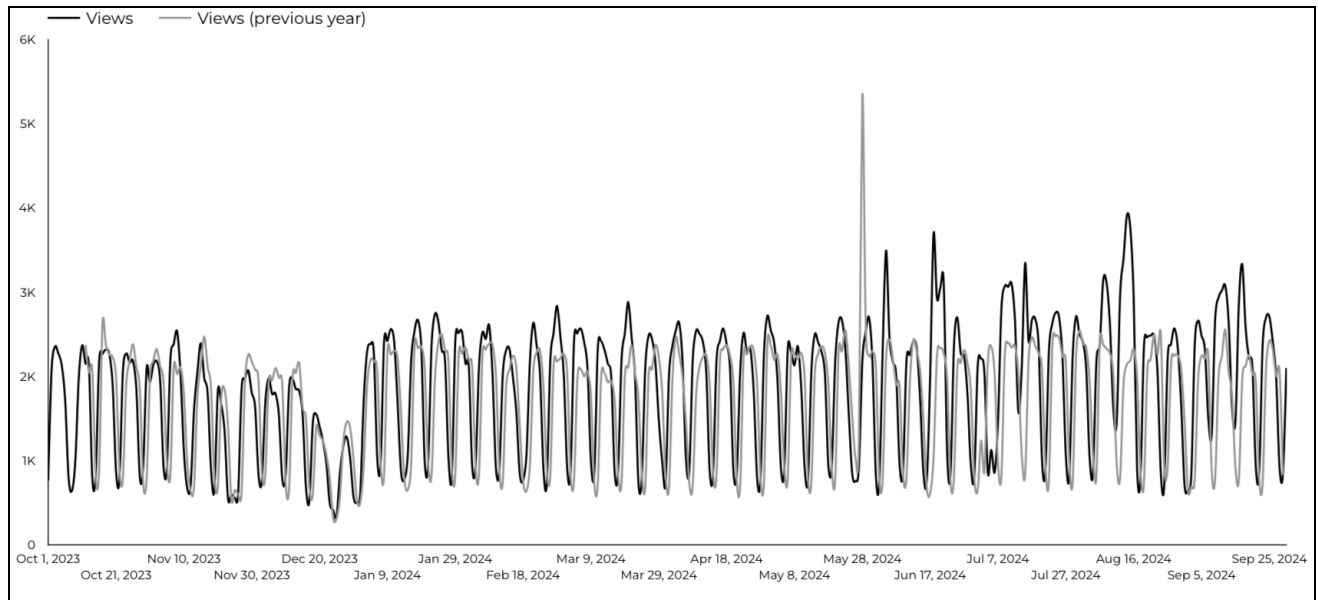


# ACS FY24 Annual Website Insights and Recommendations

# Traffic To All ACS Pages

- Over the past year **368,215 users made a visit** to an ACS page.
  - 12.9% increase compared to the previous year
- The engagement rate, measured by user activity level, is 61%, with an average session duration of 2 minutes and 37 seconds.
- On average, users visited 1.39 pages per session.
- 60.25% of the traffic to ACS was generated through web searches.

Figure 1: Traffic trends across ACS pages.



# Top Pages

Table 1: Top page paths sorted by total users.

Page path	Total users ▼
/programs/acs/family-advocacy	24,195
/programs/acs/employment-readiness-program	23,810
/programs/acs	23,407
/programs-and-services/personal-assistance	23,035
/programs/army-community-service	22,736
/programs/acs/exeptional-familymember-program	21,955
/categories/community-support	21,351
/programs-and-services/personal-assistance/employment-readiness-program/army-spouse-employment-career-and-education	17,605
/programs/army-community-service-acs	14,862
/programs/acs/financial-readiness	11,793

## Top 10 Content Creators

Table 2: Lists the top 10 Authors creating content.

Author	Total
erin_p_mcnamara_naf	13
richard_j_gerke_naf	9
toni_l_mcintyre_civ	5
bethany_m_lewis_naf	4
vorakarn_saipornchai_naf	2
monica_r_young12_naf	2
sarrahnmorgannaf	2
casey_v_george_naf	2
jessica_l_gray49_naf	2
kent_s_ava_naf	2
sarah_kathryn_i_moncada2_naf	2
lisaefeastleynaf	2

## New Pages

Web managers created 60 new ACS pages, program pages, and happenings on EPW last year. (Data from EPW Page Report)

Figure 2: Shows total pages broken down by page type.

Type	Total
Happening	27
Program Content	17
Program	16

# Traffic Acquisition (Where Users Came From)

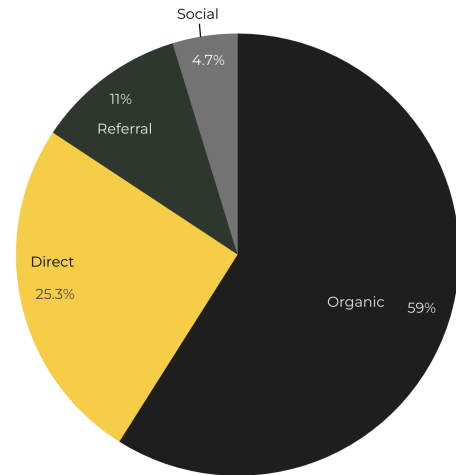
This section details the key sources of traffic to the Army MWR website, providing insights into user behavior and engagement across various channels.

Figure 3: Pie chart Traffic Source Breakdown

## Organic Search

Organic search traffic comes from users who found the site via search engines like Google, Bing, and DuckDuckGo. This channel saw positive growth, indicating increased discoverability through search engines.

- Total Users: 221,845
- Change YoY: +11.8%



## Direct Traffic

Direct traffic includes users who typed the website URL directly into their browser or accessed it via a bookmark. The decrease suggests reduced direct engagement or awareness of the URL.

- Total Users: 95,388
- Change YoY: -23.0%

## Referral Traffic

Referral traffic comes from users clicking links from external websites. The increase in referral traffic indicates strong partnerships and external linking strategies. **Army.mil**

- Total Users: 41,236
- Change YoY: +17.0%

## Organic Social

Organic social traffic comes from unpaid social media posts. The decline suggests lower engagement or visibility on social media platforms.

- Total Users: 15,727
- Change YoY: -14.7%

# User Demographics and Geographic Breakdown

## Countries

The U.S. remains the largest source of traffic, likely due to military installations and personnel across the country.

- Total Users: 843,443
- Change YoY: -3.7%

Germany remains a significant traffic source, reflecting the presence of U.S. military personnel stationed there.

- Total Users: 71,913
- Change YoY: -18.4%

Traffic from South Korea saw a notable decline, which could be linked to reduced engagement or regional shifts in users.

- Total Users: 16,332
- Change YoY: -15.1%

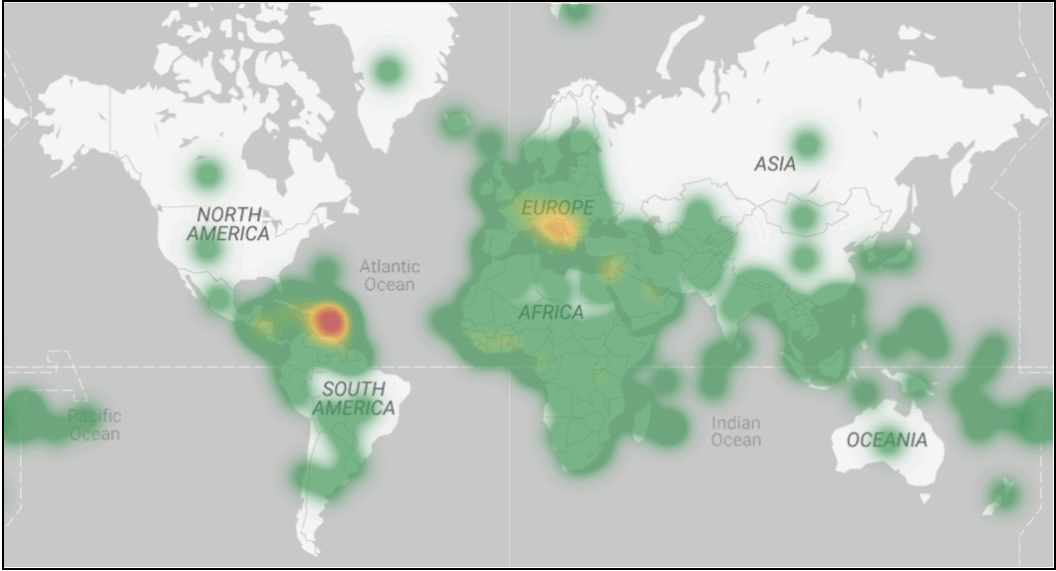
Other Notable Countries:

- Italy: -14.2 YoY
- Japan: -10.7% YoY

Heatmap 

Colors indicate user engagement: Red color shows high engagement, Green indicates lower engagement.

Figure 4: Top Countries by User Traffic (from the map)



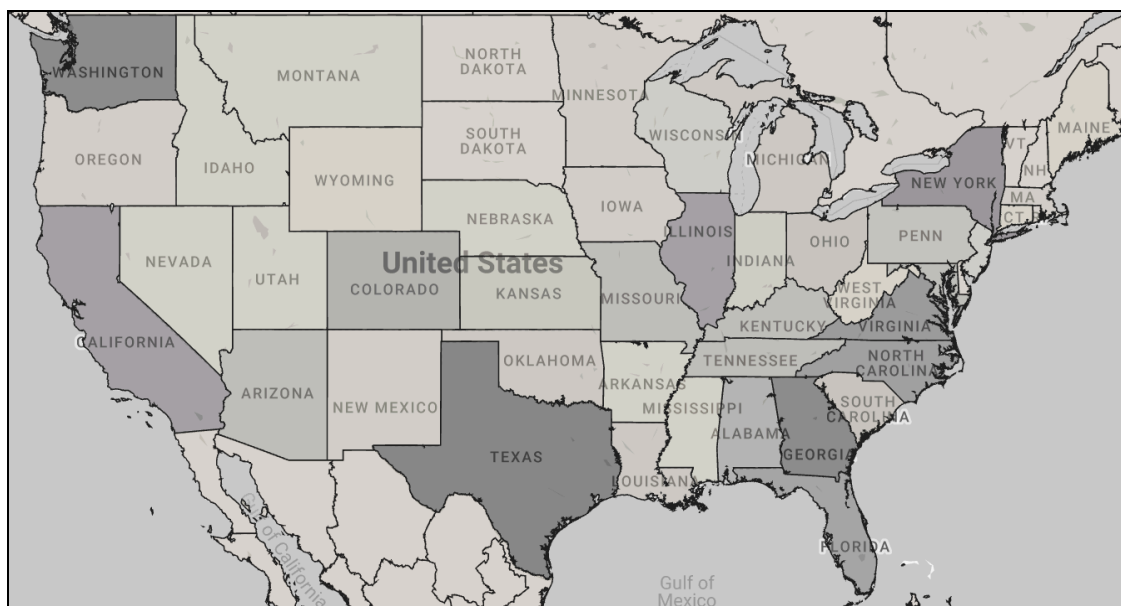
## Top U.S. States by User Traffic

- Texas remains the largest source of traffic in the U.S., reflecting the presence of multiple military installations.
  - Total Users: 45,848
  - Change YoY: +11.5%
- New York experienced a sharp increase in traffic this year.
  - Total Users: 18,852
  - Change YoY: +58.7%
- Illinois more than doubled in traffic compared to last year.
  - Total Users: 17,444
  - Change YoY: +107.1%
- Washington state experienced significant growth in user traffic.
  - Total Users: 18,049
  - Change YoY: +63.1%
- Virginia, a key state for military activity, saw a decline in traffic.
  - Total Users: 18,301
  - Change YoY: -18.5%

Heatmap 

Colors indicate user engagement: Dark color shows high engagement, beige indicates lower engagement states.

Figure 5: Top States by User Traffic (from the map)



## Device Breakdown

Understanding how users access the website is crucial for optimization efforts.

Mobile remains the dominant device category, emphasizing the need for continuous mobile optimization.

- Total Users: 208,234
- Change YoY: +7.6%

Desktop usage saw a strong increase, suggesting more users are accessing from workstations or desktop environments.

- Total Users: 159,158
- Change YoY: +22.6%

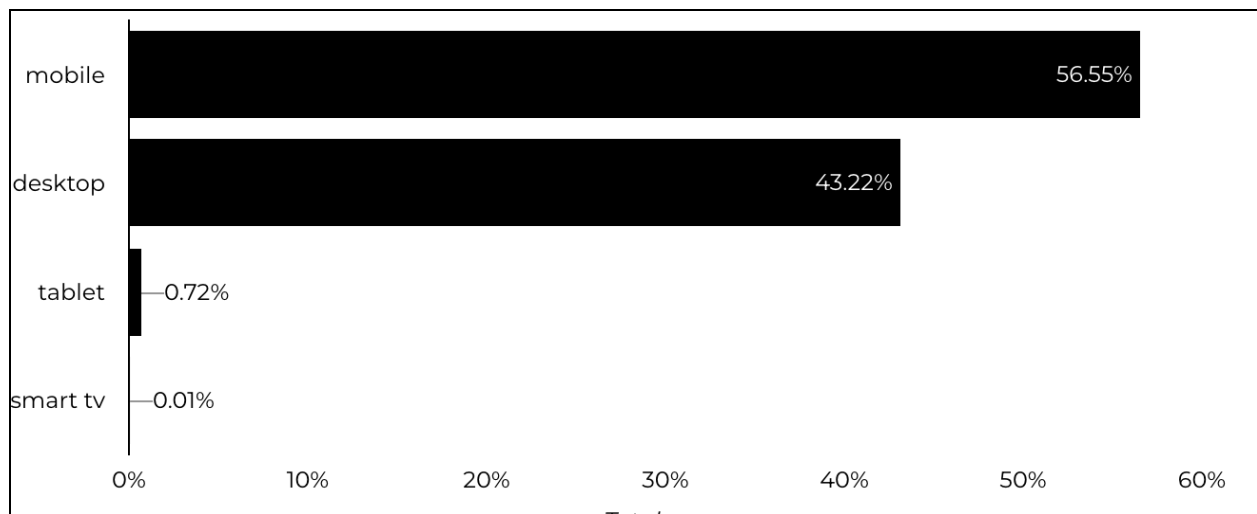
Tablets account for a small percentage of users but saw modest growth.

- Total Users: 2,639
- Change YoY: +6.5%

Smart TVs, though small in number, doubled their traffic.

- Total Users: 24
- Change YoY: +100%

Figure 6: Bar Graph of Device Categories by Percentage





## Best-Performing Installations (Based on Multiple Metrics)

The top-performing installations were identified using a blend of metrics, including views, engagement rate, views per user, users, new users, and average session duration. Selections were based on installations showing a 10% or greater positive change in at least two of these areas. Priority was given to installations with increased views, higher engagement rates, and improved session metrics such as views per user and session duration. To ensure reliability, only installations with a minimum of 1,000 views were included, as smaller numbers can disproportionately impact percentage changes.

### The top performers

Based on a 10% or more increase in two or more key areas: Views, Total Users, New Users, and Engagement Rate.

#### Fort Campbell

- Views: 21,781 (+744.6%)
- Total Users: 12,127 (+742.7%)
- New Users: 9,443 (+1,036.3%)
- Engagement Rate: 56.92% (+57.8%)

Massive growth in all user metrics, including a significant rise in new users.

#### JBLM (Joint Base Lewis-McChord)

- Views: 18,332 (+268.3%)
- Total Users: 12,339 (+256.2%)
- New Users: 9,203 (+576.7%)
- Engagement Rate: 61.31% (+108.9%)

Substantial increases in users, new users, and engagement rate.

## Fort McCoy

- Views: 2,938 (+17.3%)
- Total Users: 1,517 (+2.1%)
- New Users: 963 (+8.9%)
- Engagement Rate: 68.44% (+57.6%)

Fort McCoy exhibited strong engagement rate growth, despite modest increases in users and new users.

## Kaiserslautern

- Views: 10,833 (+28.7%)
- Total Users: 6,372 (+18.3%)
- New Users: 4,120 (+21.9%)
- Engagement Rate: 62.23% (+53%)

Consistent growth across all key metrics, with a substantial rise in engagement.

## Wiesbaden

- Views: 15,689 (+30.7%)
- Total Users: 8,666 (+27.0%)
- New Users: 4,866 (+39.7%)
- Engagement Rate: 66.76% (+53.6%)

Solid increases in views, users, and engagement rate.

## Fort Buchanan

- Views: 2,075 (+9.8%)
- Total Users: 1,240 (+19.2%)
- New Users: 812 (+23.4%)
- Engagement Rate: 62.78% (+34.9%)

Moderate increases in user metrics, with a healthy rise in engagement rate.

These installations have experienced significant growth in two or more key areas, showcasing positive trends in user engagement and traffic.

## Worst-Performing Installations (Based on Multiple Metrics)

The selection of worst-performing installations was based on a combination of metrics, including views, engagement rate, views per user, and average session duration. Installations showing a decline of 10% or more in at least two of these areas were included. Priority was given to installations with significant decreases in views, engagement rate, and session metrics such as views per user and session duration. Only installations with a minimum of 1,000 views were considered, as smaller numbers can skew percentage shifts.

### Daegu

- Views: 3,564 (-13.1%)
- Total Users: 1,993 (-9.8%)
- New Users: 1,398 (-6.7%)
- Average Session Duration: 00:02:16 (-22.7%)

Daegu has seen declines in key metrics, particularly from organic search and traffic from home.army.mil. Specific landing pages like SHARP and Army Community Service have also lost engagement. To improve, it's crucial to optimize high-traffic pages, and ensure links from home.army.mil are functioning properly to boost user flow and engagement.

### Camp Casey

- Views: 1,899 (-20.0%)
- Total Users: 1,139 (-24.0%)
- New Users: 623 (-25.7%)
- Engagement Rate: 62.12% (-44.3%)

Camp Casey has experienced significant declines in total views, sessions, and users, with organic search traffic down by 33.4%. Key landing pages like Army Community Services and Community Support are also struggling. To improve, the installation should focus on enhancing its organic search strategy, and optimizing ACS content to better engage both returning and new users. Ensuring that high-traffic landing pages are updated regularly and accessible will also help mitigate further declines.

## Presidio of Monterey

- Views: 3,361 (-12.9%)
- Total Users: 1,905 (-16.8%)
- New Users: 1,331 (-16.5%)
- Engagement Rate: 62.8% (-29.6%)

Presidio of Monterey has experienced a noticeable decline in total views, sessions, and users, with organic search and referral traffic seeing significant drops. The decrease in average session duration by 40.8% suggests users are not spending as much time on the site, which could indicate issues with content relevance or user engagement. Focus on improving the visibility and updating of key landing pages, enhancing the SEO for better organic search results. Continue refining ACS content to keep users engaged for longer durations.

### Other considerations

While the data shows significant declines in views, users, and engagement rates, other considerations should be taken into account, such as potential reductions in the number of personnel on base or changes in community needs. These external factors might contribute to lower traffic and engagement and should be investigated when assessing performance and planning future strategies.

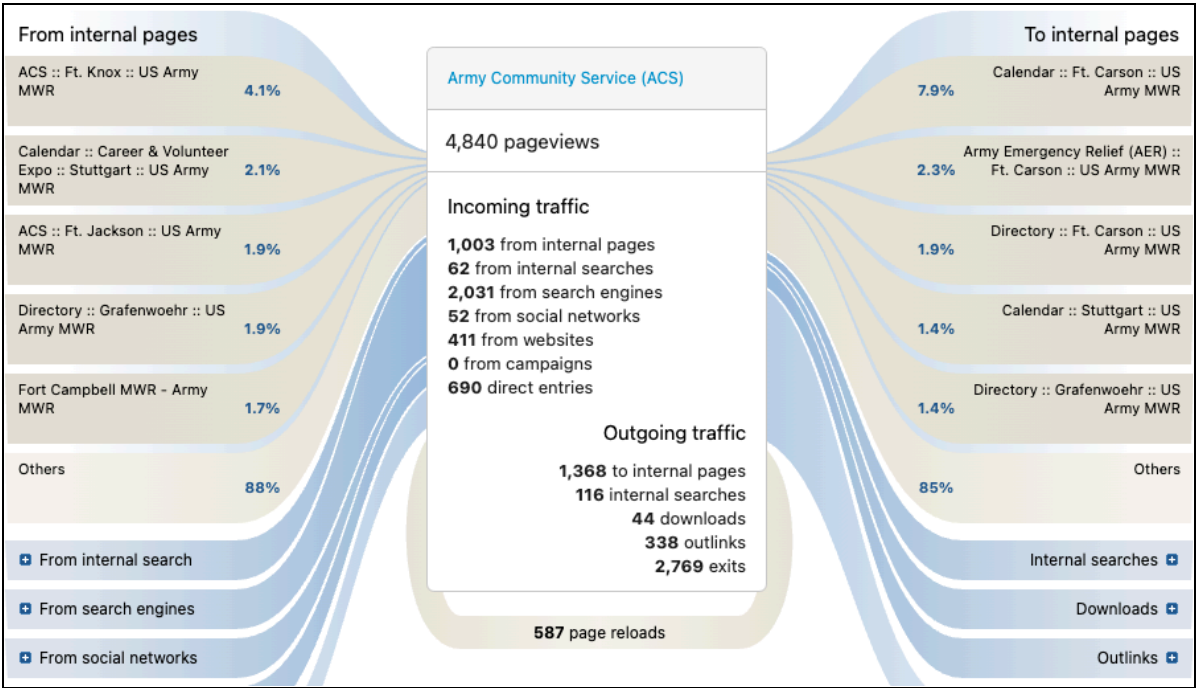
# User Behavior and Engagement

## User Flow

This image represents a Sankey diagram showing the flow of traffic to and from ACS (Small Sample Size). It is divided into three sections:

- Incoming traffic sources (on the left).
- The central ACS page.
- Outgoing traffic destinations (on the right).

Figure 7: Sankey diagram showing the flow of traffic to and from the ACS.



Below is an explanation of the key transitions and a brief analysis:

### Incoming Traffic (Left Side)

- Traffic reaching the ACS page originates from various sources such as internal pages, search engines, direct entries, social networks, and other websites.
- Internal pages provide a significant portion of the traffic, with other MWR pages contributing notably.
- Search engines represent the largest external source of traffic, while direct entries reflect users typing the URL directly.

### Outgoing Traffic (Right Side)

- Once users visit the ACS page, many are redirected to internal pages, such as event calendars and emergency relief pages.
- Some visitors perform internal searches or click outlinks, while a large percentage exit the website entirely.

## Analysis

The data shows that internal navigation and search engines are key drivers of traffic to the ACS page.

- Many users leave after viewing the page, indicating a potential need for enhanced content engagement or better internal linking strategies.

This data illustrates the importance of internal navigation and search engines in driving traffic to the ACS page. A large portion of visitors arrive from other internal MWR pages and search engines, demonstrating the value of internal link structures and search engine optimization (SEO).

The high number of exits suggests that while the ACS page is well-trafficked, many users are not engaging with further resources or exploring beyond the page, which could imply a need for improved internal linking or content engagement strategies.

This data provides an understanding of how users interact with the ACS page, their pathways in, and where they navigate afterward, highlighting potential areas for traffic optimization.

# Heatmaps and Engagement

The heatmap images below illustrate user interaction on the ACS page. They provide insight into where users are engaging the most (clicks, scrolls, and movements) and areas that might need improvement to increase engagement.

## Click Activity

- The most clicks are concentrated around key interactive elements, such as the "Find My Installation" button, which is highly visible and draws significant user interest.
- The advertisement banners, also receive notable attention, showing effective placement and engagement for external promotions.
- Service links in the "ACS Programs and Services" section (such as the "Army Family Action Plan" and "Army Family Team Building") receive scattered clicks, indicating varied interest across different programs.
- The "Additional Resources" links are receiving relatively low engagement, suggesting these could either be repositioned or made more visually prominent.

Figure 8: Heatmap of user interactions on the ACS page.



# Scroll Activity

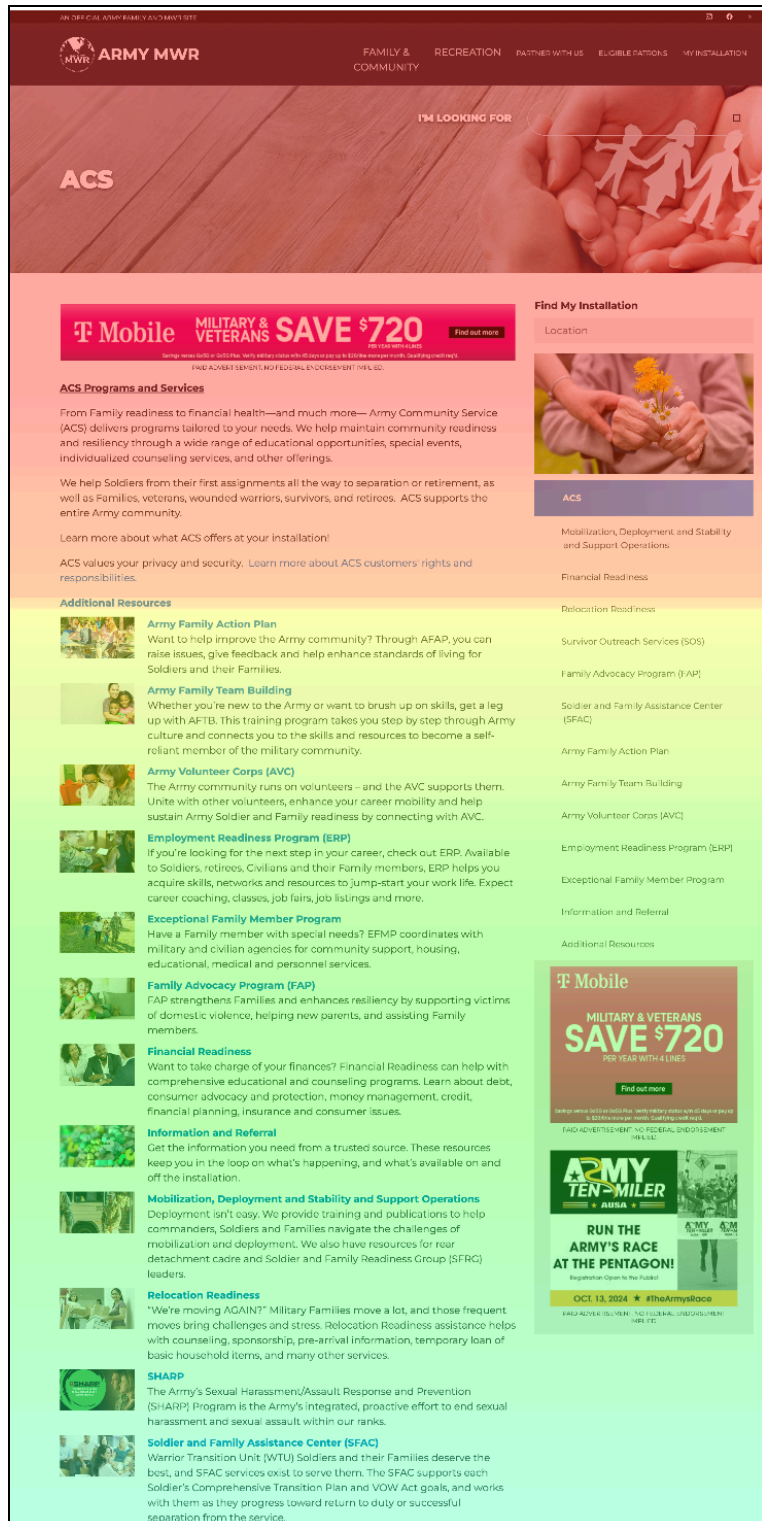
- The majority of users scroll down past the top banner but tend to slow down around the section just after the advertisement banner. This indicates that users are scanning for information but lose interest as they scroll further down.
- The scroll depth is high, indicating users are exploring much of the page's content, but interest appears to wane by the bottom of the page, where fewer users engage with the content.
- Most of the scrolling occurs within the middle of the page, particularly around "ACS Programs and Services" and "Find My Installation," areas users find useful.

## Scroll Depth Heatmap



Colors indicate user engagement as they scroll down the page: red/orange shows high engagement, yellow shows moderate engagement, and blue indicates lower engagement areas.

Figure 9: Scroll Activity of user interactions on ACS page.





# Mouse Movement

- Mouse movement shows that users are hovering mostly around interactive elements (buttons and links), particularly in the upper-middle portion of the page.
- The "I'm Looking For" section in the header draws significant attention, indicating a good placement for user engagement.
- Interaction tends to decrease in the lower portions of the page, where less movement and engagement are evident, suggesting content towards the bottom could be condensed or reorganized.

Figure 10: Mouse Activity of user interactions on ACS page.



## Areas for Improvement

- The bottom section of the page, including additional resources and non-interactive content, is not capturing user interest. These areas could benefit from restructuring or from including more visually engaging elements.
- The "Find My Installation" section is popular, and similar calls to action should be considered in other key areas to guide user behavior and ensure higher engagement with more content.
- Given the drop in interaction in the lower third of the page, consider reducing the content or breaking it into subpages to improve focus on more engaging topics.

## Search

The search data highlights active user interaction, with substantial engagement through EPW. Users typically conducted multiple searches, demonstrating a thorough exploration of available content.

- Total Searches: 8,431

On average, users searched more than once, suggesting that most users didn't stop at a single query and often searched for additional resources.

- Average Search Count per User: 1.19

## Categorized Search

The search terms can be categorized into several relevant categories based on the topics they cover. Here's a breakdown of the main categories:

### **Financial Assistance and Readiness**

Financial support is a key area of interest for users. Searches for financial assistance programs like AER (Army Emergency Relief) and personal financial counseling indicate that users are actively seeking help with financial management and support resources. This shows that users rely on EPW for guidance on financial stability.

- Finance (330 searches)
- AER (166 searches)
- Financial (38 searches)

- Financial Readiness (27 searches)
- Financial Assistance (21 searches)
- Army Emergency Relief (30 searches)
- Financial Counseling (12 searches)
- Personal Financial Counselor (30 searches)

## Recommendation

Financial education should include more resources. Given the notable interest in financial topics (e.g., "Financial Education," "Financial Counseling," and "Financial Assistance"), expanding this section could greatly benefit users. Consider adding more tools like budgeting guides, financial planning workshops, and access to personal financial counselors. This would support the growing demand for financial guidance and enhance EPW's reputation as a comprehensive resource for financial education.

## Employment and Career Support

Employment-related searches rank high, signaling that users are heavily focused on career development. Whether it's job opportunities, resume help, or career fairs, users are engaging with the EPW to improve their employment prospects. This points to a strong demand for career support services.

- Jobs (115 searches)
- Employment (48 searches)
- Job Fair (32 searches)
- Careers (41 searches)
- Employment Readiness Group (35 searches)
- Employment Readiness Program (19 searches)
- Resume (58 searches)
- Job (47 searches)
- Career Fair (10 searches)

## Recommendations

Since "resume" is a frequently searched term, it would be beneficial to add dedicated resume-building resources or links to resume tools on the Careers page. This can provide immediate assistance to users and enhance their overall job-seeking experience.

## Community and Family Services

Users are looking for services that support families and community engagement. The high search volume for ACS (Army Community Service) and SFRG (Soldier & Family Readiness Groups) reflects EPW's role as a resource for community-based support programs. Family-related resources such as childcare and relocation readiness are also common queries.

- ACS (180 searches)
- Volunteer (107 searches)
- SFRG (113 searches)
- Relocation Readiness (38 searches)
- Family Advocacy (25 searches)
- Marriage Counseling (24 searches)
- New Parent Support (18 searches)
- Childcare (18 searches)

## Counseling and Mental Health Services

Counseling and mental health services are essential needs for users. Searches for Military Family Life Counseling (MFLC) and therapy options highlight the importance of emotional and psychological support. Users are actively seeking resources to address mental health challenges, particularly related to military life.

- MFLC (136 searches)
- Counseling (39 searches)
- Anger Management (43 searches)
- Sharp (42 searches)
- Therapy (10 searches)
- Behavioral Health (8 searches)

## Recommendations

Creating a dedicated Mental Health and Counseling landing page would consolidate all related resources in one place. Since users are searching specifically for counseling services, this page could feature links to MFLC, anger management, and therapy services, improving access to crucial mental health support.

## Education and Training

Users are engaging with EPW for educational opportunities and skills development. Searches for classes, language learning (like ESL), and certification programs such as CPR suggest that users value opportunities for personal development and improving their qualifications.

- CPR (30 searches)
- Classes (21 searches)
- ESL (19 searches)
- German Classes (11 searches)
- Sponsorship Training (13 searches)

## Legal and Immigration

Legal and immigration concerns are prevalent among users, as reflected by searches related to divorce, legal help, and citizenship. This suggests that users are navigating complex legal processes and turning to the EPW for assistance with these sensitive and often complicated issues.

- Divorce (33 searches)
- Immigration (27 searches)
- Legal (25 searches)
- Citizenship (13 searches)