



BRD Insights and Recommendations

Fourth Quarter FY25

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.

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

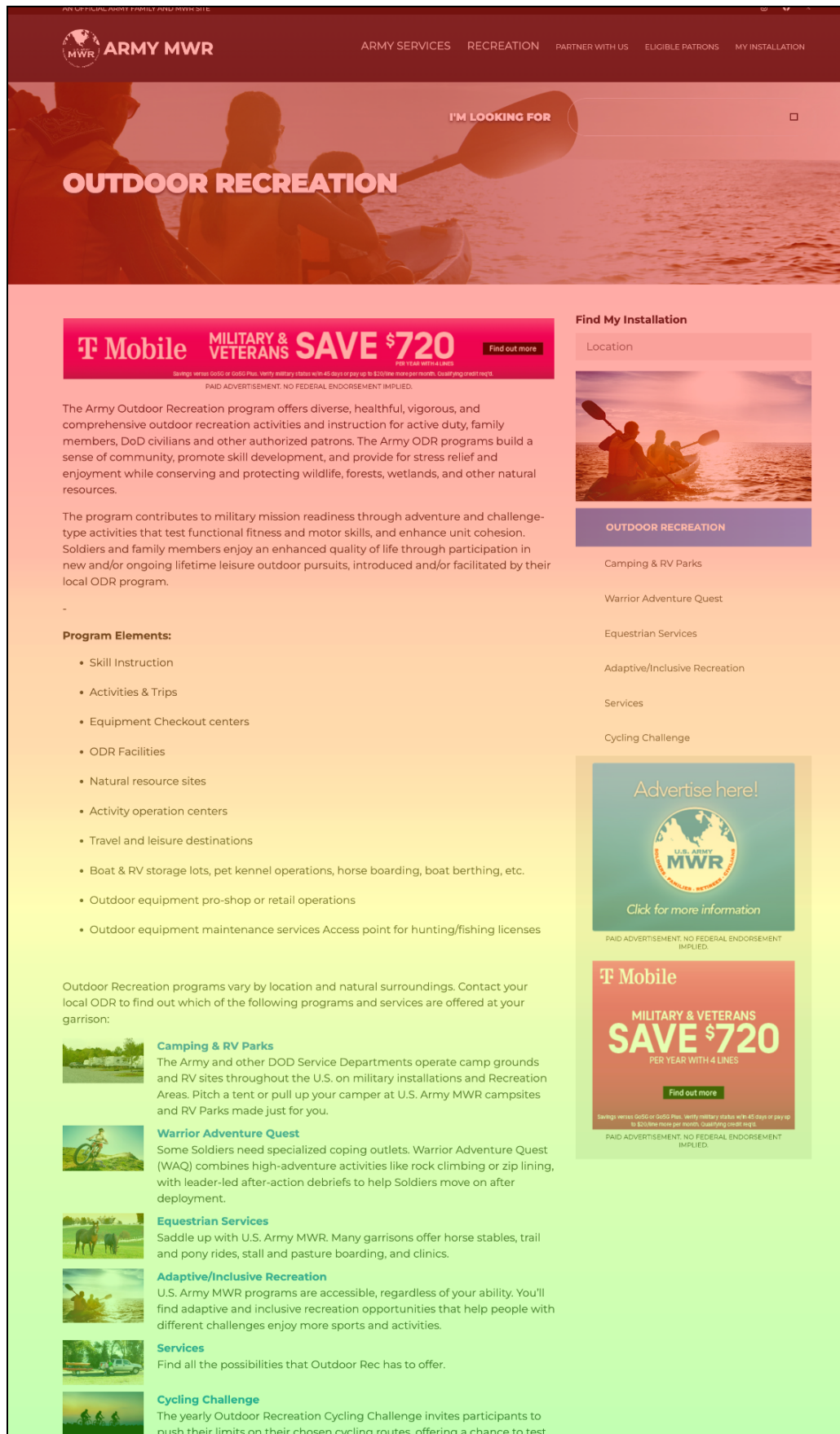
Figure 1: HQ BRD Click Map



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: HQ BRD Scroll Map



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

Web managers have created a total of 343 new pages on EPW in the last quarter. It's important to note that the total excludes data from, calendar events, and directory pages.

- 255 pages were added to BRD.

Table 1: Total new pages added to BRD last quarter.

Name	Total ▾
Touchdown! Grab Your NFL Europe 2025 Tickets!	9
Stay Connected with Us!	2
Knight Indoor Pool: Swim Lessons	2
Golf Simulator Challenge	2
Adventures on US!	2
Aquatic Center - Closed Sep. 30 and Oct. 2 & 3 from 5 to 6 p.m.	1
Commander's Cup Golf Tournament	1
Dueling Pianos Oct. 2025	1
We're Hiring Fitness Instructors	1
Haunted Hayride 2025	1
3rd Annual Strike Out Suicide with ASAP	1
BOSS Triad	1
Youth Wrestling	1
Twilight Turkey Trot 5K Run/Walk	1
WICKED Party 🎃	1
SPOOKY MOON TRIVIA NIGHT!	1
Army vs UAB Salute to Service	1
Patriot's Point Tour	1

Website Searches

A total of **23,565 searches** were conducted by **17,624 users** during **Q4 FY25**, resulting in an average of **1.34 searches per user**. This consistent level of activity indicates that visitors continue to rely heavily on site search to navigate Army MWR programs and resources. The overall **engagement rate of 97.1%** reflects high content relevance, suggesting users are finding meaningful results once they initiate a query.

Topic Trends and Demand Areas

Search behavior clustered into several high-interest categories:

- **Entertainment and Travel:** disney, tickets, universal studios, cruise, travel
- **Housing and Rentals:** rental, rv rental, cabins, campground, lodging
- **Recreation and Activities:** golf, bowling, pickleball, fishing, camping, pool
- **Career and Services:** jobs, boss, gym, auto,

High-frequency searches such as **“discovery,” “rv rental,”** and **“job”** recorded above-average repeat activity per user, signaling navigation friction or a need for improved findability.

Recommendations

- **Elevate High-Engagement Topics:** Feature high-demand areas such as Disney tickets, travel packages, and golf bookings through homepage and seasonal promotions.
- **Expand Emerging Interest Areas:** Build new or refreshed content hubs for trending searches like pickleball, auto skills, and boss programs to capture growing engagement.

Outdoor Recreation

The Recreational Lodging program experienced a continued but moderate decline in traffic during Q4 FY25. Total users reached 167,125, a 7.7 percent decrease year over year, while new users fell to 107,645 (–12.5 percent). Views totaled 317,976 (–1.0 percent), and sessions decreased slightly to 249,917 (–0.7 percent), indicating steady overall volume despite softer reach compared to the same period last year.

Organic Search remained the leading traffic source, delivering 120,642 users, followed by Direct (32,527) and Referral (10,577). Google accounted for 108,106 users, with additional contributions from Bing (9,040) and Facebook (3,113). External directories such as campgrounds.rvlife.com (1,162) and militarycampgrounds.us (976) continued to support discovery and referral engagement. Leading installations included Jackson (12,481), Belvoir (11,154), Benning (10,492), McCoy (10,395), and Bragg (9,883), which remained the program’s primary audience drivers.

The engagement rate held at 69% (–3.6%) while average session time increased to 3 minutes and 28 seconds (+19.3%). This indicates users are continuing to spend more time on lodging content particularly on pages with detailed reservation instructions, rate charts, and downloadable maps. Fort McCoy’s Pine View Campground page saw some of the highest engagement, driven by users clicking Online Reservations, Map Downloads, and Rules and Regulations links.

Table 2: Most Popular Link Clicks

Downloads	Total ▾
Pine View Campground Map.pdf	7,535
Victory Travel Price Guide	4,257
Map of LORA	2,304
Online Reservation Guide	2,267
Travel Camp Sitemap	2,236
Map of Uchee Creek Campground	2,197
Lakeside Log Cabin 3-4 (2 bedroom)	1,948
Park Model Cabin 1-2, 11-17 (1 bedroom)	1,912
Weston Lake Brochure	1,904

Table 3: Most Popular Downloads

Click Text	Total ▾
Online Reservations	4,987
HERE	1,089
(not set)	731
WebTrac	612
HoofBeatsForHeroes.org	564
CLICK HERE	534
789 Olney Circle Linn Creek, Missouri 65052 United States	435
Installation Access page	391
Make a reservation online	386

Recommendations

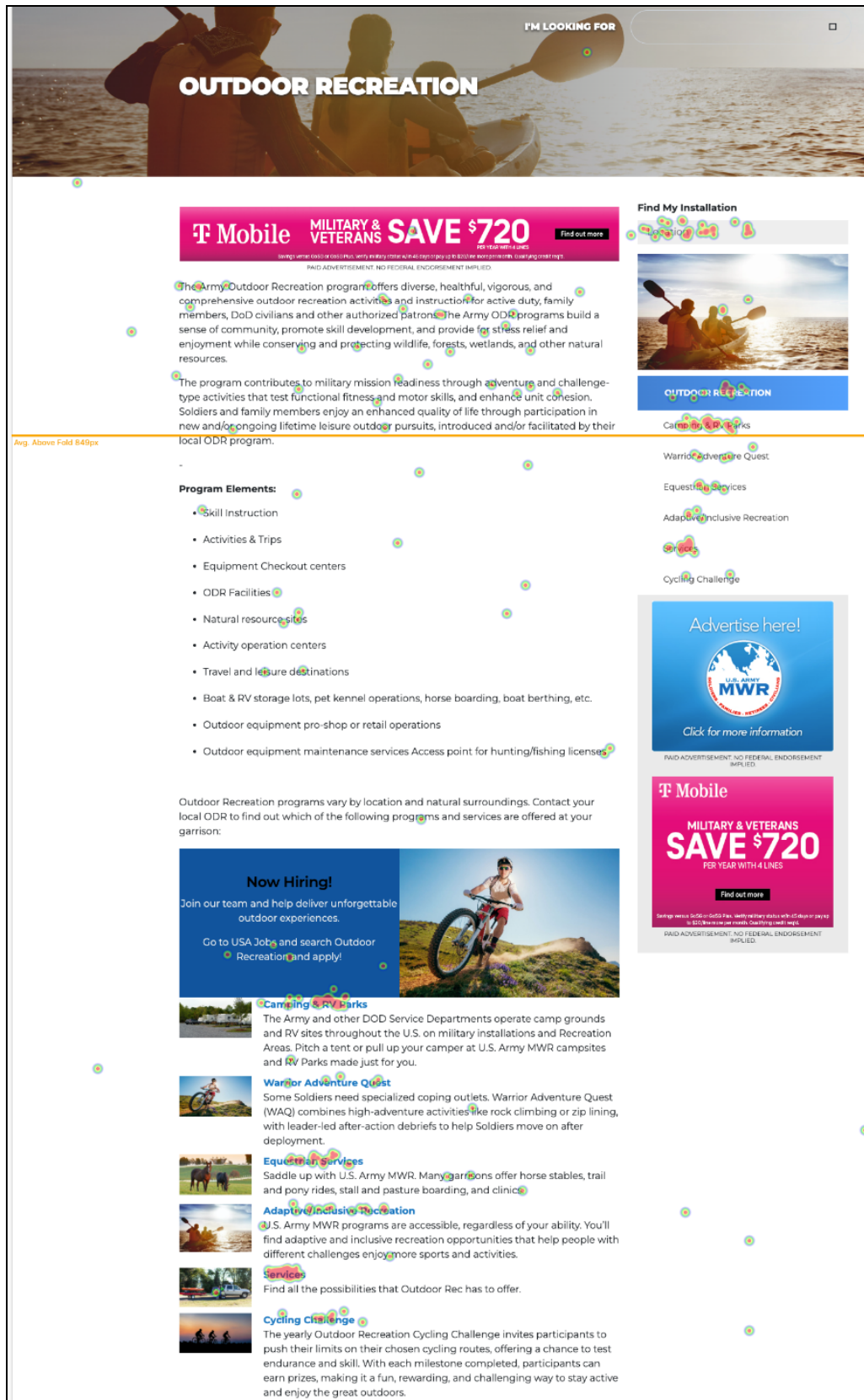
- **Strengthen Reservation Access Across Installations:** Ensure all campground and lodging pages provide clear, consistent access to reservation tools including *Online Reservations*, *Phone*, and *Email* contact options. Where applicable, add “Reserve Now” buttons to simplify user booking actions.
- **Standardize Lodging Page Layouts:** Adopt a uniform structure across all campground and lodging sites, mirroring best practices that include rate tables, downloadable maps, reservation policies, and amenities details. This will create a more predictable experience for users comparing locations.
- **Update and Maintain the Camping & RV Parks Directory:** Review and refresh listings on [ArmyMWR.com’s Camping & RV Parks page](#) to ensure every installation has accurate links, photos, and reservation instructions. Highlight available online booking options and contact information to reduce user drop-off.

Figure 3: Ft McCoy Pine View Campground

The screenshot shows the website for Ft. McCoy, Wisconsin. The main heading is "Pine View Campground". Below the heading is a "Reserve Now" button, which is highlighted by a purple arrow. To the right of the button is a description: "Pine View Campground on Fort McCoy is open to the public. Stay with us year-round in a cabin. Discover the outdoors and scenic Fort McCoy. Campsites are available May–November. Pine View offers all the conveniences in a clean, pleasant campground." Below the text is a large photo of a lake surrounded by trees. To the right of the photo are several promotional banners: "IHG Army Hotels", "A higher rank of service", "T-Mobile Military & Veterans Save \$720", and "The Freedom You Desire Awaits. Explore La Crosse". Below the banners is a section titled "Pine View Campground" with the address "1834 West J Street, Fort McCoy, Wisconsin 54606, United States" and a phone number "1-800-690-3517". Below this is a table of "Campsite & Lodging Unit Rates".

CAMPSITES	Mil/Dod	Public
Non-Electric	\$25	\$30
Non-Electric Group	\$25	\$30
Electric Only	\$40	\$45
Electric-Water-Sewer	\$35	\$40

Figure 3: ODR Click Map



WebTrac Engagement Overview

WebTrac link interaction continued to trend upward in Q4 FY25, reflecting consistent demand for online registration and reservation tools. A total of 55,690 WebTrac clicks were recorded across BRD program pages, marking a 10 percent year-over-year increase. This continued growth underscores rising user comfort with digital transactions and sustained interest in online booking capabilities across installations.

Leading installations by click volume included West Point (12,741 clicks, +32.1%), Carson (6,515, +9.8%), and Bragg (5,320). McCoy (5,108, -4.7%) and Belvoir (4,323, -0.7%) followed closely, while Campbell (3,953, -15.1%) and Stuttgart (2,260, -3.5%) rounded out the top tier. Several locations saw notable changes, including Rock Island (+18,200%) from new link placement and JBLM (-50.9%), which indicates potential missed visibility due to content positioning or page restructuring.

Figure 5: Webtrac Link Clicks Compared YOY.

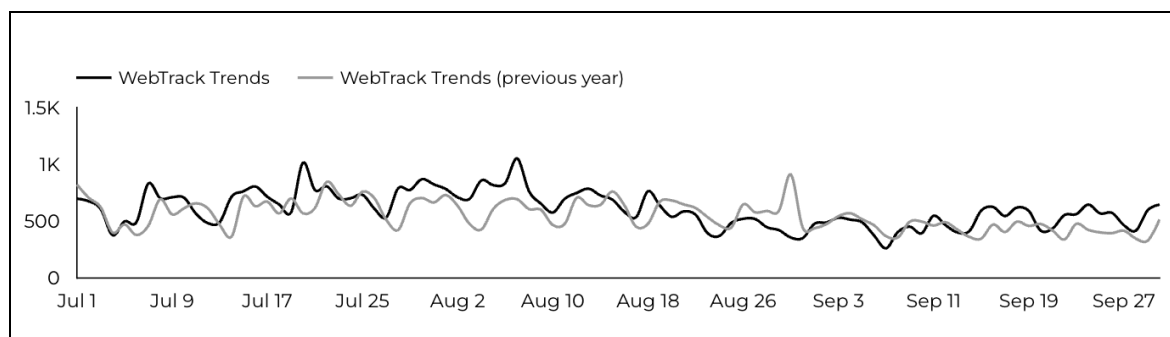


Figure 3: Outdated Graphics on Trails West Golf Course

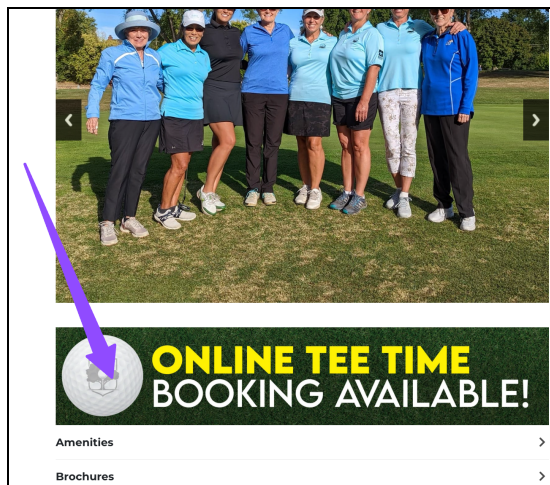
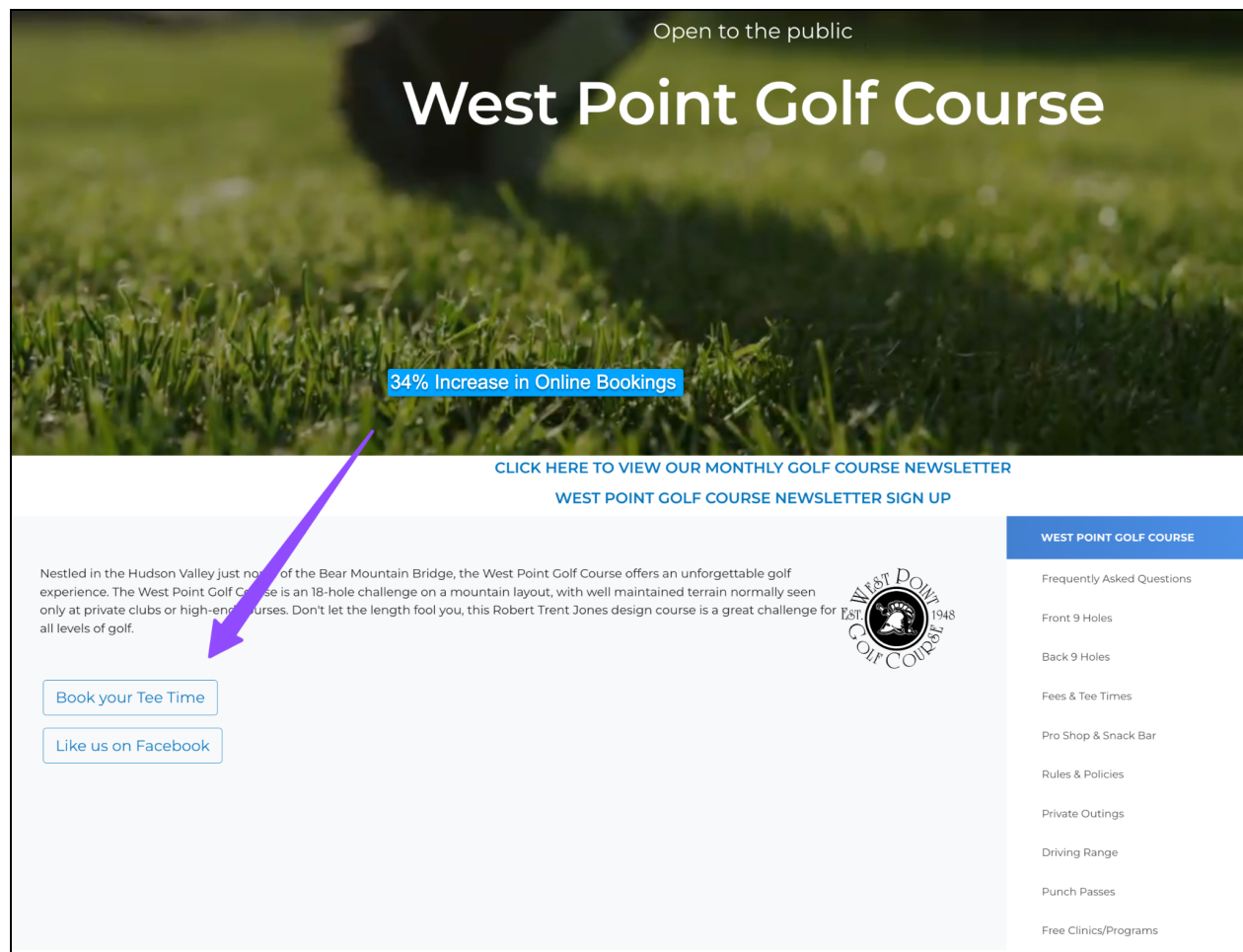


Figure 4: West Point Golf Course — Strongest Online Booking Growth



Recommendations

- User behavior continues to show high engagement on golf course pages featuring clear pricing, event information, and visible booking options. Installations with detailed layouts and active WebTrac integration see higher conversions, while sites with lower click-through rates often bury the reservation links or rely on outdated graphics. The current *"Online Tee Time Booking Available"* banner, while functional, visually overwhelms mobile layouts and may contribute to drop-off in scrolling behavior. or improved labeling of WebTrac buttons to reduce friction in the user path.
- Ensure all installation pages use consistent WebTrac link placement ideally above the fold and styled as prominent call-to-action buttons to improve visibility and click conversion.

Golf

The Golf program achieved solid growth in Q4 FY25, with 134,505 total users (+5.1% YoY) and 107,919 new users (+3.4%). Views rose to 294,991 (+14.6%) and sessions climbed to 207,703 (+12.7%), indicating strong seasonal participation and increased interest in on-post golf courses.

Organic Search drove the majority of engagement (98,897 users), followed by Direct traffic (30,169) and Referral (3,597). Google accounted for 91,053 users, with supplemental traffic from Bing (6,202) and Yahoo (1,300). Social platforms such as Facebook (967) and external referrals, including Summit Media (567) and Home.army.mil (465), continued to support awareness and retention. Top installations by user volume included West Point (16,163), JBLM (11,097), Hawaii (8,857), Carson (8,383), and Belvoir (7,162).

The engagement rate held at 62% (-2.7%), while improved session duration reflects higher-quality visits tied to online booking and event participation. Average session time improved to 2 minutes and 42 seconds (+8.7%), suggesting that users are spending more time reviewing course information and booking options. WebTrac interaction also strengthened, with West Point (+34%), Picatinny (+18.6%), and Belvoir (+10.5%) leading the quarter in booking link activity. Users continue to show preference for pages featuring clear tee-time reservation links, course photos, and pricing details.

- 25,796 users clicked on a link to book a tee time

Table 5: Lists the top installations generating clicks.

Full page URL	Clicks on WebTrac Links. ▼
hawaii.armymwr.com/programs/leilehua-golf-course	6,259
leavenworth.armymwr.com/programs/trails-west-golf-course	1,940
jblm.armymwr.com/programs/eagles-pride-golf-course	1,312
jblm.armymwr.com/programs/whispering-firs-golf-course	1,144
wainwright.armymwr.com/programs/chena-bend-clubhouse-and-g...	902
hawaii.armymwr.com/programs/hagorski-golf-course	720
stewarthunter.armymwr.com/programs/hunter-golf-course	665
www.armymwr.com/golf	528

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:

- How much are golf course golf lessons?
- Hello, many years ago, the Golf Club used to offer golf lessons for kids & adults. Do you still offer these? Thank you!

American Forces Travel

The American Forces Travel program recorded substantial growth in Q4 FY25, reflecting continued adoption of the platform as a preferred resource for discounted travel options. Total users reached 9,876, a 111.9 percent year-over-year increase, while new users climbed to 3,721 (+142.4 percent). Views increased to 13,238 (+108.4 percent) and sessions rose to 11,687 (+104.7 percent).

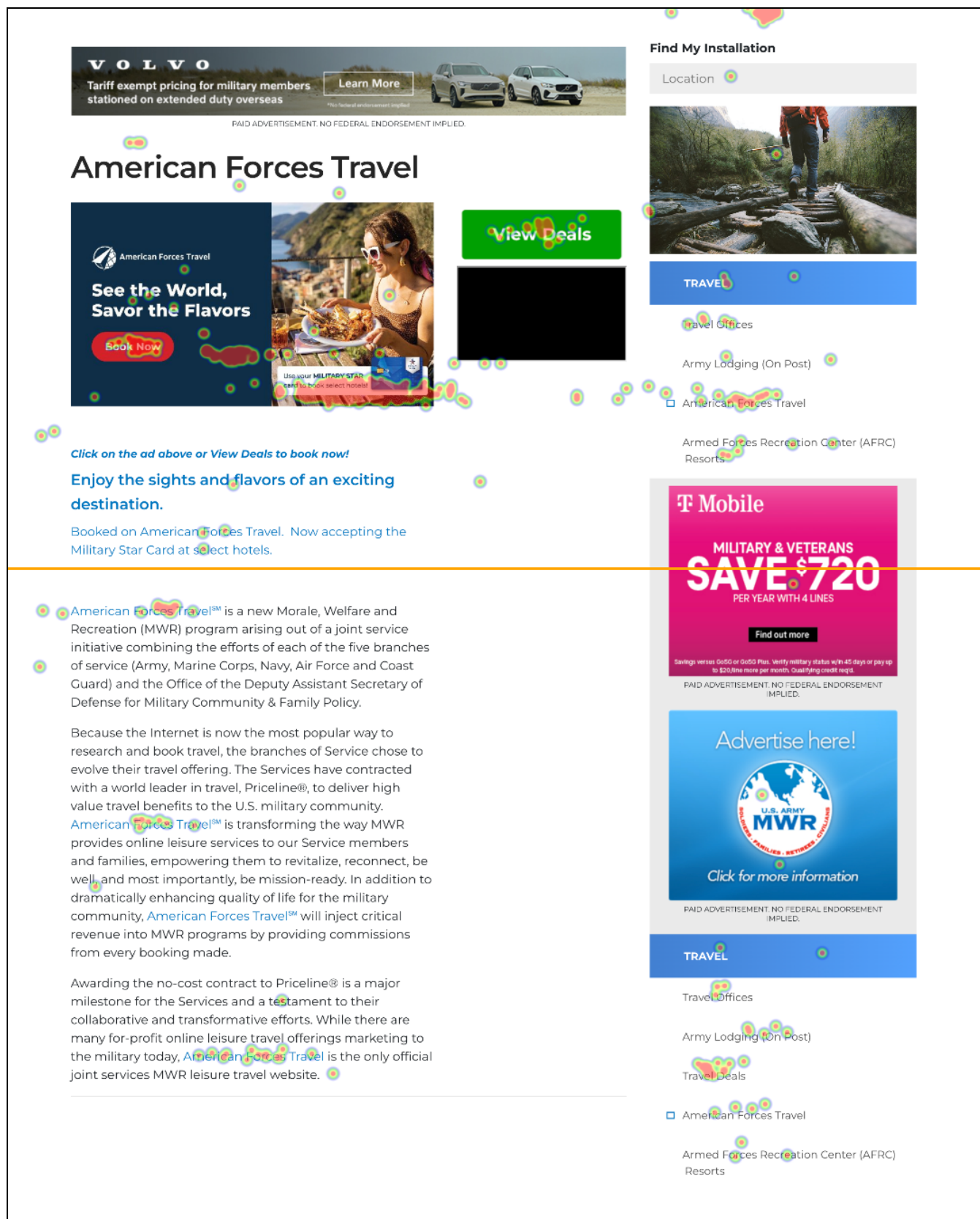
Organic Search was the dominant acquisition channel, generating 7,505 users, followed by Direct (1,460) and Referral (737). Google accounted for 6,637 users, with additional support from Bing (646) and Home.army.mil (219). Military-specific referral sites such as Military OneSource (180), while Facebook (63) and ChatGPT.com (60) represented smaller referral pathways. The majority of traffic originated from Army MWR's main site (9,528 users), supported by installation-level pages such as Italy, West Point, Aberdeen, and Detroit.

The engagement rate remained strong at 78 percent (+0.4 percent), with a slight dip in average session time to 1 minute and 53 seconds (-10.2 percent), suggesting users are finding what they need more efficiently.

Table 5: Top Link Clicks American Forces Travel Pages

Click Text	Event count ▾
Image Clicks	3,694
American Forces Travel SM	1,412
http:// https://www.americanforcetravel. com/? utm_source=Travelpage&utm_me dium=ArmyMWR&utm_campaign	672
American Forces Travel	377
Book your summer dream	234
Grand total	7,093

Figure 6: AFT Click Map



Arts & Crafts

The Arts & Crafts program maintained steady growth in Q4 FY25, supported by popular creative engagement events and community participation. Total users reached 20,436 (+11.1% YoY) and new users totaled 10,163 (+2.8%). Views increased to 33,458 (+13.5%), and sessions rose to 27,522 (+15.8%), reflecting growing interest in class schedules, seasonal workshops, and registration information.

Organic Search led user acquisition with 11,536 users, followed by Direct (5,857) and Referral (917). Facebook referrals (1,119 combined) continued to boost awareness for event promotions and community art programs. The top-performing installations included Hood (2,299), Hawaii (1,656), Stuttgart (1,490), JBLM (1,452), and Humphreys (1,360), all maintaining strong local and digital engagement.

The engagement rate averaged 63% (-1.0%) while average session time increased to 2 minutes and 16 seconds (+9.9%). Programs such as Creative Engagement with the Arts at

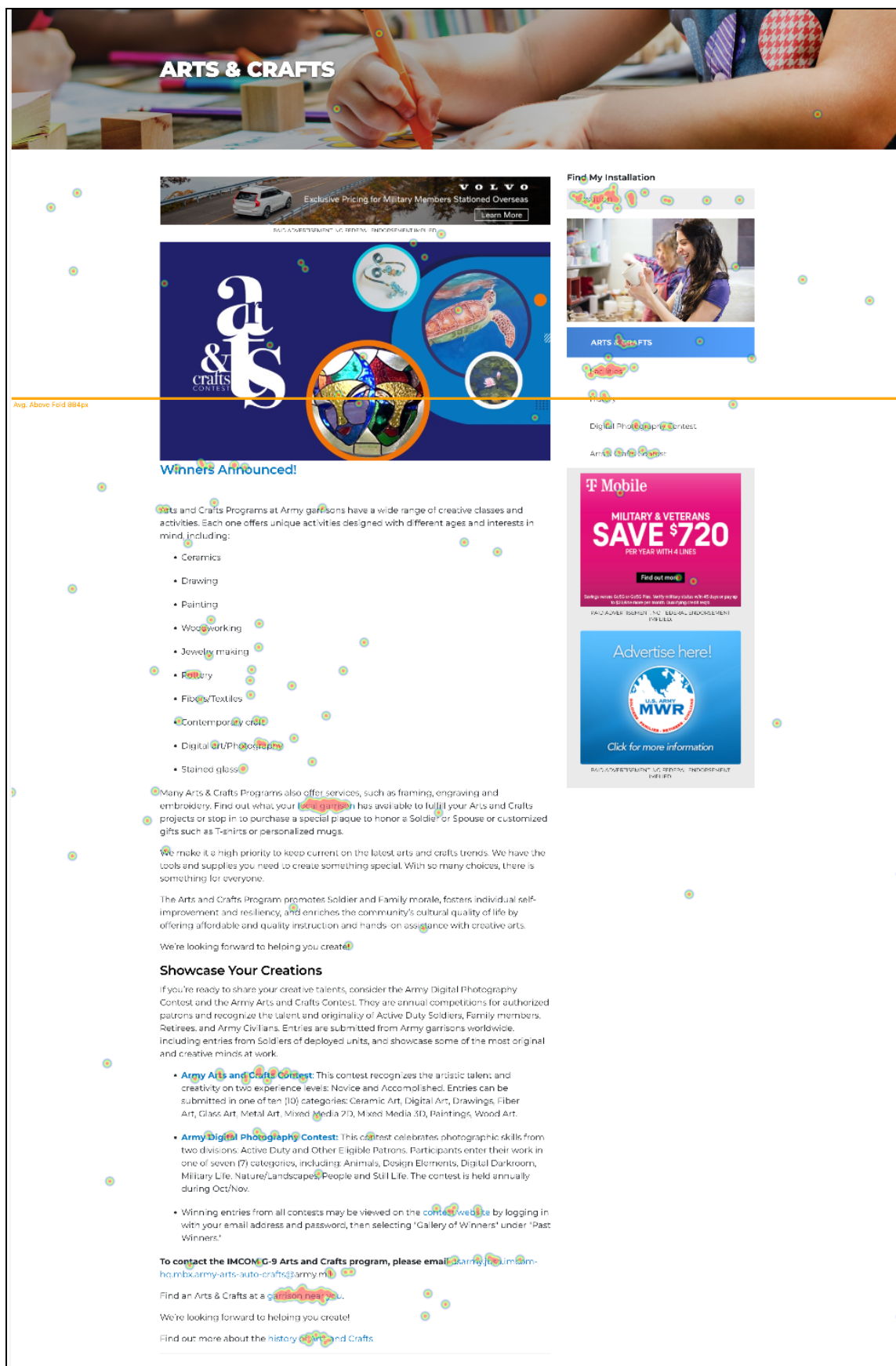
Recommendations:

- **Emphasize Registration Access:** Ensure every installation's Arts & Crafts page includes a clear, easy-to-find registration button and updated workshop listings to capture search and social intent.
- **Feature Community Highlights:** Fort Bliss and Mission Masterpiece: Paint & Sip continued to drive participation and highlight the value of arts-based community building.

Table 6: Top Search Terms by Search Volume

Search	Total Searches ▾
discovery	32
arts and crafts	9
wood	7
resale	5
wood shop	4
mwr	4
storage	3
engraving	3
wood working	3

Figure 7: Arts & Crafts Click Map



Auto Skills

The Auto Skills program achieved strong year-over-year growth in Q4 FY25, supported by consistent user interest in self-service maintenance and on-post repair facilities. Total users reached 59,485 (+17.3%) and new users totaled 40,007 (+12.7%). Views climbed to 110,596 (+25.0%) and sessions rose to 86,447 (+24.2%), marking one of the program’s strongest performing quarters for both new and returning users.

Organic Search remained the primary acquisition source, generating 36,147 users, followed by Direct (11,861) and Organic Social (10,215). Google drove 33,278 users, while Facebook platforms (9,552 combined) played a significant role in driving awareness through promotional posts and class advertising.

The engagement rate averaged 57% (–4.3%) while average session time increased to 2 minutes and 39 seconds (+5.6%). The rise in page views and sessions indicates that users are actively comparing service offerings, pricing, and safety class information before visiting in person. Installations with clear listings for bay rentals, training schedules, and tool availability maintained higher engagement and repeat visits.

Recommendations

- Add Online Booking and Inquiry Links: Promote digital scheduling or “Reserve a Bay” options where available to streamline service requests and improve convenience for Soldiers and Families.

Table 7: Top Search Terms by Search Volume

Search	Total Searches ▾
auction	97
auto	29
discovery	21
car	15
auto skills	14
auto auction	13
resale	12
lemon lot	12

Better Opportunities for Single Soldiers (BOSS)

The BOSS program experienced strong growth in Q4 FY25, reflecting increased participation and improved event visibility across installations. Total users reached 23,999 (+23.9% YoY) and new users totaled 11,302 (+23.7%). Views increased to 39,255 (+21.4%) and sessions climbed to 30,169 (+25.5%), showing continued interest in volunteer opportunities, community events, and recreation activities designed for single Soldiers.

Traffic was evenly distributed between Organic Search (10,616) and Direct (9,951), demonstrating both strong discoverability and brand familiarity. Organic Social (1,880) and Referral (1,766) channels contributed to consistent reach across campaign and installation-level content. Google drove 8,619 users, followed by Bing (1,831) and Facebook platforms (1,745 combined).

The engagement rate averaged 66% (-2.4%), while average session time increased to 2 minutes and 3 seconds (+12.3%). This improvement in time spent suggests Soldiers are engaging more deeply with volunteer and event information, even as overall interaction levels plateaued slightly. Installations featuring frequently updated event calendars and volunteer sign-up links saw the strongest retention and repeat visits.

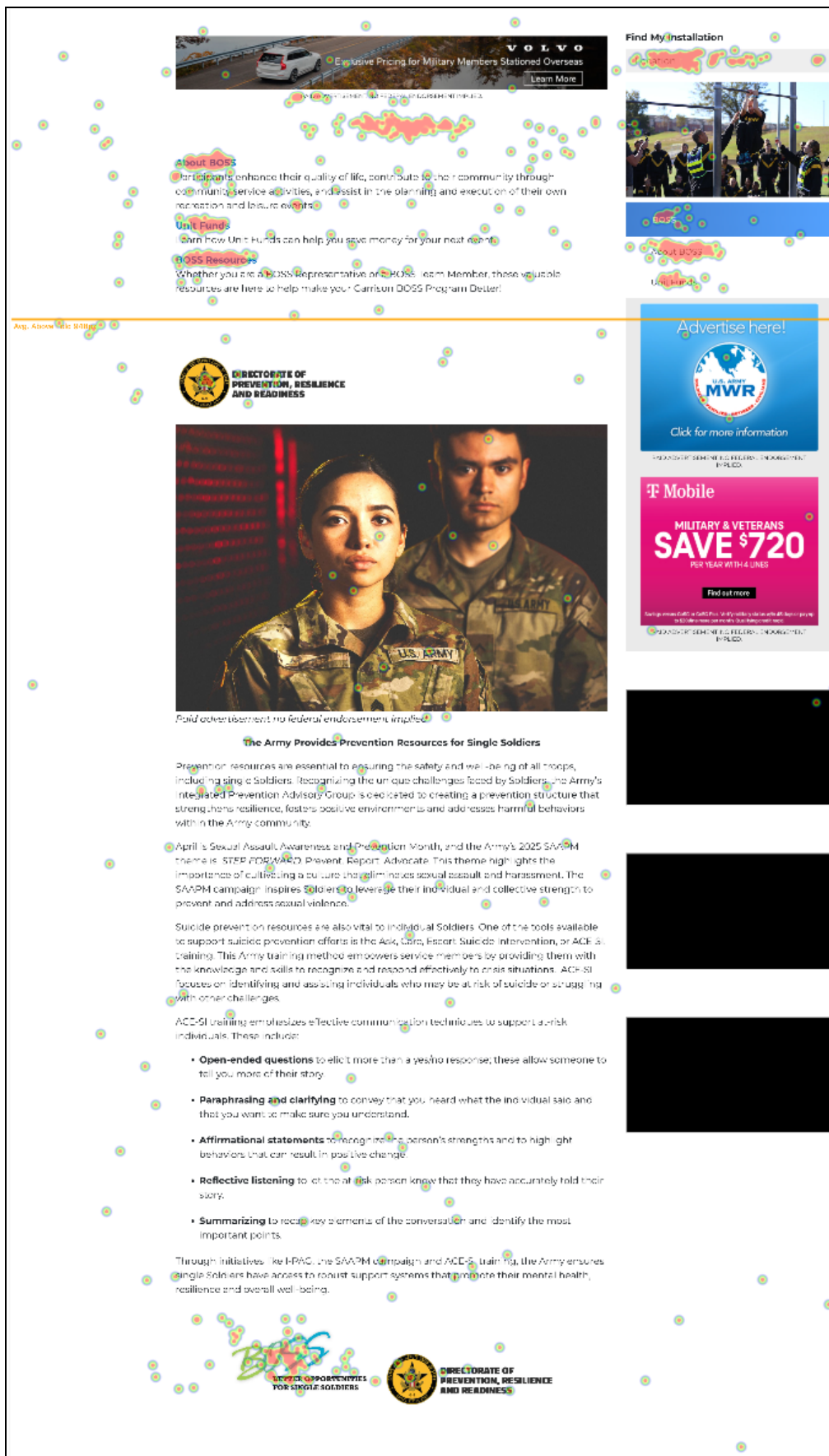
Recommendations:

- Highlight Volunteer and Event Opportunities: Ensure BOSS pages display updated event schedules, volunteer activities, and contact information prominently to sustain engagement from returning users.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▾
boss	42
volunteer	10
calendar	9
discovery	8
september	8
events	6
georgia bulldogs football tickets	4

Figure 8: BOSS Click Map



Food and Beverage

The Food & Beverage program saw steady growth in Q4 FY25, reflecting consistent on-post dining participation and increased digital engagement across installation pages. Total users reached 447,015 (+3.7% YoY), with new users totaling 305,996 (−0.1%). Views increased to 871,536 (+8.3%) and sessions rose to 641,891 (+9.3%), signaling sustained user demand for dining menus, hours, and food-related promotions.

Organic Search remained the dominant source of traffic with 285,409 users, followed by Direct (122,101) and Referral (24,819). Google drove 254,584 users, with additional support from Bing (25,041) and Facebook platforms (m.facebook.com, lm.facebook.com, and l.facebook.com combined at 15,342). Home.army.mil (5,065) and Military OneSource (2,176) continued to provide valuable referral reach.

The engagement rate averaged 65% (−3.0%) while average session time rose to 2 minutes and 48 seconds (+11.7%). This longer session duration suggests that while overall interaction rates dipped slightly, users who engaged spent more time exploring menus, catering details, and facility hours. Traffic remained steady for locations offering updated menus and integrated ordering links, reinforcing the growing importance of accessible digital dining options.

- Chow Now link clicks rose to 15,950, a 30.2 percent year-over-year increase, indicating growing adoption of online food ordering and a continued shift toward digital convenience

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▾
discovery	206
golf	113
pool	113
rental	93
rentals	92
camping	83

Healthy Army Communities (HAC)

The Healthy Army Communities program experienced a modest decline in overall reach during Q4 FY25. Total users reached 2,250 (–13.2% YoY), with new users totaling 1,877 (–10.8%). Views fell to 3,369 (–15.2%) and sessions decreased to 2,980 (–11.0%), reflecting lower traffic compared to last year’s period of high campaign visibility.

Organic Search remained the primary acquisition source with 1,221 users, followed by Direct traffic (706) and Referral (235). Google accounted for 1,103 users, while Home.army.mil (151) and Facebook (58) provided additional discovery. The majority of traffic was concentrated at Hunter Liggett (2,023 users), which continues to drive most of the program’s visibility. Smaller contributions came from Sill, Campbell, Carson, and Aberdeen, each showing light but consistent activity.

The engagement rate averaged 60% (–0.2%) while average session time increased to 4 minutes and 1 second (+56.7%). The longer visit duration suggests that although reach declined, users who did access HAC content were highly engaged, spending more time reading about nutrition, wellness initiatives, and community fitness events.

Recommendations

- Highlight Local Wellness Campaigns: Feature Hunter Liggett’s successful health and wellness activities across other installation pages to increase visibility and inspire participation.
- Improve Content Distribution: Cross-link HAC materials on Fitness, Food & Beverage, and Community Recreation pages to capture users seeking related lifestyle resources.
- Update Program Messaging: Refresh landing page copy to emphasize the link between nutrition, readiness, and resilience, aligning with current Army health promotion priorities.
- Increase Social Integration: Reintroduce Facebook and Instagram posts highlighting local HAC initiatives, leveraging visual storytelling to re-engage users and rebuild reach.

Figure 8: HAC Click Map





Mission

United States Army Healthy Army Communities (HAC) is the commitment of Army Leaders & installation partners to inspire & promote active solutions to increase Readiness & Resiliency through an Army culture of health for the total Army community of Soldiers, families, retirees & civilians.

A fit and healthy fighting force – and the Families and community that support it – provides the foundation for a strong national defense. Healthy Army Communities is our wide-ranging commitment to help everyone in our Army community live healthier lives.

Through Healthy Army Communities, Army leaders and Community partners encourage health and wellness by shaping things like policy, education, and physical surroundings. Together, we encourage a culture of healthy living, and make sure Army communities have the resources and healthier choices they need to pursue the healthy lifestyle they want.

We are committed to providing a supportive environment for community members through these efforts:





Blog



🎉 Congratulations U.S. Army Garrison Rheinland-Pfalz 🎉
 "The IMCOM Be Strong powered by HAC Healthy Initiatives Grant program awarded the garrison's Army Community Service and Directorate of Family and Morale, Welfare and Recreation a \$50,000 grant to acclimate new Soldiers and family members to German culture." [Read More](#)



🎉 Congratulations USAG Italy 🎉 for being a grant recipient of our 'BE STRONG Powered by HAC Healthy Initiatives Grants Program'
 Follow [@usagitaly_mef](#) on Instagram for deets! #BESTRONGMWR



On Indigenous Peoples Day, we celebrate the people who first called this land home. We honor their place and contributions to the shared story of America. Native Americans have served in the U.S. military in every major conflict for more than 200 years. Native American... [Read More](#)



This is the month to celebrate Hispanic American people's achievements and contributions to this great nation. In line with the message of National Hispanic Heritage Month, we have chosen SSG Daniel Chavarria to express what it means to leave a... [Read More](#)

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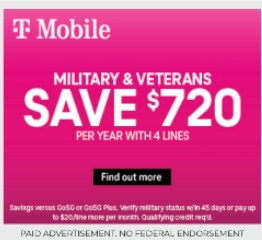
[HAC Partners](#)

[Sleep](#)

[Activity](#)

[Nutrition](#)

[BE STRONG Powered By HAC](#)




Leisure Travel (LTS)

The Leisure Travel program achieved modest growth in Q4 FY25, supported by seasonal travel planning and cross-promotion with American Forces Travel. Total users reached 182,414 (+2.5% YoY) while new users totaled 105,388 (-2.5%). Views increased to 339,822 (+7.3%) and sessions rose to 265,139 (+6.7%), indicating stable user interest in ticketing, destination packages, and travel services offered across installations.

Organic Search continued to dominate discovery with 134,927 users, followed by Direct (30,508), Referral (8,942), and Social (8,692). Google drove 120,263 users, while Bing (11,639) and Facebook (8,060 combined across sources) contributed strong secondary support. Home.army.mil (2,197) and Military OneSource (1,841) provided consistent referral traffic from official partner networks.

The engagement rate averaged 72% (-2.7%) while average session time rose to 2 minutes and 56 seconds (+18.3%), reflecting high-quality interactions as users explored travel details and destination options. Increased page views suggest visitors are engaging with ticket listings, cruise offers, and seasonal promotions. Installations featuring current pricing, discount details, and event-based packages maintained the strongest retention and conversion potential.

Table 11: Top Search Terms by Search Volume

Search	Total Searches ▾
disney	139
tickets	98
disneyland	81
rental	50
rentals	45
camping	43
fishing	42
pool	38
disney tickets	37
golf	35

Table 3: Most Popular Downloads

Downloads	Total ▾
Price List	8,927
Click here for downloadable ticket brochure.	8,488
2025 Leisure Travel Services Pricelist	7,839
here	7,549
Attractions and Amusement Park Ticket List	5,176
2025 Leisure Travel Services Specials	5,069
Click here for ticket prices.	5,068
Leisure Travel Services Ticket Price List	5,004
clicking here	4,364

Figure 9: HQ Travel Page Click Map



Libraries

The Libraries program saw a slight year-over-year decline in traffic during Q4 FY25, reflecting reduced seasonal browsing but steady overall engagement. Total users reached 44,721 (–3.1%) and new users totaled 24,164 (–14.6%). Views decreased to 86,706 (–6.8%) and sessions fell to 65,044 (–3.1%), suggesting a moderate drop in overall visibility while maintaining consistent returning user interest.

Organic Search remained the top acquisition source with 27,816 users, followed by Direct (13,257) and Referral (2,911). Google accounted for 24,932 users, supported by Bing (2,357) and Facebook (1,193 combined across sources). External sources such as Army MWR Libraries (army.dodmwrlibraries.org) and DODMWRLibraries.org continued to drive meaningful referral traffic, highlighting strong cross-platform awareness.

The engagement rate averaged 62% (–4.5%), and average session time held steady at 2 minutes and 27 seconds (+0.2%), indicating that users remain interested in accessing eResources, event calendars, and catalog systems despite lighter quarterly activity. Library-related content promoting reading challenges, story time events, and research support continued to drive longer sessions and repeat visits.

Table 11: Top Search Terms by Search Volume

Search	Total Searches ▾
discovery	41
library	38
printing	19
libby	16
story time	12
books	10
library card	9
mango	7
printer	6
catalog	6

Table 13: Most Popular Link Clicks

Click Text	Total ▾
My Account	3,237
Search the Catalog	1,468
Online Catalog	1,133
(not set)	884
Online Resources	574
Discover Army MWR Library's Online Resources!	537
Search the catalog	531
Search our Online Catalog and Databases	496

Figure 10: HQ Library Page Click Map



Sports and Fitness

Aquatics

The Aquatics program experienced a modest decline in reach during Q4 FY25 but maintained strong engagement from returning users as summer season traffic carried into early fall. Total users reached 80,596 (–3.0% YoY) while new users totaled 41,086 (–15.6%). Views increased to 149,814 (+3.7%) and sessions rose to 122,847 (+4.3%), indicating continued demand for pool schedules, swim lessons, and fitness programming despite reduced seasonal search activity.

Organic Search remained the dominant acquisition source with 56,610 users, followed by Direct (16,312), Social (5,800), and Referral (2,771). Google accounted for 52,932 users, while Facebook (5,560 combined across sources) continued to drive program awareness for seasonal updates and pool events. Home.army.mil (979) and Linktree (419) provided supplemental referral traffic, particularly for event registration and facility hours.

The engagement rate averaged 61% (–2.9%), while average session time increased to 2 minutes and 41 seconds (+24.2%). Longer visit durations indicate deeper content interaction as users explored class schedules, facility closures, and swim lesson details. Installations with frequently updated pool schedules and clear contact information maintained higher engagement and returning visits.

Recommendations

- Enhance Schedule Visibility: Ensure all Aquatics pages provide up-to-date seasonal pool hours, class listings, and closure notices. Feature schedules prominently near the top of each page for quick reference.
- Highlight Swim Lesson Sign-Ups: Promote registration links for swim lessons and safety courses through both page banners and social media posts to drive conversion from high-interest users.

Table 13: Top Search Terms by Search Volume

Search	Total Searches ▼
pool	91
swim lessons	49
discovery	21
indoor pool	15
splash pad	14
pools	13
outdoor pool	13
gym	13
learn to swim	12
swim	12

All Army Sports

The All Army Sports program saw a year-over-year decline in site activity during Q4 FY25, following the completion of peak-season events and application cycles. Total users reached 7,931 (–18.2%) and new users totaled 5,407 (–12.5%). Views decreased to 20,351 (–17.7%) and sessions fell to 10,061 (–17.3%), consistent with the cyclical nature of the application period. Despite lower reach, user intent remained high as athletes continued to access the site for eligibility details and application instructions.

Organic Search remained the leading acquisition source with 4,020 users, followed by Direct (1,695), Referral (1,006), and Social (887). Google generated 3,228 users (–27.3%), while Bing (745, +52.4%) and Instagram (407, +51.9%) showed notable gains in visibility. Army WCAP (726, –37.9%) continued to be a key referral source, linking athletes to program updates and competition announcements.

The engagement rate averaged 62% (–9.5%) while average session time increased to 2 minutes and 21 seconds (+15.2%), reflecting a smaller but more focused audience engaging with application and eligibility content. A total of 751 link clicks were recorded from All Army Sports pages, including 255 clicks on “All Soldiers must apply through the application website”, 190 on “Apply Now!”, and 125 directed to www.ArmedForcesSports.com, confirming ongoing athlete interest in application submission and program participation.

Recommendations

- Streamline Application Access: Position “Apply Now” and application guidance links prominently near the top of each program page to simplify navigation and improve visibility during peak submission windows.
- Increase Outreach via Social Channels: Continue leveraging Instagram and Facebook for recruitment campaigns, emphasizing athlete success stories and deadlines to sustain awareness throughout the year.

Figure 11: HQ All Army Sports Page Click Map



Bowling

The Bowling program experienced a slight year-over-year decline in reach during Q4 FY25, consistent with seasonal trends following summer recreation activity. Total users reached 51,935 (-2.0%) and new users totaled 32,554 (-9.2%). Views decreased to 85,765 (-2.1%), while sessions increased slightly to 73,486 (+1.3%), indicating steady interest from returning bowlers and families exploring open play, league schedules, and party bookings.

Organic Search remained the primary source of acquisition, delivering 34,367 users, followed by Direct (15,138), Social (1,601), and Referral (1,493). Google drove 32,074 users, supported by Bing (1,871) and Facebook platforms (1,411 combined). The top-performing installations included Hawaii (4,437), Campbell (4,083, +35.0%), and Stewart-Hunter (3,041, +15.3%), which together represent strong regional engagement. Additional steady performers included Bragg, Bliss, Redstone, Lee, Hood, Benning, and Knox.

The engagement rate averaged 57% (-6.4%), while average session time increased to 2 minutes and 21 seconds (+6.2%). This suggests users continue to find relevant information but may require improved navigation to reach reservation and event details. Pages with updated league information, cosmic bowling schedules, and clear pricing options performed best, contributing to longer visit durations and higher return rates.

Recommendations

Improve Visibility of Booking Links: Ensure all Bowling pages feature clear access to Reserve a Lane or Book a Party buttons, particularly near the top of each installation page.

Table 14: Top Search Terms by Search Volume

Search	Total Searches ▾
discovery	41
bowling	34
menu	10
food	9
kids bowl free	9
golf	5
bowling alley	4
jobs	4
bowling center	3
bowling hours	3

Fitness Centers

The Fitness Centers program saw a moderate year-over-year decline in total reach during Q4 FY25 while maintaining high engagement from returning users. Total users reached 88,401 (–8.4%) and new users totaled 53,180 (–16.6%). Views declined slightly to 169,419 (–1.8%) and sessions decreased to 127,142 (–6.7%), consistent with seasonal activity following peak summer fitness campaigns.

Organic Search remained the dominant acquisition channel, accounting for 59,644 users, followed by Direct (25,205), Referral (2,986), and Social (2,332). Google drove 55,139 users, with Bing (3,880) providing additional visibility and Facebook platforms (2,017 combined) sustaining program awareness. Top installations by user volume included Bragg (5,902), Hood (5,824), Humphreys (5,153), Hawaii (5,150), and JBLM (4,719), with consistent performance across Campbell, Meade, Bliss, Benning, and Sill.

The engagement rate averaged 63% (+3.0%) and average session time increased to 3 minutes and 3 seconds (+33.3%), indicating that users are spending more time engaging with fitness content and facility details. Pages featuring updated class schedules, 24-hour access information, and special event promotions recorded the longest sessions and strongest retention across installations.

Table 15: Top Downloads for Fitness Center Resources

Downloads	Total ▾
Fitness Centers Hours Chart	1,630
Fitness Centers Location Map	1,408
downloaded here	948
Group Fitness Calendar!	868
here	799
August 2025 schedule	781
Group Fitness Calendar	742
Contractor Access Form	710
Get the latest Fitness Calendar here!	702
September 2025 schedule	628

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▾
pool	89
discovery	76
gym	27
boxing	25
sauna	25
yoga	16
massage	13
fitness classes	11
zumba	11
pickleball	10

Intramural Sports

The Intramural Sports program maintained stable visibility in Q4 FY25, with only slight shifts in user behavior as league play transitioned into the fall season. Total users reached 5,192 (+1.2% YoY), while new users totaled 1,354 (–19.4%). Views decreased slightly to 7,038 (–2.7%) and sessions held steady at 6,334 (+0.7%), indicating consistent participation and returning user interest in league schedules and registration information.

Organic Search continued to drive most discovery with 3,606 users, followed by Direct (1,124), Referral (291), and Social (193). Google generated 3,162 users (–6.7%), while Bing (401, +94.7%) saw a sharp increase in visibility. Home.army.mil (124) and Facebook (137 combined) provided moderate referral support.

The engagement rate averaged 78% (+3.5%), while average session time rose to 1 minute and 57 seconds (+13.4%), indicating high interest among users who accessed pages for league updates and sign-ups. Although overall new traffic dipped, deeper engagement from returning participants suggests improved information quality and relevance for existing intramural athletes.

Recommendations

Promote Registration and Schedules: Ensure each installation's Intramural Sports page highlights current season registration links and updated league calendars to support new participant enrollment.

Table 15: Top Downloads for Fitness Center Resources

Click Text	Total ▾
Click HERE for online registration!	26
Bastogne Dr. BLDG C-5032 Fort Bragg, North Carolina 28310 United States	25
62nd Street & Support Ave BLDG 23006 B	10
Cowan Stadium 2170 Bitar Ave. Joint Base Lewis-McChord, Washington 98433 United States	9
62nd Street & Support Ave BLDG 23006 B Fort Cavazos, Texas 76544 United States	5

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▾
volleyball	7
softball	4
soldier field	3
soccer	2
h lot	2
intermural	2
sports rules	1
warrior fitness	1
cys sports physical	1
coed softball	1

STRONG B.A.N.D.S.

The Strong B.A.N.D.S. campaign experienced a year-over-year decline in reach during Q4 FY25, following the program's primary awareness push earlier in the fiscal year. Total users reached 2,122 (-19.7%) and new users totaled 558 (-35.0%). Views fell to 3,109 (-49.1%) and sessions decreased to 2,241 (-28.3%), indicating reduced off-season visibility as campaign materials aged.

Organic Search remained the top acquisition source with 1,154 users, followed by Direct (837), Referral (174), and Social (54). Google drove the majority of discovery, supported by modest referral and social engagement.

The engagement rate averaged 70% (-6.8%) while average session time declined slightly to 46 seconds (-12.6%). These metrics indicate that users accessing the program pages engaged briefly with remaining campaign content, likely focused on archived materials such as fitness challenges and health tips.

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▾
basketball	2
5k	1
baseball	1
events	1
karate	1
nutritionist	1
programs	1
softball	1
army ten miler	1
family nite	1

Army Ten Miler (ATM)

The Army Ten-Miler website saw strong year-over-year growth in Q4 FY25, driven by race registration, event updates, and pre-race information. Total users reached 92,097 (+8.0% YoY), while new users climbed to 88,651 (+6.7%). Views increased significantly to 293,739 (+21.1%) and sessions rose to 164,783 (+22.9%), highlighting robust digital engagement leading up to the 2025 event.

Organic Search remained the dominant traffic source with 54,075 users, followed by Direct (29,632), Social (6,450), and Referral (2,925). Google accounted for 49,500 users, while Facebook (5,235 combined), Bing (3,542), and Instagram (506) provided additional reach. Referral traffic from RunGuides.com (509) and DuckDuckGo (507) supported pre-race research and registration discovery.

The engagement rate averaged 44% (–7.9%), suggesting faster navigation and direct task completion as users accessed key event pages. Top pages included the Army Ten-Miler homepage (59,604 users), Individual Registration (23,799), and Race Day Schedule (11,026). The most visited sections — The Course, Packet Pickup, and Race FAQs — indicate high engagement with logistical details.

World Class Athlete Program (WCAP)

The World Class Athlete Program saw a sharp year-over-year decline in digital reach during Q4 FY25 as the post-Paris Olympic period concluded. Total users reached 14,869 (–63.8% YoY) and new users totaled 14,639 (–64.0%). Views decreased to 40,298 (–56.8%) and sessions dropped to 18,103 (–62.0%), reflecting the expected downtrend after peak Olympic coverage.

Organic Search remained the leading source of traffic, contributing 9,382 users, followed by Direct (3,423) and Referral (1,819). Google delivered 8,796 users, while GoArmy.com (1,407) remained a key referral partner. Instagram (119) and other social channels continued to provide athlete highlight engagement. Top-performing pages included Home (4,360), Entry Standards & Apply (2,372), and Boxing (2,054), with additional visits across Track & Field, Wrestling, and Apply Now.

The engagement rate averaged 54% (–9.8%) with average session time at 2 minutes and 21 seconds, reflecting smaller but focused traffic around recruitment and training topics. Traffic to Paris 2024 content dropped 89.9 percent, but interest remains in High Performance Team and Winter Olympic preparation pages, as athletes begin qualifying for Milano Cortina 2026.

Recommendations

- Highlight Winter Olympic Preparation: Feature upcoming athlete profiles and qualification events leading to the 2026 Winter Olympics to sustain engagement and showcase the Army's ongoing investment in elite performance.
- Shift Messaging to Training and Readiness: Publish new content on off-season conditioning, recovery, and athlete development to maintain visibility during the Olympic off-cycle.
- Optimize for Olympic Search Terms: Begin preparing SEO content for Army Winter Olympians, WCAP Milano Cortina 2026, and U.S. Army Olympic athletes to position WCAP for early search visibility ahead of winter media coverage.