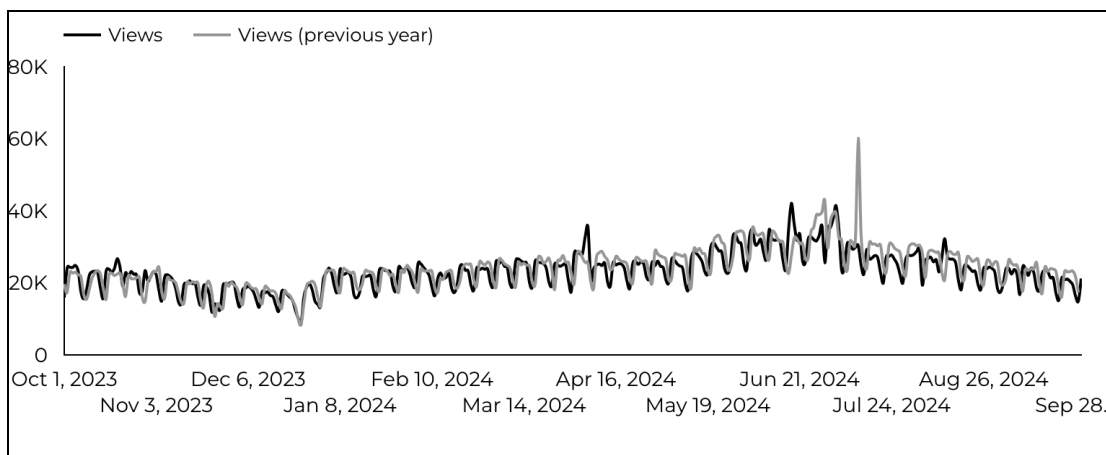


BRD FY24 Annual Website Insights and Recommendations

Traffic To All BRD Pages

- Over the past year, **3,787,037 users made a visit** to an BRD page.
 - 0.1% increase compared to the previous year
- The bounce rate (measured by the percentage of users that entered and left the website from the same page) 36%, and an average session duration of 2 minutes 47 seconds.
- On average, users visited 2.24 pages per session.
- 85.19% of the traffic to BRD was generated through web searches.

Figure 1: Traffic trends across BRD pages.



Top Pages

Table 1: Top page paths sorted by total users.

Page path	Total users ▼
/programs/leisure-travel-services	164,493
/programs/outdoor-recreation	163,186
/categories/sports-and-fitness	83,499
/destin	78,269
/categories/outdoor-recreation	65,668
/programs-and-services/cys	51,183
/categories/travel-and-lodging	50,088
/categories/recreation	48,680
/calendar	42,673
/categories/social-and-dining	42,368
/categories/community-events	41,154
/programs/bowling-center	39,856

Top 10 Content Creators

Table 2: Lists the top 10 Authors creating content.

Author	Total
kent_s_ava_naf	51
bethany_m_lewis_naf	41
erin_p_mcnamara_naf	35
christine_m_reichert2_naf	31
michael_k_beaton_naf	24
lina_m_sotosoto	21
gregorypsuchanycnaf	20
ryanmmagnusonnaf	20
pamela_j_hayes15_naf	20
caressa_r_long_naf	19

New Pages

- Web managers created 659 new BRD 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	616
Program Content	22
Program	20
General	1

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 and accounts for 85% of all traffic.

- Total Users: 451,828
- Change YoY: +3.2%

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

- Total Users: 39,801
- Change YoY: -42.8%

Referral Traffic

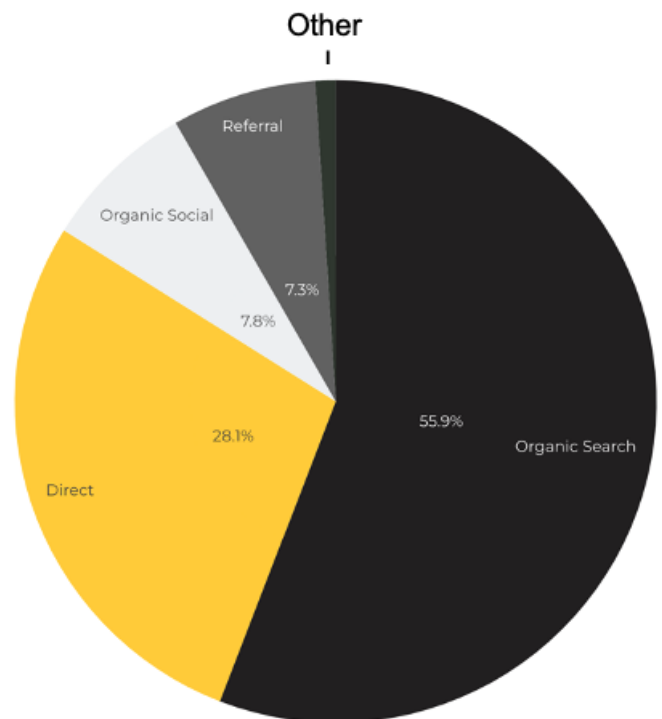
Referral traffic comes from users clicking links from external websites. The increase in referral traffic indicates strong partnerships and external linking strategies.

- Total Users: 32,659
- Change YoY: -11%

Organic Social

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

- Total Users: 28,504
- Change YoY: -17.5%



User Demographics and Geographic Breakdown

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

- Total Users: 3,207,199
- Change YoY: -0.3%

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

- Total Users: 232,738
- Change YoY: +4.2%

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

- Total Users: 91,657
- Change YoY: -13.4%

Other Notable Countries:

- Italy: +8.6% YoY
- India: +50.7% YoY (strong growth)
- United Kingdom: -63.6% YoY (significant decline)

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

Georgia continues to be the largest source of traffic in the U.S., reflecting a notable increase in user engagement.

- Total Users: 365,262
- Change YoY: +3.1%

Texas saw a slight decline in traffic compared to last year, despite its usual high activity due to military installations.

- Total Users: 338,944
- Change YoY: -3.0%

Traffic from Virginia, a key state for military activity, experienced a notable decrease this year.

- Total Users: 238,541
- Change YoY: -12.5%

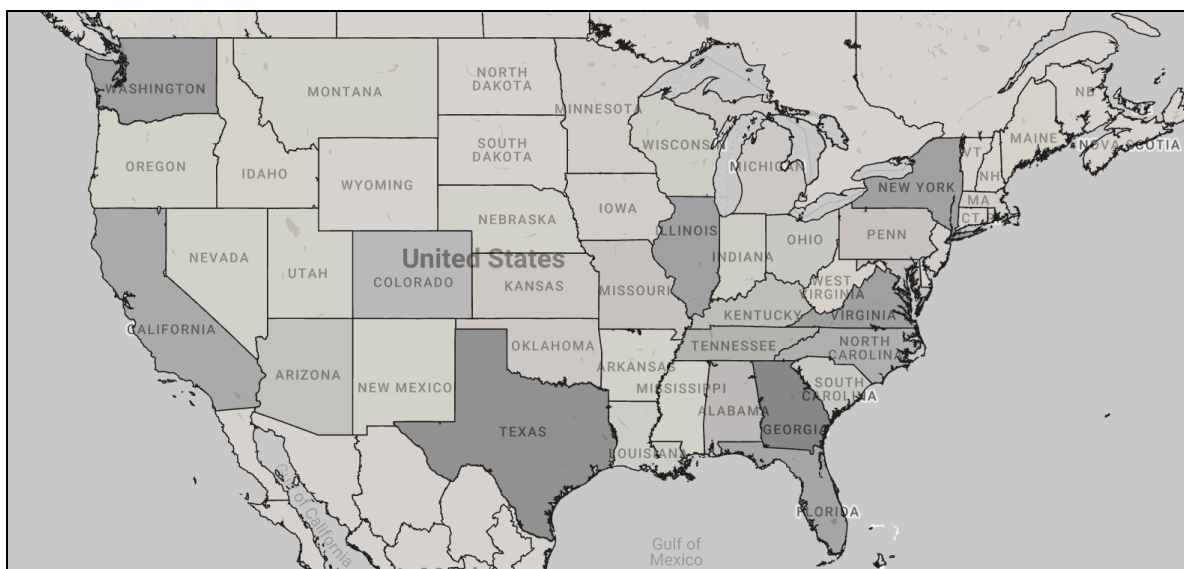
Traffic from New York saw significant growth, making it one of the fastest-growing states this year.

- Total Users: 224,945
- Change YoY: +19.2%

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 continues to be the dominant device category, although it saw a slight decline this year. This emphasizes the ongoing importance of mobile optimization.

- Total Users: 2,637,564
- Change YoY: -2.0%

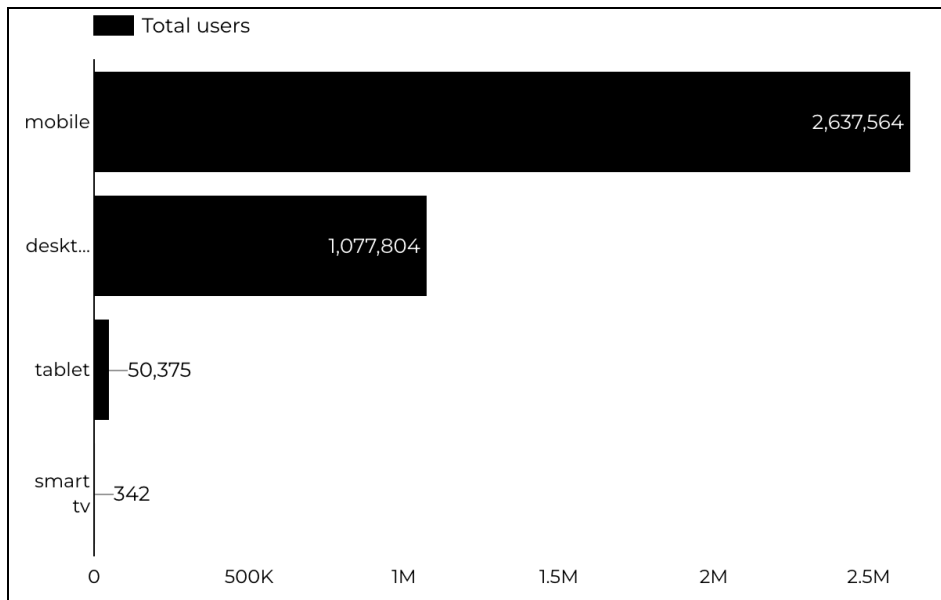
Desktop usage saw growth, indicating more users are accessing from workstations or desktop environments.

- Total Users: 1,077,804
- Change YoY: +3.9%

Tablets account for a small percentage of users and experienced a notable decline in traffic.

- Total Users: 50,375
- Change YoY: -12.6%

Figure 6: Bar Graph of Device Categories by Percentage



User Behavior and Engagement

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.

Walker

- Views: +734.4%
- Total Users: +747.8%
- New Users: +706.7%
- Engagement Rate: +19.0%

Sierra

- Views: +56.1%
- Total Users: +14.6%
- New Users: +370.6%
- Engagement Rate: +421.0%

Anniston

- Views: +113.7%
- Total Users: +61.3%
- New Users: +232.3%
- Engagement Rate: +157.6%

Johnson

- Views: +164.6%
- Total Users: +166.1%

- New Users: +163.1%
- Engagement Rate: +19.1%

Soto Cano

- Views: +62.3%
- Total Users: +44.3%
- New Users: +96.0%
- Engagement Rate: +248.0%

Natick

- Views: +88.7%
- Total Users: +64.7%
- New Users: +96.3%
- Engagement Rate: +120.0%

Miami

- Views: +36.0%
- Total Users: +39.9%
- New Users: +44.1%
- Engagement Rate: +70.9%

Parks

- Views: +63.8%
- Total Users: +57.0%
- New Users: +62.8%
- Engagement Rate: -0.7%

Brussels

- Views: +33.4%
- Total Users: +25.9%
- New Users: +25.1%
- Engagement Rate: +90.9%

Brunssum

- Views: +14.5%
- Total Users: +9.3%
- New Users: +7.6%
- Engagement Rate: +137.5%

Dugway

- Views: +2.7%
- Total Users: +7.8%

- New Users: +24.8%
- Engagement Rate: +121.4%

These installations excelled due to growth in multiple critical areas, indicating increased user engagement, stronger community interaction, and improved site performance across several key metrics.

Worst-Performing Installation (Based on Multiple Metrics)

The selection of worst-performing installation 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.

Here are the underperforming installations based on the provided data:

Daegu

- Views: -13.1%
- Total Users: -9.8%
- New Users: -6.7%
- Engagement Rate: -13.3%
- Average Session Duration: -22.7%

The Camp Walker Lodge's decline in traffic appears to be contributing to the overall performance drop for Daegu, with views and user numbers falling by notable percentages. The root cause may be related to issues with how the lodge is being promoted or the relevance of its content.

To improve the performance of the Camp Walker Lodge page and address the decline in traffic, consider the following recommendations:

1. Expand the content on the page by including additional subpages or sections, such as:
 - A detailed room description with photos and pricing.
 - Customer testimonials and guest reviews.

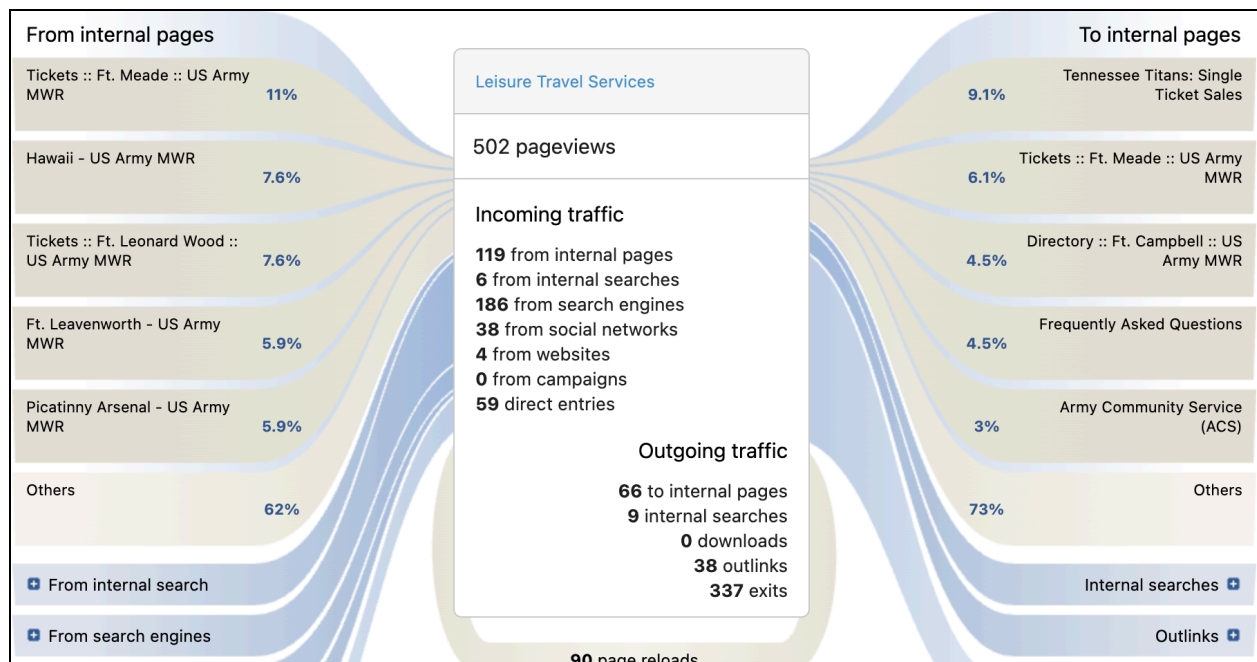
- Information about nearby attractions and services (e.g., dining, transportation, and local points of interest).
 - A FAQ section addressing common queries about bookings, amenities, and military discounts.
2. Strengthen the CTA to encourage immediate engagement by:
- Including a prominent "Book Now" button on multiple areas of the page.
 - Highlighting special offers or military discounts.
 - Adding urgency with phrases like "Limited rooms available" or "Book your stay today!"

User Flow

This image represents a Sankey diagram showing the flow of traffic to and from the Leisure Travel Services. It is divided into three sections:

- Incoming traffic sources (on the left),
- The central Leisure Travel Services, and
- Outgoing traffic destinations (on the right).

Figure 7: Sankey diagram showing the flow of traffic to and from the BRD Leisure Travel.



Incoming Traffic (Left Side)

Traffic reaching the Leisure Travel Services page originates from various sources such as internal pages, search engines, direct entries, social networks, and other websites.

- Internal pages contribute a significant portion of the traffic, with various MWR pages like Ft. Meade and Ft. Leonard Wood driving traffic to this page.
- Search engines represent the largest external source of traffic, showing strong organic visibility.
- Direct entries reflect a notable number of users typing the URL directly, indicating that some users may have the page bookmarked or are familiar with it.

Outgoing Traffic (Right Side)

Once users visit the Leisure Travel Services page, many are redirected to internal pages like ticket sales, directory pages, and frequently asked questions (FAQ) sections.

- Some visitors perform internal searches or click outlinks, while a significant portion (67%) exits the website entirely after viewing the page.

Analysis

The data shows that internal navigation and search engines are key drivers of traffic to the Leisure Travel Services page. Internal pages contribute heavily, demonstrating the effectiveness of the internal link structure. Additionally, search engines are bringing in a large share of visitors, suggesting strong search engine optimization (SEO).

The high exit rate suggests that users may not be finding enough value or engaging with further resources beyond this page. This could indicate a need for enhanced content engagement, such as providing more relevant links to related services or offers to keep users on the site. Strengthening internal linking strategies to guide users to explore more areas of the site could help reduce exits and improve overall engagement.

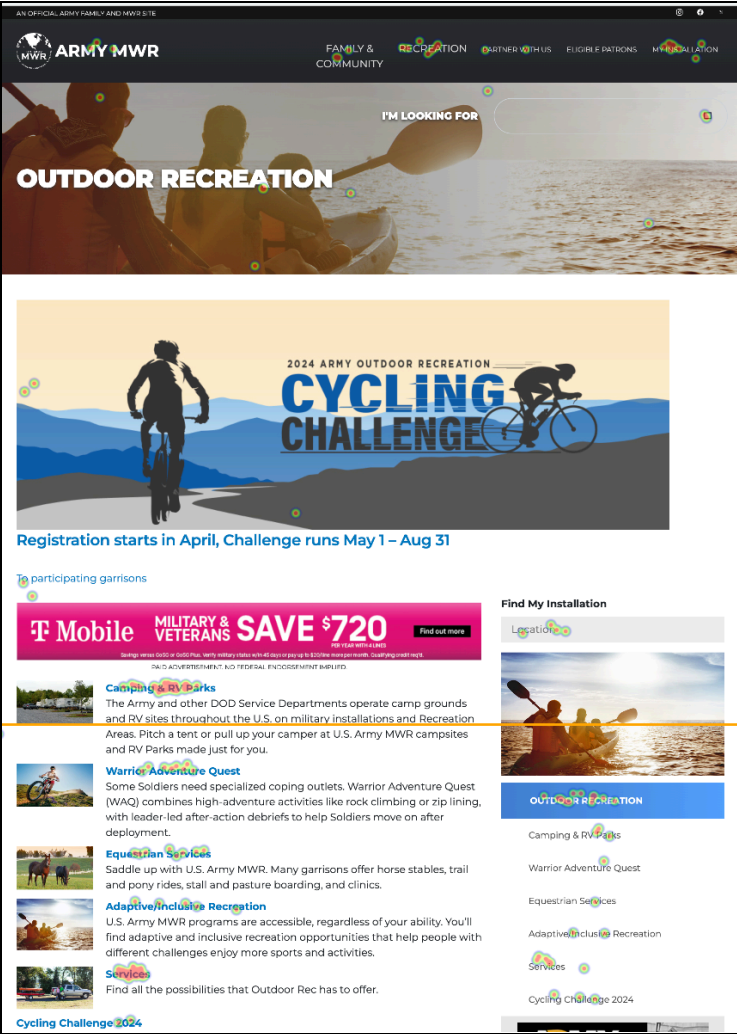
Heatmaps and Engagement

The heatmap images below illustrate user interaction on the Headquarters BRD 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 "Find My Installation" button is highly visible and draws significant user interest, making it one of the most frequently interacted elements on the page.
- The advertisement area receives notable attention, showing effective placement and engagement for external promotions.
- Program links like "Camping & RV Parks" and "Warrior Adventure Quest" show scattered clicks, indicating varied interest across different services.
- The "Cycling Challenge 2024" section garners significant clicks, likely due to its seasonal relevance and activity-based appeal.
- "Additional Resources" links have relatively low engagement, suggesting they could benefit from repositioning or being made more visually prominent.

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

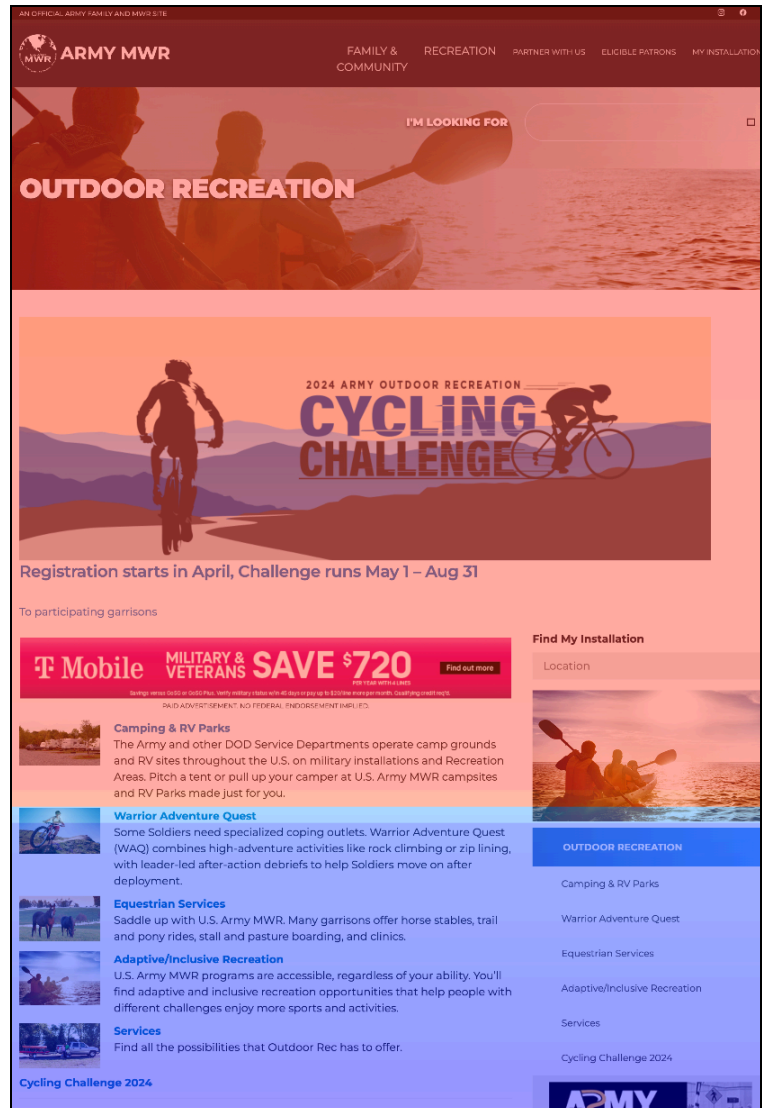



Orange Above-the-Fold Line: Represents the average viewport height, indicating the portion of content visible to users before scrolling.

Scroll Activity

- Users show strong interest at the top of the page, particularly in the banner and introductory sections, with scroll depth beginning to drop off just after the advertisement banner. This suggests that the top of the page is effectively capturing attention.
- The middle section of the page, which includes "Outdoor Recreation" and "Find My Installation" features, sees the most significant engagement. This indicates that users find these areas highly relevant. Enhancing the design or visibility of these sections may further boost user interaction.
- Engagement begins to taper off significantly as users approach the bottom of the page. Content located in the footer or lower parts of the page, such as additional resources, appears to be overlooked by many users. This suggests that these sections could be optimized for better visibility or moved higher up on the page to capture attention before interest drops off.

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



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.

Mouse Movement

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

- The top section, especially the "Outdoor Recreation" banner, captures the most attention, with significant clicks and engagement. This indicates that users are drawn to the main headline and the initial imagery, making it a critical area to communicate key messages.
- The "Find My Installation" feature also receives a fair number of clicks, showing that users are actively searching for location-specific services or content. However, there may be room to improve its visibility or utility based on the number of interactions.
- As users scroll down the page, engagement drops significantly, especially in the footer and the "Cycling Challenge" section. This suggests that users are less interested in or may not be seeing the content further down the page.



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

EPW's bounce rate remained impressively low, indicating that users were finding what they needed and staying engaged with the content.

- Average Bounce Rate: 1.38%

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:

Recreation and Entertainment

Users are highly engaged in searching for leisure activities such as sports, camping, and popular attractions like Disney. This suggests a strong interest in entertainment and recreational options available through MWR.

- Disney (1,553 searches)
- Tickets (1,208 searches)
- Golf (1,120 searches)
- Bowling (683 searches)
- Camping (634 searches)

Recommendations

Increase visibility of popular activities like golf, bowling, and camping by highlighting special events, discounts, or seasonal offers.

- Offer packages that combine event tickets, lodging, and recreational activities (sports and equipment rentals) to encourage users to explore multiple services.

- Provide detailed guides, tips, or itineraries for popular destinations like Disney or sports events.

Travel and Rentals

The search for RV rentals, boats, cabins, and car rentals shows a growing demand for travel-related services. Users are looking for flexible and affordable travel options.

- RV Rentals (412 searches)
- Boat Rental (262 searches)
- Cabins (297 searches)
- Lodging (601 searches)
- Car Rental (186 searches)

Recommendations

Simplify the booking process for RV, boat, and cabin rentals on EPW, with clear pricing and availability.

- Introduce loyalty programs or special discounts for frequent travelers or long-term rentals, encouraging repeat engagement.
- Provide travel planning resources such as maps, packing guides, and itineraries for popular RV or boat rental locations.

Fitness and Sports

The interest in fitness centers, swim lessons, and organized sports like soccer and basketball suggests users are committed to staying active and participating in both individual and team sports.

- Gym (408 searches)
- Swim Lessons (254 searches)
- Soccer (417 searches)
- Basketball (268 searches)
- Fitness (189 searches)

Recommendations

- Create community-wide fitness challenges (e.g., step challenges, virtual races) to keep users engaged and encourage friendly competition.

- Expand the variety of fitness classes and sports leagues, particularly targeting underrepresented activities (e.g., tennis, gymnastics) to increase engagement.
- Implement online reservations for gym time, swim lessons, and sports facilities to make access more convenient for users.

Tickets and Amusement Parks

Users show a strong interest in tickets for large amusement parks and attractions like Disneyland, Universal Studios, and cruises, suggesting they are looking for cost-effective entertainment solutions.

- Disneyland (487 searches)
- Universal Studios (334 searches)
- Cruise (422 searches)
- Disney World (329 searches)
- Disney Tickets (395 searches)

Recommendations

- Partner with major amusement parks (Disney, Universal) to offer discounted or early-bird tickets to military families. Make these deals prominent on the website.
- Consider expanding ticket offerings to include local attractions or lesser-known theme parks, giving users a wider array of options.
- Provide users with tips and tricks for maximizing their amusement park experiences, such as when to book, how to avoid crowds, and the best times to visit.