



# CYS Insights and Recommendations

Third Quarter FY25

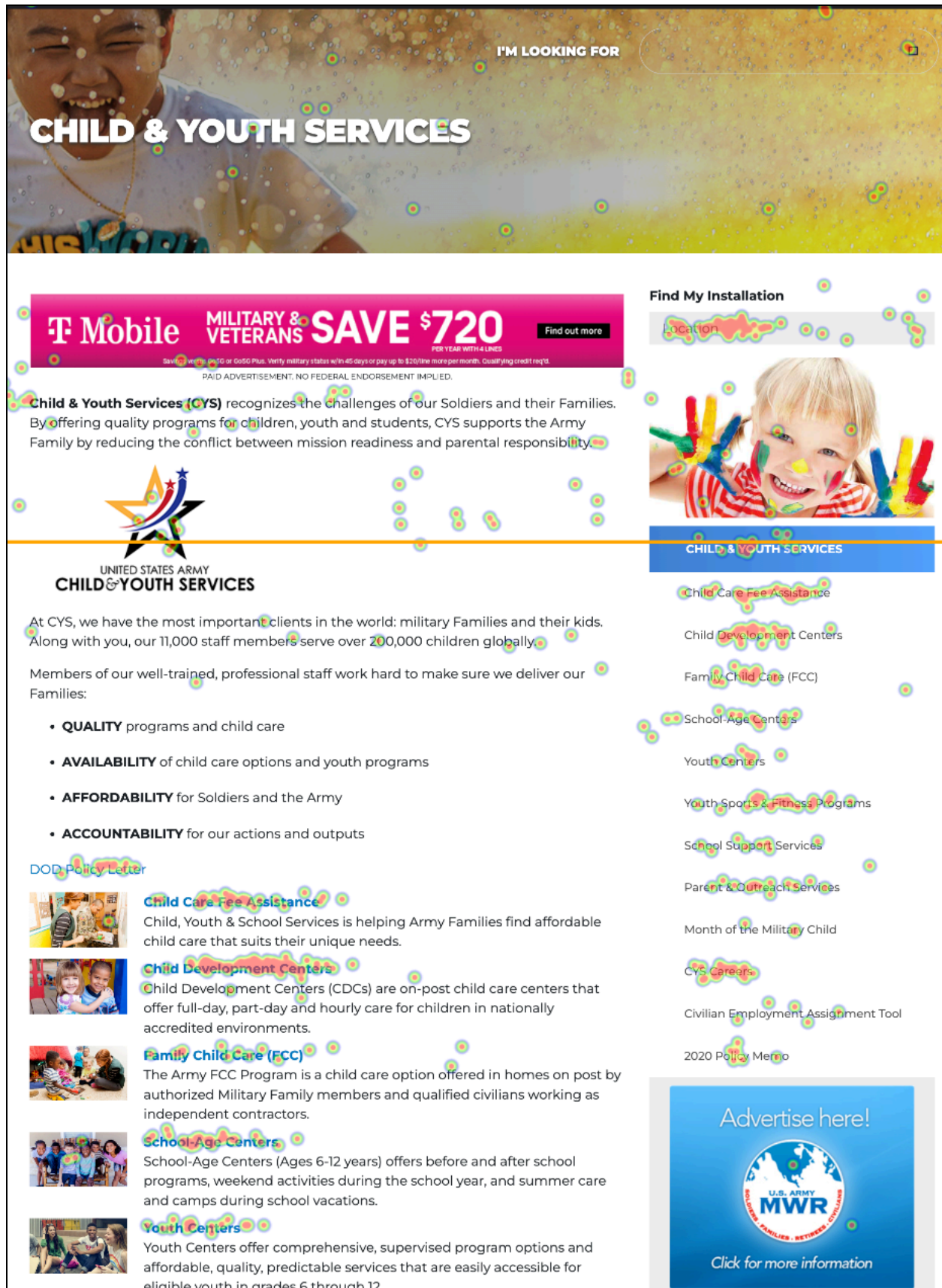
# Heatmaps

Heatmaps have been successfully implemented for many programs on HQ, offering valuable insights into user behavior on key pages. These tools will help pinpoint areas of high engagement and reveal opportunities to optimize the user experience and overall site performance. As additional data is gathered from the heatmaps, this will allow for targeted optimizations and strategic improvements to further enhance user engagement and site functionality.

## **Click Map**

On the click heatmap, you can for example find out where confusing colors or elements make your visitors think that something is clickable. It also lets you see where your visitors go next or what they are looking for.

Figure 1: CYS Click Map

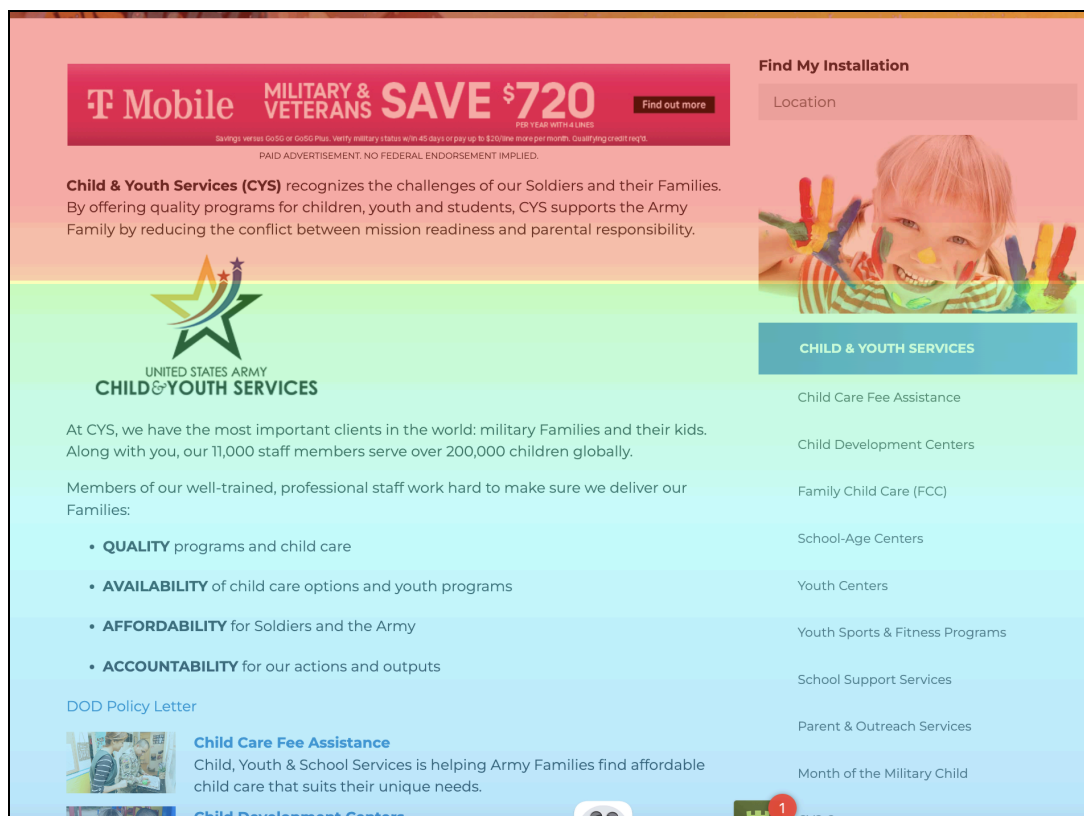


Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

## Scroll Map

Scroll heatmaps use colors to visualize how far down in a page your visitors scroll. When you hover on the Scroll heatmap, you see exactly how many percent have scrolled down to a certain position. This lets you for example find out if there is important content positioned too far down the page, whether your visitors are encouraged to scroll, and more.

Figure 2: CYS Scroll Map



Scroll Depth Heatmap 

Colors indicate user engagement as they scroll down the page: red/orange shows high engagement, yellow shows moderate engagement, and blue indicates lower engagement areas.

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

Web managers created a total of 931 new pages on EPW last quarter. It is important to note that the total excludes data from calendar events and directory pages.

- 177 pages were added to CYS.

*Table 1: Total Number of New Pages Added to CYS*

Name	Total ▾
Parent Outreach Services	9
Finding and Requesting Child Care	9
Military Family Support and Relocation	9
Parent and Participant Expectations	9
Child Care Options	9
School Liaison Officer (SLO)	9
School Support Services	9
Youth Fitness and Age Policies	9
Programs for Children and Teens	9
Getting Started with CYS	9
Youth Sponsorship	9
Youth Sports and Fitness	9

# Search

Search behavior across the CYS program reveals high user intent centered around seasonal offerings and core services. Terms like **“summer camp,” “discovery,” “sports,”** and **“swim lessons”** dominate, reflecting strong seasonal and recreational interest from parents. Notably, the term **“discovery” generated a very high search count per user (7.0)**, suggesting repeated queries due to unclear content or navigation gaps.

## Top Search Themes:

### 1. Seasonal & Recreation Programs

- High-volume: *summer camp, swim lessons, sports, youth sports, gymnastics, dance*
- Repeated searches for “summer camp” (181 total) and “sports” (49) indicate these are priority interests.

### 2. CYS Program Navigation

- Searches for *cys, cys services, cys login, cys registration, cys youth sports* point to difficulty in locating central services and tools.

### 3. Location-Specific Inquiries

- Entries like *fort hood cys, fort bliss cys, jblm cys, meade cys* show users often look for installation-level program pages, suggesting a need for clearer geolocation or base-specific routing.

### 4. Access & Accounts

- Queries including *webtrac, login, cys login, childcare login* highlight a user journey centered on enrollment or account management, often requiring a seamless path to external systems.

## Optimization Recommendations:

- **Create landing pages** for seasonal offerings (e.g., Summer Camp Hub) with registration details, FAQs, and age-specific breakdowns to reduce repeat queries.
- **Prominently link WebTrac, login portals, and installation directories** from the CYS homepage to reduce friction for returning users.

# WebTrac

The decline in link clicks (39%) is likely due to the removal of the interstitial overlay, which previously required a second click to proceed. With that step eliminated, outbound link interactions now register half the outbound link clicks.

- 18,355 Parents clicked on a WebTrac link to pay for a service.

Table 2: CYS Program Pages with WebTrac Click-Throughs

Page Location
<a href="https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons">https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons</a>
<a href="https://bragg.armymwr.com/programs/cys-services-sports-fitness">https://bragg.armymwr.com/programs/cys-services-sports-fitness</a>
<a href="https://stuttgart.armymwr.com/programs/cys-sports-fitness">https://stuttgart.armymwr.com/programs/cys-sports-fitness</a>
<a href="https://campbell.armymwr.com/programs/cys-s/parent-central-services">https://campbell.armymwr.com/programs/cys-s/parent-central-services</a>
<a href="https://jackson.armymwr.com/programs/cys-services">https://jackson.armymwr.com/programs/cys-services</a>
<a href="https://jblm.armymwr.com/programs/youth-sports">https://jblm.armymwr.com/programs/youth-sports</a>
<a href="https://stuttgart.armymwr.com/programs/family-and-mwr-travel">https://stuttgart.armymwr.com/programs/family-and-mwr-travel</a>
<a href="https://campbell.armymwr.com/programs/cys-s/youth-sports">https://campbell.armymwr.com/programs/cys-s/youth-sports</a>
<a href="https://jblm.armymwr.com/programs/cysreg">https://jblm.armymwr.com/programs/cysreg</a>
<a href="https://kaiserslautern.armymwr.com/programs/cys-sports">https://kaiserslautern.armymwr.com/programs/cys-sports</a>

# Child Development Centers (CDC)

The Child Development Centers program saw a decline in overall traffic metrics during the reporting period. Total users reached 11,179, a 19.3% decrease year-over-year, while new users dropped by 21.8% to 5,977. Views fell to 17,423, down 11.3%, and sessions totaled 15,052, reflecting a 15.9% decline.

Traffic was primarily driven by Organic Search, which brought in 9,405 users, reinforcing its role as the dominant channel. Direct traffic contributed 1,187 users, while Referral and Organic Social channels added 564 and 88 users, respectively. This breakdown emphasizes the effectiveness of SEO efforts but reveals opportunities to improve performance in Direct and Social channels.

Engagement held steady even with fewer visits. The engagement rate was 71%, showing a minor dip of 1.2%, while the average session time increased to 2 minutes and 38 seconds, up 17.1% from the previous year. These metrics suggest users continue to engage meaningfully with CDC content.

Table 3: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search Count Per User
development	10	1	10
ein	6	6	1
cdc	5	3	1.67
child	4	1	4
careers	3	3	1

## Recommendations & Insights

1. Update the analytics filter for CDCs to include additional URL variations such as “child-care” to account for differences in naming conventions across installations. For example, JBLM uses <https://jblm.armymwr.com/programs/child-care> instead of the standard “Child Development Centers” label. Expanding the filter will ensure we

capture all relevant traffic related to CDC services, regardless of how the program is named at each location.

2. Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- Can my three year old go to school? She turns four December 10th.
- How do I enroll my kids to pre-k?
- How do I sign up for a dance class in July?
- how do i apply for child care
- Do your childcare development centers use an application for parents to follow their children's day?
- How much are the after school programs for 8-13 years old.
- How to report kids the put my child in a headlock and kick my child multiple times before a CYS classes?
- How much is on post childcare?
- How do I find CYS?

## CYS Careers

CYS Careers experienced a notable decrease in traffic in Q3. Total users dropped to 3,042 (-17.5% YoY), while new users fell to 1,768 (-23.2%). Sessions decreased to 3,732 (-18.0%), and pageviews were down to 4,256 (-21.4%). This pattern indicates reduced outreach or visibility for CYS employment opportunities this quarter.

Traffic was driven primarily by Organic Search (1,088 users), Organic Social (885), and Direct access (772), with smaller contributions from Referral sources (304) and Unassigned traffic (27). Engagement was strongest from Organic and Social channels, which together accounted for over half of total acquisition.

Despite the lower volume, engagement remained steady. The engagement rate improved slightly to 67% (up 1.8%), suggesting content continues to resonate with job seekers. Notable user actions included 1,477 "Continue" link clicks and 488 resource downloads, primarily for the CYS Career Guide (434 downloads), demonstrating that those who did visit the page were highly action-oriented.

The competing Army MWR Careers campaign at [Army MWR Careers](#) and new [Landing Pages](#) poses a challenge and opportunity to streamline messaging and minimize potential confusion among prospective applicants.

# Child Care Fee Assistance

The Child Care Fee Assistance program saw a significant rebound in visibility this quarter. Total users increased to 2,376, up 129.1% year-over-year, and sessions climbed to 2,735 (up 118.1%). New users totaled 339 (down 26.1%), reflecting a shift in returning versus first-time visitors. Pageviews more than doubled to 3,170 (up 113.2%), marking a strong recovery in overall traffic.

Traffic was led by Organic Search (1,580 users), followed by Direct (386) and Referral sources (326). Notable referrers included Google (1,319), Bing (228), and MyArmyBenefits. The primary installation contributing to traffic was [www.armymwr.com](http://www.armymwr.com) with 2,356 users, while all others drove minimal volume.

Engagement metrics strengthened meaningfully. The engagement rate rose to 84% (up 19.2%), demonstrating improved content effectiveness and user satisfaction. While the average session time declined to 1:38 (down 18.6%), the surge in repeat traffic and sustained activity suggests that users were able to efficiently find and interact with the information they needed.

*Figure 3: Traffic Spike Attributed to New Landing Pages*

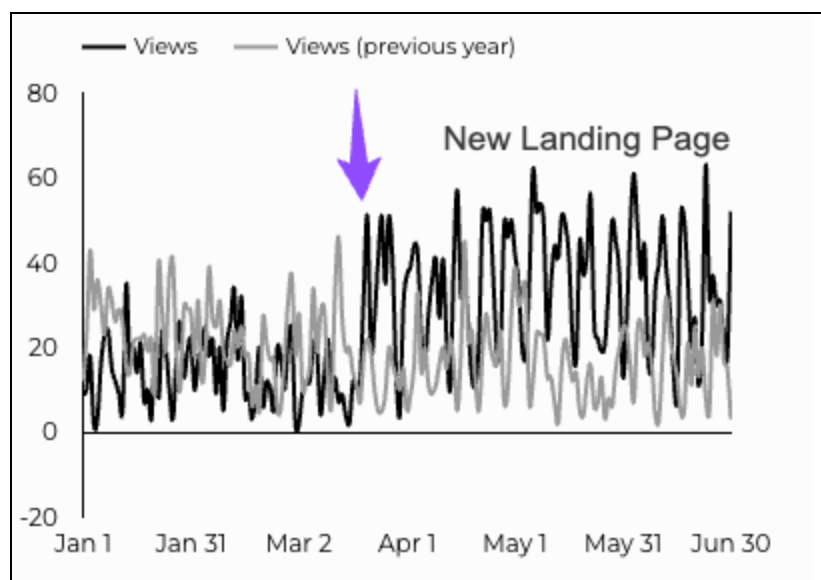


Figure 4: Child Care Fee Assistance User Click Behavior



# Family Child Care (FCC)

The Family Child Care program held relatively stable in Q2 FY25, with minor shifts in overall traffic and engagement. Total users reached 8,368, a slight 1.8% decrease year-over-year, while new users declined to 4,077 (-6.0%). Despite these dips, site views increased by 9.5% to 14,779, and sessions rose 3.9% to 10,738, reflecting higher visit frequency among returning users.

Organic Search remained the leading acquisition channel with 5,206 users, followed by Direct traffic at 1,919, and Organic Social at 713. Referral sources added 510 users, while Unassigned contributed 35. These trends confirm that FCC's visibility in search remains a key strength, with potential to grow awareness through referrals and social media.

Engagement metrics were mixed. The engagement rate dipped slightly to 67% (-2.8%), but the average session time improved to 2 minutes and 34 seconds, up 5.4%, indicating stronger content retention per session.

## FCC Provider Application Downloads:

- Total downloads: 818, reflecting a -10.7% drop YoY.

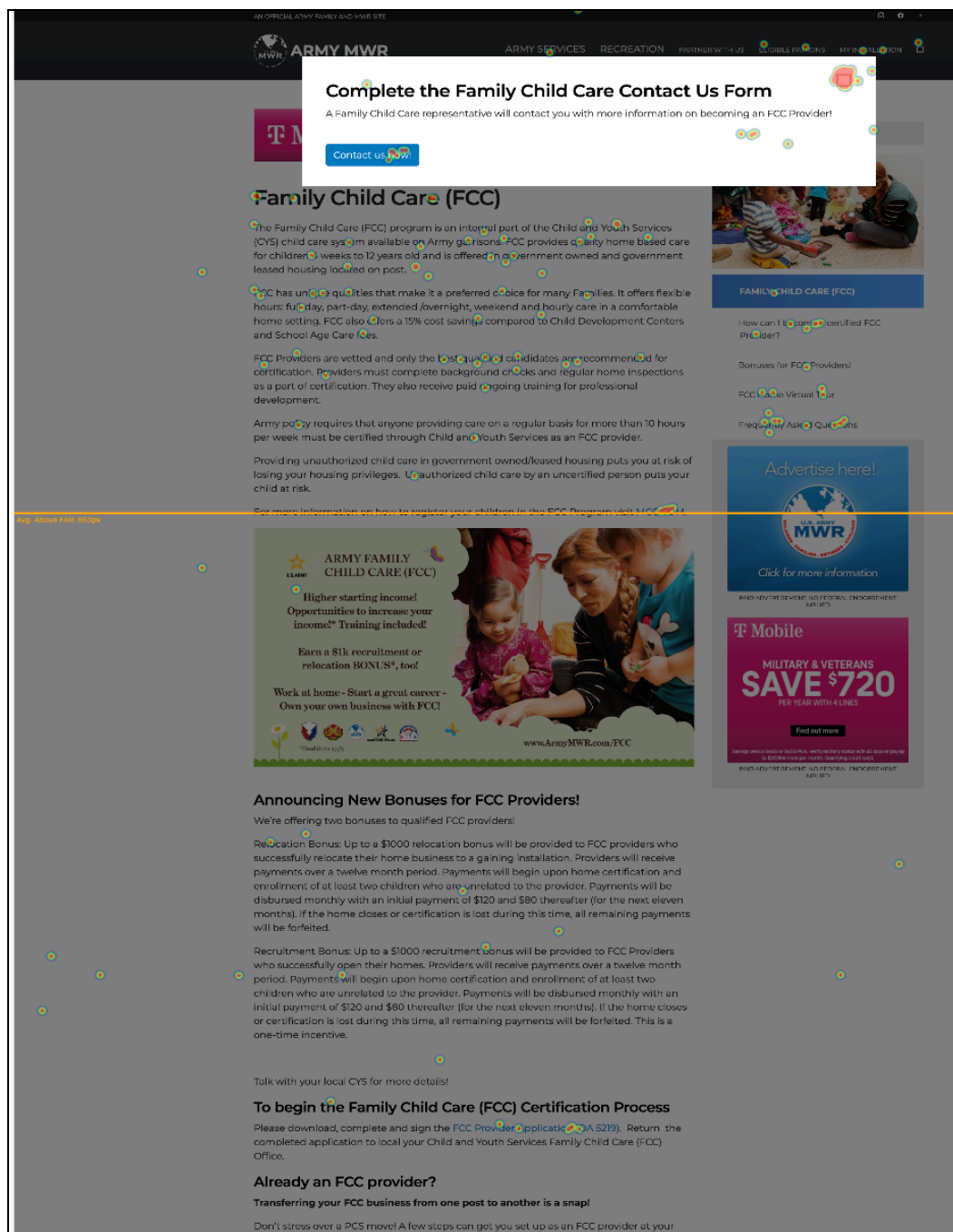
Table 4: DA 5219 Download Counts by Installation Compared to Previous Year

Installation	DA 5219 Downloads	YoY
www.armymwr.com	254	-19.1%
campbell.armymwr.com	90	-13.5%
bragg.armymwr.com	66	
hood.armymwr.com	60	30.4%
bliss.armymwr.com	42	-41.7%
hawaii.armymwr.com	40	66.7%
riley.armymwr.com	40	33.3%
drum.armymwr.com	36	-21.7%
carson.armymwr.com	30	-48.3%
belvoir.armymwr.com	20	100.0%
jblm.armymwr.com	14	
presidio.armymwr.com	14	600.0%
wainwright.armymwr.com	14	250.0%

leonardwood.armymwr.com	12	-33.3%
sill.armymwr.com	10	-37.5%
stewarthunter.armymwr.com	10	-70.6%
knox.armymwr.com	8	300.0%
rucker.armymwr.com	8	-60.0%
lee.armymwr.com	6	-66.7%
jackson.armymwr.com	6	
polk.armymwr.com	6	-40.0%
meade.armymwr.com	6	50.0%
rucker.armymwr.com	6	
ansbach.armymwr.com	4	
polk.armymwr.com	4	
gordon.armymwr.com	2	0.0%
huachuca.armymwr.com	2	0.0%

The "Complete the Family Child Care Contact Us Form" popup received strong interaction, indicating that interest in becoming an FCC provider is high when prompted clearly and early.

Figure 5: FCC User Click Behavior



## Parent Outreach Services (PO)

The Parent Outreach Services page held steady in Q3, with 6,647 total users (+0.9% YoY) and 2,352 new users (+0.4%). While views climbed to 9,681 (+1.8%) and sessions reached 8,856 (+2.2%), a slight dip in engagement suggests users may not be exploring as deeply as before.

Traffic continued to flow primarily through Organic Search (5,000 users), with additional support from Direct (996) and Referral (439) sources. Top contributing installations included bliss.armymwr.com, bragg.armymwr.com, and riley.armymwr.com, each with over 800 users, indicating high demand for outreach-related resources in those regions.

The engagement rate declined to 71% (–3.2%), and average session time dropped to 2 minutes and 52 seconds (–3.5%). These minor decreases suggest the content may benefit from enhanced interactivity or clearer navigation to sustain interest beyond the landing page.

Table 5: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
summer camp	14	12
sports	11	11
skies	10	9
parents night out	9	7
parent central services	8	7
preschool	7	5
parent central	5	5
parents day out	5	4
swim lessons	5	4
babysitting class	5	3

## School-Age Centers

Traffic to the School Age Centers program improved in Q3, with 3,534 total users (+13.8% YoY) and 1,005 new users (-14.8%). While new user acquisition slowed, returning engagement helped lift overall usage. Views increased to 5,596 (+21.5%) and sessions rose to 4,772 (+21.3%), indicating greater interest and repeat visits.

Organic Search remained the dominant channel, delivering 2,831 users, followed by Direct (447) and Referral (192). Installations such as [bragg.armymwr.com](https://bragg.armymwr.com), [campbell.armymwr.com](https://campbell.armymwr.com), and [hawaii.armymwr.com](https://hawaii.armymwr.com) led in traffic, reflecting strong interest in school age care services at those locations.

Despite overall growth, the engagement rate dipped slightly to 75% (-3.5%), the average session time surged to 4 minutes and 12 seconds (+92.4%), signaling that users who do engage are spending significantly more time exploring available resources.

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
summer camp	23	22
sac	4	3
teen center	3	3
homeschool	2	2
skies	2	2
school	2	2
summer	2	2
school age care	2	2
field	2	1
gardner hills sac	2	1

# School Support Services

The School Support Services program experienced a strong traffic rebound in Q3, reaching 8,895 total users (+17.8% YoY) and 4,003 new users (–4.2%). Despite the slight dip in new visitors, content visibility increased with 13,586 views (+23.3%) and 11,106 sessions (+19.7%).

Traffic was led by Organic Search with 4,187 users, followed closely by Direct (2,563) and Referral (2,051). High-performing installations included bliss.armymwr.com, benning.armymwr.com, and bragg.armymwr.com, suggesting strong local engagement across diverse regions.


User interaction held steady with an engagement rate of 68% (+1.4%), though average session time dipped slightly to 2 minutes and 31 seconds (–3.4%). This indicates users are finding relevant content quickly but may benefit from deeper navigation paths or expanded on-page resources to support continued engagement.

- The video "What is a School Liaison Anyway?" has 111 video starts

Table 7: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
discovery	8	1
drivers	8	1
summer camp	7	6
sports	5	4
youth center	4	4
school liaison	3	3
asvab	2	2
esl	2	2
cys	2	2
slo	2	1

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## School Support Services

### Army School Support Services

Military life presents unique challenges to students and their Families, and School Support Services can help. School Support Services, which is a part of Child & Youth Services (CYS), provides a wide range of services through the School Liaison Program. Our School Liaison Officers (SLOs) work directly with Families, educators, and military units to ensure smooth transitions and deliver resources to military-connected students and their Families. These services are provided at no cost to you, so reach out and meet your SLO today.

[Find your SLO here](#)

Click on the video below to find out even more about School Liaison Officers (SLOs). The Facebook Live event was presented by Military OneSource featuring a panel of School Liaison experts from each service, explaining the benefits of the School Liaison program!

[For Parents](#)

[For Educators & School Administrators](#)

[When Do I Need a SLO?](#)

[Youth Sponsorship](#)

[Finding a School](#)

[Special Education Information](#)

[Additional References & Resources for Special Education](#)

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### Find My Installation

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**Back to School: Making the Transition to In-Person Instruction**

**Recommendation:**

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- Can my three year old go to school? She turns four December 10th.
- How do I enroll my kids to pre-k?
- When and where will Kids ART Summer Camps be held, ages 10-15? Location I'm looking is on Ft Rucker Alabama
- How much are the after school programs for 8-13 years old?
- Do your childcare development centers use an application for parents to follow their children's day?
- Where can I work as a 15 year old?
- Does fort Belvoir have a summer youth employment program?
- How can I get free SAT prep for my son?

## Youth Centers

The Youth Centers program saw modest traffic growth in Q3, with 10,057 total users (+3.1% YoY) and 3,981 new users (-5.0%). Pageviews increased to 15,101 (+10.7%), while sessions rose to 12,673 (+4.2%), signaling increased site interest despite fewer first-time visitors.

Traffic was predominantly driven by Organic Search (6,918 users), with Direct (1,820) and Organic Social (864) sources also playing notable roles. Installations showing the highest user activity included [belvoir.armymwr.com](http://belvoir.armymwr.com), [bragg.armymwr.com](http://bragg.armymwr.com), and [stuttgart.armymwr.com](http://stuttgart.armymwr.com), highlighting a strong mix of CONUS and OCONUS interest.

Engagement remained solid with a 72% rate (-3.3%) and a notable increase in average session time to 2 minutes and 40 seconds (+31.5%), suggesting users are more deeply exploring the content. This upward trend in time spent presents an opportunity to further enrich pages with program updates, calendars, or interactive features.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
summer camp	20	19
camp	8	7
cys	4	3
youth center	3	3
disney	3	1
summer camps	3	3
school age	3	2
lock in	2	2
mwr	2	2
sac	2	2

## Youth Sports

The Youth Sports program experienced steady growth in Q3, with 26,849 total users (+9.0% YoY) despite a 6.3% drop in new users (10,571). Pageviews increased to 50,170 (+13.4%) and sessions reached 38,588 (+11.8%), reflecting stronger overall site engagement compared to the previous year.

Traffic was largely driven by Organic Search, which brought in 18,620 users, followed by Direct (4,734) and Organic Social (2,365). The top-performing installations by user count included JBLM, Hawaii, Bliss, and Belvoir, indicating high program interest at these locations.

The engagement rate remained stable at 70% (-1.0%), and average session depth was supported by a robust increase in views, showing sustained interest in program pages.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
youth sports	18	15
discovery	18	3
soccer	15	12
swim	12	11
swim lessons	12	12
baseball	10	8
sports	9	9
gymnastics	9	8
swimming	9	9
summer camp	7	7

### Recommendation:

Incorporate common user questions from Army Answers directly into relevant pages and FAQ sections to improve search visibility and user experience. Questions from Army Answers are as follows:

- Are there any pools that offer swim classes for children?
- Hello, Many years ago, The Golf Club used to offer golf lessons for kids & adults. Do you still offer these? Thank you!