

# Program Roll-Up

| Program                              | Total Users | New Users | Sessions | Engagement Rate |
|--------------------------------------|-------------|-----------|----------|-----------------|
| Army Family Team Building            | 1,322       | 657       | 1,592    | 64.7%           |
| Army Family Action Plan              | 1,536       | 694       | 1,788    | 62.53%          |
| Army Family Web Portal               | 218         | 95        | 240      | 67.08%          |
| Army Volunteer Corps                 | 3,293       | 1,982     | 3,974    | 70.99%          |
| Exceptional Family Member Program    | 9,164       | 6,374     | 11,967   | 58.47%          |
| Information and Referral             | 775         | 235       | 920      | 72.83%          |
| MD&SSO                               | 2,731       | 1,633     | 3,040    | 58.03%          |
| Relocation Readiness                 | 4,301       | 2,395     | 5,415    | 66.13%          |
| Survivor Outreach Services           | 3,364       | 2,323     | 4,000    | 58.45%          |
| Soldier and Family Assistance Center | 1,693       | 618       | 1,921    | 75.27%          |



# Program Roll-Up

| PROGRAM   | Total Users | New Users | Sessions | Engagement Rate        |
|---|-------------|-----------|----------|------------------------|
| <b>Employment Readiness</b>                                 |             |           |          |                        |
| Employment Readiness Program                                | 58,444      | 38,191    | 70,691   | 66.8%                  |
| Army Spouse Employment,<br>Career and Education Information | 4,781       | 442       | 5,729    | 84.03%                 |
|   |             |           |          |                        |
| Family Advocacy Program                                     | Total Users | New Users | Sessions | <b>Engagement Rate</b> |
| Family Advocacy Program                                     | 10,057      | 6,115     | 12,883   | 59.8%                  |
| New Parent Support Program                                  | 1,840       | 815       | 2,352    | 60.37%                 |
| Victim Advocacy Program                                     | 1,414       | 698       | 1,688    | 60.25%                 |
|   |             |           |          |                        |
| Financial Readiness Program                                 | Total Users | New Users | Sessions | <b>Engagement Rate</b> |
| Financial Readiness Program                                 | n 9,176     | 5,138     | 12,244   | 63.28%                 |
| Army Emergency Relief                                       | 6,635       | 4,075     | 9,342    | 61.68%                 |



# Happenings Roll-Up

|                                  | Total users | New users | Sessions • | Engagement ra |
|----------------------------------|-------------|-----------|------------|---------------|
| Military Spouse Appreciation Day | 142         | 52        | 187        | 61.5%         |
| Volunteer Appreciation Week      | 23          | 7         | 26         | 80.77%        |
| Child Abuse Prevention Month     | 23          | 12        | 27         | 81.48%        |
| Memorial Day                     | 128         | 57        | 136        | 77.21%        |
| Gold Star Spouses                | 20          | 9         | 26         | 57.69%        |



# Happenings Roll-Up

|                              | Total users | New users | Sessions • | Engagement ra |
|------------------------------|-------------|-----------|------------|---------------|
| Gold Star Children's Day     | 74          | 29        | 78         | 69.23%        |
| Gold Star Mothers & Families | 105         | 49        | 126        | 73.81%        |



# **Army Community Service**

Views

195,639

Visits (pageviews) to your page

Engagement rate

59%

Average time people are engaged on your website

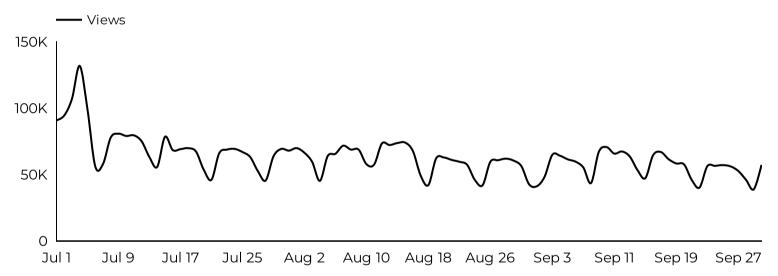
Total users

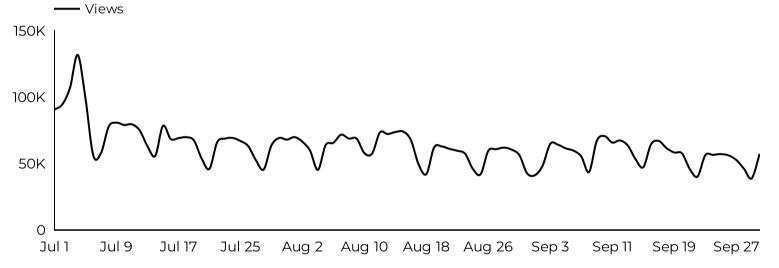
105,114

The total number of users who visited your website

# What programs are users visiting?

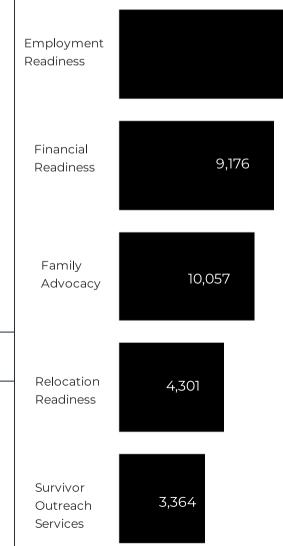
58,444





# Visits from social media.

| Social Media | Total users 🕶 |
|--------------|---------------|
| Facebook     | 484           |
| Other        | 23            |
| YouTube      | 22            |
| Instagram    | 7             |
| LinkedIn     | 1             |





# Army Family Team Building (AFTB)

Views 1,907 **1** 5.7%

Sessions 1,592 Total users 1,322

New users 657

**★** 33.5%

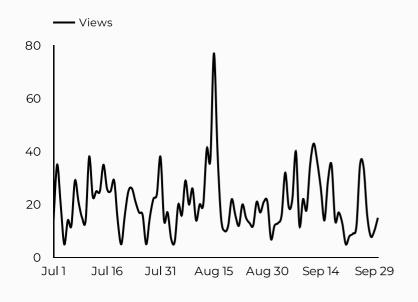
Avg. Session Time Engagement rate 01:57

**45.8%** 

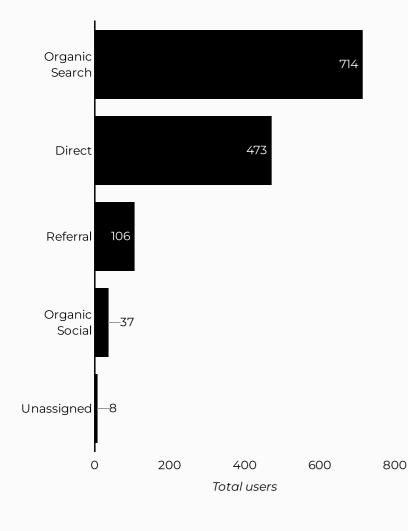
65%

**1** 95.3%

### How is site traffic trending?



### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

| Installation           | Total users 🕶 |
|------------------------|---------------|
| www.armymwr.com        | 730           |
| bliss.armymwr.com      | 127           |
| campbell.armymwr.com   | 83            |
| cavazos.armymwr.com    | 63            |
| carson.armymwr.com     | 46            |
| hawaii.armymwr.com     | 42            |
| eisenhower.armymwr.com | 28            |
| humphreys.armymwr.com  | 24            |
| jackson.armymwr.com    | 24            |
| knox.armymwr.com       | 20            |

| Session source          | Total users 🕶 |
|-------------------------|---------------|
| google                  | 614           |
| (direct)                | 473           |
| bing                    | 81            |
| home.army.mil           | 43            |
| m.facebook.com          | 16            |
| yahoo                   | 13            |
| l.facebook.com          | 12            |
| safe.menlosecurity.com  | 11            |
| armyfamilywebportal.com | 9             |
| (not set)               | 8             |

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# Army Family Action Plan (AFAP)

Views **2,341** 

**\$** 41.9%

Sessions 1,788

Total users 1,536

Compared Y-o-Y

New users 694

**★** 53.5%

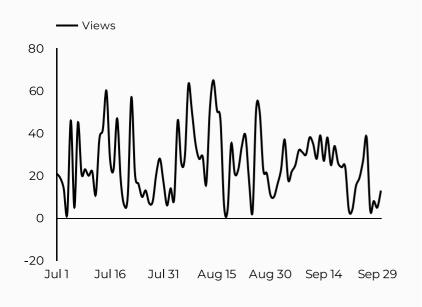
Avg. Session Time Engagement rate

01:54

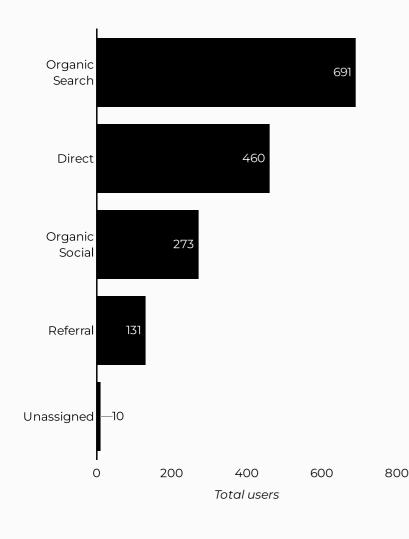
63%

**\$** 81.5%

#### How is site traffic trending?



### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

| Installation          | Total | % Δ        |
|-----------------------|-------|------------|
| www.armymwr.com       | 563   | 16.6% 🛊    |
| wiesbaden.armymwr.com | 274   | 19.7% 🛊    |
| belvoir.armymwr.com   | 120   | 5,900.0% 🛊 |
| campbell.armymwr.com  | 62    | -          |
| bliss.armymwr.com     | 52    | 6.1% 🛊     |
| carlisle.armymwr.com  | 43    | 30.3% 🛊    |
| carson.armymwr.com    | 41    | 2.5% 🛊     |
| drum.armymwr.com      | 38    | 850.0% 🛊   |
| sill.armymwr.com      | 33    | 17.9% 🛊    |
| cavazos.armymwr.com   | 29    | -14.7% 🖡   |
|                       |       |            |

| Session source            | Total users ▼ |
|---------------------------|---------------|
| google                    | 602           |
| (direct)                  | 460           |
| m.facebook.com            | 178           |
| bing                      | 75            |
| home.army.mil             | 44            |
| lm.facebook.com           | 35            |
| l.facebook.com            | 34            |
| facebook.com              | 24            |
| army.mil                  | 14            |
| installations.militaryone | 13            |

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# Army Family Web Portal (AFWP)

Views 232 **1**0.0% **1**  Sessions 240 **23.1%** 

Total users 218 **19.8% 19.8** Compared Y-o-Y

New users 95 **≜** 8.0%

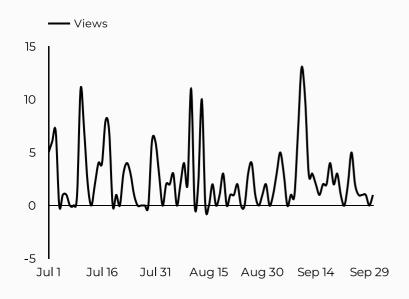
Avg. Session Time Engagement rate 01:24

-21.0%

67%

**★** 74.4%

### How is site traffic trending?

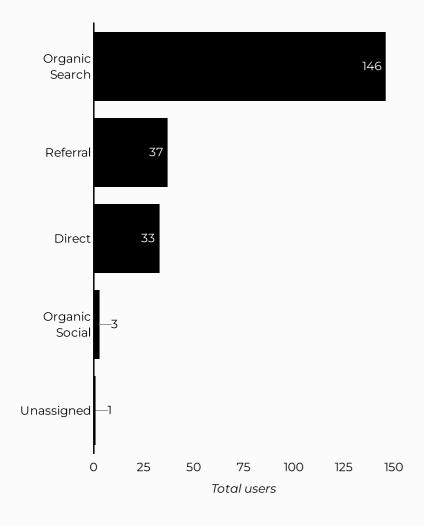


#### **Top US Army Installations**

Sorted by Total Users

| Installation         | Total users ▼ |
|----------------------|---------------|
| www.armymwr.com      | 186           |
| training.armymwr.com | 15            |
| cavazos.armymwr.com  | 13            |
| jblm.armymwr.com     | 6             |

# Which channels are driving traffic?



| Session source             | Total users ▼ |
|----------------------------|---------------|
| google                     | 119           |
| (direct)                   | 33            |
| myarmybenefits.us.army.mil | 20            |
| bing                       | 18            |
| home.army.mil              | 9             |
| duckduckgo                 | 4             |
| yahoo                      | 3             |
| army.mil                   | 2             |
| ecosia.org                 | 2             |
| l.facebook.com             | 2             |

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# Army Volunteer Corps (AVC)

Views 4,583

Sessions 3,974

Total users 3,293

107.9% Compared Y-o-\

Avg. Session Tin

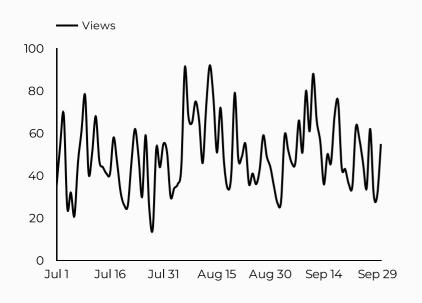
**₹** -17.3%

Avg. Session Time Engagement rate

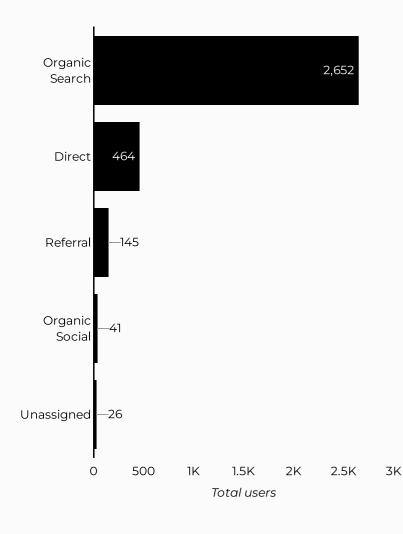
71%

**±** 41.2%

#### How is site traffic trending?



#### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

| Installation           | Total users ▼ |
|------------------------|---------------|
| www.armymwr.com        | 1,494         |
| carson.armymwr.com     | 284           |
| bliss.armymwr.com      | 214           |
| humphreys.armymwr.com  | 198           |
| campbell.armymwr.com   | 154           |
| eisenhower.armymwr.com | 139           |
| cavazos.armymwr.com    | 138           |
| hawaii.armymwr.com     | 131           |
| wiesbaden.armymwr.com  | 117           |
| jackson.armymwr.com    | 85            |

| Session source         | Total users ▼ |
|------------------------|---------------|
| google                 | 2,409         |
| (direct)               | 464           |
| bing                   | 202           |
| home.army.mil          | 71            |
| yahoo                  | 29            |
| (not set)              | 26            |
| l.facebook.com         | 14            |
| m.facebook.com         | 14            |
| armyfamilywebportal.co | 13            |
| safe.menlosecurity.com | 12            |



### Employment Readiness Program (ERP)

Views 91,645

Sessions **70,691** 

Total users 58,444

\$ 40.3% Compared Y-o-

New users 38,191

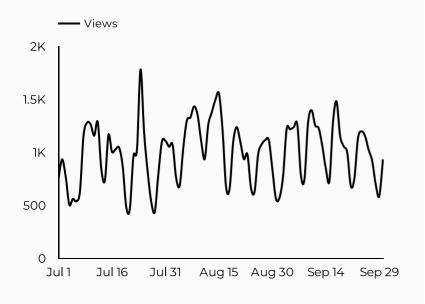
02:08

Avg. Session Time Engagement rate

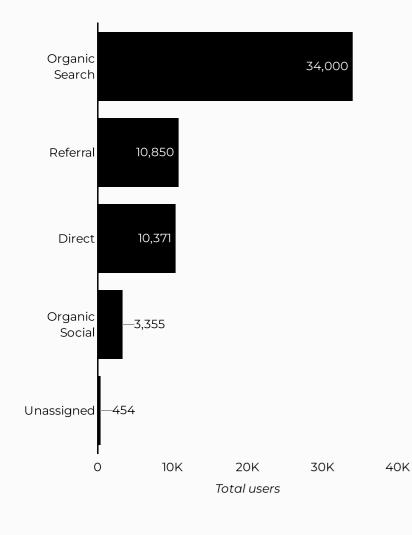
67%

**★** 50.9%

#### How is site traffic trending?



### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

| Installation              | Total users 🔻 |
|---------------------------|---------------|
| www.armymwr.com           | 25,803        |
| jblm.armymwr.com          | 5,279         |
| hawaii.armymwr.com        | 3,289         |
| redstone.armymwr.com      | 2,922         |
| bliss.armymwr.com         | 2,440         |
| stewarthunter.armymwr.com | 2,301         |
| carson.armymwr.com        | 1,532         |
| liberty.armymwr.com       | 1,337         |
| humphreys.armymwr.com     | 1,312         |
| jackson.armymwr.com       | 1,206         |

| Session source            | Total users 🕶 |
|---------------------------|---------------|
| google                    | 30,717        |
| (direct)                  | 10,371        |
| syndicated search. goog   | 6,376         |
| bing                      | 2,542         |
| m.facebook.com            | 2,237         |
| home.army.mil             | 1,377         |
| yahoo                     | 545           |
| usajobs.gov               | 540           |
| lm.facebook.com           | 495           |
| installations.militaryone | 436           |

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#### Army Spouse Employment, Career and Education Information

Views 6,136 Sessions

Total users

4,781

Compared Y-o-Y

New users

442

02:00

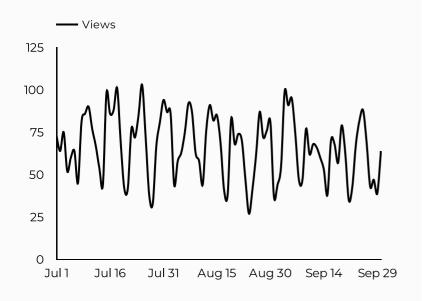
**₹** -8.2%

Avg. Session Time Engagement rate

84%

**293.8**%

### How is site traffic trending?

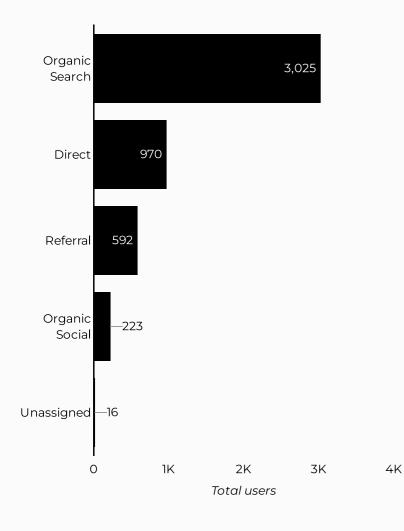


#### **Top US Army Installations**

Sorted by Total Users

| Installation    | Total users 🕶 |
|-----------------|---------------|
| www.armymwr.com | 4,781         |

### Which channels are driving traffic?



| Session source                      | Total users ▼ |
|-------------------------------------|---------------|
| google                              | 2,773         |
| (direct)                            | 970           |
| home.army.mil                       | 284           |
| bing                                | 197           |
| m.facebook.com                      | 129           |
| installations.militaryonesource.mil | 89            |
| l.facebook.com                      | 57            |
| yahoo                               | 35            |
| usajobs.gov                         | 33            |
| military.com                        | 26            |



#### Exceptional Family Member Program (EFMP)

Sessions 11,967

Total users 9,164

New users **6,374 1**7.6%

Avg. Session Time Engagement rate

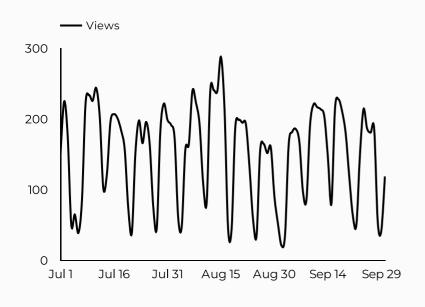
02:17

**₹ -17.1**%

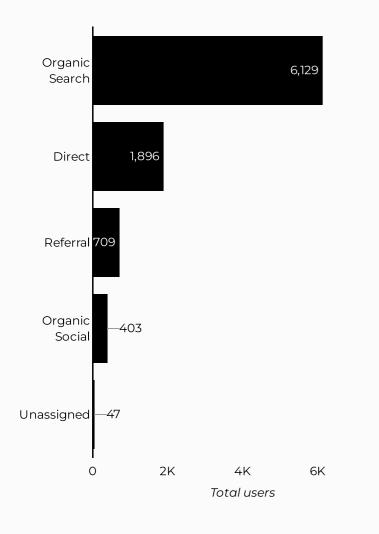
igagement rat 58%

**20.1%** 

How is site traffic trending?



# Which channels are driving traffic?



8K

#### **Top US Army Installations**

Sorted by Total Users

| bliss.armymwr.com      | 345 |
|------------------------|-----|
| hawaii.armymwr.com     | 326 |
| www.armymwr.com        | 801 |
| cavazos.armymwr.com    | 780 |
| jblm.armymwr.com       | 752 |
| carson.armymwr.com     | 544 |
| moore.armymwr.com      | 422 |
| campbell.armymwr.com   | 416 |
| liberty.armymwr.com    | 349 |
| eisenhower.armymwr.com | 288 |

| Session source            | Total users 🕶 |
|---------------------------|---------------|
| google                    | 5,621         |
| (direct)                  | 1,896         |
| bing                      | 482           |
| m.facebook.com            | 228           |
| home.army.mil             | 148           |
| installations.militaryone | 136           |
| myarmybenefits.us.army    | 110           |
| facebook.com              | 83            |
| l.facebook.com            | 57            |
| safe.menlosecurity.com    | 51            |



## Family Advocacy Program (FAP)

Views 15,042

**★** 38.2%

Sessions 12,883 Total users

10,057

New users 6,115

**★** 35.7%

Avg. Session Time Engagement rate

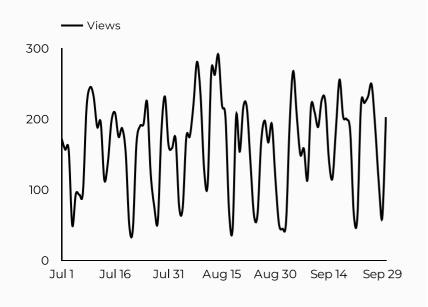
**३** -16.4%

02:07

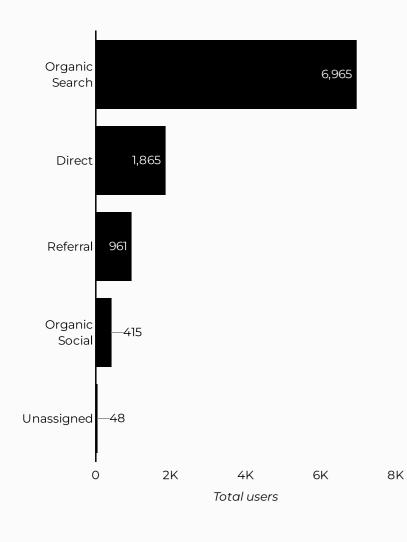
60%

**★** 31.7%

#### How is site traffic trending?



# Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

| Installation            | Total users 🔻 |
|-------------------------|---------------|
| www.armymwr.com         | 2,501         |
| bliss.armymwr.com       | 1,279         |
| jblm.armymwr.com        | 868           |
| cavazos.armymwr.com     | 688           |
| campbell.armymwr.com    | 528           |
| hawaii.armymwr.com      | 516           |
| moore.armymwr.com       | 426           |
| wiesbaden.armymwr.com   | 372           |
| humphreys.armymwr.com   | 344           |
| grafenwoehr.armymwr.com | 176           |
|                         |               |

| Session source            | Total users ▼ |
|---------------------------|---------------|
| google                    | 6,282         |
| (direct)                  | 1,865         |
| bing                      | 556           |
| home.army.mil             | 365           |
| m.facebook.com            | 260           |
| installations.militaryone | 188           |
| safe.menlosecurity.com    | 81            |
| yahoo                     | 62            |
| army.mil                  | 55            |
| facebook.com              | 50            |

# New Parent Support Program (NPSP)

Views 2,856 **\$** 95.5%

Sessions 2,352

Total users 1,840

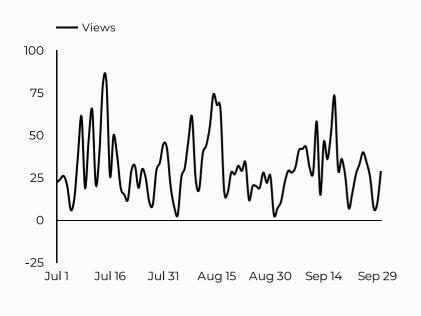
New users 815 **\$** 99.8%

Avg. Session Time Engagement rate 01:52

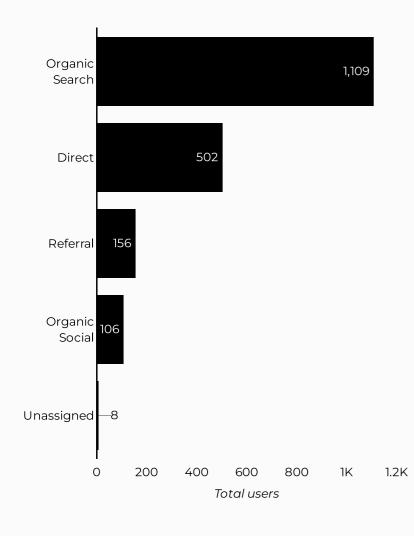
60%

**-38.6**% **1** 59.2%

### How is site traffic trending?



# Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

| Installation           | Total users 🕶 |
|------------------------|---------------|
| www.armymwr.com        | 265           |
| cavazos.armymwr.com    | 191           |
| campbell.armymwr.com   | 154           |
| hawaii.armymwr.com     | 148           |
| stuttgart.armymwr.com  | 118           |
| moore.armymwr.com      | 95            |
| eisenhower.armymwr.com | 86            |
| bliss.armymwr.com      | 77            |
| novosel.armymwr.com    | 49            |
| sill.armymwr.com       | 49            |
|                        |               |

| Session source                      | Total users ▼ |
|-------------------------------------|---------------|
| google                              | 989           |
| (direct)                            | 502           |
| bing                                | 98            |
| m.facebook.com                      | 57            |
| installations.militaryonesource.mil | 52            |
| home.army.mil                       | 48            |
| l.facebook.com                      | 16            |
| armyresilience.army.mil             | 15            |
| facebook.com                        | 15            |
| yahoo                               | 15            |

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# Victim Advocacy Program (VAP)

Sessions 1,688

Total users 1,414

42.3% Compared Y-o-Y

New users 698

**1 27.1**%

Avg. Session Time Engagement rate

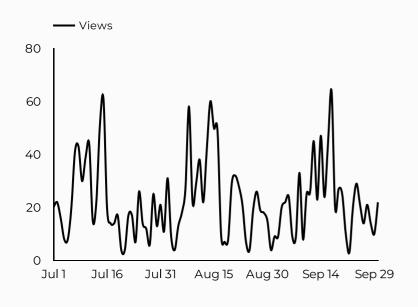
01:44

-34.2%

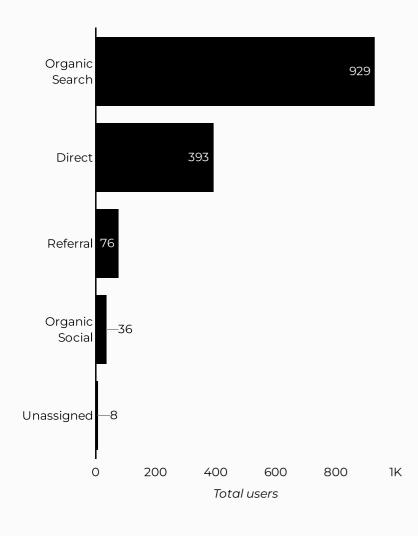
gagement rat 60%

**\$** 42.7%

#### How is site traffic trending?



### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

| Installation            | Total users ▼ |
|-------------------------|---------------|
| www.armymwr.com         | 316           |
| carson.armymwr.com      | 177           |
| hawaii.armymwr.com      | 126           |
| cavazos.armymwr.com     | 122           |
| redstone.armymwr.com    | 59            |
| grafenwoehr.armymwr.com | 48            |
| meade.armymwr.com       | 42            |
| jbmhh.armymwr.com       | 30            |
| sill.armymwr.com        | 30            |
| leonardwood.armymwr.com | 29            |

| Session source                      | Total users ▼ |
|-------------------------------------|---------------|
| google                              | 818           |
| (direct)                            | 393           |
| bing                                | 96            |
| home.army.mil                       | 27            |
| m.facebook.com                      | 21            |
| installations.militaryonesource.mil | 11            |
| (not set)                           | 8             |
| facebook.com                        | 8             |
| safe.menlosecurity.com              | 8             |
| yahoo                               | 8             |



# Financial Readiness Program (FRP)

Views 14,007 **1**0.8% **1** 

Sessions 12,244 Total users 9,176

New users 5,138 **1**0.0% **1** 

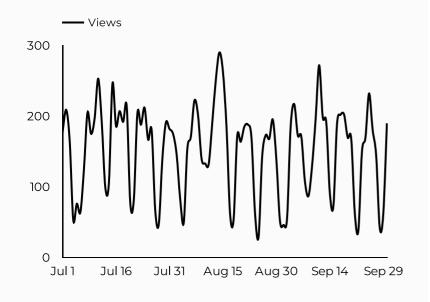
**₹** -9.7%

Avg. Session Time Engagement rate

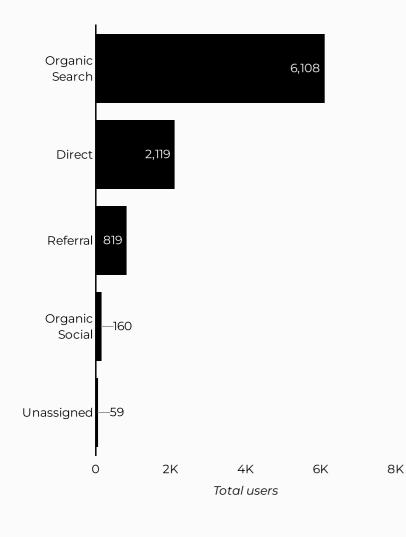
63%

**\$** 45.4%

### How is site traffic trending?



# Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

| Installation          | Total users • |
|-----------------------|---------------|
| bliss.armymwr.com     | 1,398         |
| www.armymwr.com       | 1,319         |
| liberty.armymwr.com   | 1,312         |
| carson.armymwr.com    | 942           |
| jblm.armymwr.com      | 452           |
| moore.armymwr.com     | 423           |
| campbell.armymwr.com  | 365           |
| humphreys.armymwr.com | 315           |
| wiesbaden.armymwr.com | 296           |
| redstone.armymwr.com  | 264           |

| Session source                      | Total users ▼ |
|-------------------------------------|---------------|
| google                              | 5,420         |
| (direct)                            | 2,119         |
| bing                                | 584           |
| home.army.mil                       | 299           |
| myarmybenefits.us.army.mil          | 128           |
| installations.militaryonesource.mil | 116           |
| m.facebook.com                      | 79            |
| yahoo                               | 65            |
| (not set)                           | 59            |
| safe.menlosecurity.com              | 43            |

Jul 1, 2024 - Sep 30, 2024 Google Analytics 4



# Army Emergency Relief (AER)

Views 10,449

Sessions 9,342

Total users 6,635

Compared Y-o-Y

New users 4,075

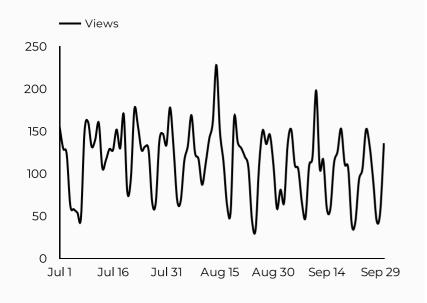
**■** -3.3%

Avg. Session Time Engagement rate

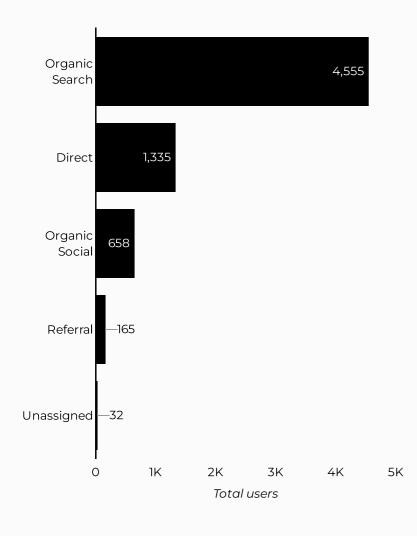
02:19 62% **₹** -6.5%

**29.5**%

### How is site traffic trending?



### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

| Installation            | Total users ▼ |
|-------------------------|---------------|
| humphreys.armymwr.com   | 1,899         |
| carson.armymwr.com      | 942           |
| bliss.armymwr.com       | 941           |
| liberty.armymwr.com     | 792           |
| moore.armymwr.com       | 292           |
| redstone.armymwr.com    | 201           |
| sill.armymwr.com        | 166           |
| gregg-adams.armymwr.com | 163           |
| eisenhower.armymwr.com  | 151           |
| wiesbaden.armymwr.com   | 149           |
|                         |               |

| Session source                      | Total users ▼ |
|-------------------------------------|---------------|
| google                              | 4,157         |
| (direct)                            | 1,335         |
| m.facebook.com                      | 480           |
| bing                                | 322           |
| lm.facebook.com                     | 88            |
| l.facebook.com                      | 61            |
| home.army.mil                       | 50            |
| yahoo                               | 45            |
| installations.militaryonesource.mil | 39            |
| (not set)                           | 32            |

Jul 1, 2024 - Sep 30, 2024 ▼ Google Analytics 4



# Information and Referral

Views 962 ± 23.7%

Sessions 920 **•** 31.6%

775

New users 235 64.3%

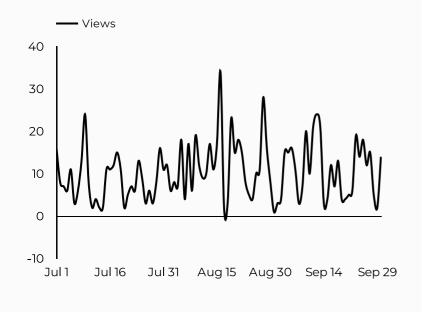
Avg. Session Time Engagement rate

01:28

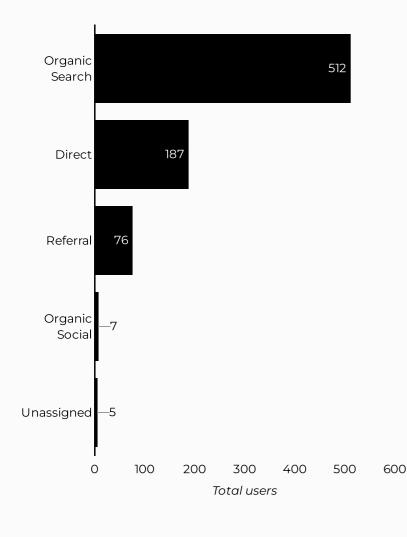
73%

**139.0%** 

#### How is site traffic trending?



# Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

| Installation            | Total users 🕶 |
|-------------------------|---------------|
| cavazos.armymwr.com     | 270           |
| www.armymwr.com         | 238           |
| liberty.armymwr.com     | 64            |
| eisenhower.armymwr.com  | 50            |
| carson.armymwr.com      | 39            |
| humphreys.armymwr.com   | 31            |
| jblm.armymwr.com        | 24            |
| novosel.armymwr.com     | 24            |
| gregg-adams.armymwr.com | 13            |
| chievres.armymwr.com    | 10            |

| Session source                      | Total users ▼ |
|-------------------------------------|---------------|
| google                              | 454           |
| (direct)                            | 187           |
| bing                                | 45            |
| home.army.mil                       | 26            |
| installations.militaryonesource.mil | 24            |
| yahoo                               | 10            |
| (not set)                           | 5             |
| army.mil                            | 4             |
| l.facebook.com                      | 3             |
| safe.menlosecurity.com              | 2             |

Jul 1, 2024 - Sep 30, 2024 ▼ Google Analytics 4



# MD&SSO

Views **3,979 6**4.6%

Sessions 3,040

Total users 2,731

€ 65.2% Compared Y-o-Y

1,633

Avg. Session Time Engagement rate

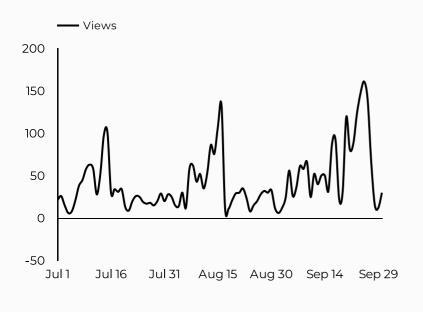
01:34

**■** -33.5%

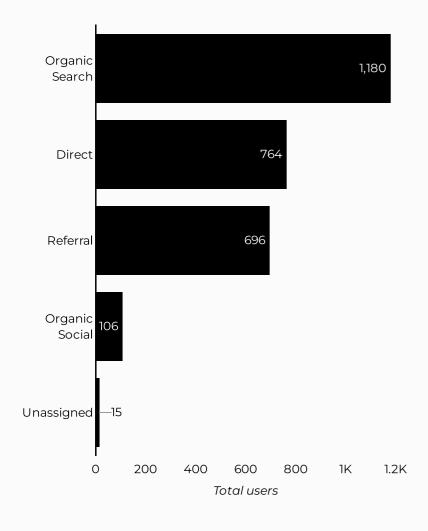
58%

**4**3.6%

# How is site traffic trending?



### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

| Installation          | Total users 🕶 |
|-----------------------|---------------|
| www.armymwr.com       | 902           |
| liberty.armymwr.com   | 349           |
| cavazos.armymwr.com   | 267           |
| carson.armymwr.com    | 226           |
| bliss.armymwr.com     | 202           |
| hawaii.armymwr.com    | 103           |
| jblm.armymwr.com      | 69            |
| humphreys.armymwr.com | 43            |
| riley.armymwr.com     | 34            |
| belvoir.armymwr.com   | 30            |
|                       |               |

| Session source                      | Total users 🔻 |
|-------------------------------------|---------------|
| google                              | 1,011         |
| (direct)                            | 764           |
| home.army.mil                       | 558           |
| bing                                | 150           |
| m.facebook.com                      | 65            |
| installations.militaryonesource.mil | 37            |
| lm.facebook.com                     | 24            |
| armyfamilywebportal.com             | 18            |
| safe.menlosecurity.com              | 18            |
| (not set)                           | 15            |

Google Analytics 4



# Relocation Readiness

Views 6,201

Sessions 5,415 Total users 4,301

Compared Y-o-Y

New users 2,395

**1**0.3% **1** 

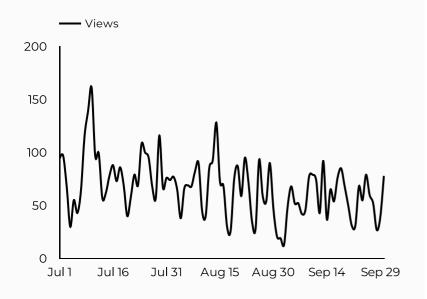
Avg. Session Time Engagement rate 02:35

**₹** -13.9%

66%

**43.1%** 

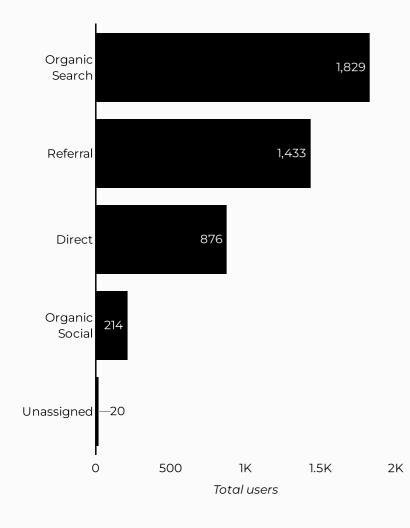
#### How is site traffic trending?



#### **Top US Army Installations** Sorted by Total Users

| Installation            | Total users 🔻 |
|-------------------------|---------------|
| carson.armymwr.com      | 1,129         |
| www.armymwr.com         | 607           |
| bliss.armymwr.com       | 586           |
| campbell.armymwr.com    | 384           |
| hawaii.armymwr.com      | 348           |
| eisenhower.armymwr.com  | 290           |
| wiesbaden.armymwr.com   | 207           |
| humphreys.armymwr.com   | 114           |
| moore.armymwr.com       | 100           |
| gregg-adams.armymwr.com | 63            |

### Which channels are driving traffic?



| Session source                      | Total users ▼ |
|-------------------------------------|---------------|
| google                              | 1,667         |
| home.army.mil                       | 879           |
| (direct)                            | 876           |
| installations.militaryonesource.mil | 291           |
| m.facebook.com                      | 137           |
| bing                                | 136           |
| lm.facebook.com                     | 34            |
| hrc.army.mil                        | 29            |
| safe.menlosecurity.com              | 24            |
| army.mil                            | 23            |



# Survivor Outreach Services (SOS)

Views 5,033 **1** 52.0%

Sessions 4,000 Total users 3,364

**1** 26.8%

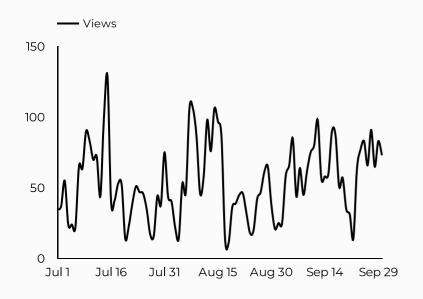
New users 2,323

Avg. Session Time Engagement rate

01:36 58% **‡** -26.1%

**1** 20.5%

#### How is site traffic trending?

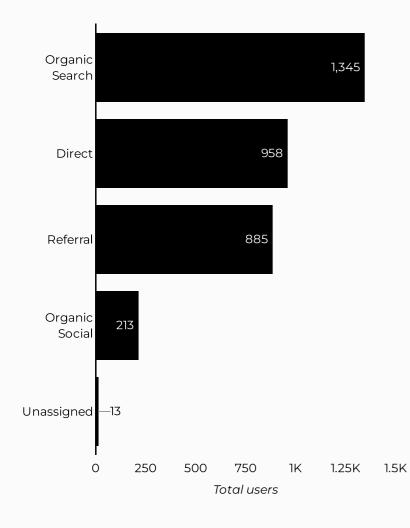


Sorted by Total Users

**Top US Army Installations** 

| Installation            | Total users 🕶 |
|-------------------------|---------------|
| www.armymwr.com         | 1,855         |
| bliss.armymwr.com       | 181           |
| jblm.armymwr.com        | 121           |
| liberty.armymwr.com     | 119           |
| campbell.armymwr.com    | 100           |
| cavazos.armymwr.com     | 72            |
| hawaii.armymwr.com      | 59            |
| leonardwood.armymwr.com | 49            |
| carson.armymwr.com      | 48            |
| redstone.armymwr.com    | 42            |

### Which channels are driving traffic?



| Session source  | Total users ▼ |
|-----------------|---------------|
| google          | 1,177         |
| (direct)        | 958           |
| home.army.mil   | 358           |
| hrc.army.mil    | 236           |
| bing            | 144           |
| m.facebook.com  | 131           |
| army.mil        | 109           |
| armylinks.com   | 65            |
| lm.facebook.com | 30            |
| l.facebook.com  | 25            |



# Gold Star Children's Day

Views 78

Sessions 78

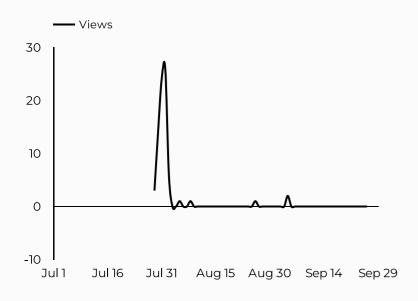
Total users 74

New users 29

Engagement rate

69%

### How is site traffic trending?

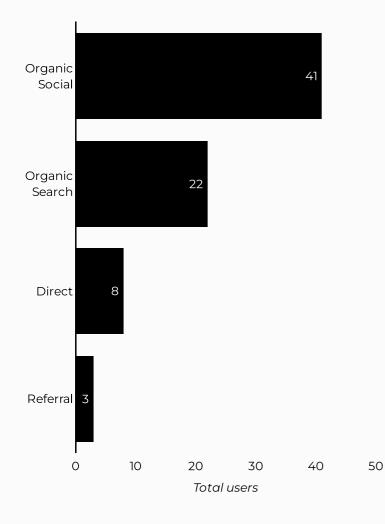


#### **Top US Army Installations**

Sorted by Total Users

| Installation    | Total users ▼ |  |
|-----------------|---------------|--|
| www.armymwr.com | 74            |  |

# Which channels are driving traffic?



| Session source               | Total users ▼ |
|------------------------------|---------------|
| m.facebook.com               | 31            |
| google                       | 16            |
| (direct)                     | 8             |
| bing                         | 6             |
| l.facebook.com               | 5             |
| lm.facebook.com              | 5             |
| armyeitaas.sharepoint-mil.us | 1             |
| home.army.mil                | 1             |
| nafbenefits.com              | 1             |



# **ARMY MWR** Gold Star Mothers and Families Day

Views 120

Sessions 126

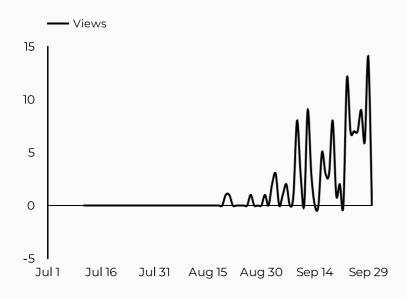
Total users 105

New users 49

Engagement rate

74%

#### How is site traffic trending?

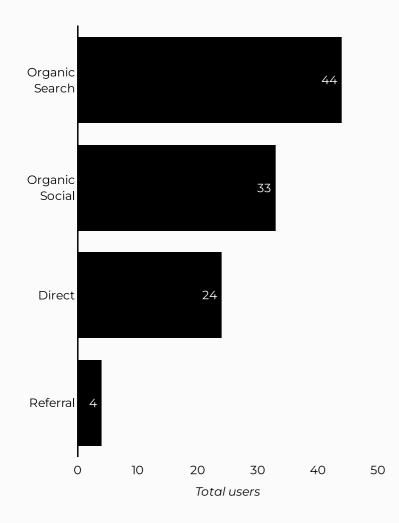


#### **Top US Army Installations**

Sorted by Total Users

| Installation               | Total users 🔻 |
|----------------------------|---------------|
| kaiserslautern.armymwr.com | 46            |
| jblm.armymwr.com           | 30            |
| novosel.armymwr.com        | 14            |
| baumholder.armymwr.com     | 12            |
| hawaii.armymwr.com         | 3             |
| www.armymwr.com            | 2             |
| presidio.armymwr.com       | 1             |

### Which channels are driving traffic?



| Session source               | Total users ▼ |
|------------------------------|---------------|
| google                       | 38            |
| (direct)                     | 24            |
| m.facebook.com               | 20            |
| facebook.com                 | 8             |
| bing                         | 6             |
| l.facebook.com               | 4             |
| statics.teams.cdn.office.net | 3             |
| app.asana.com                | 1             |
| lm.facebook.com              | 1             |
| t.co                         | 1             |



#### Soldier and Family Assistance Center (SFAC)

Views **2,118** 

1,921

Total users 1,693

5.3% Compared Y-o-Y

New users 618

**1.3**%

Avg. Session Time Engagement rate

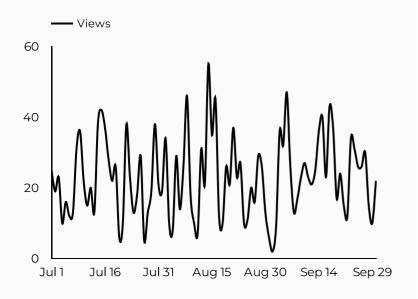
02:02

**■** -10.7%

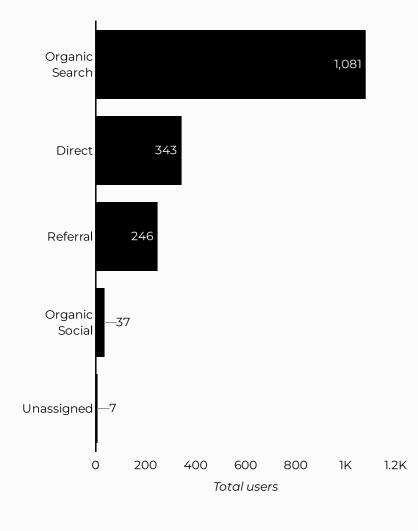
75%

**★** 77.0%

### How is site traffic trending?



### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

| Installation          | Total users ▼ |
|-----------------------|---------------|
| www.armymwr.com       | 773           |
| bliss.armymwr.com     | 366           |
| cavazos.armymwr.com   | 279           |
| belvoir.armymwr.com   | 115           |
| carson.armymwr.com    | 69            |
| drum.armymwr.com      | 38            |
| wiesbaden.armymwr.com | 32            |
| mccoy.armymwr.com     | 31            |
| yuma.armymwr.com      | 17            |
| irwin.armymwr.com     | 7             |

| Session source                      | Total users ▼ |
|-------------------------------------|---------------|
| google                              | 934           |
| (direct)                            | 343           |
| bing                                | 119           |
| home.army.mil                       | 73            |
| army.mil                            | 46            |
| installations.militaryonesource.mil | 41            |
| m.facebook.com                      | 16            |
| yahoo                               | 14            |
| duckduckgo                          | 13            |
| l.facebook.com                      | 9             |

Jul 1, 2024 - Sep 30, 2024 ▼ Google Analytics 4



# CHRA Employment Campaign

Views 19,286

Sessions **17,436** 

Total users **15,759** 

New users **12,761** 

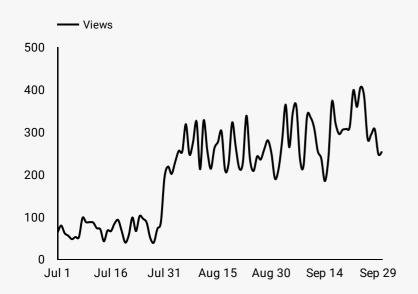
Avg. Session Time

01:14

Engagement rate

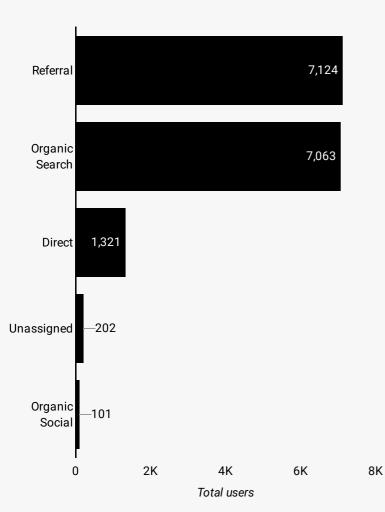
61%

#### How is site traffic trending?



#### **Which Channels Are Driving Traffic?**

Sorted by Total Users



#### **Top Link Clicks**

| Clicks  | Total ▼             |
|---|---------------------|
| https://www.usajobs.gov/                                | 3,248               |
| https://armymwrcareers.usajobs.gov/                     | 3,048               |
| https://www.armymwr.com/www.usajobs.gov<br>/            | 2,328               |
| http://usajobs.gov/                                     | 544                 |
| https://www.usajobs.gov/help/working-in-<br>Grand total | 112<br><b>9,320</b> |

#### **Top Pages**

Sorted by Total Users

| Page path              | Total users ▼ |
|------------------------|---------------|
| /careers               | 15,219        |
| /army-civilian-careers | 994           |
| / careers              | 1             |
| /cypcareers            | 1             |
| Grand total            | 15,759        |

| Session source        | Total users ▼ |
|-----------------------|---------------|
| google                | 6,695         |
| syndicatedsearch.goog | 6,376         |
| (direct)              | 1,321         |
| bing                  | 238           |
| APCA-PA               | 97            |
| home.army.mil         | 97            |
| (not set)             | 84            |
| nafbenefits.com       | 71            |
| m.facebook.com        | 60            |
| yahoo                 | 58            |
| Grand total           | 15,765        |



# Search

Searches 427

Total users 227

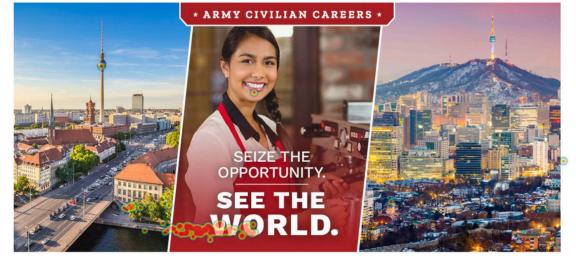
Event count per user

1.88

Bounce rate

2.16%

|     | Search                          | Total Searches ▼ | Total users | Search count per<br>user | Bounce rate |
|-----|---------------------------------|------------------|-------------|--------------------------|-------------|
| 1.  | finance                         | 92               | 74          | 1.24                     | 4%          |
| 2.  | aer                             | 50               | 40          | 1.25                     | 2.33%       |
| 3.  | acs                             | 42               | 34          | 1.24                     | 0%          |
| 4.  | mflc                            | 40               | 34          | 1.18                     | 2.78%       |
| 5.  | jobs                            | 36               | 29          | 1.24                     | 0%          |
| 6.  | sfrg                            | 32               | 27          | 1.19                     | 3.57%       |
| 7.  | volunteer                       | 22               | 19          | 1.16                     | 0%          |
| 8.  | discovery                       | 19               | 19          | 1                        | 0%          |
| 9.  | employment                      | 18               | 16          | 1.13                     | 0%          |
| 10. | anger management                | 17               | 15          | 1.13                     | 0%          |
| 11. | sharp                           | 17               | 15          | 1.13                     | 0%          |
| 12. | resume                          | 16               | 12          | 1.33                     | 14.29%      |
| 13. | financial assistance            | 15               | 1           | 15                       | 0%          |
| 14. | job                             | 15               | 13          | 1.15                     | 0%          |
| 15. | careers                         | 15               | 14          | 1.07                     | 0%          |
| 16. | divorce                         | 14               | 9           | 1.56                     | 10%         |
| 17. | lending closet                  | 14               | 14          | 1                        | 0%          |
| 18. | deployment                      | 13               | 10          | 1.3                      | 0%          |
| 19. | SOS                             | 13               | 3           | 4.33                     | 0%          |
| 20. | fap                             | 12               | 12          | 1                        | 0%          |
| 21. | cid                             | 12               | 4           | 3                        | 42.86%      |
| 22. | sharp program<br>manager        | 12               | 1           | 12                       | 0%          |
| 23. | counseling                      | 12               | 12          | 1                        | 0%          |
| 24. | employment<br>readiness program | 11               | 5           | 2.2                      | 0%          |
| 25. | pass it on                      | 11               | 10          | 1.1                      | 0%          |
| 26. | marriage                        | 11               | 9           | 1.22                     | 0%          |
| 27. | education                       | 10               | 10          | 1                        | 0%          |
|     | Grand total                     | 2,245            | 1,713       | 1.31                     | 2.16%       |



#### Come Work for Us!

Serve those who defend our nation. Find work you love.

The US Army's Family and MWK serves Soldiers, their Families, and the entire Army community. And we're hiring for positions of all types.

- Customer Support. Do you like working with customers? Then enjoy working in our
  restaurants, at the library, or as a recreation assistant! Other positions range from
  lifeguard to recreation aid to business manager. We've got opportunities in travel and
  hospitality as well!
- Child Care. If you want to make a difference in the lives of young people, Child and Youth Services (CYS) is for you. Supporting children of Soldiers is not only a rewarding experience, but also a fantastic career. Lots of terrific professional advancement opportunities available as well!
- Administrative and Operations. Do you like to work behind the scenes to keep everything running smoothly? We have options: finance and accounting, administrative, talent management, facilities and maintenance, and more.
- Community Engagement. Do you want to help keep our communities and sponsors engaged? With positions in marketing, sponsorship, and community events, you can help reach out and keep important groups involved in the good things Family and MWR offers!
- Education and Social Services. Are you called to help people better their lives? Army
  Community Service (ACS) may be a good fit! ACS teaches financial planning, new
  parenting skills, and more. There are also opportunities for those in social services to
  support the Army Community.

There are lots more jobs, too. Go to USAJOBS.gov to explore your options!

FIND A NEW JOB

Want another reason to search out Family and MWR positions? The great salary and benefits, including

- Medical, Dental, Vision & Life Insurance Benefits\*
- Retirement and 401(k)\*
- Flexible Work Hours\*
- Paid Time Off (Vacation & Sick)
- Career Progression\* and Paid Training
- Tuition Reimbursement Possibilities\*
- Priority Childcare Placement\*
- Tax-free Shopping Privileges at the Exchange (AAFES)
- Job Transfer Opportunities

Start your search today at USAJobs.gov. You may find your next career - and your calling.



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- Flexible Work Hours\*
- Paid Time Off (Vacation & Sick)
- Career Progression\* and Paid Training
- Tuition Reimbursement Possibilities\*
- Priority Childcare Placement\*
- Tax-free Shopping Privileges at the Exchange (AAFES)
- Job Transfer Opportunities

Start your search today at USAJobs.gov. You may find your next career – and your calling.

**FIND A NEW JOB** 

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#### ACS Programs and Services

From Family readiness to financial health—and much more—Army Community Service (ACS) delivers programs tailored to your needs. We help maintain community readiness and resiliency through a wide range of educational opportunities, special events, individualized counseling services, and other offerings.

We help Soldiers from their first assignments all the way to separation or retirement, as well as Families, veterans, wounded warriors, survivors, and retirees. ACS supports the entire Army community.

Learn more about what ACS offers at your installation

ACS values your privacy and security. Learn nore about ACS customers' rights and responsibilities.

#### Additional Resources



#### Army Family Action Plan

Want to help improve the Army community? Through AFAP, you can raise issues, give feedback and help enhance standards of living for Soldiers and their Families.



#### Army Family Team Building

Whether you're new to the Army or want to brush up on skills, get a leg up with AFTB. This training program takes you step by step through Army culture and connects you to the skills and resources to become a self-reliant member of the military community.



#### Army Volunteer Corps (AVC) O

The Army community runs on volunteers – and the AVC supports them. Unite with other volunteers, enhance your career mobility and help sustain Army Soldier and Family readiness by connecting with AVC.



#### Employment Readiness Program (ERP)

If you're looking for the next step in your career, check out ERP. Available to Soldiers, retirees, Civilians and their Family members, ERP helps you acquire skills, networks and resources to jump-start your work life. Expect career coaching, classes, job fairs, job listings and more.



#### Exceptional Family Member Program

Have a Family member with special needs? EFMP coordinates with military and civilian agencies for community support, housing, educational, medical and personnel services.



#### Family Advocacy Program (FAP) 🌘

FAP strengthens Families and enhances resiliency by supporting victims of domestic violence, helping new parents, and assisting Family members.



#### Financial Readiness

Want to take charge of your finances? Financial Readiness can help with comprehensive educational and counseling programs. Learn about debt, consumer advocacy and protection, money management, credit, financial planning, insurance and consumer issues.



#### Information and Referral

Get the information you need from a trusted source. These resources keep you in the loop on what's happening, and what's available on and off the installation.



#### Mobilization, Deployment and Stability and Support Operations 💿

Deployment isn't easy. We provide training and publications to help commanders, Soldiers and Families navigate the challenges of mobilization and deployment. We also have resources for rear detachment cadre and Soldier and Family Readiness Group (SFRG) leaders.



#### Relocation Readiness

"We're moving AGAIN?" Military Families move a lot, and those frequent moves bring challenges and stress. Relocation Readiness assistance helps with counseling, sponsorship, pre-arrival information, temporary loan of basic household items, and many other services.



#### SHARP

The Army's Sexual Harassment/Assault Response and Prevention (SHARP) Program is the Army's integrated, proactive effort to end sexual harassment and sexual assault within our ranks.



#### Soldier and Family Assistance Center (SFAC)

Warrior Transition Unit (WTU) Soldiers and their Families deserve the best, and SFAC services exist to serve them. The SFAC supports each Soldier's Comprehensive Transition Plan and VOW Act goals and work

Find My Installation



ACS

#### Mobilization, Deployment and Stability

0

and Support Operations

Financial Readiness

RelocationReadiness

Survivor Outreach Services (SOS)

Family Advocacy Program (FAP)

Soldier and Family Assistance Center (SFAC)

Army Family Action Plan

Army Family Team Building

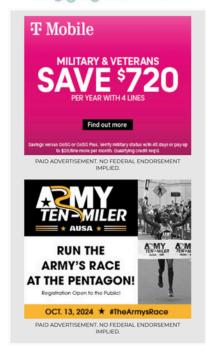
Army Volunteer Corps (AVC)

Employment Readiness Program (ERP)

Exceptional Family Member Program .

Information and Referral

Additional Resources



#### ACS

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Find out more

ings versus GoSG or GoSG Plus. Verify military status w/in 45 days or pay up to \$20/line more per month. Qualifying credit req

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Want to help improve the Army community? Through AFAP, you can raise issues, give feedback and help enhance standards of living for Soldiers and their Families.



#### **Army Family Team Building**

Whether you're new to the Army or want to brush up on skills, get a leg up with AFTB. This training program takes you step by step through Army culture and connects you to the skills and resources to become a self-reliant member of the military community.



#### **Army Volunteer Corps (AVC)**

The Army community runs on volunteers – and the AVC supports them. Unite with other volunteers, enhance your career mobility and help sustain Army Soldier and Family readiness by connecting with AVC.



#### **Employment Readiness Program (ERP)**

If you're looking for the next step in your career, check out ERP. Available to Soldiers, retirees, Civilians and their Family members, ERP helps you acquire skills, networks and resources to jump-start your work life. Expect career coaching, classes, job fairs, job listings and more.



#### **Exceptional Family Member Program**

Have a Family member with special needs? EFMP coordinates with military and civilian agencies for community support, housing, educational, medical and personnel services.



#### Family Advocacy Program (FAP)

FAP strengthens Families and enhances resiliency by supporting victims of domestic violence, helping new parents, and assisting Family members.



#### **Financial Readiness**

Want to take charge of your finances? Financial Readiness can help with comprehensive educational and counseling programs. Learn about debt, consumer advocacy and protection, money management, credit, financial planning, insurance and consumer issues.



#### Information and Referral

Get the information you need from a trusted source. These resources keep you in the loop on what's happening, and what's available on and off the installation.



#### **Mobilization, Deployment and Stability and Support Operations**

Deployment isn't easy. We provide training and publications to help commanders, Soldiers and Families navigate the challenges of mobilization and deployment. We also have resources for rear detachment cadre and Soldier and Family Readiness Group (SFRG) leaders.



#### **Relocation Readiness**

"We're moving AGAIN?" Military Families move a lot, and those frequent moves bring challenges and stress. Relocation Readiness assistance helps with counseling, sponsorship, pre-arrival information, temporary loan of

#### **Find My Installation**

Location



#### ACS

Mobilization, Deployment and Stability and Support Operations

Financial Readiness

Relocation Readiness

Survivor Outreach Services (SOS)

Family Advocacy Program (FAP)

Soldier and Family Assistance Center (SFAC)

Army Family Action Plan

Army Family Team Building

Army Volunteer Corps (AVC)

Employment Readiness Program (ERP)

Exceptional Family Member Program

Information and Referral

Additional Resources

