



CYS Insights and Recommendations

Fourth Quarter FY26

CYS Traffic

Child and Youth Services (CYS) grew its audience this quarter while visits became shorter and more focused. More people came to CYS pages, led by a strong rise in first-time visitors. Each person returned slightly less often, and average session time fell 16.5% (YoY) to 2:53. That pattern is consistent with families finding the specific page they need, such as hours, registration, or fees, and leaving once the task is done. Traffic followed last year's weekly rhythm closely, and nearly six in ten visits were engaged. Youth Sports and Child Development Centers drew the largest audiences and the strongest engagement, while School Support Services brought in the highest share of first-time visitors (Table 1).

Traffic Overview

- **Total Users:** 292,432 (3.8% increase YoY)
- **New Users:** 187,792 (8.4% increase YoY)
- **Sessions:** 398,242 (4.7% decrease YoY)
- **Views:** 614,211 (3.8% increase YoY)
- **Engagement Rate:** 59% (3.2% decrease YoY)

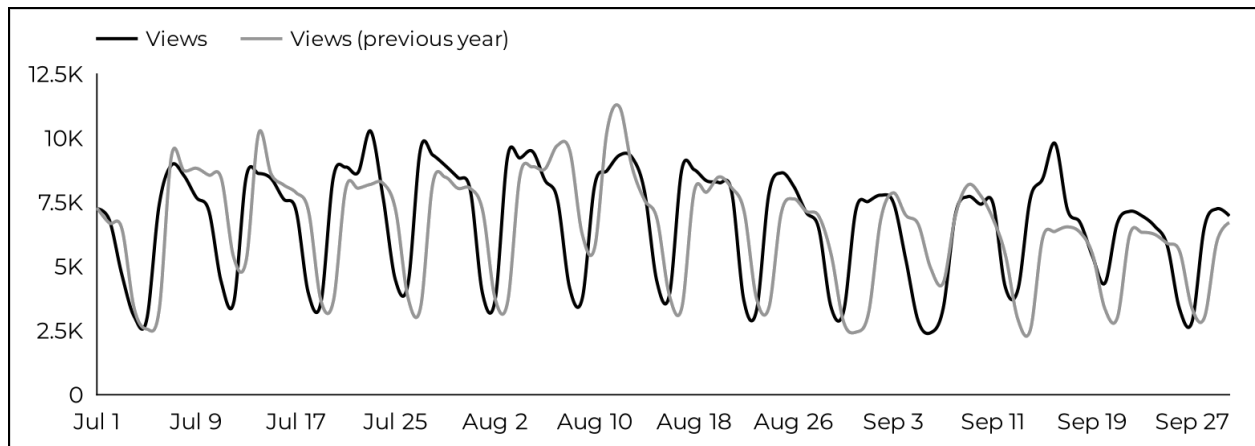
Table 1: CYS Program Roll-Up, Q4 FY26

Program	Total Users	New Users	Sessions	Engagement Rate
Youth Sports	36,507	14,918	50,806	72.80%
Child Development Centers	28,174	14,375	35,338	71.39%
School Support Services	15,313	8,456	18,289	53.60%
Youth Centers	13,275	5,576	16,383	66.22%
School Age Centers	12,931	5,876	16,539	58.09%
Parent Outreach Services	12,034	5,118	14,617	69.75%
Family Child Care	11,231	5,759	12,606	61.28%
CYS Careers	1,811	1,251	2,333	67.42%

Traffic Pattern

Views followed a consistent weekly cycle that closely tracked last year. They peaked midweek at roughly 8,000 to 10,000 daily views and dipped on weekends to about 2,500 to 3,500. That rhythm reflects routine, task-based visits, such as checking hours, registering, or paying fees, rather than one-time campaigns. Peaks eased slightly from late August onward as summer programming ended, a pattern also seen last year, and a mid-September peak ran above last year's level.

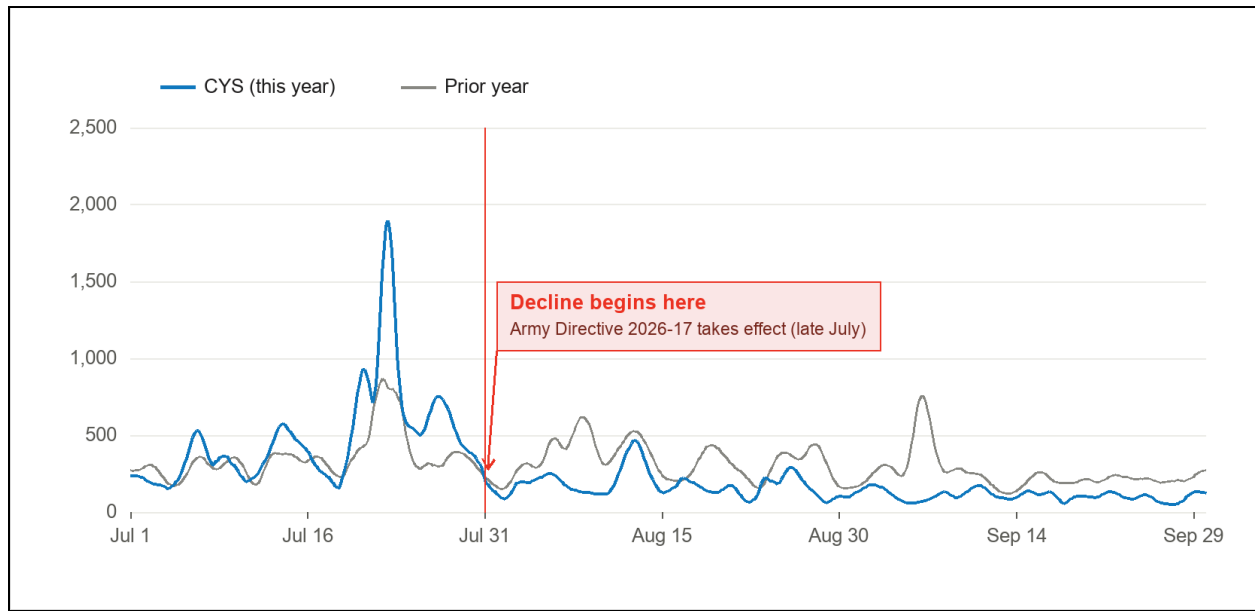
Figure 1: CYS Trends Compared YoY



Social Media

Social media was the one channel that declined this quarter, and the cause was policy rather than performance. Social-driven traffic to Child and Youth Services (CYS) pages ran well above last year in mid-July. It fell below last year's level at the start of August and stayed there for the rest of the quarter. That shift lines up with [Army Directive 2026-17 \(Optimizing the Army's Digital Media Presence\)](#), which took effect in late July and consolidated Army social accounts. Under the directive, installation CYS and MWR offices can no longer run their own social media accounts. The local posts that used to drive families to CYS pages stopped. The year-over-year decline below therefore reflects a deliberate change in how the Army uses social media, not a drop in content quality or family interest.

Figure 2: CYS Social-Driven Views, This Year vs. Prior Year (Daily, Q4 FY26)



Social performance by the numbers, year over year:

- **Views:** 22,922 (16.5% decrease YoY)
- **Sessions:** 16,561 (15.8% decrease YoY)
- **Total Users:** 14,661 (12.0% decrease YoY)
- **New Users:** 10,413 (5.5% decrease YoY)
- **Engagement Rate:** 54% (6.3% decrease YoY)

The full-quarter figures above understate the change, because CYS social traffic ran well above last year in mid-July, before the directive took effect. Measured from August 1, after Army Directive 2026-17, social-driven views fell 52.8% (YoY), sessions fell 50.8%, and total users fell 49.4%. CYS should expect social traffic to run at roughly half of last year's level going forward.

Impact on Resource Access

The loss of local CYS social accounts also reduced how many families reached CYS resources through social media. Visitors arriving from social took 25.6% fewer actions overall (16,896 actions), and the declines hit the actions that matter most to families. Link clicks, the most common action and the main way social visitors reach registration and program pages, fell by a quarter. Downloads, which include program flyers, forms, and registration packets, were cut in half, and phone clicks also fell. Fewer families were finding a contact or document they were ready to act on. Email clicks were the one exception, rising from a small base, which suggests the families who did arrive were more likely to reach out directly. Total CYS users still grew year over year, so demand appears to have

shifted to search and direct visits. Still, families who used to find CYS through local posts lost their main path to those resources.

- **Link Clicks:** 14,635 (25.5% decrease YoY)
- **Downloads:** 1,215 (51.2% decrease YoY)
- **Phone Clicks:** 320 (15.3% decrease YoY)
- **Email Clicks:** 726 (286.2% increase YoY)

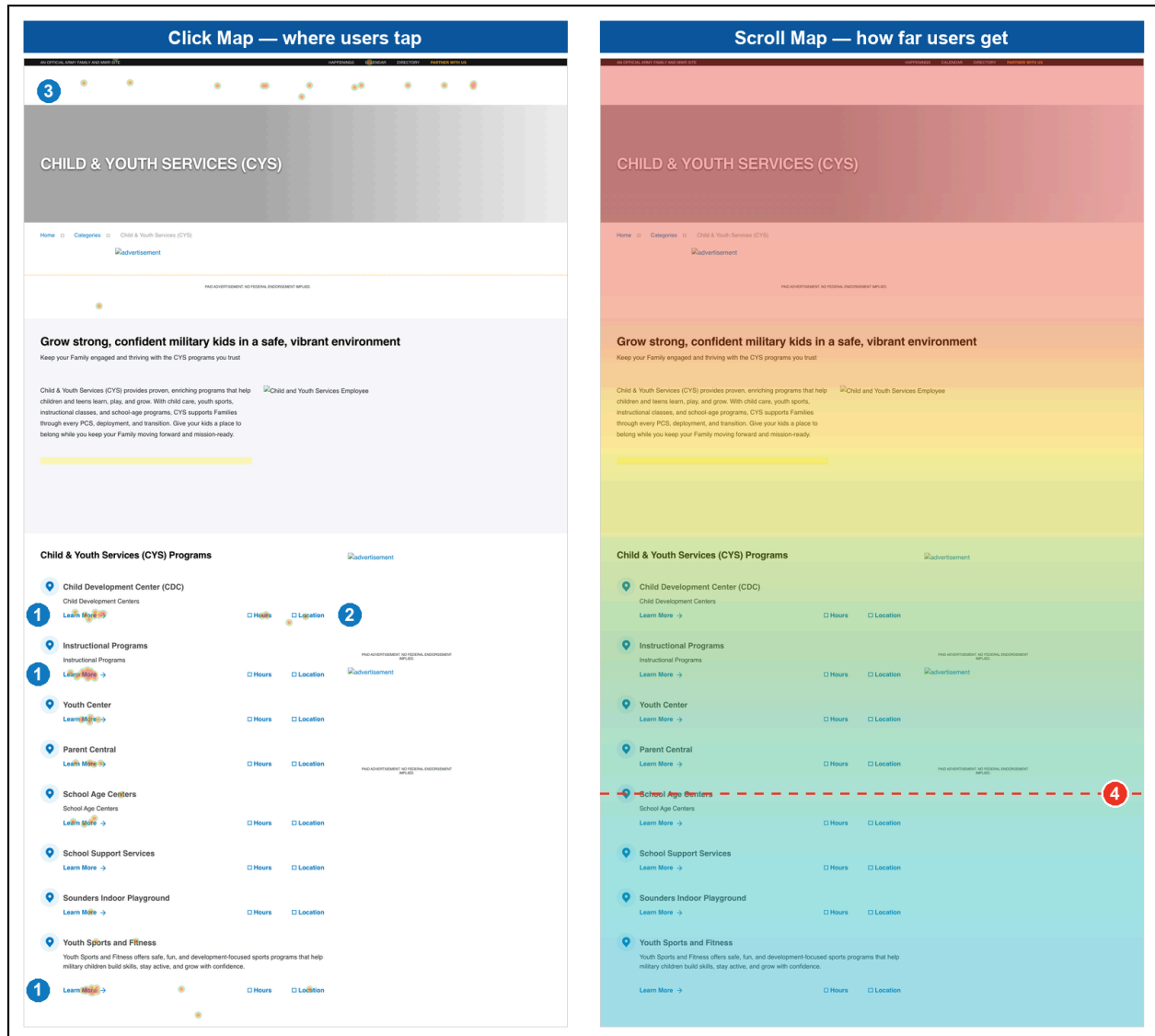
Recommendations

- Shift CYS promotion from retired local social accounts to channels the directive still allows. These include the consolidated garrison pages, command information newsletters, signage at CDCs, SACs, and youth centers, and email to registered families.
- Coordinate with the garrison public affairs office so CYS registration windows, sports seasons, and events are included in the approved consolidated social calendar.
- Track social as a context metric going forward, not a performance target. Annotate FY26 year-over-year reporting with the directive so the decline is not misread as a content problem.

Heatmaps

Visitors to the Child and Youth Services (CYS) landing page come to choose a program, and the click map shows they do exactly that. Clicks concentrate on the Learn More links in the program list, led by Instructional Programs, Child Development Center (CDC), and Youth Sports and Fitness. The Hours and Location links beside each program draw very few clicks. The scroll map shows strong reach through the introduction and the top half of the program list. Attention cools from School Age Centers downward, so School Support Services and Sounders Indoor Playground sit in the coolest part of the page. Youth Sports and Fitness still drew clicks from the bottom of the list, a sign of strong intent. A smaller share of clicks landed on the top navigation, where visitors jump to Happenings, Calendar, or Directory.

Figure 3: CYS Landing Page Heatmaps, Click and Scroll (JBLM, Since September 15)



KEY TO CALLOUTS

- ① Learn More links in the program list, the most-clicked elements on the page. Instructional Programs, CDC, and Youth Sports and Fitness lead.
- ② Hours and Location links beside each program, which draw very few clicks.
- ③ Top navigation links (Happenings, Calendar, and Directory), a secondary path off the page.
- ④ Point where scroll attention cools. Programs below it, including School Support Services and Sounders Indoor Playground, are seen by fewer visitors.

Recommendations

- Keep the Learn More links as the clear primary action, since they draw nearly all program clicks.
- Order the program list by demand. School Support Services drew 15,313 users this quarter but sits in the coolest part of the page.

Content

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

- 582 new pages were created across the enterprise site
- 79 pages were published under CYS

Table 2: New and Updated CYS Content, Q4 FY26 (79 items)

Program / Page	Items
Join Our Team!	2
Rock Climbing Classes	2
Army Family Action Plan	2
Teen Bowl Takeover	2
Little Sprouts in Motion	2
Youth Sports: Fall Sports Registration	2
CYS Youth Swim Program	2
Baumholder Fall Sports Coaches Needed	2
CYS Ballet Classes	2
Army Family Action Plan (AFAP)	2
CYS Youth Taekwondo Classes	2
Child & Youth Services (CYS)	2
Child Passenger Safety Awareness Week	1
Youth Center Fear Factor Night	1
Teen Babysitter's Course	1
Volunteer Youth Sports Coaches Needed	1
Youth Center Basketball Competition	1
CYS Winter Youth Sports 2026	1
CYS Time Assessment Survey	1
ODR: Fall Family Camp Out	1
Foundations of Boxing (HAAF)	1
Family and MWR Car Wash	1

Program / Page	Items
Volunteer as a Youth Sports Coach	1
New Parent Support Program: Baby Basics-the First Six Weeks	1
Youth Sports for Fall	1
Youth Sports & Fitness Survey	1
Oktoberfest sponsored by Qualified Recycling Program	1
Home School Canvas and Kinetics	1
Child & Youth Services	1
CYS Parents Day Out / Parents Night Out Events	1
Wrap Around Care for Universal Pre-K Students 2026-2027	1
CYS Rock Climbing for Ages 7-16	1
Cashless Operations Information	1
The Next Level Prep Program	1
Worldwide Day of Play	1
CYS Playgroup Canceled Aug 25 & 27	1
Youth Sports Coaches NEEDED!	1
About CYS	1
Parents As Partners	1
CYS Career Opportunities	1
MAPA: New App for MWR Events & Services	1
Military and Family Life Counselors	1
Volunteer Coach Recruitment	1
Back-To-School Backpack Giveaway	1
We Are Hiring. Join the MWR Family!	1
Parent Central Services	1
New Requirements for Attending Family Day & Graduation	1
Youth Sports T-Ball, Soccer and Start Smart Golf	1
AcroDance Classes	1
Part-time PRESCHOOL Enrichment Program	1
Fort Rucker Dance Class Registration Now Open!	1
Soaring into a New Year at SAC	1
Volunteer Cheer Coaches Wanted!	1
Get in the Know with the SLOs	1
Middle School & Teen (MST)	1
Youth Swim Lessons	1
Little Batters	1

Program / Page	Items
Part Time Preschool & Toddlers Program 2026-2027	1
Parent & Child Swim Lessons	1
Family and MWR Property of the Year Voting	1
Youth Basketball	1
CYS Part-Day Preschool	1
Child Supervision Guidelines	1
YFS - Jr. NBA Basketball Season Registration	1
Calling all Vendors for Winter1derland!	1
Basketball Skills & Conditioning Clinic	1
CYS Fall Festival	1

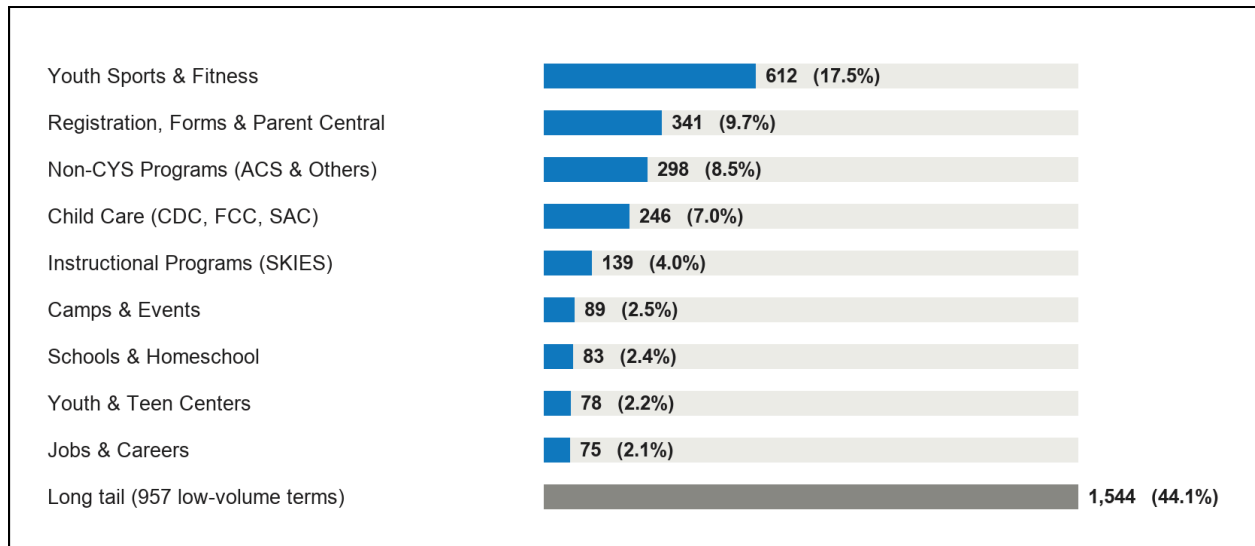
Recommendations

- Add clear meta titles and descriptions to new content so the new pages surface in search.

Search Analysis

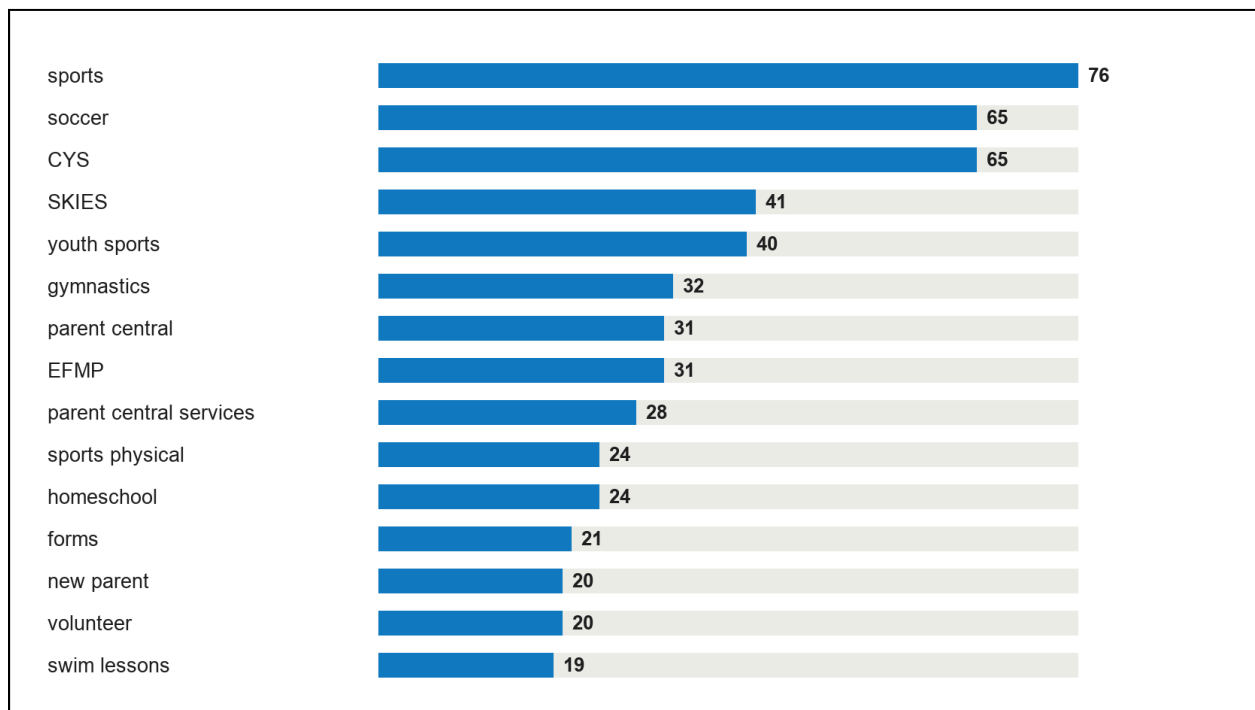
On-site search on Child and Youth Services (CYS) pages was specific and action-oriented. Visitors ran 3,505 searches this quarter across 1,665 distinct terms, an 8.3% decrease (QoQ). Bounce rates on the top terms stayed low, so search results are generally getting families where they need to go. Grouping the terms by intent shows families searching mainly to sign children up: for sports, for child care, and for the registration paperwork that comes with both.

Figure 4: CYS On-Site Searches by Theme, Q4 FY26



Youth Sports and Fitness was the leading theme by a wide margin (612 searches, 17.5% of volume), driven by sports, soccer, youth sports, gymnastics, and swim lessons. Registration, Forms, and Parent Central followed (341 searches, 9.7%), then searches for non-CYS programs (298, 8.5%) and Child Care (246, 7.0%). Instructional Programs, camps, schools, teen centers, and jobs each held 2% to 4%. Nearly half of all searches (1,544, 44.1%) fell into a long tail of 957 low-volume terms, typical for a program with many local offerings.

Figure 5: Top 15 CYS Search Terms, Q4 FY26



The top terms point to a few specific gaps where a small fix would serve many families:

- **Old program name still in use:** "SKIES" drew 41 searches, plus "skies unlimited," even though the program is now Instructional Programs. Families still search by the old name.
- **Registration split across many terms:** "parent central" (31), "parent central services" (28), "forms" (21), and "cys forms" (12) all describe the same registration task, spreading the demand across different results.
- **Sports physicals:** "sports physical" drew 24 searches, a specific registration requirement that needs a clear, findable answer.
- **ACS programs searched from CYS pages:** EFMP (31), New Parent Support (34 across two terms), volunteer (20), MFLC (18), and SFRG (13). These are ACS programs, but families looked for them while on CYS pages.

Table 3: CYS Search Themes, Top Terms, and Share of Volume, Q4 FY26

Theme	Top terms	Searches	Share
Youth Sports & Fitness	sports, soccer, youth sports, gymnastics, sports physical	612	17.5%
Registration, Forms & Parent Central	parent central, parent central services, forms, cys forms, webtrac	341	9.7%
Non-CYS Programs (ACS & Others)	EFMP, new parent, volunteer, MFLC, father	298	8.5%
Child Care (CDC, FCC, SAC)	parents night out, CDC, child care, SAC, hourly care	246	7.0%
Instructional Programs (SKIES)	SKIES, ballet, piano, dance, teaching strategies smart	139	4.0%
Camps & Events	summer camp, summer, camp, events, camps	89	2.5%
Schools & Homeschool	homeschool, school, school liaison, school support, homeschool pe	83	2.4%
Youth & Teen Centers	teen, youth center, teen center, middle school, youth center contact	78	2.2%
Jobs & Careers	careers, jobs, job fair, career, job	75	2.1%
Long tail (957 terms)	CYS, cys coordinator, auction, cpr, supervision	1,544	44.1%

Recommendations

- Keep "formerly SKIES" visible on the Instructional Programs page. Have installations set up "SKIES" as a Sticky Search (pinned search) term so the 41-plus searches for the

old name land on the right page. Setup steps are in the [Pinned Search Terms \(Sticky Search\) guide](#) in the Enterprise Web User's Manual.

- Cross-link the ACS programs families search for from CYS pages (EFMP, New Parent Support, and MFLC) so they can reach those services without starting over.

Child Development Centers (CDC)

Traffic

Child Development Centers (CDC) had a breakout quarter, with traffic more than doubling year over year. Total users rose 69.0% (YoY) to 28,174, and new users more than doubled, up 142.5% (YoY) to 14,375. Sessions rose 62.8% (YoY) to 35,338, and views rose 133.1% (YoY) to 43,531, with this year's daily views running well above last year's on every day of the quarter. The growth is consistent with the content standardization effort, which gave CDC a consistent structure of action tiles and dedicated topic pages. The main CDC page grew 61.3% (YoY), and the new topic pages drew their own audiences (Table 4).

Table 4: CDC Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Child Development Center (CDC)	28,678	61.3% increase
Contact	2,162	No prior-year data
Care Options	633	Near zero last year
Parent Resources	342	No prior-year data
Enrollment and Eligibility	306	No prior-year data
Special Programs and Partnerships	105	No prior-year data

Traffic Sources

Organic Search drove most of the audience with 20,046 users, meaning most parents found CDC by searching for child care. Direct followed with 5,720 users and Referral with 1,841. Organic Social contributed 272 users and AI Assistants 180. CDC is mobile-first: 59.1% of users were on mobile and 40.5% on desktop, so parents are often checking child care from a phone.

Engagement

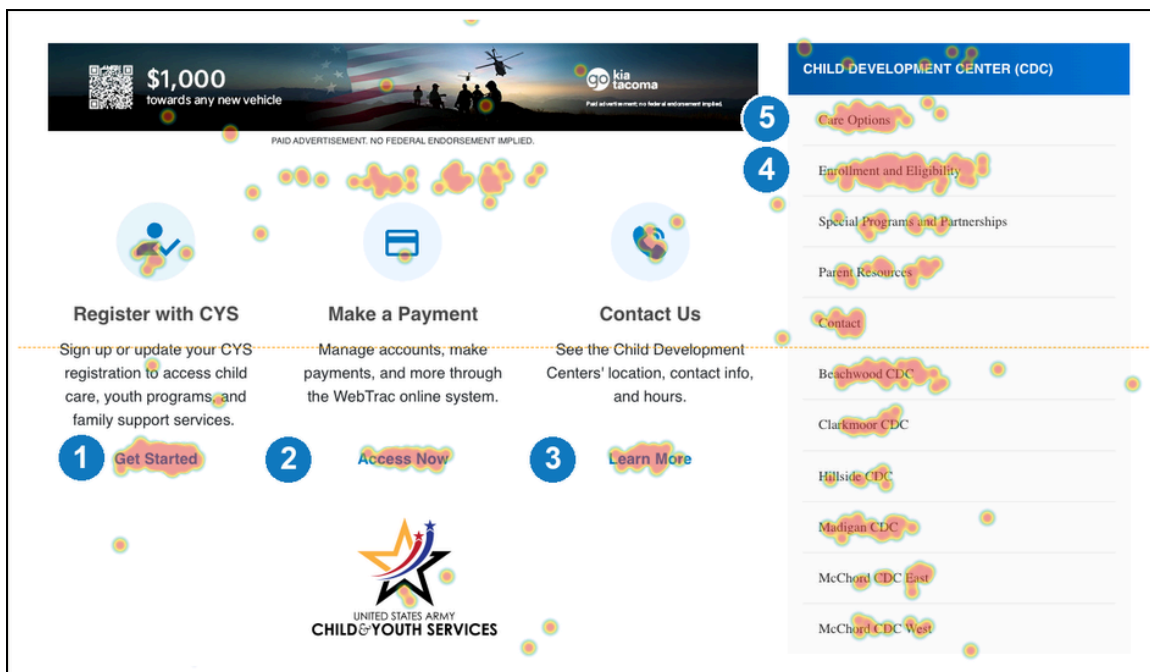
Engagement held strong as the audience grew. Average session time rose 5.5% (YoY) to 2:10, and engagement rate rose 1.6% (YoY) to 71%. Parents use the CDC page to start

enrollment. Get Started, under Register with CYS, was the most-clicked element at 8%. The sidebar links to two new topic pages followed: Enrollment and Eligibility (6%) and Care Options (5%). Access Now (Make a Payment), Learn More (Contact), and the individual CDC location links also drew steady clicks.

Figure 6: CDC Top Clicked Elements, Q4 FY26



Figure 7: CDC Click Heatmap, Top of Page (Desktop)



- ① Get Started link under Register with CYS, the most-clicked element on the page.
- ② Access Now link under Make a Payment, which opens WebTrac.
- ③ Learn More link under Contact Us.
- ④ Enrollment and Eligibility link in the sidebar.
- ⑤ Care Options link in the sidebar.

Recommendations

- Keep Register with CYS, Make a Payment, and Contact as the top three tiles, since they carry most of the clicks.

- Feature Enrollment and Eligibility and Care Options next to Get Started, since parents use them right alongside registration.
- Keep CDC pages optimized for search with clear titles, since organic search drives most of the audience.

Child Care Fee Assistance

Traffic

Child Care Fee Assistance grew steadily this quarter. Total users rose 33.8% (YoY) to 3,911, new users rose 45.9% (YoY) to 998, sessions rose 35.5% (YoY) to 4,484, and views rose 33.0% (YoY) to 5,264. Most of the traffic lands on the main armymwr.com page (2,314 users), with Bragg (195), Carson (107), and JBLM (92) the leading installation pages.

Traffic Sources

Organic Search led with 2,705 users, so families mostly find fee assistance by searching for help with child care costs. Direct followed with 804 users and Referral with 331. Organic Social contributed 98 users and AI Assistants 71. Mobile made up 54.2% of users and desktop 45.4%.

Engagement

Engagement was strong. Average session time rose 10.5% (YoY) to 2:05, and engagement rate rose 1.2% (YoY) to 78%, which shows families reading the eligibility and application details closely. Heatmap and Top Clicked Elements data are not available for this page.

Recommendations

- Keep eligibility rules and the application steps at the top of the page, since visitors read this content closely.
- Link Child Care Fee Assistance from the CYS child care pages, where families are already comparing care costs.

Family Child Care (FCC)

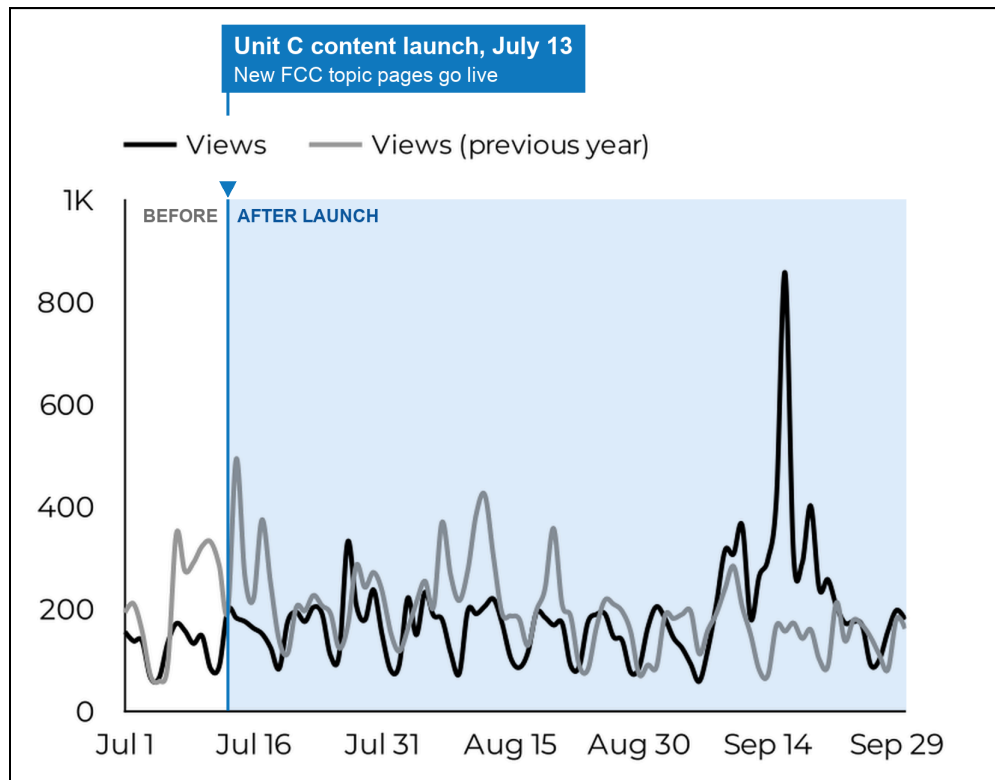
Traffic

Family Child Care (FCC) grew its audience this quarter, and the growth is consistent with the Unit C content restructure that launched July 13. Total users rose 7.1% (YoY) to 11,231, and new users rose 24.0% (YoY) to 5,759, while sessions fell 2.3% (YoY) to 12,606 and views fell 9.0% (YoY) to 16,614. More people found FCC, and each viewed fewer pages, as the new topic pages let visitors go straight to what they need (Table 5). Become an FCC Provider rose from almost no traffic to 611 users, a strong sign of provider recruitment interest. The trend line also shows a sharp one-day spike in mid-September.

Table 5: FCC Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Family Child Care	11,158	12.0% decrease
Become an FCC Provider	611	Near zero last year
Contact	390	No prior-year data
Rules and Regulations	368	No prior-year data
Resources and Support	213	No prior-year data
Overview	200	No prior-year data
Incentives and Bonuses for FCC Providers	187	No prior-year data

Figure 8: FCC Traffic Trend With Unit C Launch, Q4 FY26



Traffic Sources

Direct and Organic Search were nearly even, with 5,131 and 5,005 users. Referral brought 643 users, Organic Social 353, and AI Assistants 85. Desktop made up 57.7% of users and mobile 41.9%.

Engagement

Average session time fell 11.8% (YoY) to 2:09, and engagement rate fell 9.1% (YoY) to 61%. Shorter visits are expected now that the content is split into focused topic pages. Heatmap and Top Clicked Elements data are not yet available for FCC.

Recommendations

- Promote Become an FCC Provider and Incentives and Bonuses from the main FCC page to support provider recruitment.
- New heatmap tracking is now set up on the FCC pages. Next quarter's report will show how families use the new page layout.

Parent and Outreach Services (PO)

Traffic

Parent and Outreach Services (PO) grew strongly this quarter, led by first-time visitors. Total users rose 57.0% (YoY) to 12,034, and new users nearly doubled, up 96.8% (YoY) to 5,118. Sessions rose 41.0% (YoY) to 14,617, and views rose 52.9% (YoY) to 18,462. The growth is consistent with the content standardization effort. The main PO page grew 10.7% (YoY), while every topic page grew far faster, led by Fees and Programs for Children and Youth (Table 6).

Table 6: PO Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Parent Outreach Services	7,824	10.7% increase
Fees	1,660	977.9% increase
Programs for Children and Youth	1,564	314.9% increase
Contact	1,152	No prior-year data
Child Care Options	1,048	418.8% increase
Finding and Requesting Child Care	447	292.1% increase
Military Family Support and Relocation	320	178.3% increase
Special Needs and Accommodations	288	159.5% increase

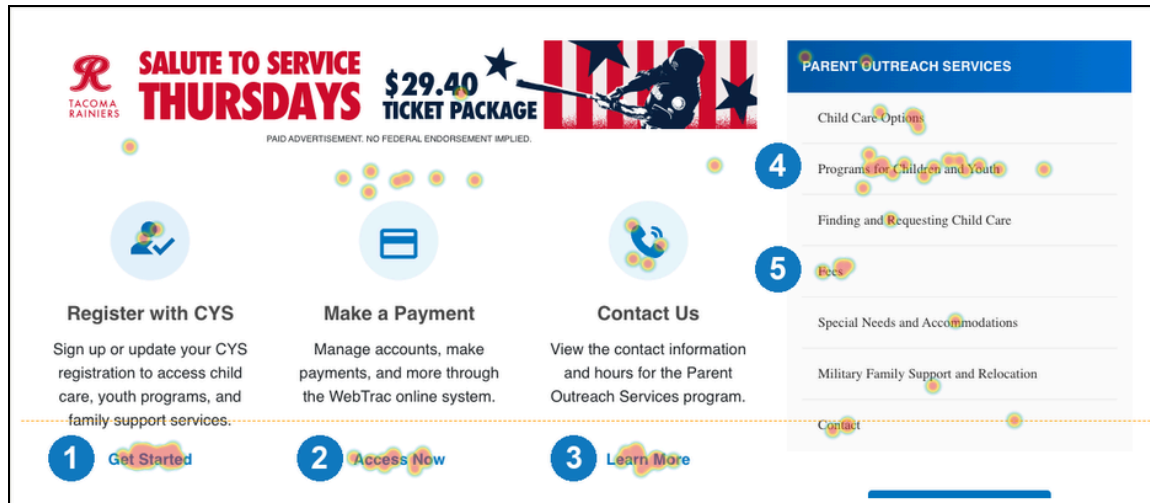
Traffic Sources

Organic Search led with 8,318 users, followed by Direct with 3,393. Referral brought 703 users, AI Assistants 213, and Organic Social 98. Users split almost exactly between desktop (50.1%) and mobile (49.6%).

Engagement

Engagement held steady as the audience grew. Average session time fell 4.6% (YoY) to 2:31, and engagement rate fell 2.6% (YoY) to 70%, both small changes on a much larger audience. The heatmap shows families acting on registration. Get Started, Access Now, and Learn More drew the most clicks, with the sidebar links to Programs for Children and Youth and Fees close behind.

Figure 9: PO Click Heatmap, Top of Page (Desktop)



- ① Get Started link under Register with CYS.
- ② Access Now link under Make a Payment.
- ③ Learn More link under Contact Us.
- ④ Programs for Children and Youth link in the sidebar.
- ⑤ Fees link in the sidebar.

Recommendations

- Keep Fees and Programs for Children and Youth prominent in the sidebar, since they are the fastest-growing topic pages.
- Keep the registration documents list (health screening, health assessment, and sports physical) current, since it supports the Get Started path.

School Age Centers (SAC)

Traffic

School Age Centers (SAC) more than doubled its audience this quarter. Total users rose 138.3% (YoY) to 12,931, and new users tripled, up 202.9% (YoY) to 5,876. Sessions rose 128.4% (YoY) to 16,539, and views rose 161.0% (YoY) to 21,435. The growth is consistent with the content standardization effort, and the trend line shows this year's daily views running well above last year's throughout the back-to-school season. The main SAC page more than doubled, and the new topic pages added their own audiences (Table 7).

Table 7: SAC Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
School Age Centers	12,059	119.7% increase
Registration and Fees	1,931	No prior-year data
Contact	1,196	No prior-year data
Programs and Services	755	No prior-year data
Transportation	585	No prior-year data
Accreditation & Quality	205	No prior-year data

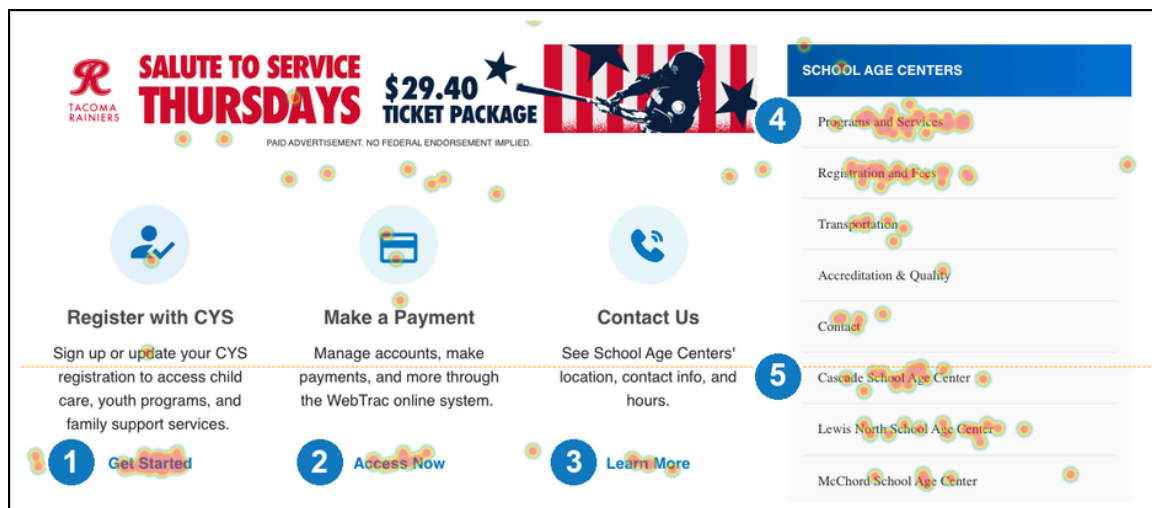
Traffic Sources

Organic Search led with 7,346 users, followed by Direct with 5,463. Referral brought 768 users, Organic Social 126, and AI Assistants 84. Desktop made up 55.9% of users and mobile 43.7%.

Engagement

Average session time fell 8.2% (YoY) to 2:24, and engagement rate fell 16.6% (YoY) to 58%. A tripling of new visitors arriving for one task, such as fees, registration, or transportation, likely explains the dip. The heatmap shows the sidebar links to Programs and Services and the individual SAC locations drew the most attention, along with the three action tiles.

Figure 10: SAC Click Heatmap, Top of Page (Desktop)



- ① Get Started link under Register with CYS.
- ② Access Now link under Make a Payment.
- ③ Learn More link under Contact Us.
- ④ Programs and Services link in the sidebar, the most-clicked sidebar item.
- ⑤ Individual School Age Center location links.

Recommendations

- Keep Registration and Fees and Transportation easy to reach, since families need them at the start of the school year.
- Add before- and after-school hours to each SAC location link, since visitors click locations directly.

School Support Services (SSS)

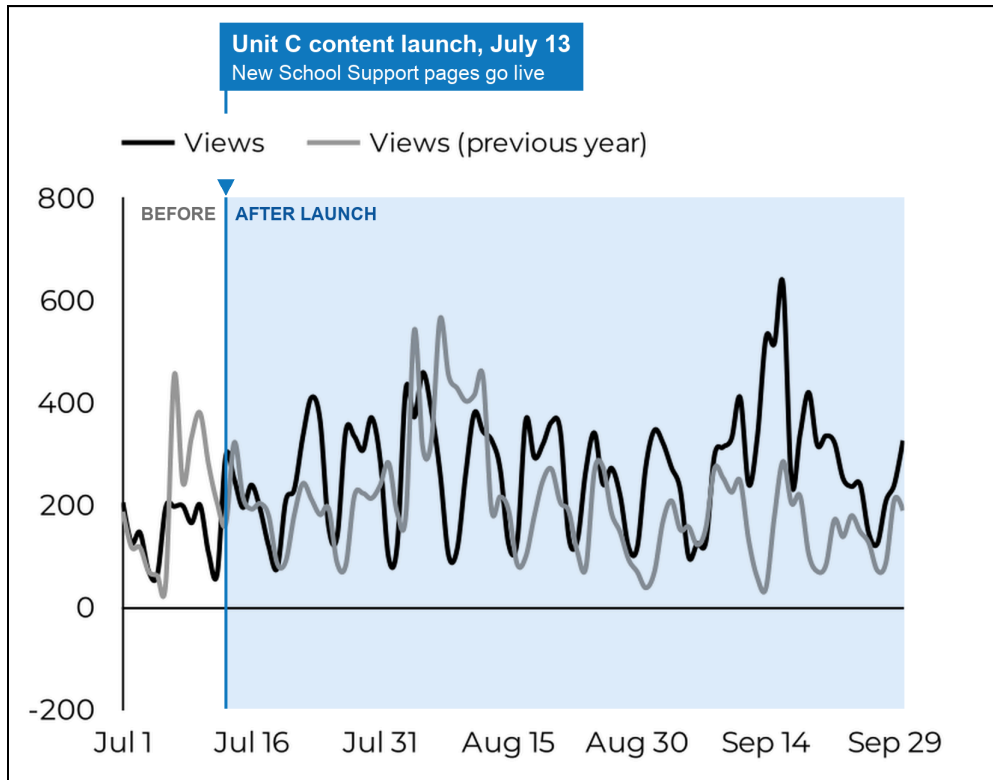
Traffic

School Support Services (SSS) grew on every audience measure this quarter, and the growth is consistent with the Unit C content restructure that launched July 13. Total users rose 25.6% (YoY) to 15,313, new users rose 38.0% (YoY) to 8,456, sessions rose 26.7% (YoY) to 18,289, and views rose 27.4% (YoY) to 23,435. The main SSS page held steady, up 2.9% (YoY), while the topic pages grew sharply (Table 8). Youth Sponsorship Program rose 1,345.7% (YoY) and Finding a School rose 448.9% (YoY).

Table 8: SSS Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
School Support Services	13,541	2.9% increase
Contact	1,351	No prior-year data
Finding a School	966	448.9% increase
Public Schools	644	No prior-year data
Youth Sponsorship Program	506	1,345.7% increase

Figure 11: SSS Traffic Trend With Unit C Launch, Q4 FY26



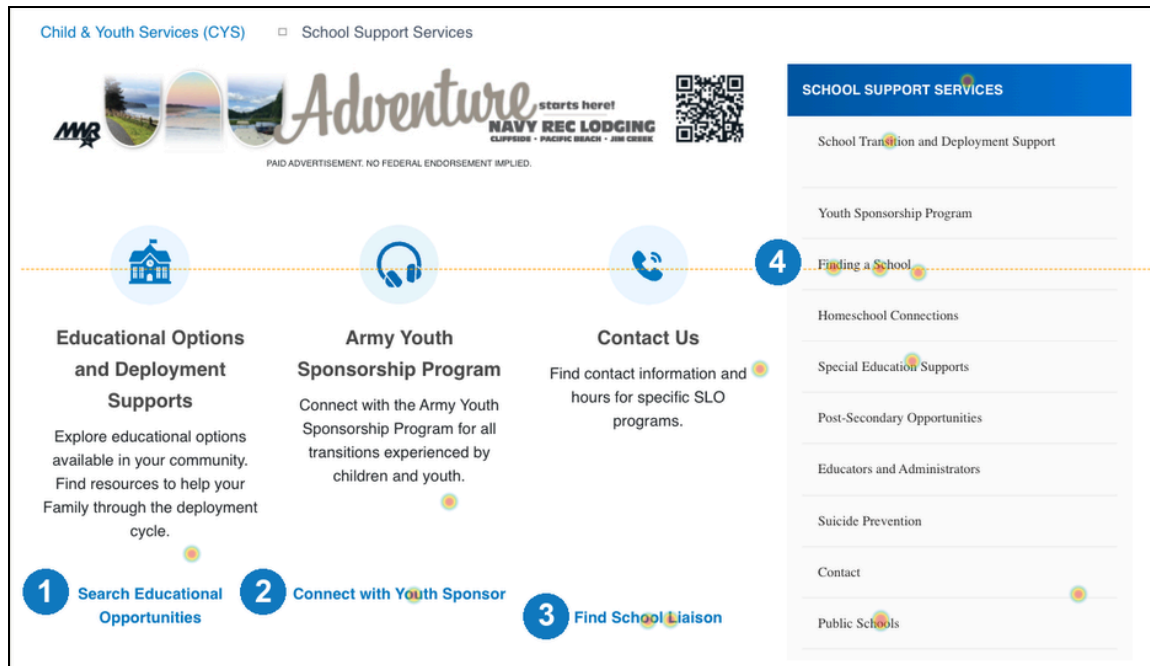
Traffic Sources

Direct led with 9,201 users, followed by Organic Search with 5,078. Referral was unusually strong at 2,226 users, a sign that partner sites are sending families to SSS. Organic Social contributed 385 users and AI Assistants 97. SSS is heavily desktop: 70.1% of users were on desktop and 29.6% on mobile.

Engagement

Average session time rose 5.3% (YoY) to 2:21, while engagement rate fell 15.0% (YoY) to 54%. Families who engage are reading longer, while more first-time visitors leave after one page. Heatmap tracking started September 15, so the click data is an early signal. Clicks fell on Search Educational Opportunities, Connect with Youth Sponsor, Find School Liaison, and the Finding a School sidebar link.

Figure 12: SSS Click Heatmap (Desktop, Since September 15)



- ① Search Educational Opportunities link.
- ② Connect with Youth Sponsor link.
- ③ Find School Liaison link.
- ④ Finding a School link in the sidebar.

Recommendations

- Promote Finding a School and the Youth Sponsorship Program from the main page, since both grew sharply.
- Make Find School Liaison the most visible action, since families moving with children need a person to contact.

Youth Centers

Traffic

Youth Centers more than doubled their views this quarter. Total users rose 56.6% (YoY) to 13,275, new users rose 84.9% (YoY) to 5,576, sessions rose 49.4% (YoY) to 16,383, and views rose 102.7% (YoY) to 24,399. The growth is consistent with the content standardization effort, which added topic pages for clubs, leadership, recreation, and registration (Table 9).

Table 9: Youth Centers Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Youth Center	15,260	81.7% increase
Recreation and Leisure	497	34.7% increase
Leadership and Clubs	441	No prior-year data
Contact	381	No prior-year data
Volunteer and Community Service	325	No prior-year data
Academic and Career Support	294	No prior-year data
How to Register	45	No prior-year data

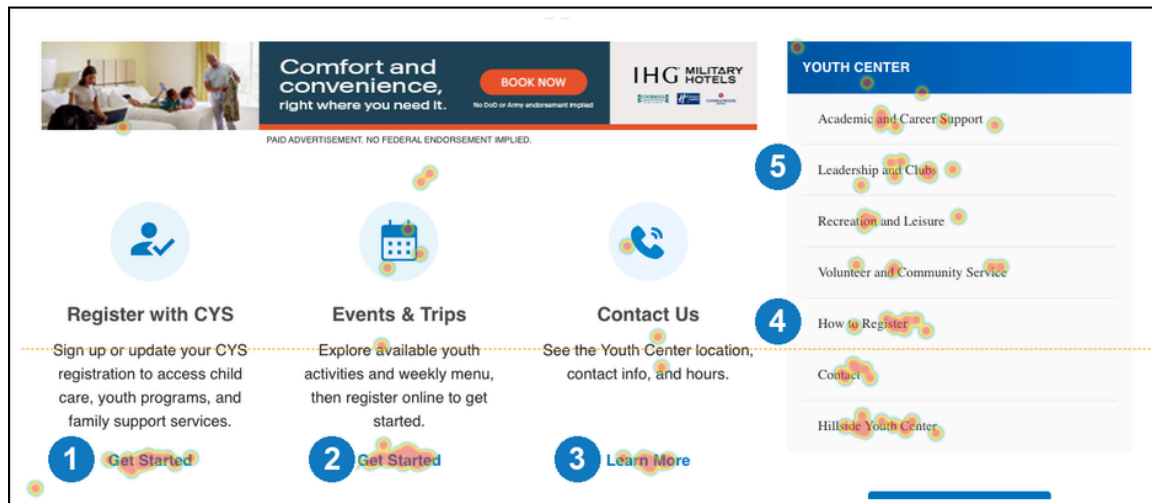
Traffic Sources

Organic Search led with 8,081 users, followed by Direct with 5,977. Referral brought 488 users, Organic Social 288, and AI Assistants 63. Desktop made up 53.9% of users and mobile 45.7%.

Engagement

Average session time fell 21.9% (YoY) to 2:03, while engagement rate held at 66%, a 1.9% decrease (YoY). Visitors are finding what they need faster. The three action tiles (Register with CYS, Events and Trips, and Contact) drew the most clicks. The sidebar links to How to Register and Leadership and Clubs were close behind.

Figure 13: Youth Centers Click Heatmap, Top of Page (Desktop)



- ① Get Started link under Register with CYS.
- ② Get Started link under Events and Trips.
- ③ Learn More link under Contact Us.
- ④ How to Register link in the sidebar.

- ⑤ Leadership and Clubs link in the sidebar.

Recommendations

- Keep Events and Trips prominent, since teens and parents use it to plan activities.

Youth Sports and Fitness

Traffic

Youth Sports and Fitness is the largest CYS program, and it grew strongly this quarter. Total users rose 39.6% (YoY) to 36,507, new users rose 36.3% (YoY) to 14,918, sessions rose 31.3% (YoY) to 50,806, and views rose 75.1% (YoY) to 91,475. Views grew far faster than users, so families are moving through several pages per visit. The new topic pages drove that depth, led by Sports and Activities Offered and Register and Get Started (Table 10).

Table 10: Youth Sports and Fitness Top Pages by Total Users, Q4 FY26

Page	Total Users	Change (YoY)
Youth Sports and Fitness	36,288	24.3% increase
Sports and Activities Offered	12,312	2,845.5% increase
Register and Get Started	3,101	1,652.0% increase
Contact	2,664	No prior-year data
Fees	1,837	937.9% increase
Volunteer and Coaching Opportunities	1,087	592.4% increase
Parent and Participant Expectations	440	556.7% increase

Traffic Sources

Organic Search led with 22,673 users, followed by Direct with 11,537. Organic Social was a strong third channel with 2,879 users, so social still drives meaningful traffic to Youth Sports after the account consolidation under Army Directive 2026-17. Referral brought 1,153 users and AI Assistants 210. Youth Sports is mobile-first: 58.9% of users were on mobile and 40.7% on desktop.

Engagement

Engagement strengthened along with traffic: engagement rate rose 5.5% (YoY) to 73%. The heatmap shows families acting on registration and scheduling.

The sidebar links to Register and Get Started and Sports and Activities Offered drew the heaviest clicks, followed by the three action tiles (Register with CYS, Sports Calendar, and Contact).

Figure 14: Youth Sports and Fitness Click Heatmap, Top of Page (Desktop)



- ① Get Started link under Register with CYS.
- ② Learn More link under Sports Calendar.
- ③ Learn More link under Contact Us.
- ④ Register and Get Started link in the sidebar.
- ⑤ Sports and Activities Offered link in the sidebar.

Recommendations

- Keep Sports and Activities Offered and Register and Get Started at the top of the sidebar, since they carry most of the clicks.
- Post season registration dates on the Sports Calendar early, since families plan around it.
- Continue recruiting volunteer coaches through the Volunteer and Coaching Opportunities page, which grew 592.4% (YoY).

CYS Careers

Traffic

CYS Careers traffic declined this quarter. Total users fell 36.9% (YoY) to 1,811, new users fell 23.4% (YoY) to 1,251, sessions fell 35.2% (YoY) to 2,333, and views fell 35.5% (YoY) to 2,684.

Daily views held between roughly 10 and 60 throughout the quarter, with no campaign spikes. That points to less active recruitment promotion rather than a change on the page.

Traffic Sources

Organic Search led with 800 users, followed closely by Direct with 693. Referral brought 245 users, Organic Social 59, and Unassigned 19. CYS Careers is mobile-first: 64.5% of users were on mobile and 34.7% on desktop, so job seekers are browsing from a phone.

Engagement

Engagement rate held at 67%, a 3.0% decrease (YoY). Job seekers who reach the page act on it: 805 clicked through to USAJOBS.gov, 226 downloaded the CYS Career Guide, and 24 downloaded the Rack Card. Heatmap data is not available for CYS Careers.

Recommendations

- Restart recruitment promotion, such as job fairs and hiring events, through the consolidated installation social account and partner sites to rebuild traffic.