CYS Insights and Recommendations

First Quarter FY26

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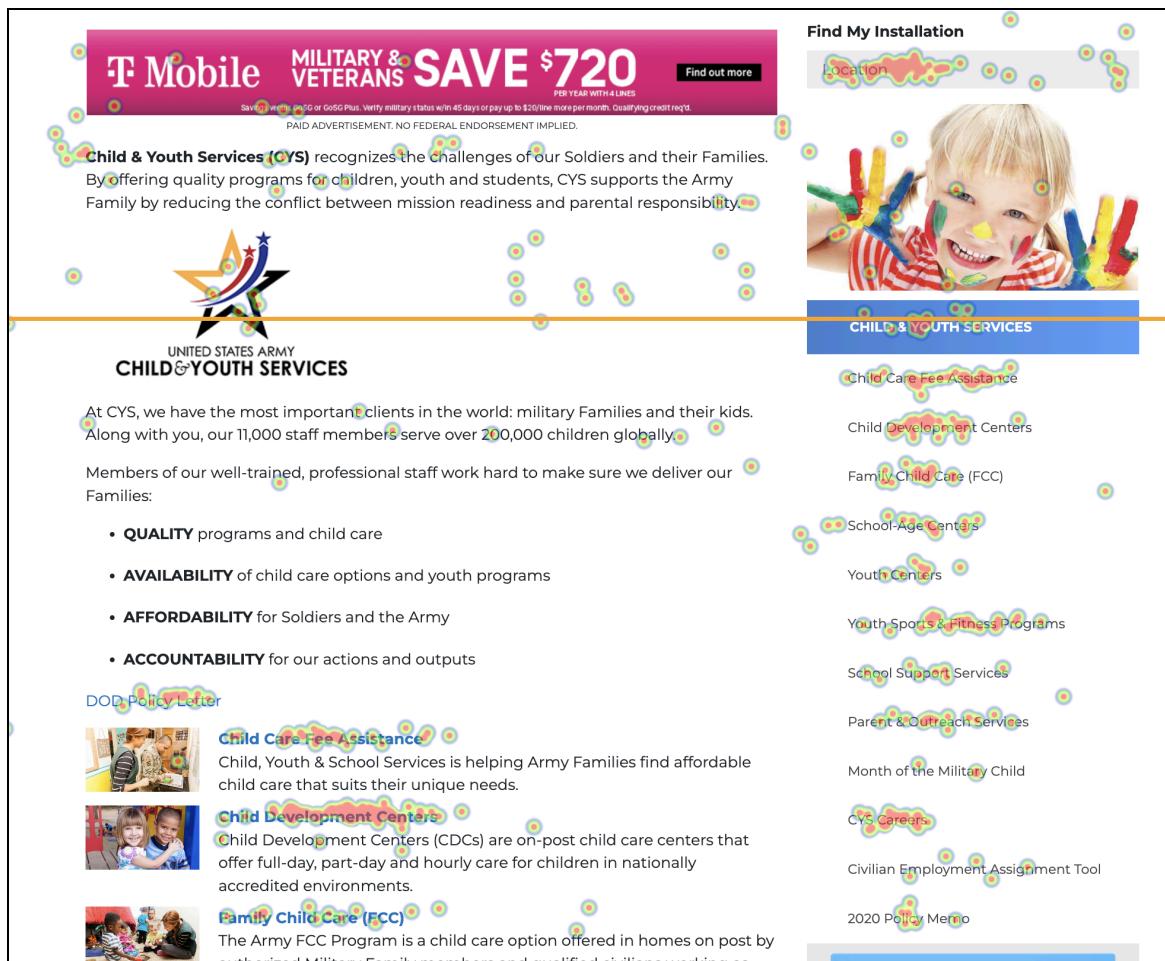
Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

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
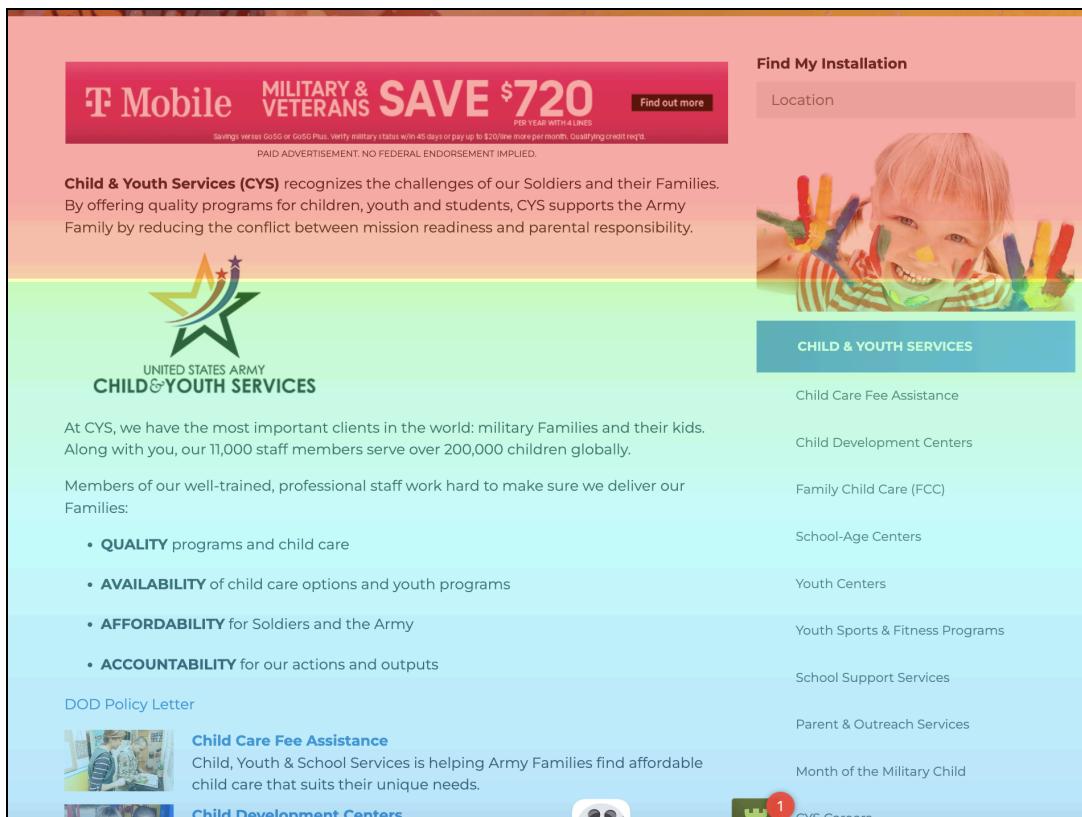
Scroll Depth Heatmap

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 347 new pages on EPW last quarter. It is important to note that the total excludes data from calendar events and directory pages.

- 43 pages were added to CYS.

Table 1: Total Number of New Pages Added to CYS

Name
Adventure Deals
Army Family Team Building
CYS Basketball Head Coaches Needed!
CYS Junior Officials
CYS Kids On-Site Hourly Care
CYS Parent Advisory Board
CYS Parent Central Services Temporarily Relocated
CYS Programs
CYS Youth Sports Learn to Play Ice Hockey
CYS Youth Swim Program Session 2
Child Development Center (CDC)
FREE Tots & Towers Playgroup
Family & MWR Facilities Move Toward a Cashless Experience
Family Game Night
Family One Source Presents Bah Humbug Brunch / Family Bingo Day
Family and MWR Welcome Video
Family and MWR Winterfest Survey
February is Teen Dating Violence Awareness Month
Fort Knox Youth Sports - NOW OPEN TO THE PUBLIC!
Free Songwriting Workshop
HARVEST FEST
January Youth Swim Lessons
Little Runners

M-DCPS Purple Star Schools of Distinction 2025
MWR Holiday Closures
New Year's Eve Countdown to Noon at TenStrike
Newborn Passport & Consular Report of Birth Abroad (CRBA)
Now Hiring Youth Instructors
Open Rec Gym Time
Skate Nights Fall 2025
Soldier & Family Resource Center
Spring Soccer 2026
Spring Sports Registration
The ABC's of Parenting
Toddler Take Over
WSMR December Events
Winterfest
Youth Center
Youth Center After School Program
Youth Center Calendar 2025-2026
Youth Sports Track and Field
Youth Spring Sports Registration

Search

Site search is used primarily as a task-completion tool, not for casual exploration. Most searches show:

- Low bounce rates (frequently 0–5%)
- Searches per user clustered around 1.0–1.3, indicating users know what they're looking for
- High engagement even on very specific or long-tail queries

This indicates users arrive with clear intent and expect direct answers or destinations.

High-Volume Search Themes

Programs & Activities

Terms like *sports, basketball, soccer, swim, youth sports, gymnastics,* and *dance* dominate search volume. These searches show strong engagement and minimal bounce, signaling users are actively seeking participation details rather than general information.

Child & Family Services

Searches for *cdc, child care, preschool, daycare, parent central, forms,* and *handbook* reflect procedural intent. Slightly higher searches-per-user suggest users are verifying requirements, paperwork, or eligibility rather than browsing.

Calendars & Events

Searches such as *calendar, events, halloween, summer camp,* and seasonal activities indicate time-sensitive planning behavior. Engagement remains high, confirming search is used to locate specific dates and schedules.

Facilities & Locations

Terms including *gym, bowling, pool, aquatic center, hours,* and *map* show users seeking confirmation information. These searches typically resolve quickly once the correct page is found.

Administrative & Transactions

Queries like *jobs, volunteer, registration, payment, login,* and *forms* reflect goal-oriented

behavior. Slight bounce increases on system-dependent terms suggest friction when users encounter gated tools or unclear next steps.

Long-Tail & Question-Based Searches

A large volume of single-occurrence searches appear as full questions, exact phrases, or highly specific needs. These include eligibility questions, policy clarifications, and unique service requests.

This long-tail behavior indicates:

- Search functions as a **support and clarification channel**
- Users expect natural-language answers
- Even one-off searches represent real, unmet or just-in-time information needs

WebTrac

- 13,137 Parents clicked on a WebTrac link to pay for a service.

Table 2: CYS Program Pages with WebTrac Click-Throughs

Page Location	Total ▼
https://bragg.armymwr.com/programs/cys-services-sports-fitness	574
https://jblm.armymwr.com/programs/aquatics/youth-swim-lessons	549
https://stuttgart.armymwr.com/programs/cys-sports-fitness	534
https://jblm.armymwr.com/programs/youth-sports	515
https://jackson.armymwr.com/programs/cys-services	512
https://jblm.armymwr.com/programs/parentcentral	410
https://humphreys.armymwr.com/programs/parent-central-services	404
https://campbell.armymwr.com/programs/cys-s/parent-central-services	360
https://kaiserslautern.armymwr.com/programs/cys-sports	348
https://stuttgart.armymwr.com/programs/family-and-mwr-travel	344

Child Development Centers (CDC)

The Child Development Centers (CDC) program saw a decline in overall traffic during the reporting period. Total users reached 9,980, reflecting a 5.8% year-over-year increase, while new users declined 5.5% to 5,000. Page views decreased slightly by 1.4% to 14,213, and sessions increased 3.5%, totaling 13,078.

Traffic was primarily driven by Organic Search, which accounted for 7,637 users, reinforcing search as the dominant discovery channel for CDC content. Direct traffic contributed 1,771 users, while Referral and Organic Social channels generated comparatively smaller volumes. This distribution highlights the continued strength of search-driven intent while indicating limited reliance on social or referral pathways.

Engagement remained strong despite mixed traffic trends. The engagement rate held at 67% (-6.8% YoY), and the average session time was 2 minutes and 15 seconds, down 9.7% year-over-year. These patterns suggest users continue to arrive with clear, task-oriented goals and are able to complete them efficiently, even as overall engagement duration slightly declined.

Table 3: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users
discovery	8	1
strong beginnings	2	2
cys	2	2
strong beginning	2	2
auto pay for cdc	1	1
winter wonderland	1	1
dexter elementary school	1	1
entollment	1	1
fees	1	1
flu shot	1	1

Recommendations:

1. Create a dedicated FAQ focused on Auto Pay enrollment, payment timing, and common issues. Search behavior and repeat navigation patterns indicate users are actively looking for clarity around billing and recurring payments. A clear, centralized Auto Pay FAQ would reduce confusion, limit repeat searches, and help users resolve payment questions more efficiently without additional support intervention.

Army Answers Questions

- How do I request my child daycare records from the CDC as a parent without base access
- How fast can I get child care
- How do I go about getting on waitlists for on post day cares
- Can civilians living on post receive child care
- What form do I need to provide to CYS for vaccine exemption

CYS Careers

The CYS Careers program experienced a noticeable decline in traffic during the reporting period, reflecting reduced job-seeking activity or lower visibility across discovery channels. Total users declined to 1,534 (-17.3%), while new users dropped 14.0% to 804, indicating fewer first-time visitors entering the hiring funnel. Views (2,188, -20.6%) and sessions (1,932, -13.3%) followed a similar downward trend.

Despite lower traffic volume, Organic Search remains the dominant acquisition channel, driving 914 users, or nearly 60% of total traffic. This confirms that job seekers primarily rely on Google to find CYS employment opportunities, often with high intent. Direct traffic contributed 373 users, suggesting some return visitors or referrals from offline or internal communications, while Referral and Social channels played a minimal role.

Engagement metrics suggest strong intent among those who do arrive. The engagement rate held at 68%, and interaction data shows clear focus on progression actions.

- 247 downloads of the CYS Career Guide
- 33 downloads of the Rack Card

Child Care Fee Assistance

The Child Care Fee Assistance program saw significant year-over-year growth across all traffic metrics, indicating increased awareness and demand for fee support resources. Total users rose sharply to 2,598 (+252.5%), while new users increased 279.5% to 1,165, signaling a substantial influx of first-time visitors. Views (3,096, +190.4%) and sessions (2,849, +225.2%) followed similar growth patterns.

Traffic was driven primarily by Direct (1,294 users) and Organic Search (1,020 users), reflecting high-intent behavior where users either accessed the page directly or arrived via Google after actively searching for child care financial assistance. Search sources such as google (827) and bing (177) dominated discovery, while referrals from trusted government resources including Military OneSource, MyArmyBenefits, and Army Resilience.

Despite strong traffic growth, engagement quality declined. The engagement rate dropped to 57% (-19.3%), and average session time fell to 1:02 (-65.4%), suggesting that users are arriving with highly specific questions and exiting quickly once they find key eligibility or application information.

Overall, search behavior indicates urgent, transactional intent, with users focused on quickly confirming eligibility, benefits, or next steps rather than exploring additional content.

Family Child Care (FCC)

The FCC Provider campaign showed steady growth during the reporting period. Total users reached 6,739 (+3.9%), and new users rose to 3,608 (+8.4%). Views increased significantly by 20.1% (12,911), while sessions grew moderately to 8,356 (+2.3%). Despite these gains, the engagement rate declined slightly to 67% (-6.0%), with the average session time remaining stable at 2:31 (-0.5%).

Traffic was primarily driven by Organic Search, accounting for 4,124 users, followed by Direct traffic with 1,602 users. Organic Social contributed 711 users, while Referral channels added 360. Unassigned traffic remained negligible, contributing 43 users overall.

Engagement included a total of 744 downloads of the FCC Provider Application form across installations. Notable contributors included ArmyMWR.com with 298 downloads (-3.9%) and Campbell (74 downloads, +12.1%). Smaller installations like Liberty and Baumholder saw significant percentage increases, highlighting their potential for outreach and growth. These metrics suggest that while overall engagement shows minor declines, specific locations are performing exceptionally well, presenting opportunities for focused optimization efforts.

FCC Provider Application Downloads:

- **Total downloads**: 578

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

Installation	DA 5219 Downloads	YoY
www.armymwr.com	180	-39.6%
campbell.armymwr.com	70	-5.4%
bragg.armymwr.com	58	0.0%
hawaii.armymwr.com	34	0.0%
hood.armymwr.com	32	14.3%
drum.armymwr.com	30	-16.7%
bliss.armymwr.com	28	0.0%
lee.armymwr.com	24	200.0%
carson.armymwr.com	16	33.3%
riley.armymwr.com	14	0.0%
polk.armymwr.com	10	66.7%
stewarthunter.armymwr.com	10	-76.2%
wainwright.armymwr.com	10	25.0%
belvoir.armymwr.com	8	-42.9%
leonardwood.armymwr.com	8	-33.3%
ansbach.armymwr.com	6	200.0%
huachuca.armymwr.com	6	0.0%
rucker.armymwr.com	6	50.0%
gordon.armymwr.com	4	-50.0%
irwin.armymwr.com	4	
meade.armymwr.com	4	0.0%
sill.armymwr.com	4	-60.0%
westpoint.armymwr.com	4	0.0%
baumholder.armymwr.com	2	-80.0%
jblm.armymwr.com	2	
kwajalein.armymwr.com	2	
picatinny.armymwr.com	2	0.0%

Parent Outreach Services (PO)

The Parent Outreach Services program experienced modest declines in overall traffic year over year, while engagement quality improved. Total users reached 5,516, down 2.3 percent, and new users decreased by 14.0 percent to 2,134. Views declined by 6.7 percent to 7,730, and sessions fell slightly to 6,903, down 5.1 percent. These trends suggest reduced discovery but a stable core audience continuing to access PO content.

Organic Search remained the dominant acquisition channel, accounting for 3,389 users. Direct traffic contributed 1,665 users, while Referral and Organic Social played smaller roles. Google was the top individual source with 468 users, followed by Direct and Bing traffic. The continued reliance on search highlights that users are actively seeking Parent Outreach information, often arriving with specific questions or needs.

Despite lower traffic volume, engagement indicators improved. The engagement rate held strong at 67 percent, and average session time increased significantly to 2 minutes and 58 seconds, up 24.8 percent year over year. This indicates that users who reached PO content were more engaged and spent more time reviewing resources, suggesting high relevance for those who did arrive.

Table 5: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
sports	12	9
parents night out	8	5
rent chair	4	1
skies	4	3
parent central	3	3
parent handbook	3	3
winter sports	3	3
family advocacy program	3	3
registration	3	3
kids sports	3	2

School-Age Centers

The School Age Centers program experienced strong year over year growth across most traffic metrics, indicating increased interest and improved visibility. Total users reached 2,463, representing a 37.2 percent increase, while new users grew to 876, up 7.0 percent. Views increased significantly to 3,502, up 27.7 percent, and sessions rose 27.4 percent to 3,144. These gains point to expanded reach and more frequent engagement with School Age Center content.

Organic Search was the primary driver of traffic, accounting for 1,645 users. Direct traffic contributed 629 users, with smaller volumes from Referral and Organic Social channels. Google was the top individual source, followed by Bing and Direct traffic, reinforcing search as the dominant discovery method for School Age Center information.

Engagement remained solid despite the increase in traffic volume. The engagement rate held at 66 percent, only slightly lower year over year, while average session time increased to 2 minutes and 43 seconds, up 11.8 percent. This suggests that users are not only arriving in greater numbers but are also spending more time reviewing content.

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
discovery	8	1
cys forms	3	1
daycare	2	2
moreno sac	2	1
movie night	2	1
school age centers	2	1
moreno	2	1
teen center	1	1
youth center ft rucker al	1	1
cdc	1	1

School Support Services

The School Support Services program saw strong year over year growth in overall visibility and usage, reflecting increased demand for education related resources. Total users reached 8,838, an increase of 47.2 percent, while new users grew to 4,483, up 22.7 percent. Sessions increased substantially to 10,225, representing a 32.7 percent gain, and views rose to 10,493, up 7.3 percent. These trends indicate expanding reach and more frequent site visits.

Traffic was driven primarily by Direct and Organic Search channels. Direct traffic accounted for the largest share at 4,311 users, followed by Organic Search with 2,822 users. Referral traffic contributed 1,590 users, with smaller volumes from Organic Social and Unassigned channels. Google was the top individual source, followed by installations.militaryonesource.mil and Direct visits, highlighting both search discovery and trusted referral pathways.

Engagement metrics softened slightly as traffic increased. The engagement rate declined to 56 percent, down 14.2 percent year over year, while average session time decreased modestly to 2 minutes and 19 seconds. This suggests users are arriving with specific information needs and completing tasks more quickly rather than disengaging.

- The video "What is a School Liaison Anyway?" has 69 video starts .

*Figure 4: School Support Services Traffic Trends*
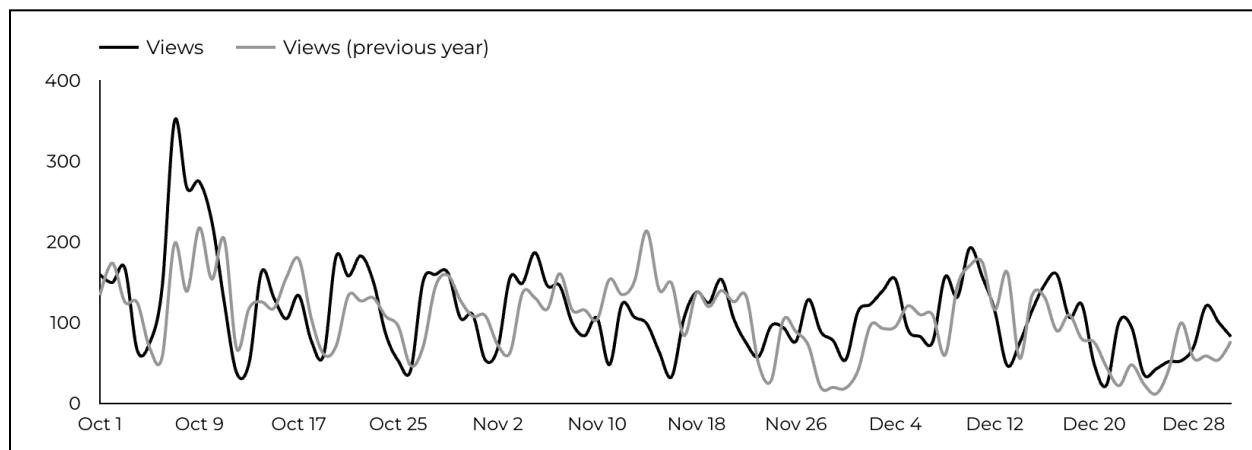
Table 7: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users
discovery	8	1
college	4	4
esl	4	1
sports	4	3
homeschool	2	2
health assessment	2	2
school liaison officer	2	2
counter inteelegence	2	1
impact aid	2	1
mflac	2	1

Youth Centers

The Youth Centers program experienced a modest year over year decline in overall traffic, reflecting a reduction in discovery rather than a loss of engagement quality. Total users reached 6,019, a decrease of 6.3 percent, while new users declined more sharply to 2,421, down 28.3 percent. Views fell to 7,608, a decrease of 19.7 percent, and sessions totaled 7,792, down 4.9 percent.

Organic Search remained the primary driver of traffic, accounting for 3,906 users, reinforcing search as the dominant entry point for Youth Center content. Direct traffic followed with 1,588 users, while Organic Social and Referral channels contributed smaller but consistent volumes. Google was the top individual source, with Facebook and installation based referral sources supplementing discovery.

Despite lower traffic volumes, engagement remained relatively stable. The engagement rate settled at 62 percent, down 10.1 percent year over year, while average session time increased slightly to 2 minutes and 7 seconds, up 6.9 percent. This suggests that users who

reached Youth Center pages were still finding relevant information and spending time reviewing program details.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users
calendar	12	9
basketball	4	4
bowling	4	3
youth centers	3	1
sports	3	3
halloween	2	2
devers	2	2
bonfire	2	1
tenn center computer lab	2	1
weekend	2	1

Youth Sports

The Youth Centers program experienced notable growth during the reporting period, with total users reaching 6,425, marking a 20.7% year-over-year increase. New users also rose significantly by 25.8%, totaling 3,377. Views increased by 23.5% to 9,474, and sessions followed the same upward trend with an identical 23.5% growth to 8,195.

Organic Search was the dominant traffic driver, contributing the majority of users, followed by Direct and Organic Social channels. Referral traffic and other unassigned sources played

a smaller role. The consistent reliance on Organic Search underscores the importance of maintaining strong SEO efforts to sustain traffic growth.

The engagement rate remained strong at 69%, though it saw a slight decline of 4.1%. The average session time decreased by 29.4%, falling to 1 minute and 59 seconds, indicating users may be navigating content more quickly. Continued focus on engaging and interactive content is recommended to maintain user interest and time spent on site.

Table 9: Top Search Terms by Search Volume

Search	Total Searches ▼	Total users	Search Count Per User
basketball	18	17	1.06
soccer	16	13	1.23
flag football	9	6	1.5
cys	7	6	1.17
sports	6	6	1
gymnastics	6	6	1
youth sports	5	5	1
ballet	4	3	1.33
pickleball	4	2	2
track	4	3	1.33
volleyball	4	4	1
gym	3	2	1.5
youth basketball	3	2	1.5
summer clinic	3	1	3
swim	3	2	1.5

Recommendations:
1. To enhance discoverability and accessibility of key content on the MWR website, we recommend implementing "Pinned Search Terms" or "Sticky Search." This method allows content managers to associate specific search terms with a page, ensuring it prominently appears at the top of search results for these queries. Key terms include:
   - Youth sports
   - Sports
   - Basketball
   - Soccer
   - Flag Football