

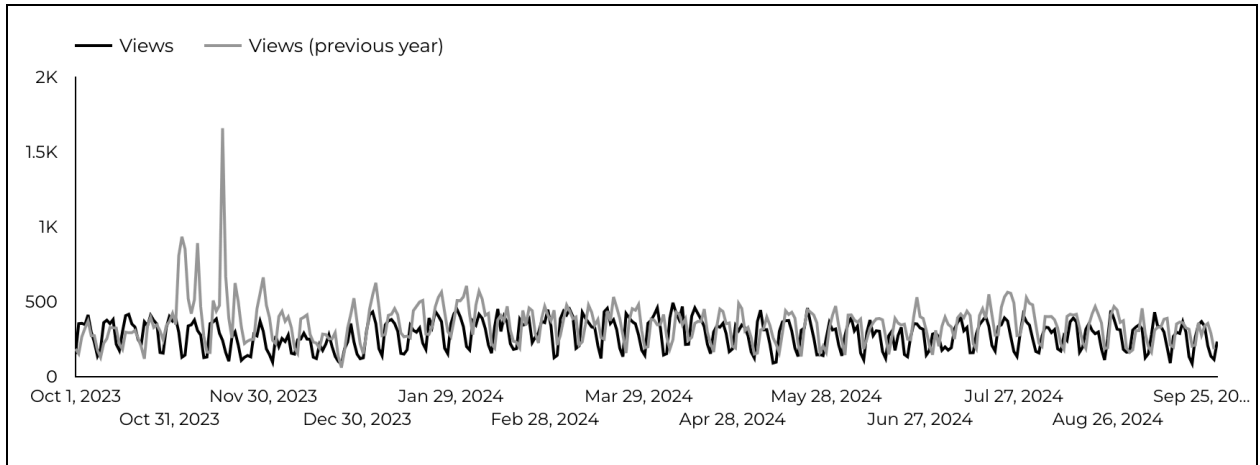


Support Services FY24 Annual Website Insights and Recommendations

Traffic To All NAF Personnel Services Pages

- The program received 102,838 views and 65,266 sessions.
- The engagement rate is at 66%.
- There are a total of 54,374 users. Of those users 40,527 are new.

Figure 1: Traffic trends across NAF Personnel Services Pages.



Top Pages

Table 1: Top page paths sorted by total users.

Page path	Total users ▼	% ▲
/employee-portal/naf-personnel-services	36,296	8.1% ↑
/employee-portal/naf-personnel-services/naf-retirement	10,279	21.1% ↑
/employee-portal/naf-personnel-services/office-locations	4,311	133.9% ↑
/employee-portal/naf-personnel-services/health-insurance	4,235	-26.8% ↓
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	2,659	-6.0% ↓
/employee-portal/naf-personnel-services/naf-retirement/401k	1,943	53.0% ↑
/employee-portal/naf-personnel-	1,905	-2.5% ↓

Traffic Acquisition (Where Users Came From)

This section provides an overview of key traffic sources to the Army MWR website, highlighting user behavior and engagement across different channels.

Referral traffic comes from users who clicked on links from other external websites. The increase in referral traffic suggests improved external partnerships and linking strategies.

- Total Users: 29,617
- Change: +8.8%

Organic search traffic originates from users finding the site via search engines such as Google, Bing, and DuckDuckGo. The growth in this channel indicates enhanced discoverability through search engines.

- Total Users: 20,770
- Change: +15.3%

Direct traffic includes users who accessed the website by typing the URL directly into their browser or through bookmarks. The significant decrease may indicate lower direct engagement or reduced awareness of the website's URL.

- Total Users: 4,936
- Change: -50.6%

Organic social traffic is driven by unpaid social media posts. The sharp decline indicates lower engagement or visibility across social media platforms.

- Total Users: 479
- Change: -92.8%

Demographics

Countries

The United States continues to be the largest source of traffic, likely due to the presence of military installations and personnel across the country.

- Total Users: 48,353
- Change: -6.5%

Traffic from Germany remains significant, reflecting the large number of U.S. military personnel stationed there.

- Total Users: 2,588
- Change: -19.7%

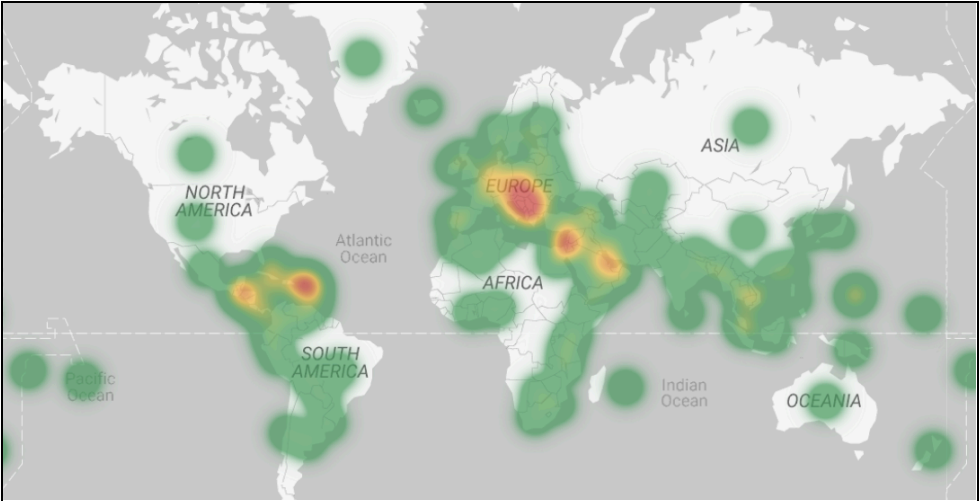
South Korea saw a substantial decline in traffic, which may be linked to decreased engagement or regional changes in user behavior.

- Total Users: 760
- Change: -40.9%

Other Notable Countries

- Puerto Rico users, 545, -73.9% change
- Japan users, 527, -8% change
- Italy: 331 users, -29.1% change

Figure 2: Top Countries by User Traffic (from the map)



Device Breakdown

Understanding how users access the website is essential for optimizing the user experience across different platforms.

Mobile remains the leading device category, highlighting the importance of maintaining a mobile-friendly website. However, the significant decline in usage suggests a need for further optimization or addressing user experience issues on mobile.

- Total Users: 27,404
- Change: -25.3%

Desktop usage showed a notable increase, indicating a shift towards users accessing the site from workstations or desktop environments.

- Total Users: 26,797
- Change: +15.1%

Tablets make up a smaller proportion of overall traffic but saw a considerable decrease in user numbers, which may suggest changing preferences or limitations in tablet accessibility.

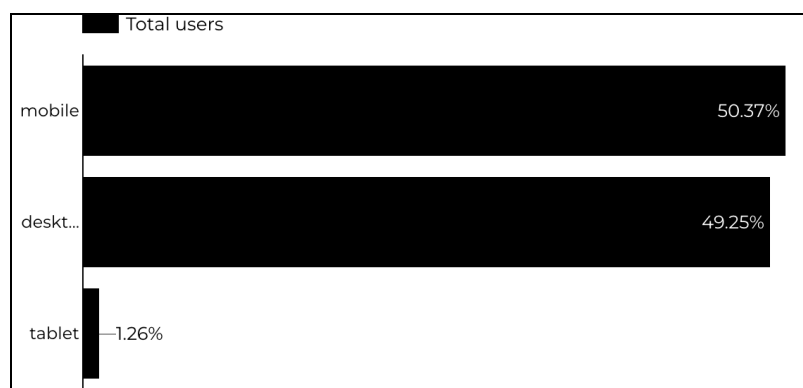
- Total Users: 683
- Change: -21.9%

Smart TVs represent a very small segment of users, and the significant drop indicates low engagement from this device category.

- Total Users: 3
- Change: -57.1%

The device data suggests prioritizing improvements in mobile optimization while also leveraging the growth in desktop usage by ensuring the website remains desktop-friendly.

Figure 3: Bar Graph of Device Categories by Percentage



Search Analysis

The analysis of search term data provides insights into user behavior and highlights content areas that require optimization. Here are the key findings:

Top Searches with High Engagement

- **Employee Benefits Online:** This term had the highest number of searches (35), with a search count per user of 1.21 and a bounce rate of 0%, indicating users found relevant information on the first attempt.
- **Jobs, Careers, and Employment:** The terms "jobs," "careers," and "employment" also saw considerable search volumes with zero bounce rates, suggesting content related to job opportunities is easily accessible and meeting user expectations.

Terms with Higher Search Count Per User

- **Forms and Portability:** The search count per user for "forms" (1.29) and "portability" (1.13) indicates users may have had to search multiple times to find specific forms or related content, suggesting the need for clearer organization or more direct links.
- **401k and Job:** Both terms had search counts per user over 1.14, which could indicate users are searching multiple times for specific details regarding retirement savings or job-related information.
- **CEAT:** With a search count per user of 1.67, this term suggests that content related to the CEAT program is not easily accessible, necessitating content optimization.

This data shows that users are more satisfied and engaged with the website's improved search function. We will keep a close eye on these metrics to maintain this positive trend and explore further enhancements for an even better user experience.

Traffic To All Home Based Business Pages

- HBB pages received 33,930 views and 29,909 sessions.
- The engagement rate was 66%.
- The total number of users was 24,069, and there were 11,997 new users.

Top Installations

Table 2: Top installations sorted by total users.

Installation	Total users ▾
www.armymwr.com	6,458
grafenwoehr.armymwr.com	2,159
stuttgart.armymwr.com	1,570
jblm.armymwr.com	1,129
irwin.armymwr.com	1,067
stewarhunter.armymwr.com	1,025
johnson.armymwr.com	977
humphreys.armymwr.com	905
hawaii.armymwr.com	723
liberty.armymwr.com	637

Traffic Acquisition (Where Users Came From)

This section details the key sources of traffic to the Army MWR website, providing insights into user behavior and engagement across various channels.

Referral traffic comes from users clicking on links from external websites. The increase in referral traffic suggests strengthened partnerships and an effective external linking strategy.

- Total Users: 29,617
- Change: +8.8%

Organic search traffic consists of users who found the site via search engines like Google, Bing, and DuckDuckGo. The growth in this channel indicates improved discoverability through search engines.

- Total Users: 20,770
- Change: +15.3%

Direct traffic includes users who typed the website URL directly into their browser or accessed it via bookmarks. The significant decrease suggests a reduction in direct engagement or awareness of the website's URL.

- Total Users: 4,936
- Change: -50.6%

Organic social traffic is driven by unpaid social media posts. The sharp decline indicates lower engagement or visibility across social media platforms.

- Total Users: 479
- **Change:** -92.8%

Demographics

Countries

The United States remains the largest source of traffic, with a significant increase, suggesting growing engagement from domestic users.

- Total Users: 17,332
- Change: +26.1%

Germany continues to show substantial growth in user traffic, reflecting the ongoing presence of U.S. military personnel and associated families.

- Total Users: 3,826
- Change: +28.6%

Ireland saw a moderate increase in traffic, indicating a steady rise in interest from this region.

- Total Users: 1,197
- Change: +6.3%

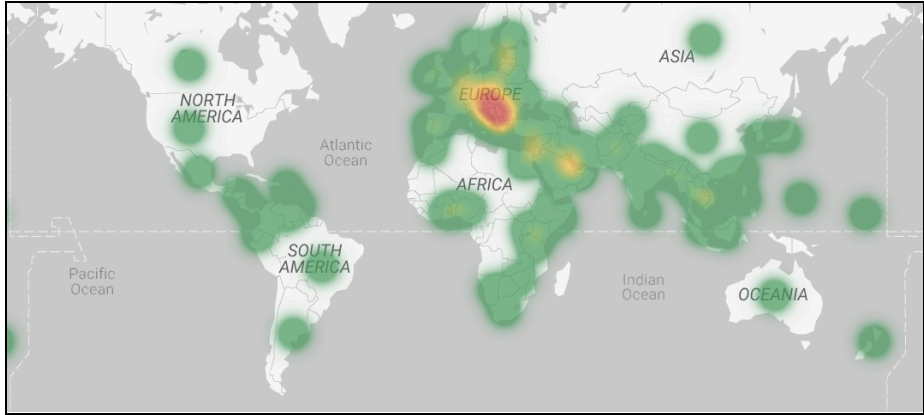
South Korea experienced a slight decline in traffic, which could be attributed to local factors or a shift in user engagement patterns.

- Total Users: 713
- Change: -3.3%

Other Notable Countries

- Japan: 290 users, +68.6% change, showing a strong growth trend and suggesting increased interest or engagement from this region.
- Puerto Rico: 106 users, +43.2% change

Figure 4: Top Countries by User Traffic (from the map) **Total users** 0 



Device Breakdown

Understanding how users access the website is crucial for optimizing the user experience across different platforms.

Mobile continues to be the most popular device category, indicating a strong preference for accessing the site on-the-go. The significant growth underscores the need for ongoing mobile optimization efforts.

- Total Users: 14,660
- Change: +24.9%

Desktop usage has increased, reflecting a trend of users accessing the site from workstations or larger screens. This growth suggests that the desktop experience remains an important aspect of user engagement.

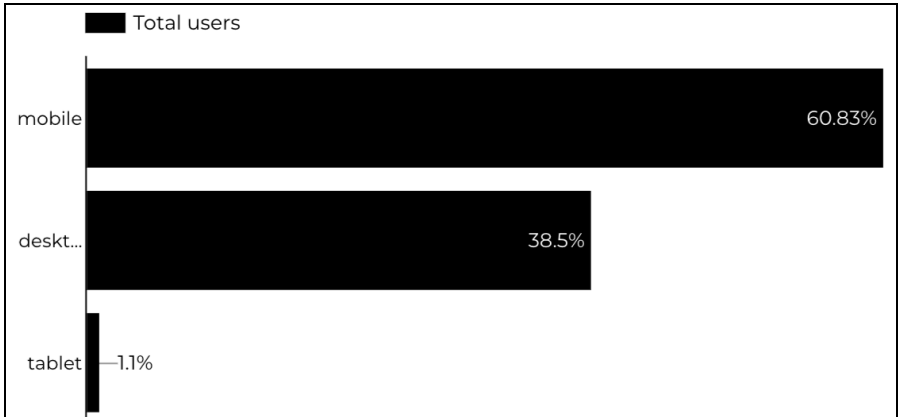
- Total Users: 9,280
- Change: +20.2%

Tablet traffic, while still the smallest segment, saw a healthy increase, indicating a growing user base on tablet devices.

- Total Users: 266
- Change: +23.1%

The data shows positive growth across all device categories, with mobile leading the way, followed by desktop and tablet. This trend suggests the importance of maintaining a responsive design and ensuring that content is easily accessible across all devices.

Figure 5: Bar Graph of Device Categories by Percentage



Search

The search term data provides insights into user interests and highlights areas where the website's content may need improvements. Here are the main findings from the analysis:

Top Searches with High Engagement

- **Jobs and Employment:** The terms "jobs" (25 searches) and "employment" (14 searches) had significant search volumes. However, "jobs" had a bounce rate of 12.5%, indicating that some users may not have found the information they were looking for.
- **Careers:** The term "careers" saw five searches with a bounce rate of 0%, indicating that the content related to career opportunities is meeting user expectations.

Terms with Higher Search Count Per User

- **CEAT:** With a search count per user of 1.5, users may be struggling to find detailed information on this topic. Improved visibility or more detailed content could help reduce the need for repeated searches.
- **Job and Career Center Searches:** Terms like "job" and "career center" also had higher search counts per user (1.5 and 2, respectively), suggesting users may not be locating the information they need on the first search attempt.

Recommendations

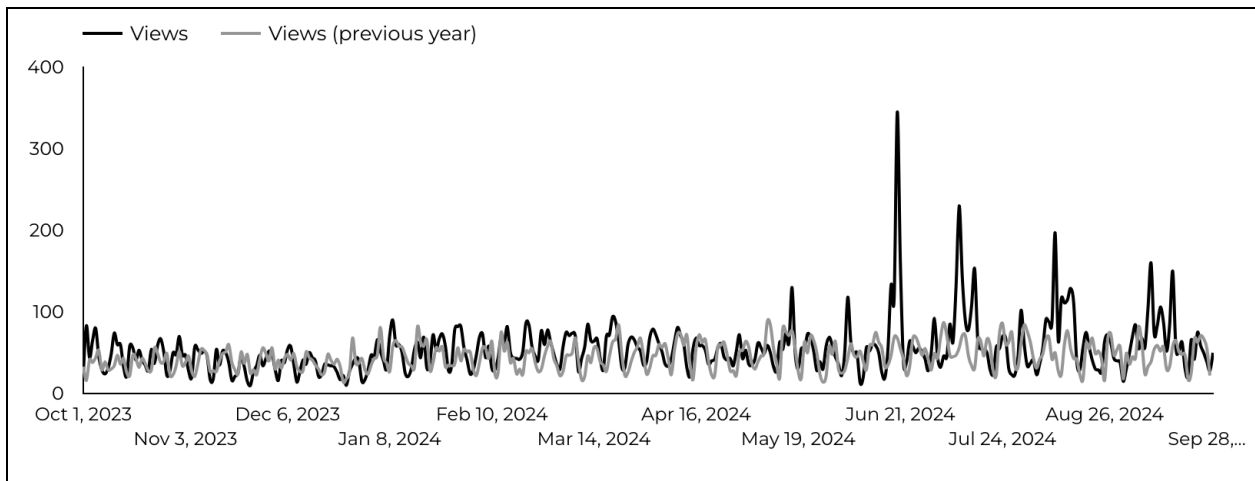
- **Employment and Job-Related Searches:** Given the high volume of searches for "jobs," "employment," and related terms, create a comprehensive employment hub. This hub could include job openings, career development resources, CEAT program details, and frequently searched forms.

Implementing these recommendations can enhance the search experience for users, improve the discoverability of key resources, and reduce bounce rates for problematic search terms.

Traffic To CEAT

- The program received 19,994 views and 16,615 sessions.
- The engagement rate is at 82%.
- There are a total of 14,558 users. Of those users 3,036 are new.

Figure 6: Traffic trends across CEAT.



Top Installations

Table 3: Top installations sorted by total users.

Installation	Total users ▾	% Δ
www.armymwr.com	6,307	12.8% ↑
stewarhunter.armymwr.com	565	31.4% ↑
liberty.armymwr.com	511	139.9% ↑
cavazos.armymwr.com	292	151.7% ↑
redstone.armymwr.com	281	1.8% ↑
bliss.armymwr.com	267	-2.6% ↓
humphreys.armymwr.com	238	-15.6% ↓
wiesbaden.armymwr.com	228	28.8% ↑
belvoir.armymwr.com	221	5.7% ↑
kaiserslautern.armymwr.com	221	-51.3% ↓

Traffic Acquisition (Where Users Came From)

This section outlines the key sources driving traffic to the Army MWR website, providing insights into user behavior across various channels.

Organic search traffic originates from users who discovered the site via search engines like Google, Bing, and DuckDuckGo. The growth in this channel indicates improved visibility and search engine optimization efforts.

- Total Users: 7,944
- Change: +10.6%

Direct traffic consists of users who accessed the site by typing the URL directly into their browser or using bookmarks. The increase suggests stronger brand recognition and user engagement.

- Total Users: 4,360
- Change: +20.0%

Referral traffic comes from users clicking through from external websites. The slight decline may indicate reduced effectiveness in external linking strategies or a change in partner site referrals.

- Total Users: 1,999
- Change: -0.8%

Organic social traffic is driven by unpaid social media posts. The notable decrease suggests lower engagement or reach on social media platforms.

- Total Users: 352
- Change: -22.8%

Demographics

The United States remains the largest source of traffic, showing a modest increase, indicating stable engagement from domestic users.

- Total Users: 2,616
- Change: +3.5%

Traffic from Germany saw a slight decline, which may reflect changes in user activity among U.S. personnel stationed there.

- Total Users: 218
- Change: -6.8%

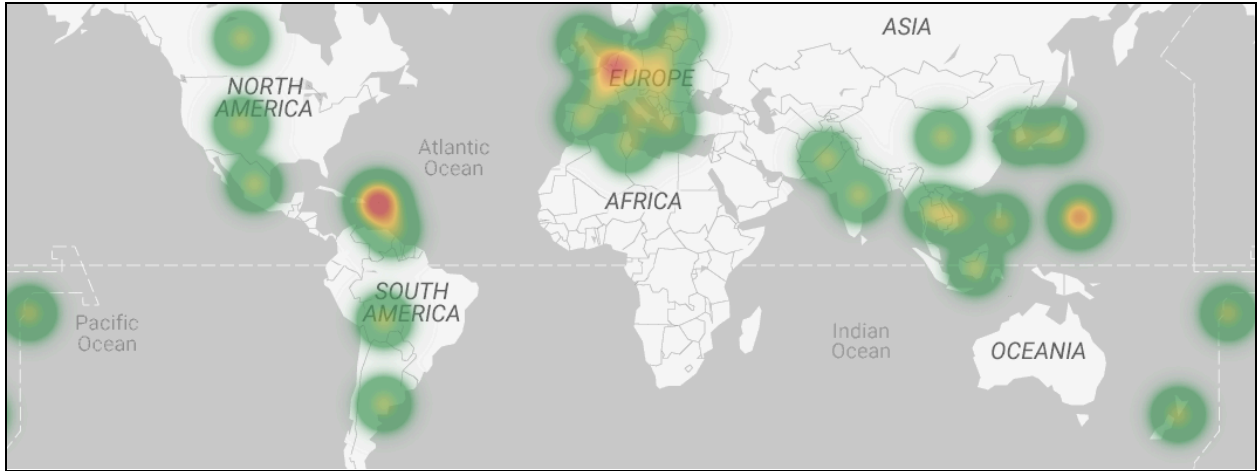
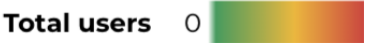
South Korea experienced a noticeable drop in traffic, suggesting reduced engagement from this region.

- Total Users: 55
- Change: -22.5%

Other Notable Countries

- Japan: 34 users, +47.8% change, showing strong growth and increased interest from this region.
- Italy: 23 users, -4.2% change
- India: 22 users, -81.2% change

Figure 7: Top Countries by User Traffic (from the map)



Device Breakdown

Understanding how users access the website is crucial for optimizing the user experience across different platforms.

Desktop remains the primary device category, with a steady increase in usage, indicating that many users continue to prefer accessing the site from workstations or larger screens.

- Total Users: 9,011
- Change: +10.9%

Mobile usage saw a slightly higher growth rate than desktop, suggesting a continued trend toward on-the-go access. This emphasizes the importance of maintaining a mobile-optimized website experience.

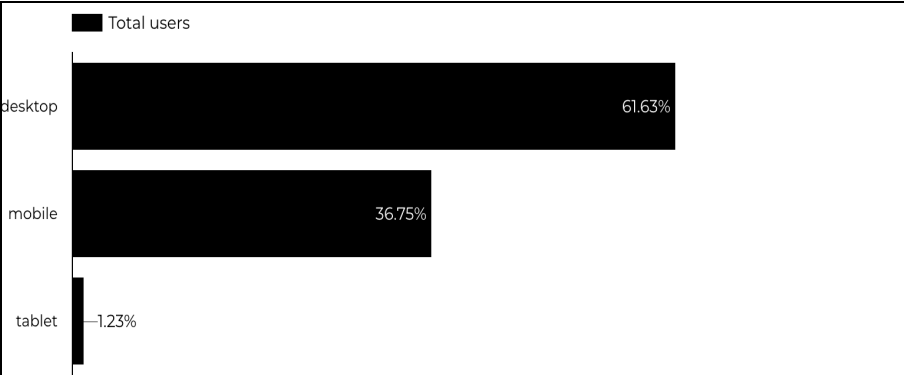
- Total Users: 5,373
- Change: +12.1%

Tablet traffic showed a slight decline, indicating reduced engagement from tablet users. This could suggest that fewer users are accessing the site via tablets or that the content may not be as optimized for tablet use.

- Total Users: 180
- Change: -3.2%

The data reveals growth in both desktop and mobile traffic, while tablet usage saw a small decrease. This trend highlights the need for ongoing optimization across desktop and mobile platforms to cater to the majority of users. Additionally, a review of the tablet experience may help understand and address the decline in traffic.

Figure 8: Bar Graph of Device Categories by Percentage



Search

The search term data offers insights into user needs and highlights areas for potential improvement in the website's content. Key findings from the analysis are as follows:

Top Searches with High Engagement

- **Jobs and Employment:** The terms "jobs" (25 searches) and "employment" (14 searches) had the highest number of searches, reflecting strong interest in job-related information. However, the bounce rate for "jobs" (12.5%) indicates that some users may not be finding what they are looking for.
- **Careers and Related Terms:** "Careers" and "job fair" had lower search volumes but demonstrated a zero bounce rate, suggesting that the content for these terms is meeting user expectations effectively.

High Search Count Per User Terms

- **CEAT and Job-Related Searches:** Terms like "CEAT" and "job" had search counts per user above 1.4, indicating that users may not be finding relevant information easily. There could be a need for improved content visibility or clearer navigation to address these issues.

Terms with Zero Bounce Rates

- **Well-Performing Searches:** Searches like "employment," "careers," "discovery," "civilian employment," and "job fair" exhibited zero bounce rates, indicating that the content for these terms is meeting user expectations.