



BRD Insights and Recommendations

First Quarter FY26

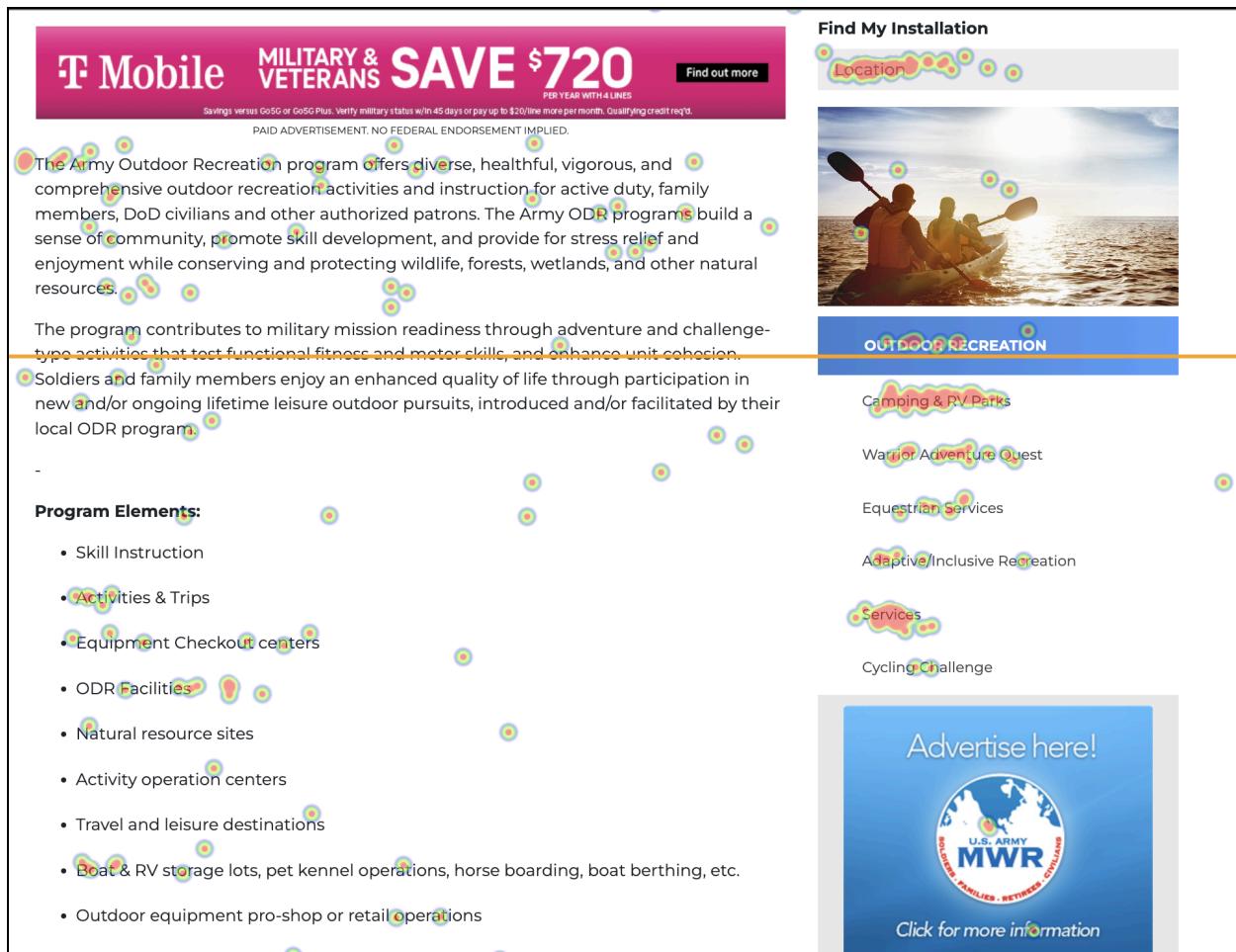
Heatmaps

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: BRD Click Map

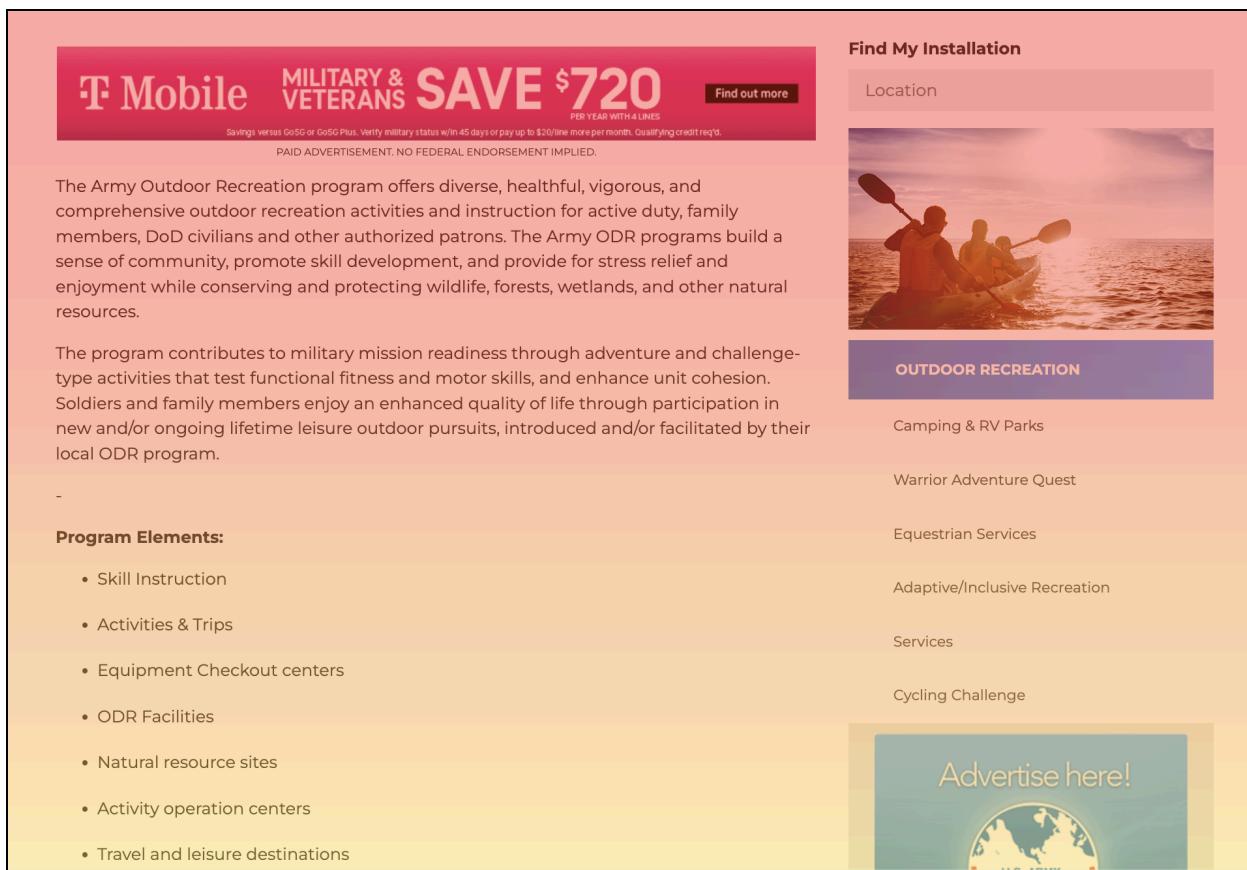


Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

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: BRD Scroll Map



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

Web managers have created a total of 347 new pages on EPW in the last quarter. It's important to note that the total excludes data from, calendar events, and directory pages.

- 209 pages were added to BRD.

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

Name
Trees for Troops
☀️ We Are Here For You! ☀️ (While we will always be here for you, our complimentary specials ended on Nov. 21, 2025)
Youth Spring Sports Registration
Youth Sports Track and Field
XMAS Cheer
Wreath Making
Witches & Brews 2025
Winterfest
Winter Reading Challenge 2025/26
Winter Reading Challenge
Winter Movie on the lawn
Wichita Thunder Hockey Tickets
Whimsical Winter Trees
Weston Lake: Fires on the Shore
West Point Community Ice Skating
West Point Community 3 on 3 Basketball League
We are going cashless!
We are Hiring
Warm Up Combos
WSMR December Events
Victory Bingo: 12 Days of Holiday Giveaways
Veterans Day Bowling 2025: Honoring All Who Served
Veteran's Day Shoot Out
Veteran's Day Hours of Operation 2025
Ugly Christmas Sweater Night at the HideAway

USAG Hawaii New Army Physical Fitness Center Operating Hours
Turkey Trot 2025
Tuesday at the Tavern
Travel Trailer Rental
Torii SFA Jiu Jitsu
Together Under the Same Sky International Observe the Moon Night
Toddler Take Over
The Biggest Loser
The Army Ten-Miler on Sunday, Oct. 12 in Washington DC is on!
Thanksgiving Turkey Giveaway at Houston Bowling Alley and Lindsey Golf Course
Thanksgiving To-Go Dinners
Thanksgiving Take-Out
Thanksgiving Hours of Operation 2025
Thanksgiving Celebration
Sunset Beach Yoga
Story Time Saturday
Spring Sports Registration
Sports for Special Needs
Sports Lounge Grand Opening
Sports & Fitness Schedule
Spooky Bingo Giveaway 2025
Spooktacular 5k 2025
Southern Stomp 🍁
Songwriting with Pendrick
Skilled Instructors Needed
Ski Express - Every Saturday
Ski & Snowboard Freestyle Lessons
Sip & Paint at Divots
Sip & Paint December 2025
Sewing Classes
Seussical the Musical
Self Service Lifts at Surrey Car Care
Self Framing Class
SPOOK-tacular Books at the Library
Rockin' Around Rucker 5k Run

Retiree Health Fair Fall 2025

Rent-A-Tech at Surrey Car Care

Rain or Shine - Drive Thru at the ROB Java Has You Covered!

Privately Owned Weapons Day

Polar Plunge 2026

Pin down Countdown

Pilates with Sally

Phantom Fridays

Paws on Post Ugly Sweater Day

Partner with Us

Operation Support The Force

ODR Rec Lodging Winter Savings!

ODR Rec Lodging Summer Savings!

November Swim Lessons

November ODR Open Challenge

November Nights at Sea

Norway, The Land of the Midnight Sun | Nærøyfjord and Flåm Railway

Normandy and Omaha Beach

New Year's Eve Countdown to Noon at TenStrike

NOEL 2025: Night of Extraordinary Lights

Monster Bowl

Monday Morning Doubles Women's Tennis

Menopause Fitness: Coming February 2, 2026

Meet at Mike's Spouses Night Dec. 2025

Massage Therapy at Overlord Fitness Center

Marbled Pumpkins

MWR Recreational Facility Survey: Stewart Lanes Modernization

MWR Holiday Hours

MWR Holiday Closures

Live at Mike's 10 Oct.

Limited Lane Availability Oct. 27th - Nov.7th

Limited Edition Ornament Sale

Lifeguard Certification

Let's Chalk about Domestic Violence: Chalk Art Contest

Leisure Travel Relocation Party

King of the Hill Handicap Tournament



Kids Summer Bowling Special
K-Pop Party at the Center Library
Jingle Bell Fitness 5k Run/Walk
January Youth Swim Lessons
January Car Care Special
January Adult Swim Lessons
Horseback Trail Ride at Fort Gordon 🐾
Holiday Tree Disposal Available
Holiday Quilt Class
Holiday Madness 2 Person Handicap Tournament
Holiday Hours of Operation 2025
Holiday Bowling Special
Holiday Block Leave Airport Shuttle Service
Hip Hop Dance with Jahmie Hilecher - Part of the Creative Engagement with the Arts Series
Help Us Improve Our Website
Help Shape the Future of Our Website
Help Enhance the Future of Our Website
Haunted Trail 2025
HOWL-O-WEEN Pup Costume Party
Gym Rat 2025-2026
Grill '77 Now Open
Gobble & Giggle Art
Go Army! Beat Navy! Watch Party
Gift Wrapping Services
Gearin' Up for the Holidays - Fort Knox Automotive Holiday Deals
Furlough Resources
Fun in the Sun - Spanish Coast
Free Songwriting Workshop
Fort Rucker Tree Lighting Ceremony CANCELLED / Trees for Troops DATE CHANGED
Fort Rucker Commander Cup 2026 Calendar
Fort Rucker Adopt-A-Trail Program
Fort Knox Youth Sports - NOW OPEN TO THE PUBLIC!
Food and Beverage
February is Teen Dating Violence Awareness Month
Family and MWR Welcome Video
Family One Source Presents Bah Humbug Brunch / Family Bingo Day

Fall Challenge
Fall Carnival 2025
FREE Tots & Towers Playgroup
Express Ski Trips
Experience the Magic of Regensburg's Romantic Christmas Market
Dungeons and Dragons: Middle School Edition
Dungeons and Dragons: High School Edition
Dodgeball Tournament
Disneyland Weekend
Designer Bag Bingo Bundle
Delayed Opening OCT. 17TH
Deer Hauling Service
Deadlift Competition
DIY Celebration Plates
Cryo Therapy and Massage Chairs
Crafternoons Gift Wrapping Lunch-and-Learn
Cozy Crochet Craft
Concert Series: Kaylee Rose
Community Surveys
Commanders Cup Basketball League
Command the Road 2026 Car Giveaway
Columbus Day Hours of Operation 2025
Christmas Movie Night
Christmas Market Trips 2025
Christmas Eve 9 Hole Challenge
Cardboard Regatta 2025
CYS Youth Swim Program Session 2
CYS Youth Sports Learn to Play Ice Hockey
CYS Parent Central Services Temporarily Relocated
CYS Kids On-Site Hourly Care
CYS Basketball Head Coaches Needed!
COMMAND THE ROAD - 2026 Mini Cooper S Giveaway
Broasted Chicken Buckets
Breakfast with the Grinch and Cindy Lou Who
Breakfast with Santa 🎅
Bowl in the New Year

Bounce House Bonanza 

Big Mike's Mug Club

Big Buck Contest

BOSS Dungeons & Dragons

BOGO Token at the Driving Range

Automotive Deals

Auto Deal: Lucky 7 Look

Area IV Holiday Meals

Aquatics

Aquatic Center will be Closed for Scheduled Maintenance

Annual Tree Lighting & Food Truck Festival 

Amsterdam, Keukenhof Gardens and Dutch Flower Parade Weekend

Adventure Deals

A Merry Force Awakens Holiday Celebration

A Little Spooky, A Little Sweet

500/1000 LB Club

5 vs. 5 Intramural Basketball League

2026 Holomua Kakou 500 Mile Run Club

2025 Hours of Operation

2025 Christmas Markets with MWR Tours

2 Person Buddy Bass Fishing Tournament Fall 2025

12 Days of Jingle Deals at Lindsey Golf Course

12 Days of Fitmas

12 Days of Christmas 2025

10 Days of GrinchMas 

"White Nights" in the Baltic Capitals



Website Searches

There are a total of 17,804 searches conducted by 13,359 users, giving an average of 1.33 searches per user. This shows that some users are conducting multiple searches, likely to explore additional information after the initial query.

Across thousands of distinct queries:

- Engagement rates are exceptionally high (often 95–100%)
- Search count per user is usually close to 1.0–1.3
- Repeated themes show strong mental models of what the site offers

This isn't exploratory wandering. This is task-driven behavior.

Top Search Themes (and Why They Matter)

1. Travel, Tickets, and Experiences

Searches like:

- discovery
- disney / disneyland / disney world
- tickets / ticket / ticket office
- universal / cruises / flights
- travel / leisure travel

These terms dominate volume *and* maintain near-perfect engagement rates.

Opportunity:

- Consolidated "Plan Your Trip" or "Tickets & Travel" hubs
- Better internal linking between related attractions, dates, and pricing pages
- Clear eligibility + pricing summaries up front

2. Rentals & Reservations

High-intent queries include:

- rental / rentals
- rv / rv rental / camper / cabins
- lodging / hotel

- equipment rental
- reservations

These searches often have slightly higher searches per user, which is normal for decision-heavy actions. Users are comparing options, checking availability, and validating details before committing.

Opportunity:

- Stronger comparison content (what's included, size limits, seasonal availability)
- Prominent "what to know before you book" sections
- Clear check-in/check-out, rules, and fees surfaced early

3. Events, Calendars & Seasonal Activities

Recurring patterns around:

- calendar / events
- holidays (christmas, halloween, thanksgiving, new years)
- runs, festivals, light displays
- family events and themed activities

Engagement here is consistently high. People *find* what they're looking for. The calendar is a primary navigation tool, not a secondary one.

Opportunity:

- Better filtering (family-friendly, seasonal, indoor/outdoor)
- Reusable event templates with consistent details
- "Happening this week" and "Coming up soon" surfacing

4. Fitness, Sports & Recreation (Broadly)

High-volume searches across:

- basketball, soccer, softball, volleyball, pickleball
- gym / fitness / classes
- swimming / swim lessons

Outdoor Recreation

The Recreational Lodging program recorded 109,656 total users during the reporting period, reflecting a 10.8% year-over-year decline. New users totaled 69,130, down 17.6%, while sessions (156,996) and views (191,459) decreased by 5.7% and 8.8%, respectively. Overall traffic softened compared to the previous year, consistent with broader seasonal and travel-related fluctuations.

Organic Search remained the primary driver of traffic, accounting for 76,422 users, followed by Direct traffic with 23,402 users. Referral traffic contributed 6,572 users, while Organic Social added 3,980 users, with minimal impact from unassigned sources. This channel distribution underscores strong intent-based discovery, particularly from users actively searching for lodging and campground information.

Despite reduced traffic volume, user engagement remained strong. The engagement rate held at 69%, declining 5.9% year over year, while the average session time increased to 3 minutes and 9 seconds, a 16.4% improvement. This indicates that users who reached Recreational Lodging content were more deliberate and spent additional time planning or reviewing lodging options.

Overall, while Recreational Lodging experienced year-over-year declines in traffic, engagement metrics point to a highly motivated audience actively using the platform for trip planning, reservations, and campground research reinforcing the value of maintaining strong search visibility and streamlined access to lodging resources.

Table 2: Most Popular Link Clicks

Installation	Click Text	Total ▾
mccoy.armymwr.com	Online Reservations	992
grafenwoehr.armymwr.com	WebTrac	479
hood.armymwr.com	HoofBeatsForHeroes.org	380
leonardwood.armymwr.com	HERE	335
benning.armymwr.com	(not set)	243
knox.armymwr.com	Make a reservation online	202
belvoir.armymwr.com	Installation Access page	198
hood.armymwr.com	Cottage Road BLDG NAF 126 Fort Cavazos, Texas 76544 United States	184
grafenwoehr.armymwr.com	Hunting, Fishing, Sport Shooting	184

Table 3: Most Popular Downloads

Downloads	Total
Victory Travel Price Guide	3,912
Pine View Campground Map.pdf	1,714
Map of Uchee Creek Campground	1,472
Army Travel Campground Rules and Fees	1,402
Travel Camp Sitemap	1,292
Army Travel Campground Map	1,169
Download Pointes West Map	962
Weston Lake Brochure	946
RV Map	926
RV Park Standard Operating Procedures	770
Campground Reservation Packet	762

Army Answers Questions

- Is there any lodging for retirees in Alaska
- military camper rental in alaska
- Is there a Guest House on Post or hotel on Post
- Can I reserve an rv spot for 1 night on February 3, 2026
- how can my family stay at fort bliss rv park
- How far in advance may I submit reservations for Fort Drum's Recreational Cabins
- can veterans rent cabins at Pililaau Army Recreation Center (PARC)
- How long can you camp there in a motor home
- what is the price of rv spaces for vets
- Can a service connected disability veteran stay at campground
- Does a DD214 qualify to use the rv park
- Can I reserve a cabin for my spouse basic training graduation and family day
- Our son will be transferring to Ft. Leonardwood... can we stay at the onsite campground
- What is the longest you can stay at the Apache Flats RV Resort



WebTrac Engagement Overview

The WebTrac program experienced a decline in total link clicks, with 26,183 clicks during the reporting period, marking a 9.8% decrease compared to the previous year. Despite this drop, certain installations demonstrated notable performance improvements, such as Carson (+755.1%) and Grafenwoehr (+271.8%). These standout increases suggest localized success that may serve as models for other locations.

Table 4: The top installations generating the highest number of WebTrac link clicks

Installation	Clicks on WebTrac Links. ▾	% Δ
westpoint.armymwr.com	6,322	62.1% †
bragg.armymwr.com	3,171	-
carson.armymwr.com	2,609	48.8% †
campbell.armymwr.com	2,532	-0.1% †
belvoir.armymwr.com	2,306	3.3% †
picatinny.armymwr.com	2,027	43.7% †
stuttgart.armymwr.com	1,993	-0.2% †
mccoy.armymwr.com	1,024	-1.7% †
grafenwoehr.armymwr.com	972	-21.5% †
jackson.armymwr.com	885	-6.7% †
knox.armymwr.com	741	-2.2% †
kaiserslautern.armymwr.com	669	-28.4% †
jblm.armymwr.com	641	-44.6% †
stewarthalter.armymwr.com	637	7.1% †
leavenworth.armymwr.com	572	32.1% †



Golf

The Golf program reached a total of 80,078 users during the reporting period, representing a 13.1% increase year over year. New users grew to 61,826 (+9.7%), indicating strong ongoing discovery and interest. Overall engagement volume also increased, with sessions rising 12.1% to 115,406 and views climbing 12.6% to 151,224, reflecting healthy growth in traffic and content consumption.

Organic Search remained the dominant acquisition channel, driving 53,775 users, followed by Direct traffic with 21,793 users, underscoring strong brand recognition and repeat visitation. Organic Social (2,177 users) and Referral traffic (2,149 users) provided supplemental support, while Unassigned traffic remained minimal, suggesting a well-attributed channel mix driven primarily by search and known entry points.

Engagement quality showed mixed results. While the average session time increased to 2 minutes and 49 seconds (+16.1%), indicating deeper interaction among engaged users, the engagement rate declined to 60% (-7.4%), suggesting that a broader audience may be browsing more quickly before exiting. Overall, the Golf program continues to perform strongly.

- 17,955 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	6,208
www.armymwr.com/golf	783
buchanan.armymwr.com/programs/golf-club	595
hawaii.armymwr.com/programs/hagorski-golf-course	588
stewarthunter.armymwr.com/programs/hunter-golf-course	560
leavenworth.armymwr.com/programs/trails-west-golf-course	505
jblm.armymwr.com/programs/whispering-firs-golf-course	454
jblm.armymwr.com/programs/eagles-pride-golf-course	363



Golf Program Navigation, User Intent & Google Search Insights

Google Search data confirms that the Golf audience arrives with high intent and specific objectives, most often using location-based and action-oriented queries rather than exploratory browsing. The most common search patterns include installation golf course names, tee times, lessons, dining options, and eligibility questions, indicating users are actively planning a visit or transaction before landing on the site.

Organic Search is the dominant acquisition channel, accounting for the majority of Golf traffic. Google-driven sessions consistently outperform other channels in both volume and engagement, reinforcing search as the primary discovery and decision-making pathway for Golf content. Users frequently enter through deep pages, such as individual course listings or clubhouse pages, rather than a centralized landing page.

Search behavior clusters into four clear intent categories:

- Find a Golf Course – installation-specific queries and named courses
- Play – tee times, rates, passes, and reservations
- Eat – clubhouse restaurants, menus, and dining hours
- Learn & Practice – lessons, ranges, and instructional programs

Dining-related searches, particularly clubhouse menus, generate exceptionally strong engagement, signaling that Food & Beverage content plays a meaningful role in Golf visitation and repeat traffic. Additionally, repeated Google queries around civilian access and eligibility highlight a consistent point of friction, where users seek confirmation of access rules before committing to further actions.

From a search optimization perspective, this behavior underscores the importance of:

- Installation-specific Golf landing pages
- Clear, indexable pages for tee times, rates, and dining
- Explicit Access & Eligibility content surfaced in both navigation and page structure

Recommended Golf Navigation Structure (Search-Informed):

- Find a Golf Course (HQ Website)
- Tee Times & Rates
- Clubhouses & Dining
- Lessons & Practice
- Events & Leagues

- Access & Eligibility

Aligning Golf navigation and content architecture to these Google-driven intent patterns will improve search visibility, reduce user friction, and better support high-value actions such as reservations, dining visits, and on-site participation.

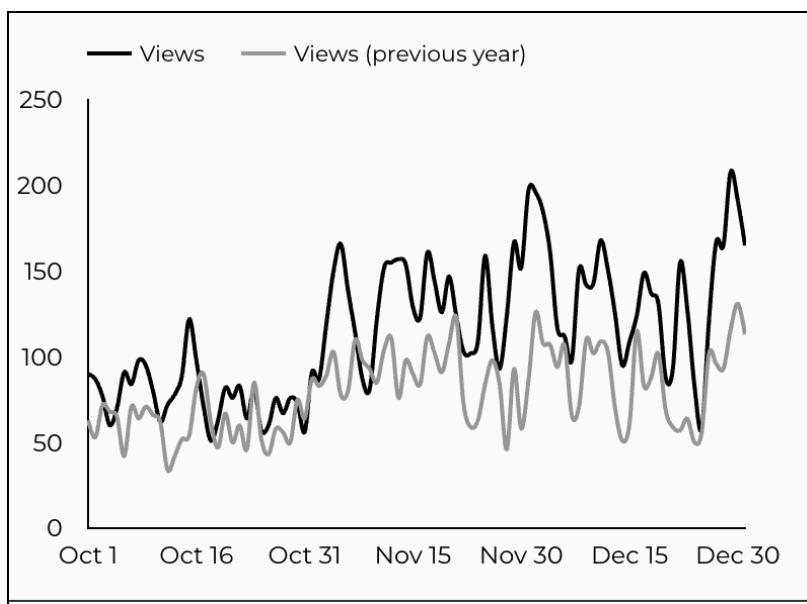
American Forces Travel

This program reached a total of 7,988 users during the reporting period, representing a 42.5% increase year over year. Growth was driven largely by new users, which more than doubled to 3,251 (+128.1%), signaling strong discovery and expanded reach. Overall activity also rose substantially, with sessions increasing 43.9% to 9,440 and views climbing 44.7% to 10,557, reflecting heightened interest and content visibility.

Organic Search was the primary traffic driver, generating 5,978 users, followed by Direct traffic with 1,096 users, indicating both strong search performance and repeat or bookmark-driven visits. Referral traffic (538 users) and Organic Social (163 users) played supporting roles, while Unassigned traffic remained low, suggesting clean attribution across channels. Top sources such as Google, Bing, Military OneSource, and Home.army.mil reinforce the importance of search optimization and trusted partner referrals.

Engagement remained strong despite slight softening. The engagement rate held at 76%, down 6.1% year over year, while average session time dipped modestly to 2 minutes and 2 seconds (-3.7%), indicating users are still meaningfully interacting with content even as traffic scales. Concentration on www.armymwr.com, which accounted for the vast majority of users and grew 40.3% year over year, highlights the effectiveness of centralized content delivery and continued opportunity to deepen engagement as awareness grows.

Figure 3: Comparison of Views for American Forces Travel Pages



Arts & Crafts

The Arts & Crafts program saw continued growth during the reporting period, reaching 21,002 total users, a 27.2% increase year over year. New users climbed to 11,554 (+16.5%), while overall activity strengthened with sessions rising 29.1% to 27,496 and views increasing 9.1% to 29,582, indicating broader reach and sustained interest in program content.

Organic Search remained the primary driver of traffic, bringing in 11,475 users, followed by Direct traffic with 7,952 users, reflecting both strong discoverability and repeat visitation. Referral (962 users) and Organic Social (714 users) channels provided additional support, with smaller contributions from Unassigned traffic. Top sources such as Google, Bing, and Home.army.mil, along with Facebook variants, highlight the importance of search visibility and social amplification.

Engagement metrics show stable but slightly softer interaction depth as traffic expanded. The engagement rate registered at 57%, down 8.7% year over year, while average session time held nearly flat at 2 minutes and 18 seconds (-1.0%). Installation-level performance was led by hawaii.armymwr.com, which more than doubled year over year (+121.4%), alongside strong gains from Humphreys, JBLM, and Leavenworth, underscoring growing interest across both CONUS and OCONUS installations.

Table 6: Top Search Terms by Search Volume

Search	Total Searches	Total users
arts and crafts	9	7
discovery	9	2
wood working hobby shop for military personnel	7	1
woodworking	7	4
wood	5	4
pottery	4	2
wood shop	4	4
wood hobby shop	3	1
woodshop	3	3
adventures unlimited	2	2



Auto Skills

The Auto Skills program reached 45,394 total users during the reporting period, reflecting a 28.3% decline year over year. New users fell to 30,386 (-34.3%), while overall activity also softened, with sessions decreasing 21.3% to 68,165 and views dropping 23.5% to 82,934. These declines indicate reduced overall traffic compared to last year, likely tied to lower discovery and fewer first-time visits.

Organic Search remained the dominant acquisition channel, driving 30,672 users, followed by Direct traffic with 10,773 users, highlighting continued reliance on search visibility and known entry points. Organic Social (2,604 users) and Referral traffic (1,356 users) provided additional reach, while Unassigned traffic remained minimal. Top sources such as Google, Bing, and Facebook variants underscore the importance of maintaining strong search performance and social distribution.

Despite reduced traffic volume, engagement quality showed relative stability. The engagement rate held at 56%, down only 5.4% year over year, while average session time increased to 2 minutes and 55 seconds (+20.2%), suggesting users who do arrive are spending more time interacting with Auto Skills content.

Table 7: Top Search Terms by Search Volume

Search	Total Searches	Total users
auction	71	64
auto	23	18
lemon lot	11	10
car wash	10	6
auto auction	10	10
discovery	9	2
vehicle auction	9	8
cars	8	7
resale lot	7	6
rental	7	6

Better Opportunities for Single Soldiers (BOSS)

The BOSS program reached a total of 24,443 users during the reporting period, representing a 29.1% increase year over year. New users grew to 12,489 (+19.6%), signaling strong expansion in first-time audience reach. Overall engagement activity also increased, with sessions rising 29.8% to 30,526 and views increasing 3.7% to 34,617, reflecting broader participation across BOSS content.

Direct traffic was the leading acquisition channel, driving 11,148 users, followed closely by Organic Search with 9,136 users. Organic Social contributed 2,317 users, while Referral traffic added 2,128 users, indicating a healthy mix of intentional visits, search discovery, and social amplification. Key sources such as Google, Bing, and Army-affiliated domains highlight strong visibility across both public and internal channels.

While overall traffic and participation increased, engagement quality showed some softening. The engagement rate declined to 57% (-15.8%), though average session time improved to 2 minutes and 7 seconds (+15.2%), suggesting that engaged users are spending more time per visit. Installation-level performance was particularly strong at Humphreys (+81.7%), Hood (+68.4%), Polk (+199.7%), and Bragg (+99.8%), underscoring robust demand for BOSS programming across multiple high-traffic installations.

Table 8: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
boss	26	23
discovery	17	2
volunteer	6	6
fishing	5	3
5k	5	3
thanksgiving	5	4
events	4	3
toy drive	4	3
calendar	4	4
house of fear	4	4

Food and Beverage

The Food and Beverage program reached a total of 414,860 users during the reporting period, representing a 14.3% increase year over year. New users totaled 300,979 (+17.1%), indicating continued growth in first-time audiences. Overall activity also increased, with sessions rising 14.1% to 561,224 and views increasing 9.4% to 712,508, reflecting sustained demand for dining and food-related content across installations.

Organic Search was the dominant acquisition channel, driving 223,963 users, followed by Direct traffic with 129,153 users. Organic Social contributed 24,697 users, while Referral traffic added 19,559 users, and Paid Social accounted for 11,051 users. This channel mix highlights strong discoverability through search engines, supported by intentional visits and social promotion.

Engagement quality softened slightly during the period. The engagement rate declined to 58% (-13.3%), though average session time increased to 2 minutes and 40 seconds (+7.6%), suggesting that engaged users are spending more time exploring content. Installation performance was especially strong at Drum (+53.4%), Wainwright (+65.8%), Daegu (+60.3%), and Detroit (+376.4%), underscoring localized growth.

- Chow Now link clicks increased to 10,554 (+36.3%)

Table 9: Number Food Menu and Amenity Downloads

Downloads	Total ▾
Delivery Menu	9,111
here	4,202
Image Clicks	3,760
HERE	3,618
Equipment Rental Pricelist	3,307
click here	2,153
Click Here for the Tickets & Attractions Price List!	1,891
Army Travel Campground Rules and Fees	1,420

Food & Beverage, Navigation, User Intent, and Search-Driven Page Structure

Google Search behavior shows that Food & Beverage users arrive with high intent and immediate needs, not exploratory browsing behavior. The majority of users search with location-specific and action-oriented queries such as restaurant names, dining hours, menus, and installation-based food options. This indicates users are planning a visit or meal decision before landing on the site.

Organic Search is the dominant acquisition channel, driving the largest share of Food & Beverage traffic. Google-driven sessions consistently enter the site through individual restaurant pages, rather than a single landing page. This confirms that users most often search for a specific restaurant or dining venue, not the Food & Beverage program as a whole.

Search behavior consistently falls into four core intent categories:

- Find a Restaurant – installation-specific restaurants, clubs, cafés, and dining venues
- Plan a Visit – hours of operation, holiday hours, and location details
- Decide What to Eat – menus, food types, and specials
- Take Action – online ordering, reservations, and call-to-visit behavior

Menu and hours-related searches generate especially strong engagement, showing that users are validating a decision rather than browsing casually. Repeated Google queries related to holiday hours and closures also highlight the importance of operational clarity for this program.

Recommended Page Structure (Search-Informed)

Food & Beverage content performs best when separated into two clear page types, each serving a distinct user purpose.

1. Food & Beverage Overview Page (Program Hub)

The Food & Beverage overview page should function as a directory and navigation hub, not a detail page. Its role is discovery and comparison.

This page should include:

- A complete list of all restaurants and dining venues

- Grouping by installation and or dining type
- Clear links to each individual restaurant page
- High-level indicators such as cuisine type or service style

This page supports users who arrive intending to compare options or explore what is available on an installation.

2. Individual Restaurant Pages (Decision and Action Pages)

Individual restaurant pages exist to answer one question quickly: **“Can I eat here, and how?”**

Each restaurant page should be consistent, concise, and task-focused.

Required content on every individual restaurant page:

- Restaurant name and installation location
- Hours of operation, including holiday or special hours
- Menu and downloadable menu
- How to order or visit (dine-in, takeout, online ordering, reservations)
- Contact information
- Access or eligibility notes, when applicable

These pages should not include program-level explanations or lists of other restaurants.

Their purpose is confirmation and action, not browsing.

Navigation and User Flow

User behavior shows a predictable flow:

- Users enter through Google on an individual restaurant page
- They confirm hours, menu, or availability
- Some navigate back to the Food & Beverage overview page to compare alternatives

Strong internal linking between the overview page and restaurant pages supports this behavior and keeps users within the Food & Beverage ecosystem longer.

Why This Structure Works

This structure aligns directly with observed search and navigation behavior:

- It supports high-intent, search-driven entry points
- It reduces friction by surfacing critical information immediately
- It improves consistency across installations
- It strengthens search visibility by clearly defining page purpose

Separating discovery (overview page) from decision-making (restaurant pages) ensures Food & Beverage content is easier to find, easier to use, and better aligned with how users actually search, decide, and act.



Leisure Travel (LTS)

The Leisure Travel program reached a total of 143,083 users during the reporting period, representing a 4.0% increase year over year. New users totaled 87,949 (+3.4%), indicating steady growth in first-time visitors. Overall engagement rose alongside traffic, with sessions increasing 7.4% to 206,502 and views climbing 3.1% to 263,287, reflecting sustained interest in travel planning resources.

Organic Search was the leading acquisition channel, driving 105,625 users, followed by Direct traffic with 24,493 users. Organic Social contributed 7,920 users, while Referral traffic added 6,184 users, and Unassigned traffic remained minimal. This channel mix underscores the importance of search visibility for travel-related discovery, supported by repeat visits and social amplification.

Engagement metrics showed mixed performance. The engagement rate declined slightly to 70% (-5.6%), while average session time increased to 3 minutes and 8 seconds (+15.0%), suggesting that users who engage are spending more time exploring itineraries, tickets, and travel options. Strong installation-level growth at Carlisle (+110.1%), Bragg (+21.9%), and JBLM (+15.7%) highlights localized demand, reinforcing Leisure Travel's role as a high-intent planning resource across the Army MWR ecosystem.

Army Answers Questions

- Disney tickets
- Does the MWR have Kentucky Derby tickets available for 2026
- Where can i get tickets for 1st shadow playing on broadway new york
- Can a reserve an all inclusive trip to New York City for the 2026 Rockefeller tree lighting
- Does MWR sell NASA Houston tickets
- can I purchase tickets online for six flags over Georgia
- Purchase tickets for Paradise Cove HI
- can i buy disneyland over the phone
- Do you book cruises
- santa express sold out

Table 10: Comprehensive Downloads of Pricing Lists

Downloads	Total
Price List	7,643
here	6,451
Click here for downloadable ticket brochure.	6,192
Victory Travel Price Guide	3,912
2025 Leisure Travel Services Pricelist	3,860
Attractions and Amusement Park Ticket List	3,744
Click here for ticket prices.	3,428
Leisure Travel Services Ticket Price List	3,222
LTS Price Sheet 2025	3,100
Click Here	2,762

Table 11: Top Search Terms by Search Volume

Search	Total Searches	Total users
disney	158	145
tickets	84	72
disneyland	83	77
disney tickets	55	45
disney world	45	37
rentals	39	31
ski	32	24
hunting	31	27
universal	31	27
camping	26	25

Libraries

The Libraries program reached a total of 40,291 users during the reporting period, representing a 12.5% increase year over year. New users totaled 22,801, a slight 2.8% decline, indicating that overall growth was driven primarily by returning audiences. While sessions increased 4.7% to 53,583, overall content consumption softened, with views declining 6.7% to 67,618 year over year.

Organic Search was the leading acquisition channel, generating 21,966 users, followed closely by Direct traffic with 14,638 users. Referral traffic contributed 2,526 users, while Organic Social added 1,835 users, and Unassigned traffic remained minimal. This channel mix reflects strong search visibility paired with consistent repeat visitation and bookmarks.

Engagement metrics declined modestly during the period. The engagement rate decreased to 59% (-9.5%), and average session time fell slightly to 2 minutes and 25 seconds (-2.9%), suggesting users are spending somewhat less time per visit despite higher overall return usage. Installation-level performance was notably strong at Hawaii (+108.2%) and www.armymwr.com (+28.9%), underscoring sustained demand for centralized and regional library resources across the Army MWR ecosystem.

Table 12: Top Link Clicks

Click Text	Total ▾
My Account	2,548
Search the Catalog	1,289
Online Catalog	959
Image Clicks	893
Search the catalog	591
Online Resources	496
Discover Army MWR Library's Online Resources!	486
Search our Online Catalog and Databases	443

Sports and Fitness

Aquatics

The Aquatics program reached a total of 39,435 users during the reporting period, representing a 20.8% increase year over year. New users grew to 18,687 (+10.1%), indicating stronger discovery alongside returning audiences. Engagement with content also expanded, with sessions rising 20.1% to 54,706 and views increasing 12.3% to 63,845, signaling heightened interest in aquatics offerings across installations.

Organic Search was the leading acquisition channel, driving 23,388 users, followed by Direct traffic with 12,360 users. Referral traffic contributed 2,782 users, while Organic Social added 1,351 users, and Unassigned traffic remained minimal. This distribution highlights the importance of search visibility for program discovery, supported by repeat visitors accessing known entry points.

Engagement metrics were mixed during the quarter. The engagement rate declined to 61% (-7.0%), while average session time increased to 2 minutes and 30 seconds (+22.0%), suggesting that although a smaller share of sessions met engagement thresholds, users who did engage spent more time consuming aquatics-related content. Overall performance reflects healthy growth in reach with opportunities to further optimize page layouts and calls to action to strengthen engagement consistency.

Table 13: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
pool	21	18
swim lessons	20	20
discovery	17	2
swimming lessons	8	7
bowling	8	8
swim	5	5
pool hours	5	4
foot march	4	1
indoor pool	4	4
pools	4	4

All Army Sports

The All Army Sports program reached 10,341 total users during the reporting period, representing a 40.6% increase year over year. New users grew sharply to 7,445 (+57.3%), indicating strong gains in awareness and discovery. Overall content consumption increased, with sessions rising 37.9% to 12,307 and views increasing 34.8% to 25,504, reflecting heightened interest in program information and participation pathways.

Organic Search was the leading acquisition channel, driving 3,687 users, followed closely by Organic Social with 2,534 users and Direct traffic with 2,464 users. Referral traffic contributed 983 users, while Unassigned traffic accounted for 879 users. Social platforms played a meaningful role in growth, particularly Instagram and Facebook, reinforcing their value for athlete outreach and awareness campaigns.

Engagement metrics softened despite overall growth. The engagement rate declined to 59% (-15.0%), and average session time decreased slightly to 2 minutes and 9 seconds (-3.1%), suggesting that while more users are reaching the site, many are quickly moving to external application destinations.

- 856 Athletes clicked on a link to start an application

Bowling

The Bowling program reached 55,910 total users during the reporting period, representing a 13.9% increase year over year. New users totaled 37,544 (+8.7%), indicating steady growth in discovery alongside repeat visitation. Overall activity increased, with sessions rising 9.4% to 73,401, while views remained relatively flat at 83,127 (+1.1%), suggesting broader reach with slightly shallower per-session consumption.

Organic Search was the primary acquisition channel, driving 30,837 users, followed by Direct traffic with 21,888 users. Organic Social contributed 2,456 users, Referral traffic added 984 users, and Unassigned traffic remained limited. This channel mix reflects strong search visibility paired with consistent use of known entry points, such as bookmarks and direct navigation.

Engagement metrics declined during the period. The engagement rate fell to 52% (-16.0%), and average session time decreased slightly to 2 minutes and 19 seconds (-2.7%), indicating that while more users are accessing bowling content, they are spending less time per visit.

Installation-level performance showed notable growth at Baumholder (+117.3%), Italy (+259.8%), Daegu (+226.3%), and Huachuca (+395.3%), highlighting strong regional momentum despite engagement challenges at the aggregate level.

Table 14: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
bowling	51	47
discovery	25	4
golf	10	9
menu	7	7
tree lighting	6	4
bowling alley	5	5
new years	4	4
food	4	4
hours	3	3
bowling center	3	3

Fitness Centers

The Fitness Centers program reached 83,727 total users during the reporting period, representing a 1.9% decline year over year. New users fell to 51,448 (-12.4%), indicating reduced first-time discovery, while overall usage remained relatively stable. Sessions declined slightly by 3.2% to 117,355, and views decreased 3.6% to 150,226, suggesting modest softening in traffic volume rather than a sharp drop-off.

Organic Search remained the primary acquisition channel, driving 53,712 users, followed by Direct traffic with 24,669 users. Organic Social contributed 3,045 users, Referral traffic added 2,631 users, and Unassigned traffic stayed minimal. This channel mix reflects continued reliance on search visibility and repeat users accessing fitness content through known pathways.

Engagement metrics showed a positive countertrend. The engagement rate increased to 63% (+1.5%), and average session time rose to 2 minutes and 47 seconds (+15.8%), indicating that while fewer users arrived overall, those who did were spending more time

interacting with fitness-related content. Strong installation-level growth at www.armymwr.com (+73.3%), Jackson (+54.0%), Sill (+49.5%), and Wiesbaden (+19.7%) highlights pockets of momentum that can inform broader optimization and promotion strategies.

- 21,036 People downloaded a location map, or schedule for fitness classes

Table 15: Top Downloads for Fitness Center Resources

Downloads	Total ▾
Fitness Centers Hours Chart	1,522
Fitness Centers Location Map	1,054
downloaded here	988
Group Fitness Calendar!	754
October 2025 schedule	708
Get the latest Fitness Calendar here!	608
(Read bio here)	548
Contractor Access Form	546
Please fill out, sign and return the Mandatory Fitness Center User Agreement to the orientation staff	540
Group Fitness Calendar	532
November 2025 schedule	514

Table 16: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
pool	48	45
sauna	30	29
discovery	26	3
boxing	22	17
gym	17	17
fitness center	13	9
pickleball	11	9
mcveigh	11	11
fitness	10	9
5k	8	7

Intramural Sports

The Intramural Sports program reached 4,342 total users during the reporting period, reflecting a 21.3% increase year over year. New users rose to 1,401 (+15.4%), indicating improved discovery alongside returning participation. Overall activity strengthened, with sessions increasing 19.6% to 5,216 and views rising 8.5% to 5,558, pointing to growing interest in intramural offerings across installations.

Organic Search was the leading acquisition channel, driving 2,726 users, followed by Direct traffic with 1,204 users. Referral traffic contributed 225 users, Organic Social added 190 users, and Unassigned traffic remained minimal. This channel mix underscores the importance of search visibility while highlighting increased direct access, likely tied to repeat users and local promotion.

Engagement metrics declined despite traffic growth. The engagement rate dropped to 71% (-10.5%), and average session time decreased to 1 minute and 42 seconds (-15.6%), suggesting users are reaching content more quickly but spending less time per visit. Installation-level gains were particularly strong at Leavenworth (+456.9%), Hawaii (+83.6%), Carson (+34.5%), and Campbell (+24.7%), signaling localized momentum that could be replicated through improved content depth and clearer calls to action.

Table 17: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users
flag football	3	3
basketball	3	3
referee	2	1
basket ball cort	2	1
cheerleading	2	2
softball	2	2
volleyball	2	2
2026 intermural sports	1	1
baseball team	1	1
batting cage	1	1

STRONG B.A.N.D.S.

The Strong B.A.N.D.S. program reached 481 total users during the reporting period, representing a 24.7% decline year over year. New users increased modestly to 194 (+16.9%), indicating some continued discovery, but overall traffic softened. Sessions decreased 24.7% to 511, and views fell 19.9% to 359, reflecting reduced repeat visitation and overall content consumption compared to the prior year.

Organic Search was the leading acquisition channel, driving 220 users, followed closely by Direct traffic with 191 users. Referral traffic contributed 46 users, while Organic Social added 22 users, and Unassigned traffic remained minimal. This channel mix suggests that users are primarily accessing Strong B.A.N.D.S. content through intentional search and known entry points rather than broad social discovery.

Engagement metrics also declined during the period. The engagement rate dropped to 70% (-16.3%), and average session time decreased to 1 minute and 29 seconds (-9.2%), indicating shorter interactions per visit. Despite lower traffic, in-page interaction remained strong, with 1,726 total clicks, led by Nutrition, Activity, Strength, and Balance resources, highlighting sustained interest in specific, actionable health and fitness content even as overall reach declined.

Army Answers Questions

- i'm visiting my daughter and her husband. Can i use the gym
- Am I allowed to bring a civilian with me to the gym
- Do service connected disability veterans also get access to the fitness center
- Can I get in the warrior fitness center with a guest pass
- What age is allowed to use basketball courts at army gyms
- Is there an indoor volleyball gym on base
- Does the fitness centers offer group classes
- Is there a cost for the group classes at any on the fitness centers
- What are the hours of the sauna
- Is the pool open Tuesday



Army Ten Miler (ATM)

The Army Ten-Miler (ATM) program reached a total of 144,453 users during the reporting period, representing a 39.0% increase year over year. New users rose sharply to 129,540 (+33.4%), reflecting strong growth in awareness and event discovery. Overall activity increased significantly, with sessions climbing 75.7% to 379,977 and views surging 72.3% to 749,965, consistent with heightened interest around registration, race logistics, and results.

Organic Search was the dominant acquisition channel, generating 98,771 users, followed by Direct traffic with 36,308 users. Organic Social contributed 11,355 users, while Referral traffic added 4,941 users, and Unassigned traffic remained minimal. This channel mix highlights the critical role of search visibility for event discovery, supported by repeat and bookmark-driven visits as participants return for time-sensitive information.

Engagement metrics remained stable despite the sharp increase in traffic. The engagement rate held at 53% (-0.6%), indicating consistent interaction quality at scale. User behavior centered on highly task-oriented content, with top pages including Race Registration, Track A Runner, Course Details, Race Day Schedule, and Results, underscoring ATM's effectiveness as a centralized, end-to-end information hub before, during, and after race day.

Army Ten-Miler Shutdown Search Insight

Search data shows a recurring spike in shutdown-related queries tied to the Army Ten-Miler, reflecting participant uncertainty during periods of government funding risk. Users are actively searching whether the race is cancelled, delayed, or impacted, indicating high-intent information needs around event continuity and registration outcomes.

Repeated variations of the same question suggest users are re-searching due to a lack of clear, centralized messaging. This creates unnecessary confusion around an event with high national visibility and participation.

Recommendations:

- Publish a clearly indexed shutdown FAQ or status statement specific to the Army Ten-Miler.

- Proactively clarify funding and operational independence from government shutdowns when applicable.
- Surface this messaging prominently on the event homepage and registration pages during funding uncertainty.

These steps would reduce repeat searches, lower participant anxiety, and prevent misinformation during future shutdown cycles.

Search Terms:

- army 10 miler shutdown
- army ten miler shutdown
- army ten miler government shutdown
- army 10 miler government shutdown
- army ten miler 2025 government shutdown
- army 10 miler 2025 government shutdown
- army ten miler 2025 shutdown
- government shutdown army ten miler
- army government shutdown ten miler

World Class Athlete Program (WCAP)

The World Class Athlete Program (WCAP) reached 16,475 total users during the reporting period, reflecting a 4.4% increase year over year. New users totaled 16,207 (+3.2%), indicating steady top-of-funnel interest. While sessions increased modestly to 19,782 (+4.6%), overall views declined to 37,957 (-24.6%), suggesting fewer pageviews per visit and a more focused, goal-oriented user journey.

Organic Search remained the primary acquisition channel, driving 8,743 users, followed by Direct traffic with 5,794 users, signaling strong brand recognition and repeat visitation. Referral traffic contributed 1,690 users, with notable support from goarmy.com, reinforcing WCAP's alignment with Army recruiting and athlete pipelines. Organic Social and Unassigned traffic played smaller, supporting roles.

Engagement metrics indicate a shift in how users interact with WCAP content. The engagement rate declined to 45% (-18.1%), reflecting faster decision-making behavior rather than disengagement. Users gravitated toward high-intent pages such as Home,

Entry Standards & Apply, and Apply Now, alongside sport-specific pages like Boxing, Wrestling, and Track & Field. Growth in pages such as Soldiers and Winter Sports suggests rising interest in athlete stories and seasonal disciplines, reinforcing WCAP's role as both an elite athletics pathway and a recruitment touchpoint.

