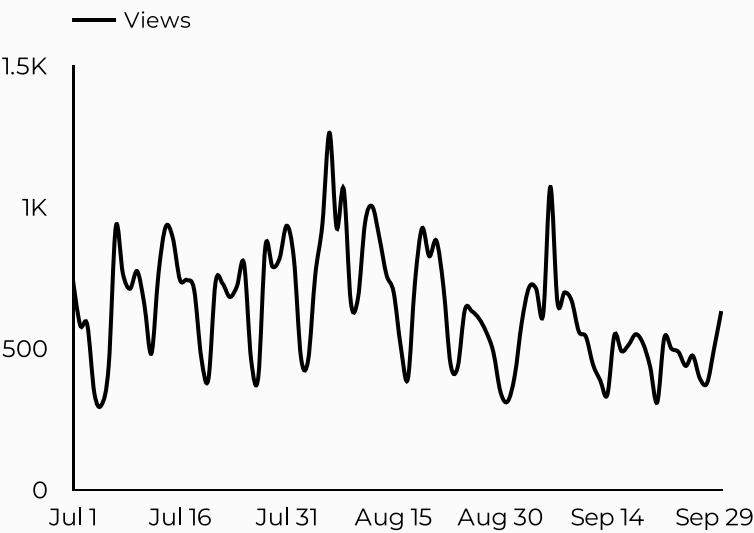
↑ 0.2% from previous year

Engagement rate

68%

↓ -2.8%

How is site traffic trending?

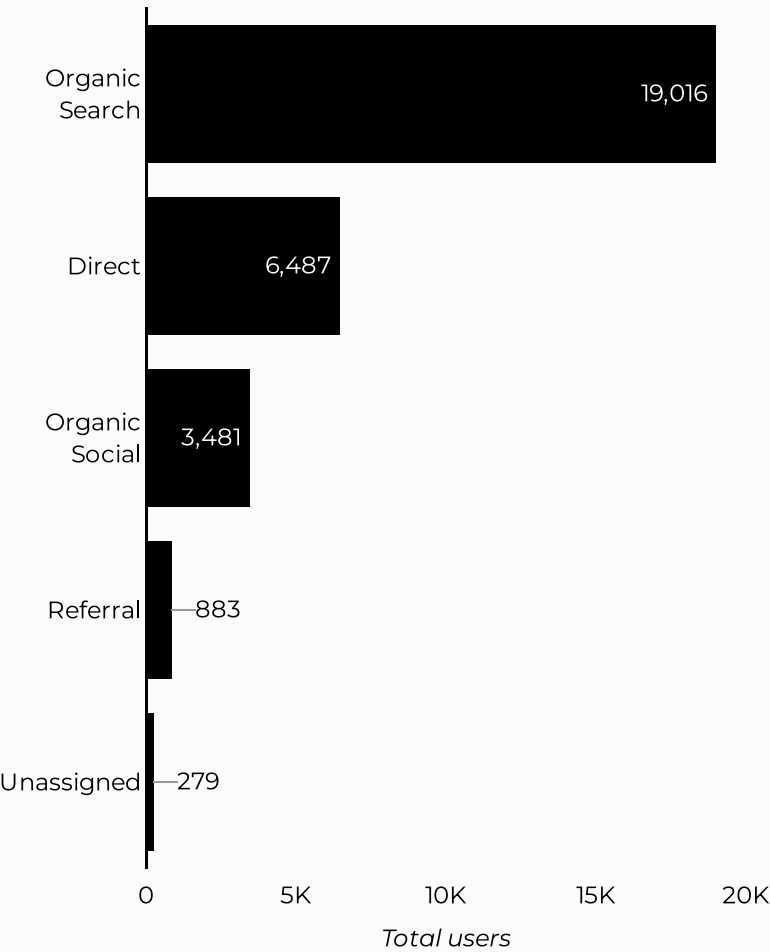


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	2,588
jblm.armymwr.com	2,415
bliss.armymwr.com	2,102
belvoir.armymwr.com	1,989
www.armymwr.com	1,698
benning.armymwr.com	1,657
campbell.armymwr.com	1,582
humphreys.armymwr.com	1,076
stewarhunter.armymwr.com	1,011
hood.armymwr.com	945

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	3,158
bing	212
m.facebook.com	187
(direct)	144
home.army.mil	73
l.facebook.com	72
lm.facebook.com	39
installations.militaryonesource....	38
webtrac.mwr.army.mil	38
yahoo	37



Views

4,161

📈 21.0%

Sessions

3,598

📈 24.4%

Total users

2,869

📈 21.2%

New users

1,634

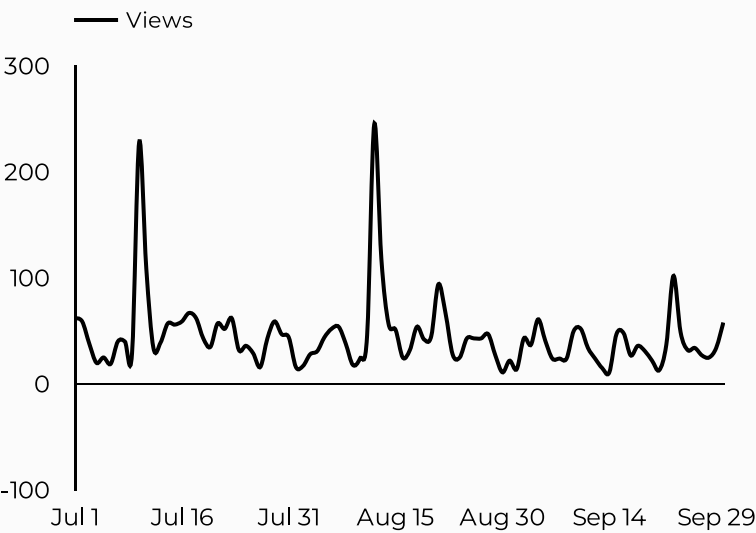
📈 35.8%

Engagement rate

70%

📉 -3.9%

How is site traffic trending?



How many people looking for employment took action and clicked for more information?

KPI link clicks to USAJOBS.gov.

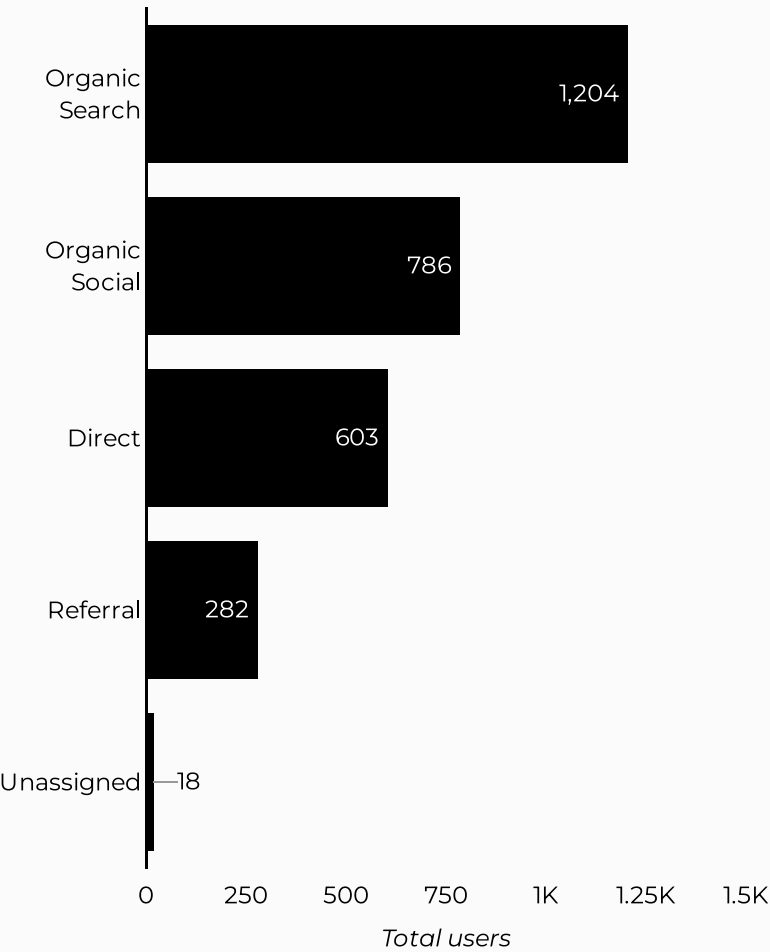
Name	Link Clicks ▾
Continue	1,740

How many people took action and downloaded a PDF?

KPI downloads of the CYS Career Guide and Rack Card.

Name	Downloads ▾
CYS Career Guide	432
Rack Card	78

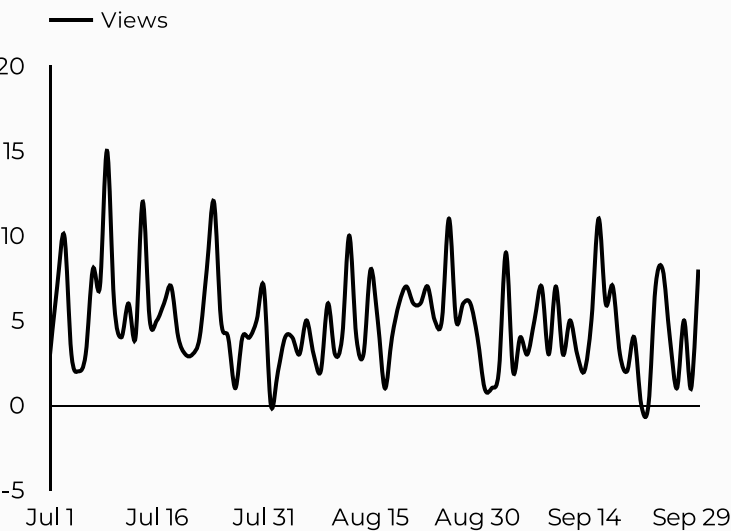
Which channels are driving traffic?





Views	Sessions	Total users	New users	Engagement rate
451	461	404	173	80%
↓ -27.4%	↓ -23.7%	↓ -24.6%	↓ -29.1% from previous year	↓ -3.7%

How is site traffic trending?



How many people looking for employment took action and clicked for more information?

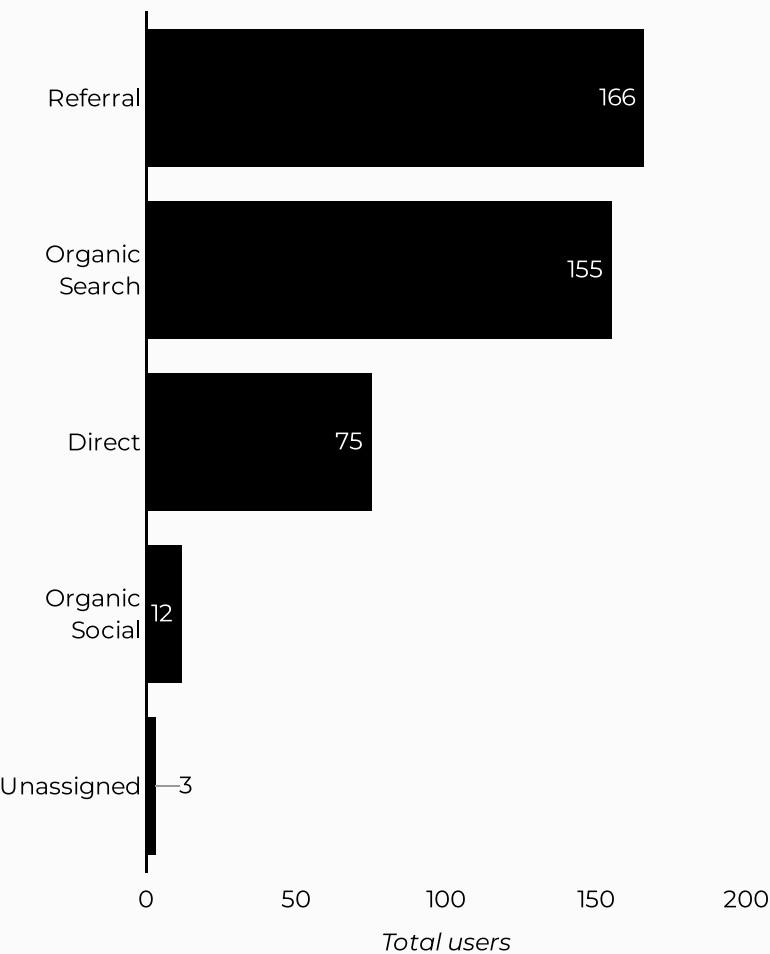
KPI link clicks to USAJOBS.gov.

click_text	Link Clicks
USAJOBS.gov	84
https://www.usajobs.gov/	4

How many people pushed play to watch a video?

Video Name	Total
CYS Profession: Alicia Exum	90

Which channels are driving traffic?





Views

436

↓ -42.8%

Sessions

416

↓ -16.8%

Total users

374

↑ 3.9%

New users

176

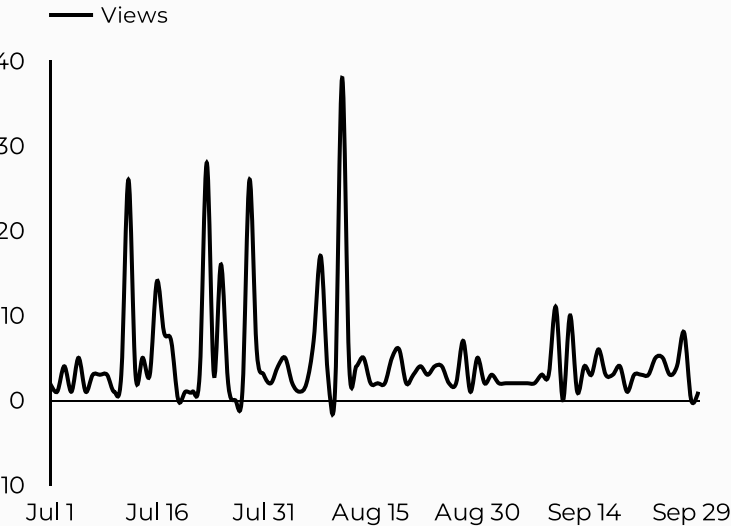
↑ 21.4%

Engagement rate

59%

↓ -14.0%

How is site traffic trending?

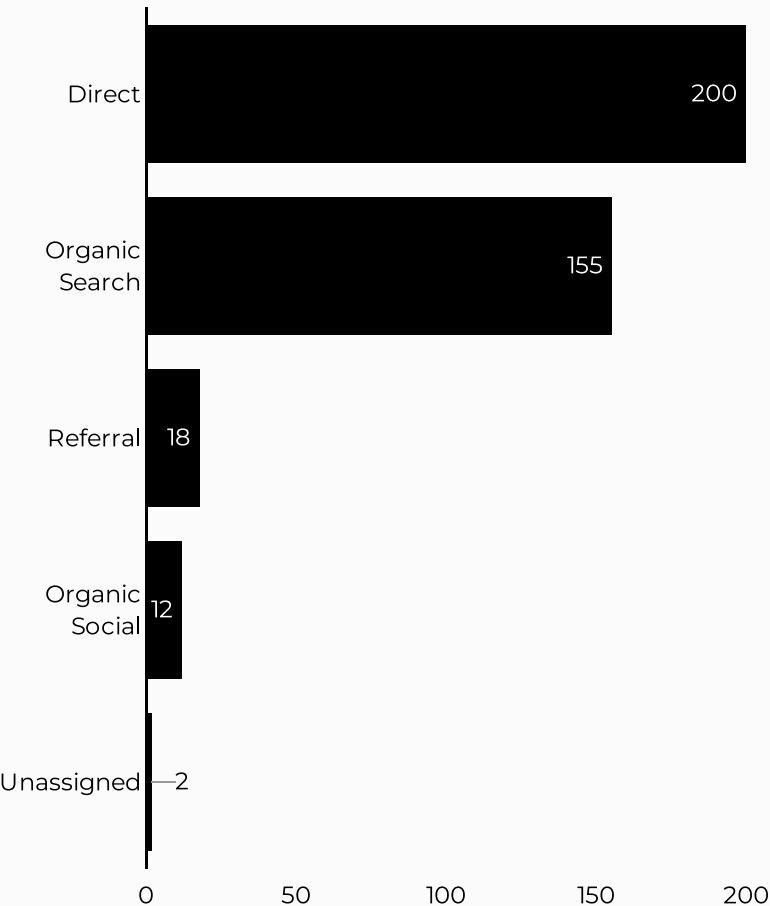


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	173
miami.armymwr.com	24
hamilton.armymwr.com	17
hawaii.armymwr.com	14
leavenworth.armymwr.com	13
humphreys.armymwr.com	12
campbell.armymwr.com	11
carson.armymwr.com	10
lee.armymwr.com	10
leonardwood.armymwr.com	8

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	2
bing	1

Grand total3



	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	discovery	184	27	6.81	0%
2.	sports	57	55	1.04	3.51%
3.	soccer	54	51	1.06	0%
4.	gymnastics	51	40	1.28	0%
5.	cys	38	34	1.12	2.86%
6.	skies	31	31	1	0%
7.	youth sports	29	25	1.16	7.14%
8.	swim lessons	28	27	1.04	0%
9.	parent central	27	25	1.08	0%
10.	mflc	25	20	1.25	4.35%
11.	parent central services	24	24	1	0%
12.	webtrac	24	23	1.04	0%
13.	volleyball	24	16	1.5	5.56%
14.	jobs	21	17	1.24	5.56%
15.	auction	21	18	1.17	0%
16.	youth center	21	20	1.05	0%
17.	efmp	21	18	1.17	0%
18.	pool	19	17	1.12	0%
19.	calendar	19	19	1	0%
20.	preschool	18	15	1.2	6.25%
21.	pass it on	17	12	1.42	0%
22.	babysitting	17	15	1.13	0%
23.	teen center	17	17	1	0%
24.	basketball	17	16	1.06	0%
25.	summer camp	16	15	1.07	0%
26.	homeschool	16	16	1	6.25%
27.	strong beginnings	16	15	1.07	6.25%
28.	registration	15	14	1.07	0%
29.	flag football	15	15	1	0%
30.	mwr	14	13	1.08	0%
31.	careers	13	13	1	0%
Grand total		3,819	3,010	1.27	2.43%