# Support Services Insights and Recommendations

Second Quarter FY24

Google's 'People Also Search For' (PASF)

PASF is a feature in its search results that suggests additional queries related to your original search. It was introduced in 2018 to streamline the search process. PASF appears after users click on a website and return to the search results or as they scroll down on mobile. It offers alternative search terms based on user history and search patterns. Unlike other features like 'People also ask' and 'Related searches,' PASF suggests alternative queries under the search result. Website owners can leverage PASF data for SEO by tailoring content to match user needs.[1]

Figure 1: PASF Feature In Search Results
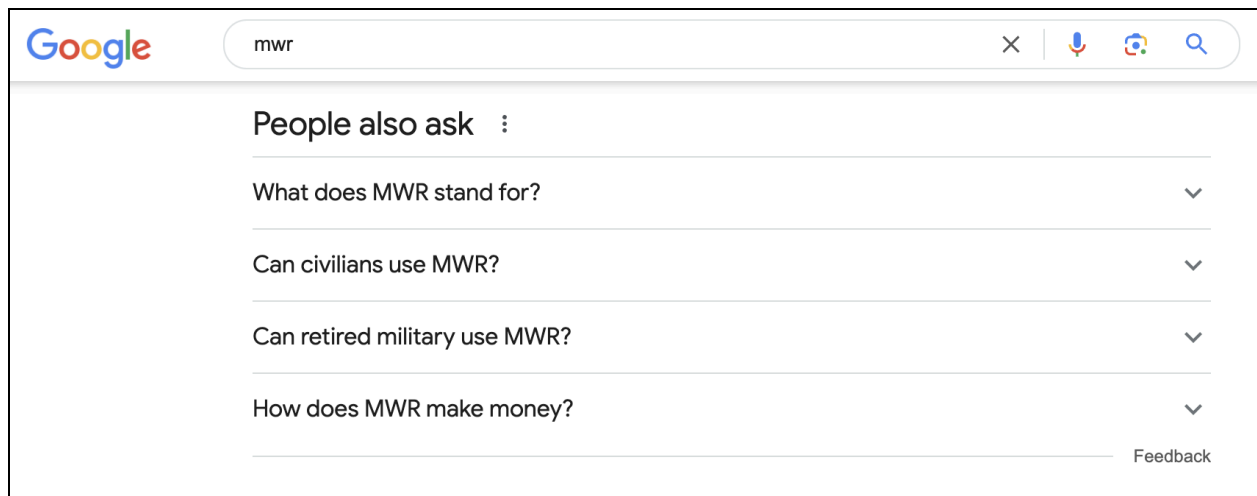
Here's how you can make the most of it:

1. Gather New Topic Ideas: Discover new content topics by analyzing PASF data. For instance, if your site covers MWR, PASF might suggest related searches like "Can civilians use MWR," inspiring new content ideas.

2. Optimize Existing Content: Enhance your content by incorporating PASF-related keywords. For example, if you've written a guide on using MWR facilities, consider adding terms like "Can retired military use MWR" based on PASF suggestions.

3. Create FAQs: Use PASF insights to develop comprehensive FAQs that target multiple relevant keywords.

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[1] SEMrush. (n.d.). What is Google's 'People Also Search For' Feature? SEMrush Blog.

NAF Personnel Services

NAF Personnel Services' digital presence has seen a mix of both growth and decline in various metrics year-over-year. New users have increased by +6.8% to 10,864, indicating a slight rise in attracting new interest. Total users saw a small dip of -2.2% to 14,559.

The engagement rate has impressively surged by +55.6% to 67%, suggesting that the content resonates well with those who do visit the site.

Quarterly search terms

Table 1: Top Search Terms by Search Volume.

	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	employee benefits online	7	7	1	0%
2.	forms	7	5	1.4	0%
3.	1099	5	5	1	0%
4.	portability	4	3	1.33	0%
5.	retirement	3	3	1	0%
6.	1099 form	3	2	1.5	0%
7.	employee benefits on line	3	2	1.5	0%
8.	naf calculations	3	1	3	0%
9.	cancel retirement application	3	1	3	0%
10.	what is my csa or csf claim number as army naf retiree	3	1	3	0%

Recommendations:

1. To enhance user engagement, retention, and search engine optimization (SEO) for the program, consider integrating frequently searched questions and their corresponding answers into the page content. These questions are derived from the "[People also ask](#)" section and related search trends on Google.

Figure 2: PASF Feature In Search Results

People also ask

What is NAF personnel?

Are NAF employees considered federal employees?

What does NAF mean in DOD?

Can you retire from a NAF job?

Feedback

CEAT

The CEAT initiative within ARMY MWR has experienced notable growth in New users by +43.5% to 858, and overall views rose by +22.8% to 4,994, indicating increased interest and content consumption. Sessions followed a similar upward trend, growing by +19.7% to 4,325. Total users grew by +15.9% to 3,755.

The engagement rate saw an extraordinary jump of +568.5% to an impressive 79%, highlighting the initiative's success in capturing and maintaining user attention.

- 640 CEAT Transfer Guide downloads

Recommendations:

1. To enhance user engagement, retention, and search engine optimization (SEO) for the program, consider integrating frequently searched questions and their corresponding answers into the page content. These questions are derived from the "[People also ask](#)" section and related search trends on Google.

Figure 3: PASF Feature In Search Results
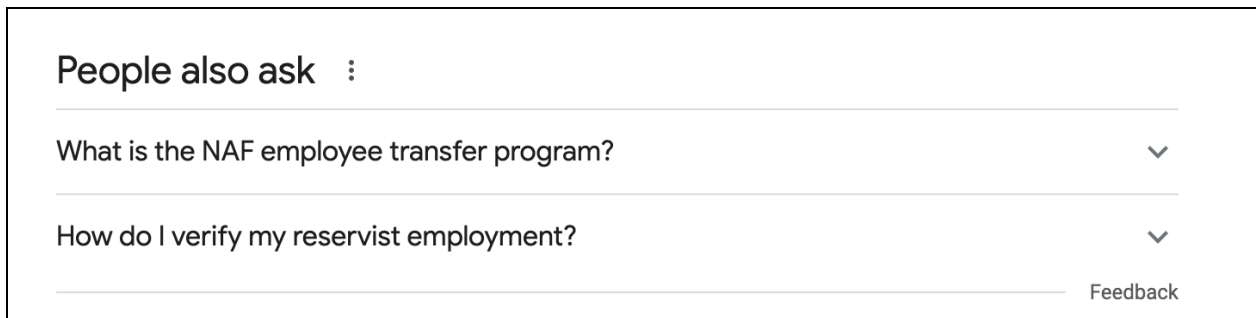
Quarterly search terms

Table 2: Top Search Terms by Search Volume.

	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	jobs	4	4	1	0%
2.	employment	3	2	1.5	0%
3.	careers	2	2	1	0%
4.	disney	2	2	1	0%
5.	career center	2	1	2	0%
6.	kindergarten	2	1	2	0%
7.	germany	2	1	2	0%
8.	career employment	1	1	1	0%
9.	volunteer	1	1	1	0%
10.	fence rental	1	1	1	0%

Home Based Business (HBB)

The Home Based Business (HBB) program has shown notable growth in various metrics on a year-over-year basis. New users have increased to 4,495, demonstrating a rise of 87.3%, indicating a successful effort in attracting interest and expanding the program's reach. Total users have also experienced growth, reaching 7,808, up by 48.8%. This growth reflects the overall expansion of the HBB program within the Army community.

The engagement rate has seen a substantial rise to 61%, with an increase of 100.8%, showcasing the content's increased resonance and interactivity with the audience.

The primary traffic channels contributing to this growth are Organic Search with 2,752 users, Direct with 1,836 users, Referral with 1,834 users, and Organic Social with 1,427 users. This distribution highlights the importance and effectiveness of SEO efforts and the crucial role of direct and referral traffic in driving user engagement.

Quarterly search terms

Table 3: Top Search Terms by Search Volume.

	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	home based business	10	7	1.43	0%
2.	hbb	8	8	1	0%
3.	hbb application	8	7	1.14	14.29%
4.	efmp	3	2	1.5	0%
5.	check on a soldier at ft. huachuca	2	1	2	0%
6.	hbb events	2	1	2	0%
7.	ingormation	2	1	2	0%
8.	met	2	1	2	0%
9.	military star card	2	1	2	0%
10.	fundraising	2	1	2	0%

CHARA

The CHRA Employment Campaign has successfully attracted 1,480 new users, achieving 5,966 views and 5,166 sessions, with a commendable engagement rate of 75% and an average session time of 1 minute and 59 seconds.

Traffic is predominantly driven by Organic Search 2,464 users, followed by Direct 1,113 users, Referral 378 users, and Organic Social 227 users.

Tracking for the CHRA Employment Campaign has been successfully established. Utilizing Google Tag Manager (GTM), we have implemented Floodlight Counter tags, which are crucial for capturing and analyzing user interactions with the campaign's web pages.

Recommendations:
1. Update all HTTP links to HTTPS, starting with the most clicked and trafficked ones, such as those leading to USAJobs.gov.

Figure 4: HTTP Link to USAJobs.gov

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

Learn more about the 100+ career paths within Army Civilian Careers, including career opportunities in STEM!

*Available for specific positions only. Conditions may apply. Check with your local Human Resource Office for more information.