



ARMY MWR

2024 U.S. ARMY WCAP OLYMPICS AND PARALYMPICS

Views
846

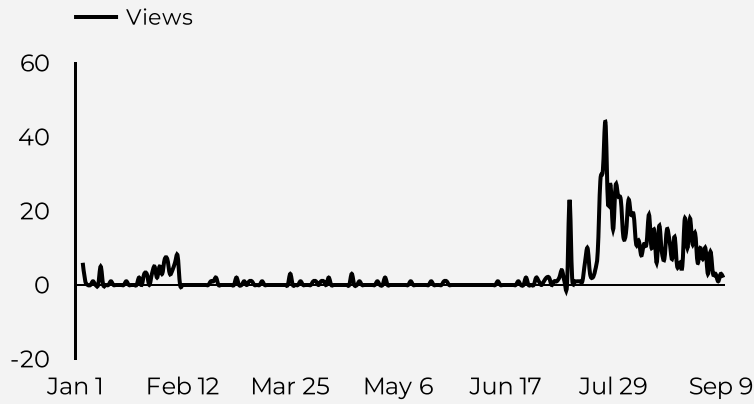
Sessions
794

Total users
702

New users
229

Engagement rate
81%

Visitor trends.



How does the site acquire traffic?

Top five channels sorted by users.

Channel	Total users
Organic Search	452
Direct	174
Referral	51
Organic Social	24
Email	1

Social

Top social sources sorted by users.

Social	Total users
All Other Sources	674
Facebook	23
Instagram	5

Where do people click for more information?

Top outbound link clicks.

Click Text	Total
Continue	233
Download Flyer	22
RECREATION	17
shopmyexchange.com	13
OK	12
Grand total	440

Stripes

Installation	Total
jblm.armymwr.com	12,385
www.armymwr.com	11,999
liberty.armymwr.com	9,993
redstone.armymwr.com	9,278
bliss.armymwr.com	7,954
moore.armymwr.com	5,895
hawaii.armymwr.com	5,715
cavazos.armymwr.com	5,166
leonardwood.armymwr.com	5,116
humphreys.armymwr.com	5,100
eisenhower.armymwr.com	4,783
kaiserslautern.armymwr.com	4,569
jackson.armymwr.com	4,556
belvoir.armymwr.com	4,358
campbell.armymwr.com	4,344
stewarthunter.armymwr.com	4,336
knox.armymwr.com	4,301
carson.armymwr.com	4,041
stuttgart.armymwr.com	3,964
meade.armymwr.com	3,756
Grand total	194,572

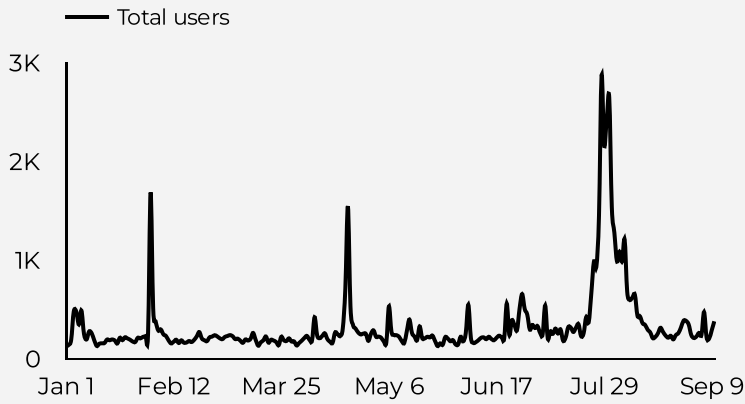


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Views	Sessions	Total users	New users	Engagement rate
193,722	96,092	79,072	78,539	60%

Visitor trends.



How does the site acquire traffic?

Top channels sorted by users.

Session source / medium	Total users
google / organic	56,362
(direct) / (none)	12,260
goarmy.com / referral	2,320
bing / organic	1,751
m.facebook.com / referral	1,552
armymwr.com / referral	590

Social

Top social sources sorted by users.

Social	Total users
All Other Sources	76,266
Facebook	2,284
Instagram	410

Top Pages

Sorted by views.

Page path	Views
/	27,754
/soldier-athletes/olympic-sports/rugby-sevens/1lt-samantha-sullivan	13,040
/apply	11,272
/soldier-athletes/olympic-sports/boxing	10,039
/about	8,957
/soldier-athletes/olympic-sports/wrestling	8,765
/olympians	7,804
/soldier-athletes/olympic-sports/track	5,553
/soldier-athletes/olympic-sports/track/spc-leonard-korir	4,570
/apply/general-standards/Track-Field	3,976
/apply/general-standards/boxing	3,012

Link URL	Clicks
	563,737
https://www.armymwr.com/programs-and-services/sports-and-fitness/all-army-sports	2,607
https://www.armymwr.com/programs-and-services/sports-and-fitness/unit-level-and-intramural-sports-pr	670
https://www.armymwr.com/	597
https://www.army.mil/article/275956/three_wcap_soldier_athletes_win_u_s_olympic_wrestling_trials_try	242
https://www.army.mil/article/275879/army_paralympic_athlete_remains_grounded_a_mid_continued_excellen	122
https://content.armymwr.com/0c8a1f4c-d69d-4819-a829-6a5af2673b44/5f219d152662a264023890/5f725e0b7b11	38
https://www.armymwr.com/partner/advertising-sponsorship	35