



Views
7,568
↓ -2.3%

Sessions
5,124
↓ -12.4%

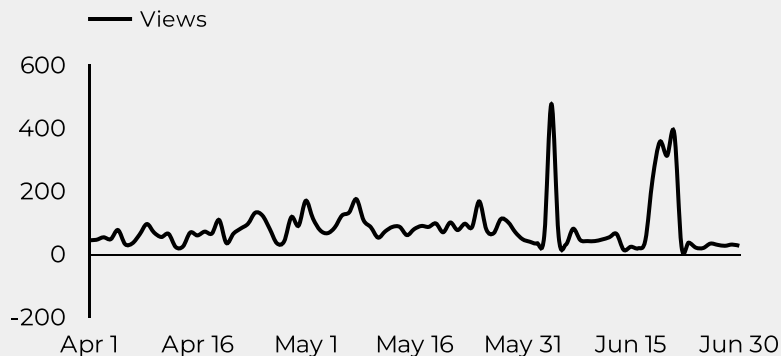
Total users
4,410
↓ -12.2%

New users
1,567
↑ 45.4%

Engagement rate
72%
↑ 386.7%

Visitor trends.

Visits compared to previous year.



How does the site acquire traffic?

Top five channels sorted by visits.

Session default channel group	Total users
Organic Search	1,947
Direct	1,523
Organic Social	635
Referral	355
Email	26

Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	987
belvoir.armymwr.com	320
leonardwood.armymwr.com	233
stewarhunter.armymwr.com	233
humphreys.armymwr.com	200
liberty.armymwr.com	164
stuttgart.armymwr.com	150
hawaii.armymwr.com	140
leavenworth.armymwr.com	123
novosel.armymwr.com	111

Where do people click for more information?

Top link clicks.

URL	Clicks
Image Link Clicks	177
http://shopmyexchange.com/BeFit	28
http://www.facebook.com/FamilyMWR	14
https://www.hprc-online.org/	13
https://usg01.safelinks.protection.office365.us/	11
https://www.hprc-online.org/nutritional-fitness/performance-nutrition/high-performance-eating-vs-low	11
https://www.hprc-online.org/social-fitness/teams-leadership/hprc-team-building-resource-guide	11
https://www.facebook.com/FamilyMWR	10
https://www.opss.org/article/bodybuilding-and-performance-supplements-are-they-safe	10
Grand total	441

Stripes

Total stripe impressions.

Installation	Total
www.armymwr.com	25,646
leavenworth.armymwr.com	5,411
hawaii.armymwr.com	3,232
stuttgart.armymwr.com	2,014
stewarhunter.armymwr.com	1,326
leonardwood.armymwr.com	1,247
jackson.armymwr.com	1,137
kaiserslautern.armymwr.com	403
yongsan.armymwr.com	340
daegu.armymwr.com	320
europa.armymwr.com	106
baumholder.armymwr.com	86
italy.armymwr.com	78
novosel.armymwr.com	44
aberdeen.armymwr.com	10
Grand total	41,422

STRONG B.A.N.D.S.

The STRONG B.A.N.D.S. program pages have experienced mixed trends in site traffic and user engagement. Total users for the STRONG B.A.N.D.S. program pages reached 4,410, marking a 12.2% decrease year-over-year. New users saw a significant increase to 1,567, reflecting a 45.4% rise, indicating successful outreach and heightened interest among new audiences.

The engagement rate for the STRONG B.A.N.D.S. pages impressively jumped by 386.7% to 72%, suggesting that the content is highly engaging and resonates well with the audience.

- Last Quarter there were 41,422 Stripe Impressions
- 441 Link clicks to fitness content

Table 23: Content Engagement Metrics

URL	Clicks
	177
http://shopmyexchange.com/BeFit	28
http://www.facebook.com/FamilyMWR	14
https://www.hprc-online.org/	13
https://usg01.safelinks.protection.office365.us/	11
https://www.hprc-online.org/nutritional-fitness/performance-nutrition/high-performance-eating-vs-low	11
https://www.hprc-online.org/social-fitness/teams-leadership/hprc-team-building-resource-guide	11
https://www.facebook.com/FamilyMWR	10
https://www.opss.org/article/bodybuilding-and-performance-supplements-are-they-safe	10
Grand total	441

Table 24: Top Search Terms by Search Volume

Search	Total Searches ▾	Total users	Search count per user
strong bands	4	4	1
h2f	3	3	1
rugby	3	2	1.5
snack bar	3	1	3
rock the 80s	2	2	1
ballet	2	1	2
splash pad	2	1	2

Matomo's Visits Log Report

The Visits Log is a tool that allows you to see all the visits on your site, and browse through these visits to check on individual user sessions. It is useful to browse individual user sessions on your site and understand what your visitors were looking for, whether they found an answer, or to see which pages they looked at before converting your Goals.

Figure 9: Detailed User Journey

Sunday, June 2, 2024 - 09:40:15 📱 iOS

IP: 172.29.0.0 🇺🇸 United States

Website: kaiserslautern.armymwr.com

8 Actions - 1 min 48s 👤 [View visitor profile](#)

- 👁️ [U.S. Army Family and Morale Welfare and Recreation \(Army MWR\)](#)
- 👁️ [STRONG B.A.N.D.S. - US Army MWR](#)
[/programs-and-services/sports-fitness/strong-bands](#)
- 👁️ [Activity :: ArmyMWR :: US Army MWR](#)
[/programs-and-services/sports-fitness/strong-bands/activity](#)
- 👁️ [Strength :: ArmyMWR :: US Army MWR](#)
[/programs-and-services/sports-fitness/strong-bands/strength](#)

Figure 10: Detailed User Journey

Tuesday, June 25, 2024 - 14:52:19 🖥️ Windows

IP: 172.29.0.0

Website: www.hprc-online.org

3 Actions - 27s 👤 [View visitor profile](#)

- 👁️ [STRONG B.A.N.D.S. - US Army MWR](#)
[/programs-and-services/sports-fitness/strong-bands](#)
- 👤 [www.hprc-online.org/](#)

Figure 11: Detailed User Journey

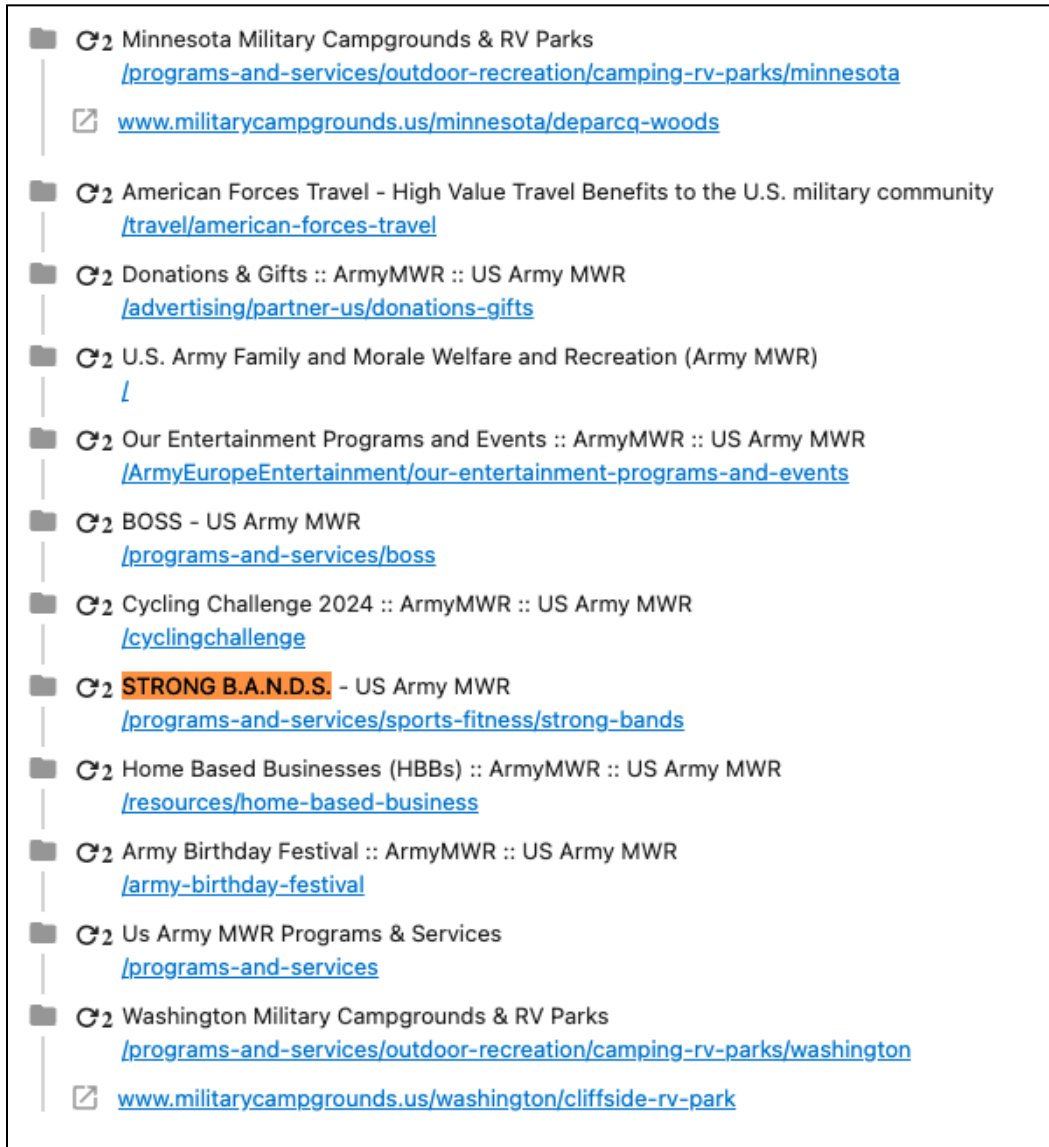
- C2 U.S. Army Family and Morale Welfare and Recreation (Army MWR)
[/](#)
- C2 Payments :: ArmyMWR :: US Army MWR
[/resources/payments-1](#)
- C2 **STRONG B.A.N.D.S.** - US Army MWR
[/programs-and-services/sports-fitness/strong-bands](#)
- C2 Strength :: ArmyMWR :: US Army MWR
[/programs-and-services/sports-fitness/strong-bands/strength](#)
- C2 Activity :: ArmyMWR :: US Army MWR
[/programs-and-services/sports-fitness/strong-bands/activity](#)
- C2 Nutrition :: ArmyMWR :: US Army MWR
[/programs-and-services/sports-fitness/strong-bands/nutrition](#)
- C4 Army MWR Travel Programs Offer Discounted Prices for Disney, Tickets, Cruises a...
[/travel](#)
- C2 Armed Forces Resorts - Army MWR - Military Resorts - Dragon Hill Lodge DHL, Sh...
[/travel/armed-forces-hotels-resorts](#)
- C2 Army MWR Travel Programs Offer Discounted Prices for Disney, Tickets, Cruises a...
[/travel](#)
- C2 Eligible Patrons for US Army MWR
[/patrons](#)
- C2 Army Community Service (ACS)
[/programs-and-services/personal-assistance](#)
- C2 Contact Contracting :: ArmyMWR :: US Army MWR
[/contact-us/contact-contracting/form_success/1123609](#)
- C2 U.S. Army Family and Morale Welfare and Recreation (Army MWR)
[/](#)
- C2 Military Camping and RV Parks - U.S. Army MWR campsites and RV Parks
[/programs-and-services/outdoor-recreation/camping-rv-parks](#)
- C2 Montana Military Campgrounds & RV Parks
[/programs-and-services/outdoor-recreation/camping-rv-parks/montana](#)
- ☑ [www.shadesofgreen.org/](#)
- ☑ [www.edelweisslodgeandresort.com/](#)

Figure 12: Detailed User Journey

- 📄 Minnesota Military Campgrounds & RV Parks
</programs-and-services/outdoor-recreation/camping-rv-parks/minnesota>
🔗 www.militarycampgrounds.us/minnesota/deparcq-woods
- 📄 American Forces Travel - High Value Travel Benefits to the U.S. military community
</travel/american-forces-travel>
- 📄 Donations & Gifts :: ArmyMWR :: US Army MWR
</advertising/partner-us/donations-gifts>
- 📄 U.S. Army Family and Morale Welfare and Recreation (Army MWR)
[/](#)
- 📄 Our Entertainment Programs and Events :: ArmyMWR :: US Army MWR
</ArmyEuropeEntertainment/our-entertainment-programs-and-events>
- 📄 BOSS - US Army MWR
</programs-and-services/boss>
- 📄 Cycling Challenge 2024 :: ArmyMWR :: US Army MWR
</cyclingchallenge>
- 📄 **STRONG B.A.N.D.S.** - US Army MWR
</programs-and-services/sports-fitness/strong-bands>
- 📄 Home Based Businesses (HBBs) :: ArmyMWR :: US Army MWR
</resources/home-based-business>
- 📄 Army Birthday Festival :: ArmyMWR :: US Army MWR
</army-birthday-festival>
- 📄 Us Army MWR Programs & Services
</programs-and-services>
- 📄 Washington Military Campgrounds & RV Parks
</programs-and-services/outdoor-recreation/camping-rv-parks/washington>
🔗 www.militarycampgrounds.us/washington/cliffside-rv-park

- 🗨️ U.S. Army Family and Morale Welfare and Recreation (Army MWR)
[/](#)
- 🗨️ Payments :: ArmyMWR :: US Army MWR
[/resources/payments-1](#)
- 🗨️ **STRONG B.A.N.D.S.** - US Army MWR
[/programs-and-services/sports-fitness/strong-bands](#)
- 🗨️ Strength :: ArmyMWR :: US Army MWR
[/programs-and-services/sports-fitness/strong-bands/strength](#)
- 🗨️ Activity :: ArmyMWR :: US Army MWR
[/programs-and-services/sports-fitness/strong-bands/activity](#)
- 🗨️ Nutrition :: ArmyMWR :: US Army MWR
[/programs-and-services/sports-fitness/strong-bands/nutrition](#)
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- 🗨️ U.S. Army Family and Morale Welfare and Recreation (Army MWR)
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[/programs-and-services/outdoor-recreation/camping-rv-parks/montana](#)
- 🔗 www.shadesofgreen.org/
- 🔗 www.edelweisslodgeandresort.com/

Figure 12: Detailed User Journey



The common elements in the "STRONG B.A.N.D.S." user journeys are:

Common Elements in User Journeys:

1. Consistent Entry Points:
 - Users frequently enter through the main U.S. Army Family and Morale Welfare and Recreation (MWR) page.
 - Another common entry is through direct links to the "STRONG B.A.N.D.S." program.
2. Frequent Actions:

- Users often navigate multiple sub-pages related to "STRONG B.A.N.D.S." such as Strength, Activity, and Nutrition sections.
- There are frequent interactions with pages offering additional fitness and wellness information.

3. Diverse Referral Sources:

- Users come from various referral sources, including Google, specific military community pages, and directly typed URLs.

4. Extended Engagement:

- Users often engage in multiple actions within a single session, indicating a deep interest in exploring the program comprehensively.
- Sessions typically involve viewing related programs and services, suggesting a holistic approach to fitness and wellness.