



Support Services Insights and Recommendations

First Quarter FY25

Heatmaps

Heatmaps have been successfully implemented for programs on HQ, offering valuable insights into user behavior on key pages. These tools will help pinpoint areas of high engagement and reveal opportunities to optimize the user experience and overall site performance. As additional data is gathered from the heatmaps, this will allow for targeted optimizations and strategic improvements to further enhance user engagement and site functionality.

NAF Personnel Services

NAF Personnel Services attracted a total of 13,081 users, marking a 9.9% year-over-year increase. New users contributed significantly with a 21.1% rise compared to the previous year, indicating growing interest in the platform. Sessions grew by 5.5% to 14,953, although views decreased by 2.8% to 22,750. Engagement remains stable with a 65% engagement rate, down slightly by 0.9%. The average session time dropped by 10% to 2 minutes and 16 seconds, suggesting potential room to improve user retention and content engagement.

Referral traffic was the leading source, driving 7,500 users, followed by Organic Search with 4,772 users. Direct traffic accounted for 723 users, while Organic Social and Unassigned channels contributed minimally, at 75 and 61 users, respectively. Key referral sources include nafbenefits.com (7,192 users) and Google (4,036 users).

The top-performing page, "/employee-portal/naf-personnel-services," attracted 8,873 users, followed by pages related to retirement and health insurance with 2,264 and 1,025 users, respectively. These pages highlight user interest in specific benefits and resources.

Table 1: Top Resource Downloads

Download	Total ▾
Retirement Booklet	1,020
Calendar Year 2025 Open Enrollment Brochure (PDF)	974
Retirement Plan Documents	568
Calendar Year 2025 Premiums (PDF)	565
Retiree Cost of Living Adjustment - Effective April 1, 20...	376
Valuation 2022	349
NAF Group Life Insurance Booklet	293
Open Enrollment Brochure (PDF)	192

Table 2: Top Search Terms by Search Volume.

Search	Total Searches ▾	Total users	Search Count Per User
jobs	4	4	1
employee benefits online	4	4	1
military buy back	3	2	1.5
employee benefits	3	3	1
da form 3473	3	2	1.5
forms	3	2	1.5
calculator	2	2	1
careers	2	2	1
divorce	2	2	1
change address	2	1	2

CEAT

The CEAT section demonstrated strong performance, with total users increasing by 26.9% year-over-year to 3,639 and new users growing significantly by 84.6%. Sessions rose 23.6% to 4,100, while views saw a 60.1% increase, reaching 5,752. These trends indicate substantial growth in traffic and interest in CEAT-related content.

Traffic was primarily driven by Organic Search, contributing the largest share of users, followed by Direct and Referral channels. This highlights the importance of search engine optimization and effective user access via direct and referring sources, ensuring continued user acquisition and retention.

Engagement metrics reflected positive user interaction, with an engagement rate of 82% (-0.8% YoY) and an average session time improving to 1:38 (+17.8%). The CEAT Transfer Guide accounted for 566 downloads, leading in content performance, while less-utilized resources like Internship and Practicum Opportunities offer potential for improved promotion and visibility.

- 566 CEAT Transfer Guide downloads

Table 3: Top Search Terms by Search Volume.

Search	Total Searches	Total users	Search Count Per User
jobs	2	2	1
flag placement	2	1	2
auctions	1	1	1
time	1	1	1
career	1	1	1
ceat transfer	1	1	1
careers	1	1	1
direct deposit	1	1	1
employment	1	1	1
boss	1	1	1

Home Based Business (HBB)

The Home Based Business (HBB) platform showed steady growth in user engagement, with total users reaching 4,739 (+2.9%) and new users at 2,221 (+4.9%). Views increased by 14.0% to 7,204, though sessions saw a slight decline of -0.4% at 5,648. Notably, the engagement rate rose to 71% (+2.1%), and average session time improved significantly to 2:20 (+18.4%), indicating more meaningful interactions with the site. Year-over-year comparisons highlight a positive trend in overall engagement, suggesting sustained interest in HBB services and resources.

Traffic was primarily driven by Organic Search, which accounted for 2,204 users, followed by Direct traffic with 1,415 users and Referral channels with 816 users. Organic Social contributed 313 users, reflecting its role in supplementing overall traffic. Referral traffic, while smaller in volume, displayed value by directing users to relevant resources, with installation specific pages and Army MWR’s main portal being key contributors. Streamlining these pathways further could enhance user acquisition and engagement.

User interaction metrics were strong, with a 71% engagement rate (+2.1%) and an average session time of 2:20 (+18.4%). Popular pages included Army MWR’s main HBB site and high-traffic installations like Stuttgart and Grafenwoehr, underscoring the importance of installation-specific resources in driving engagement. However, less-visited resources and underperforming referral-based pages suggest opportunities for optimization. Enhancing visibility and refining navigation for such content could further capitalize on user interest and improve overall engagement metrics.

Table 4: Top Search Terms by Search Volume.

Search	Total Searches	Total users	Search Count Per User
hbb application	3	3	1
hbb	3	2	1.5
lease	2	1	2
spouse market	1	1	1
utap	1	1	1
city license	1	1	1
dental hygienist	1	1	1
fcc child care	1	1	1
fort mccoys housing	1	1	1
app	1	1	1

Recommendations:


Call-to-Action (CTA): Place clear, actionable CTAs (e.g., "Apply Now," "Learn More") prominently and consistently across pages.

Suggested Call-Out:

"Start Your Home-Based Business Today!

Do you have a skill, service, or product you want to share with the Army community? The Army MWR Home-Based Business program is here to help you succeed! Whether you're offering child care, crafting handmade goods, or providing tutoring services, we provide the tools and resources to make it happen.

 **Apply Now** – Start your application and join our thriving network of entrepreneurs!

 **Learn More** – Explore how this program can help you turn your passion into a successful business!"

This call-out draws attention to the program's benefits, includes clear CTAs ("Apply Now" and "Learn More"), and motivates users by emphasizing community support and success.

CHRA

The CHRA Employment Campaign site has experienced significant traffic, with a total of 23,249 users during the reporting period. New users make up the majority (20,398), indicating successful outreach efforts. Views reached 26,479, while sessions totaled 24,784, reflecting active engagement with the content. However, the engagement rate of 50% and an average session time of 1 minute and 6 seconds suggest there is room to improve user interaction and retention.

The primary traffic drivers were referral channels, which brought in 10,408 users, followed by organic search (6,962 users). Notably, unassigned traffic sources accounted for 4,199 users, and direct and organic social traffic contributed 1,299 and 95 users, respectively. These figures highlight the importance of referral and search channels in the campaign's success while suggesting untapped potential in social media promotion.

In terms of content performance, the "/careers" page was by far the most popular, attracting 22,751 users, while the "/army-civilian-careers" page saw a modest 735 users. External link clicks were concentrated on job application sites, with 8,500 clicks to "armymwrcareers.usajobs.gov" and 266 to the main "usajobs.gov" portal. This indicates strong interest in job opportunities.